



# 2024 NATA Annual Conference Call for Proposals

December 9-12, 2024 | San Diego, CA



## Overview

The NATA Annual Meeting & Conference is where synagogue executives gather to exchange knowledge, resources, strategies, solutions, and more. After three days of learning, growing, and finding inspiration, attendees are prepared to return to work equipped with valuable support in their daily responsibilities and motivated to embrace another year as leaders in their local communities.

## Theme

For the 2024 Annual NATA Conference, our planning team has chosen the theme of **'Back to the Future'**.

Aside from aligning with the very cool mid-century modern ambience of our conference venue, the *Back to the Future* movie features several themes relevant to the work of synagogue executives. For our members who are trying to plot a course through changing landscapes while honoring the traditions that endure within our communities, we seek to offer the critical knowledge, tools, skills, and resources they need to maintain a healthy sense of self, healthy workplaces, and healthy communities.

As you consider your submission, please consider how your workshop topic or area of expertise might fit into the overall themes of the conference as described below. Please [contact the Education Co-Chairs](#) if you have questions or need more guidance.

### **Courage: Creating a Healthy Sense of Self**

*"If you put your mind to it, you can accomplish anything."*

For us to be successful in creating strong teams and cohesive communities, we must first understand our own strengths. Help our attendees understand and implement the tools to be courageous, set boundaries, overcome feelings of inadequacy, and rise above our fears, so that we may lead our communities with excellence.

### **Innovation: Creating Healthy Workplaces**

*"I guess you guys aren't ready for that yet. But your kids are gonna love it!"*

The movie is known for its futuristic technology and gadgets as well as a high level of innovation and risk taking by the characters to achieve their goals. Highlighting this aspect of our overall theme might include:

- Showcasing the latest technological advancements and how they can be used to improve temple administration.



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- Using data to make informed evidence-based decisions and making course corrections when needed.
- Creative Problem-Solving to manage risks and achieve big changes.
- Understanding how even seemingly small choices determine our future path, professionally and personally, and maintaining awareness of cause-and-effect relationships.

## **Navigating the Future by Learning from the Past: Creating Healthy Communities**

*“Roads? Where we are going, we don’t need roads.”*

In *Back to the Future*, time travel is made possible using a fictional Flux Capacitor. Flux means constant change and capacitor is a device used to store energy. We all need something to help harness energy and manage change. Flexibility, agility, resilience. What are the methods, techniques, and/or tools we can use to plan for tomorrow when everything has changed. Some concepts that support this theme might include:

- Understanding the nature of accelerating change and ever-shifting environments
- Examining traditional approaches that will no longer suffice: Preserving what’s important but re-examining fundamental models.
- Exploring changing behaviors and how those impact synagogue members and membership structures.

Great Scott! For maximum fun and attendee engagement, we encourage you to incorporate creative use of *Back to the Future* references in your workshop titles and/or descriptions!

## **General Information**

The NATA Annual Conference offers attendees the chance to make meaningful connections that reinforce the impact of the synagogue executive community in shaping a brighter future for the communities we serve.

To deliver a positive and meaningful learning experience, NATA seeks education proposals that will advance the profession.

### **Proposals should:**

- Encourage attendees to explore fresh solutions in synagogue management.
- Explore relevant topics essential to synagogue executives.
- Illustrate forward thinking in the field.
- Feature diversity, equity, and inclusion practices.
- Showcase innovative and engaging program formats.



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- Demonstrate relevance of lessons through “real-life” case studies.

## Instructional Design

- Be informed by sound learning principles.
- Facilitate knowledge transfer and development of new competencies.
- Stimulate and provoke discussion, audience engagement, and outcome-focused design.

## Audience

- Executive-level and emerging leaders in synagogues of all shapes and sizes.
- Jewish community professionals, consultants, and affiliated partners.
- Different types of adult learners.

## About the Review & Selection Process

### Process

NATA strives to be inclusive and diverse when reviewing session proposals. Our process combines the collective input of peers, volunteer leaders, and professional staff to ensure that our members have a significant voice in co-creating the conference programming. Together, members and staff ensure that program content is timely, relevant, and targeted to attendee needs.

