



Call for Proposals Guidelines

1.Conference Theme

The EduData Summit is a well-established conference in the field of data in higher education, organized by the Intelligence Unit of QS Quacquarelli Symonds. The 5th edition of the conference will take place in New York on June 10th and 11th 2020.

The purpose of this conference is to explore how higher education institutions can use data and analytics in an efficient way to become data-driven organisations, making decisions supported by data.

The 2020 EDS conference theme is: ***Leveraging Data and Analytics to Empower Institutional Engagement and Environmental Sustainability***

2.Call for Proposals Timeline and Deadlines

- February 1st, 2020: Call for Proposals Closes
- Early March 2020: Submitters will be notified about the selected proposals
- April 20th, 2020: All presentations must be sent to brittany@qs.com
- June 10th & 11th, 2020: EduData Summit 2020

3.Proposal Components:

Proposals should contain the following information:

- **Proposal Title:** Include the name of your presentation
- **Main Speaker:** Add the name of the speaker, job title and company
- **Co-presenters:** Optionally include additional speakers
- **Speaker(s) Contact and Bio:** Send a short biographical sketch of each speaker
- **Abstract (150-word limit):** Provide a brief summary of your proposal
- **Track Areas:** Identify the topic area of your proposal (please refer to Track Areas below)

4. Thematic Track Areas:

To promote discussions among participants, the program of the conference will be composed of a set of four thematic tracks:

Track One: Establishing the role and evaluating the impact of universities in addressing global climate and environmental crises

Universities are at the heart of knowledge creation and research and educating the leaders of tomorrow, but how they operate, research and educate in the best interests of future generations from an environmental standpoint is not widely understood. Presentations should focus on discussing the role of universities and how data and analytics has and can be used to evaluate the environmental footprint of institutions operationally as well as their contribution to research and education in these critical areas. Proposals that include aspects of how universities have engaged with partners, networks and their local communities *and or illustrate connections to employability, curriculum advancement, better teaching, and educational outcomes* will have an increased probability of selection.

Track Two: Evidencing engagement – beyond teaching and research

What role does or should a university play in the broader context of its community, its city, its region, its nation or the world at large. How can data be harnessed to evaluate the impact of the institution beyond teaching and research and how can these aspects be compared? A diversity of presentations will be selected focusing on broad questions of defining engagement in the first place and examples of institutions illustrating and evidencing different aspects of it.

Track Three: Analyzing the demand curve: using data science to better understand employability and labor market needs.

All presentations should focus on how universities are getting "ahead" of the labor market and adapting/adopting new educational models and curricula in anticipation of change labor market needs/demands both in terms of academic capability and employability skills.

Track 4: Emerging research from data-driven universities: new learnings about ourselves, our markets, and our competitive space

Presentations should focus on applications of data science and analytics on improving rankings, university status/market presence, student wellbeing/health, faculty teaching and learning, and/or research effectiveness.

5. Proposal Review Process:

Proposals will be reviewed in two stages:

Pre-selection stage: During the first stage, proposals will be reviewed by three internal reviewers from QS. Proposals pre-selected during this stage, will go through to the second stage of the process.

Selection stage: In this second stage, proposals will be evaluated by our EduData Summit Chairman and Steering Committee.

Submitters will be notified regarding the results of the review by early **March 2020**.

6. Proposals will be evaluated on the following criteria:

- Clarity of the proposal – how well do the title, abstract and the description align with each other.
- Quality of the proposal – how will the proposal allow participants to achieve the learning objectives of the conference.
- Significance of the proposal – how the proposal is relevant to the Conference Theme and Thematic Track Areas.

Under no circumstances should the proposal be used to directly or indirectly promote any product, service, programme, university or other self-interest. Any mention of products, programmes, and services should only be referred to briefly and presented as examples of best practice rather than options or solutions.

7. Proposal Submission:

The deadline to submit proposal(s) is February 1st, 2020. Please submit your proposal via the following link: <https://www.qsglobalevents.com/pss/>

8. Contact Information:

If you require any additional information during the process of submission of your proposal, please contact Brittany below:

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