

NASPA ONLINE LEARNING SESSION SPONSOR APPLICATION AND AGREEMENT



NASPA[®]

Student Affairs Administrators
in Higher Education

NASPA has successfully pivoted to a first-class virtual educational experience for the student affairs profession. Take advantage of this engaged audience and provide to the membership a thought-provoking online learning session. Offered to the membership just one time a month, NASPA will promote your sponsored learning session to the membership, facilitate it, and provide your company a list of those who registered and attended. In addition, your session will be available on the NASPA website for 12 months for members to view.

Presenter(s) and Title(s):

Organization(s):

Working Title of Presentation:

Abstract/Presentation Summary: (150-300 words)

Preferred Month of Webinar: First Choice:

Second Choice:

Third Choice:

Preferred Week within the month:

1st

2nd

3rd

4th

What learning outcomes will your presentation bring to our members?

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Professional Competencies for Student Affairs Educators

https://www.naspa.org/images/uploads/main/ACPA_NASPA_Professional_Compencies_FINAL.pdf

(check all that apply)

- Personal and Ethical Foundations (PPF)
- Values, Philosophy, and History (VPH)
- Assessment, Evaluation, and Research (AER)
- Law, Policy, and Governance (LPG)
- Organizational and Human Resources (OHR)
- Leadership (LEAD)
- Social Justice and Inclusion (SJI)
- Student Learning and Development (SLD)
- Technology (TECH)
- Advising and Supporting (A/S)

Professional level demographic: (check all that apply)

- Higher Education Faculty
- Peer Educators and Undergraduate Leaders
- Graduate Students
- New Professionals (0-5 years professional experience)
- Mid-level Professionals (5-10 years professional experience)
- Senior Leadership (10+ years professional experience)
- Vice Presidents for Student Affairs

Focus Areas: (check all that apply)

- Civic Learning and Democratic Engagement
- Policy and Advocacy
- Supporting the Profession
- Student Success
- Health, Safety, and Well-being
- Financial Well-being
- Equity, Inclusion, and Social Justice
- Career and Workforce Development

PAYMENT

Company Name: _____

Contact Person: _____

Street Address: _____

City: _____

State: _____

Zip Code: _____

Phone: _____

Email: _____

Sponsored Online Learning Session: \$10,000

SIGNATURE

DATE

By signing above, I agree to the conditions and guidelines of this contract.

Payment information: Send Invoice

Credit Card: (NASPA will follow up for credit card information).

GUIDELINES

Content

- It is highly recommended that the company partners with a university colleague whom they already do business with.
- Online presentations must hold educational value to our membership; partners should be positioned as content experts, or, the conveners of content experts, for the presentation(s).
Pro Tip: Attendees will find more value in any concluding promotion of products or services if you provide an impactful educational experience.
- Companies should not use webinars to advertise – but to deliver content, data, or other information as an expert in the field.
- Proposals for sponsored webinars must be shared for NASPA feedback prior to scheduling.
- Total online learning opportunity will be a maximum of 90 minutes.

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GUIDELINES CONTINUED

NASPA Promotions

- NASPA will host a website landing/registration process for the online learning event on NASPA's website. A link to this site will be provided to post on the company's website. No additional registration site or information collection may be used.
- NASPA will send at least one promotional email to a targeted segment of our audience (developed off of partner's audience preferences).
- One feature in a NASPA Community Update (weekly e-newsletter).
- Banner ad in Weekly Update (partner-designed, if space is available, must be remitted 6 weeks from webinar date). NASPA will provide specifications for design after the signed contract is received.
- Two promotional posts per social channel - FB, Twitter, LinkedIn. NASPA will provide partners a 6-week window of time where the two posts will be shared.
- One re-share of partner social promotion (if applicable).
- Sponsored online education does not constitute NASPA's endorsement of a company's product or service.

Registration And Attendee Lists

- NASPA will develop and maintain registration for all events (online and in-person). A separate registration is not allowed on the company website.
- NASPA will not charge a separate registration fee for these online learning opportunities.
- Company will receive a registration list (name, title, institution, physical mailing address, professional level) one week prior to the webinar date of participants who have consented to have their contact information shared with the sponsor.
- Post-event, NASPA will provide a final registrant list of participants consented to have their contact information shared for a single-use mailing, as per NASPA's mailing list policy. - will include (name, title, institution, physical mailing address, professional level)

Brand Parameters

- Any reference to NASPA must use the language "presented by" and official NASPA logo usage only is permitted in reference to the agreed-upon online learning event.
- All registration must be done through the NASPA AMS.
- Any externally maintained event page or web presence must be approved by NASPA.
- No polling may be conducted during the presentation unless it is relevant to the educational content.
- NASPA does not share email addresses under any circumstances.
- Further brand parameter language to follow.

Post-Event Communications

- A single email to registered participants will be sent by NASPA no later than two-weeks following the presentation, including a recording of a presentation, partner-developed messaging, and linked collateral (subject to approval by NASPA).
- Partner developed message can include a company website link with a maximum of 150 words.

Timeline And Decision Process

- For maximum market impact, program content, presenters, and details should be in place and ready to go live six weeks in advance of the webinar.
- Once your application is submitted with all applicable information, NASPA will communicate the online event decision within one week of a completed application.
- If feedback/changes are deemed necessary, NASPA will provide this feedback within five business days and changes must be made within five business days.
- If the event is approved, NASPA will schedule a meeting with the company contact to begin the set-up process for the online event.

Application

Please submit initial information for consideration. Feedback will be provided within five business days of submission.

After your application has been submitted and approved, you will receive a link to provide the additional information noted below:

- Final Title
- Final Abstract
- PowerPoint Presentation
- Confirmed Presenters, Position Titles, and Organizations
- Speaker Bios
- Speaker Photos
- Logos
- Direct Web Links to Company Content

Questions? Please contact Fred Comparato, Senior Director of Development at 614.204.5994, fcomparato@naspa.org