All proposals go through an initial blind review process when they are evaluated anonymously by the Conference Education Committee (CEC) members based on the rating criteria below. Proposals that meet a pre-determined average score then move forward to the next round of the selection process.

The CEC is comprised of NATA member volunteers and includes NATA staff. During the second round of review, the CEC further assesses the proposals to make recommendations for inclusion in the annual conference. At this stage the speaker information is revealed and becomes a part of the evaluation process.

### Evaluation Criteria

- The CEC considers the following criteria when evaluating submitted proposals:
- Aligns with NATA's mission and vision.
- Fits within the theme of the conference as outlined in the Request for Proposal (RFP).
- Provides educational value to NATA members.
- Offers interactive learning experiences/format.
- Includes lasting strategies that can be implemented at participants' home congregations.
- Is expected to garner significant interest by attendees.



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- Appears to be innovative and unique in content and/or design.

## Important Guidelines & Expectations

- Limit submissions to 2 per person.
- **DO NOT** include any reference to your name in the session title, description, or learning objectives. Only provide speaker information when asked for those details like name, bio, speaking history.
- **ALL** proposals must be submitted using the online form.
- Commit to providing a high-quality educational workshop.
- Engage attendees through audience participation and discussion.
- Coordinate with staff regarding any logistical needs.
- Ensure the workshop is not perceived as an infomercial for any particular product, service, or organization.
- NATA members who are accepted as presenters are expected to register for the conference at the discounted speaker rate and will cover their own travel and accommodations.
- **PLAN** your submission in advance. You will not be able to save your application and return to it at a later time, so please collect your thoughts before going to the online form to make your submission process easier.

## Important Dates

February 1, 2024	Call for Proposal period opens
April 30, 2024	Call for Proposal period closes
May 1-31, 2024	Proposal review & selection
May 31, 2024	Applicants notified of decision
June 15, 2024	Schedule finalized
June 20, 2024	Conference registration opens
November 30, 2024	Conference registration closes
November 30, 2024	Presenter materials due
December 9-12, 2024	2024 Annual Conference

## Questions

Thank you in advance for sharing your time, ideas, expertise, and leadership. The NATA Conference Education team is available to make this a positive experience. If you have questions, please contact us anytime.

Conference Education Co-Chairs,

Lauren Synder  
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## Prepare Your Proposal

To help you prepare to submit your proposal using our online form, below you will find the questions you'll be asked to answer during the submission process.

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### 1. PRESENTER INFORMATION

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#### Contact Information

- First & Last Name
- Job Title
- Organization
- Email
- Phone
- Emergency Contact
- Have you presented at a NATA Conference in the last 2 years?

#### Biography

Please provide a professional bio that will be read aloud by a committee member before you begin your session. You should include a brief summary of your education, work history, and/or experience relevant to your speaking topic. Ideally it would be between 75-100 words.

If you are submitting multiple proposals, please copy and paste your bio into each proposal form rather than referencing a previous submission.

NOTE: This information will be suppressed for the initial review of proposals.

#### Headshot

Please upload a quality photograph of yourself. This will be used to promote you and your session on our website and in the conference mobile app.

#### Co-Presenter Information

When completing your submission, you'll be able to add up to one additional presenter. All the same information as listed in the Presenter Information section will be required for the co-presenter.

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### 2. WORKSHOP PROPOSAL INFORMATION

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#### Learning Level

Please tell us which learning level best applies to your proposed workshop using the following definitions:



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1. **Foundational:** Focus on awareness and factual recall; appropriate for those with limited experience of the subject area seeking introductory understanding of the content areas.
2. **Applied:** Focus on understanding and comprehension; appropriate for those with some experience seeking to build on, apply, or enhance existing knowledge using content in practical applications to master concepts.
3. **Strategic:** Focus on application and implementation of highly technical or detailed topics; appropriate for those with substantial prerequisite knowledge seeking the most up-to-date information to heighten expertise.

