**University Economic Development Association – Summit 2021**

**2021 Call for Content**

**Deadline: July 1, 2021**

Planning is now underway to identify topics and presenters for concurrent sessions at the UEDA Summit 2021.

As higher education institutions and their partners are planning for a post-pandemic world, the pressures of a changing world will require new thinking to grow our regional economies. More than just recovery, a transformation is needed to sustain thriving, resilient economies. Today, increased exposure of inequities in economic systems and defense of the status quo have called into question the role of higher education in delivering the future. From rethinking educational delivery and where innovation happens, to how we develop communities; our foundational economic prosperity elements of talent, innovation and place can be leveraged to reimagine the economy of the future. The UEDA 2021 Summit will convene economic development professionals focused on leading the transformation to create more inclusive, equitable, collaborative economic development practices, especially within the confines of talent, innovation, and creating a sense of place. We all have a role to play—higher education, economic development organizations, the public sector, and private partners. Together, throughout the Summit, we’ll work together as partners to mastermind the future, promoting more inclusive, equitable economic development practices and driving regional prosperity.

**The 2021 Summit theme is “Transformation: Forward Thinking in a Changing World”**

Also, as UEDA’s [Foundations for Strategy and Practice](http://foundations.universityeda.org/) study has shown the three major areas of talent, innovation, and place, drive change. Universities play a significant role in this development and the 2021 Summit will highlight these activities. We seek topics and activities which align with these areas for our Summit.

The Summit committee strongly encourages session proposals to integrate a variety of formats. While panels are welcome, we prefer engagement and audience participation as much as possible. Workshops, design thinking sessions, and sessions where participants are active will be evaluated as more favorable. While we are planning for an in-person event, in the event that the Summit needs to shift to a virtual format again this year, all proposals should include a plan to adapt the proposed session to a virtual format if necessary.

In the spirit of collaboration within an ecosystem, proposals that include university economic development partners are encouraged (City, Chamber of Commerce, State, Industry, etc). **Presentation Topics**

Topics for the Summit should address the main theme and subtopics (which are the same as the Awards of Excellence categories) and based on our *Foundations* doctrine. Topics should address the concept of **talent, innovation, or place** or any combination of the three with a regional impact. For more information regarding the topics, visit Foundations.UniversityEDA.org.

**Summit Audience**

All presentations should consider the positions of those attending the Summit:

* College and University Presidents
* Provosts, Deans & Outreach Officers
* EDA Center Directors
* External & Government Affairs Administrators
* Innovation, Commercialization & Technology Transfer Directors
* Officials from Higher Education System Offices
* Economic Developers
* Economic Development Consultants
* Market Development Specialists
* Federal Agency Program Directors
* State and Federal Grant Administrators
* Manufacturing Extension Partnership Directors & Managers
* Workforce Development Directors
* University and College Faculty
* Graduate-level Student Economic Development Professionals
* University-Industry Liaisons

**Types of Content**

UEDA is seeking diverse and unique presentation styles to fill concurrent session spots. Workshops, roundtables, interactive activities, etc. are all encouraged – the more engaging the better! Preference will be given to sessions that encourage audience participation and engagement. Each session will generally be about one hour and fifteen minutes in length and should include time for Q&A, as well as a small amount of time at the beginning and end of the session for participants to arrive/depart. Electronic presentations, PowerPoints, videos, etc. are welcome, however, speaker bio/presentation deadlines must be adhered to in order to ensure appropriate publication deadlines can be met. Innovative and creative sessions topics and styles are strongly encouraged.

Panel Discussion

Typically, for panel discussion sessions there is a session moderator and 2-3 panelists. Specialty needs (e.g. presentation audio/video, etc.) should be identified up front. Again, this type of presentation is permitted with elements of audience engagement beyond the Q&A period.

Workshop

Workshop sessions at the Summit should include an introductory portion for presenters to introduce their presentation, followed by a more interactive and intensive group discussion surrounding the topic presented. Specialty needs (e.g. presentation audio/video, etc.) should be identified up front.

Experiential Learning

Experiential learning is a process through which participants develop knowledge, skills, and values from direct experiences outside the traditional conference setting. While Summit schedule is very tight, we welcome new ways to challenge the traditional conference environment.   
  
Lightning Round

The UEDA Lightning Round provides best practices around a single broad topic in a quick lightning-round format. Each presenter will have five minutes to present their idea in a quick, engaging, and inspirational way while using limited presentation materials. Immediately following the presentations, a questions and comment session with the audience will take place for all presenters.

The topic, **“Transformation: Forward Thinking in a Changing World”** is intentionally broad. The Lightning Round relies on each presenters’ interpretation of the topic and ideas and initiatives being generated in their regions. Presentations can be highlighting an existing program or initiative, a conceptual. Idea, or research around the topic.

**Review Criteria**

UEDA’s Summit committee will review all proposals and will recommend submissions based on content (clarity of purpose and appropriateness to the topic and audience); relevance (alignment of proposal to conference theme); and balance (diversity of topics against other proposals). The agenda committee may work with session leaders to refine topics and ideas or potentially combine similar session proposals.

W O R K S H E E T

**2021 Call for Content**

The worksheet below is meant to assist submission teams in preparing their proposals. **After completing this sheet, please visit** [**http://bit.ly/UEDAPortal2021**](http://bit.ly/UEDAPortal2021) **and copy/paste your responses into the submission form.** **Email Submissions will not be accepted. All submissions MUST be made through the portal.** You will also be asked to upload presenter information, including bios and photos. If you do not have all presenters solidified, please upload what you can in order to keep your application active.

The UEDA Summit committee will review and rank all submissions and notify all applicants in early June on the status of their proposal. All presentations will be conducted at the UEDA Summit Digital Summit on September 19 - September 21, 2021. Panelists and moderators will be notified of the final presentation time and day by August 23, 2021. Summit attendance fees are the responsibility of the presenter(s).

**GENERAL INFORMATION**

**Topic Areas:**

Please rank your submission’s amount of content in the following areas:

Talent

1 2 3 4 5 6 7 8 9 10

Less More

Innovation

1 2 3 4 5 6 7 8 9 10

Less More

Place

1 2 3 4 5 6 7 8 9 10

Less More

Other (Specify: )

**Contact Information of Submitter**

Name of Primary Contact:

Title:

Organization/Institution:

Address:

City, State, Zip:

Phone:

Email:

Comments/Notes:

**SUMMIT PRESENTATION**

**Presentation Format**

Is your presentation a…

 Panel Discussion

 Workshop

 Experiential Learning

 Other (Describe:)

**Awards of Excellence Participation:**

Are you also planning to nominate your project for a 2020 UEDA Award of Excellence?

 Yes

 No

**Presentation Information**

Title of Presentation:

**Abstract of Proposed Session:**

Limited to 100 words. To be used in the Summit program or on the UEDA website.

**What will make this presentation unique?**

Limited to 100 words.

**What is the relevance of this presentation to UEDA members?**

Limited to 100 words.

**What is the relevance of this presentation to the Summit Theme?**

Limited to 100 words.

**Presentation Content**

Limited to 1,000 words. Include brief description of the overall presentation and/or a description of each panelist’s presentation.