## Learning Format

- Express Talk (30-45 minutes)
- Learning Lab (60 minutes)
- Deep Dive (90 minutes)
- Masterclass (2-3 hours)

## Primary Topic Area

(Select one)

- Business Operations
- Conscious Inclusion (DEIA)
- Dues Modeling
- Ethics
- Facilities Management
- Financial Management
- Fundraising / Non-Dues Revenue
- Governance
- Human Resources
- Leadership Skills
- Legal
- Marketing & Communications
- Membership
- Rabbi / Clergy Relations
- Soft Skills
- Security
- Strategic Planning
- Technology
- Time Management
- Volunteer Management

## Theme Alignment

With which theme area(s) does your workshop align?

- Courage: Creating a Healthy Sense of Self
- Innovation: Creating Healthy Workplaces
- Navigating the Future by Learning from the Past: Creating Healthy Communities



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**IMPORTANT:** Do not include the presenter(s), company, or product names in the session title, description, or other elements of the proposal. As the first stage of the review process is a blind review, those proposals that reference speaker(s) information within the proposal will be negatively rated.

## Workshop Title

Please submit a concise title – 10 words or less

## Workshop Description

Please share a brief summary of your proposed workshop and anticipated takeaways for attendees. This summary will be posted for attendees, so please provide a final description we can copy and paste into the website and mobile app, being careful to check spelling and grammar.

Do NOT include personal bio information or any details that might reference your identity.

## Learning Outcomes

Please clearly define how your session will support attendees' knowledge and skills for use back in their home communities. Put emphasis on participants acquiring skills, rather than simply receiving knowledge and information. For example, "Participants will understand the latest email marketing practices to reach their intended audiences."

List no more than 3 specific takeaways:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Instructional Flow & Format

Which presentation style best describes your workshop?

- Frontal Delivery
- Experiential
- Case Studies
- Other / Unsure

How do you plan to engage the audience in interacting with you and/or with one another?

What techniques and adult learning methods will be deployed? How will the time be used? Creative approaches to instructional that go beyond this basic approach are strongly encouraged. Please be specific.



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## Expertise

Tell us how you gained expertise on the topic you are proposing, and how your background and experience qualifies you to teach others about it.

## Target Audience

If your proposal is geared toward congregations of a particular size, you may indicate that here:

- Small (under 300 households)
- Small / Medium (300-650 households)
- Medium / Large (650-1000 households)
- Large (over 1000 households)

## Any Additional Information

You'll have an additional field on the form to provide any other information you believe to be relevant about your workshop proposal.

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## 3. PRESENTER NEEDS

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### Supplies

NATA will automatically provide a projector, screen, podium, and microphone in each breakout room. Please indicate what other supplies you might need for your presentation, keeping in mind that we must pay for each whiteboard and/or flip chart set up.

Please note you will need to bring your own laptop for projecting.

**Only request those items you know you will be using.**

- Whiteboard & Dry Erase Markers
- Large and/or Small sticky notes
- Flip Chart paper on easel with Markers
- Paper
- Pens
- Highlighters
- Sharpies

### Preferred Date for Workshop

While we will ask if you have a preferred day/date for your workshop, we cannot guarantee that our schedule will allow us to accommodate all requests.

- Tuesday, December 10<sup>th</sup>
- Wednesday, December 11<sup>th</sup>
- Thursday, December 12<sup>th</sup>





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## Compensation

NATA is a 501(c)(3) nonprofit organization. Wherever possible NATA seeks to compensate our partners, affiliates, and friends for sharing their expertise with our members. Unfortunately, due to rising costs each year, we may only be able to offer stipends or travel reimbursement to those presenters who would otherwise be facing significant financial hardship by participating in Conference.

If you have any financial compensation needs, please indicate how much. If not, you may skip this question. Participants not seeking financial reimbursement or compensation will receive letters upon request indicating that their services and associated costs constitute a charitable donation.

Requesting a stipend and/or travel expense reimbursement does not guarantee we will be able to accommodate your request.

[Online Submission Form](#)