



Visitor Studies Association

## 2021 Workshop Proposal

This form is for your reference only and outlines all the information required for the workshop proposal. [The application must be submitted online here.](#)

Workshop leader	
Job Title	
Organization	
Email address	
Brief description of workshop leader’s experience or qualifications (100 words or fewer):	

Co-presenter	
Job Title	
Organization	
Email address	
Brief description of workshop leader’s experience or qualifications (100 words or fewer):	

Co-presenter	
Title	
Organization	
Email address	
Brief description of workshop leader’s experience or qualifications (100 words or fewer):	

- Workshop title: \_\_\_\_\_
- Workshop Duration (Check One)
  - 1 session, 90 minutes (participant fee: \$30 member/\$45 non-member)
  - 1 session, 3 hours with a break in the middle (participant fee: \$60 member/\$90 non-member)
  - 2 sessions, 90 minutes each, scheduled one week apart (participant fee: \$60 member/\$90 non-member)
  - 2 sessions, 3 hours each with a break in the middle (participant fee: \$120 member/\$180 non-member)
  - 3 sessions, 90 minutes each, scheduled one week apart (participant fee: \$90 member/\$135 non-member)
- Maximum number of participants: \_\_\_\_\_
- Audience experience level for your workshop (select one)
  - Beginner
  - Intermediate
  - Advanced
- Audience type for your workshop (check all that apply)
  - Evaluator
  - Researcher
  - Program/Exhibit Staff
  - Administrator
  - Other (please specify)

6. VSA uses Zoom meetings for virtual workshops. What Zoom tools and or other facilitation tools might you use? (check all that apply)
- Polling
  - Breakout Rooms
  - Jamboard, Padlet, or other participatory mechanism
  - Other (please specify)

**Provide a description of the following aspects of your workshop** (each of these will be a separate section to fill in)

- Describe the content focus for your workshop. Why is this content area interesting and useful to potential workshop participants?
- List the learning objectives of your workshop. What knowledge and skills will participants gain?
- Describe how the workshop will address at least one of the VSA Professional Competencies (see the competencies listed on the next page).
- Describe how the workshop will be conducted. Include an approximate timeline. What activities will you use? What will participants do?
- Describe how the workshop presenters will create an inclusive environment for learners working in many different professional roles, at a wide range of institutions, and with a wide range of lived experiences
- Describe how the workshop takes into account the diverse audiences, visitors, or other stakeholders that participants may be engaging with, and/or engages with issues of diversity, equity, and inclusion.

**Please provide a 150 word abstract in the space below.**

*VSA reserves the right to edit descriptions for the final program.*

### VSA Professional Competencies

**Check at least one competency that your workshop will address.**

#### **Competency A. Principles and Practices of Visitor Studies**

All professionals involved in the practice of visitor research and evaluation should be familiar with the history, terminology, past and current developments, key current and historic publications, and major contributions of the field. Visitor studies professionals should also be familiar with major areas that have relevance to visitor studies, including evaluation, educational theory, environmental design, developmental psychology, communication theory, leisure studies, and marketing research.

#### **Competency B. Principles and Practices of Informal Learning Environments**

All individuals who engage in visitor research and evaluation must understand the principles and practices of learning in informal environments, the characteristics that define informal learning settings, and an understanding of how learning occurs in informal settings. An understanding of the principles, practices, and processes by which these experiences are designed or created is required in order to make intelligent study interpretations and recommendations.

#### **Competency C: Knowledge of and Practices with Social Science Research and Evaluation Methods and Analysis**

Visitor studies professionals must not only understand but also demonstrate the appropriate practice of social science research and evaluation methods and analysis. These include: Research design; Instrument/protocol design; Measurement techniques; Sampling; Data analysis; Data interpretation; Report writing and oral communication; Human subjects research ethics; and Research design, measurement, and analysis that shows sensitivity to diversity and diversity issues.

#### **Competency D: Business Practices, Project Planning, and Resource Management**

	<p>Visitor studies professionals must possess appropriate skills for designing, conducting, and reporting visitor studies and evaluation research. Professionals should demonstrate their ability to conceptualize a visitor studies or evaluation research project in a context of informal learning institution management and administration (i.e., scheduling, budgeting, personnel, contracting).</p>
	<p><b>Competency E: Professional Commitment</b>          Visitor studies professionals should commit to the pursuit, dissemination, and critical assessment of theories, studies, activities, and approaches utilized in and relevant to visitor studies. Through conference attendance and presentations, board service, journals and publications, and other formal and informal forums of communication, visitor studies professionals should support the continued development of visitor research and evaluation.</p>

**Proposal Review Process:**

- Reviewers will evaluate each proposal they receive according to the criteria listed below.
- Reviewers may return or reject proposals without review if the proposals do not address all required information.

**Proposal reviewers will use the following criteria to provide feedback on each proposal. A summary of strengths and weaknesses and, where appropriate, suggestions for improvements will be sent with your acceptance notification.**

- **Clarity of ideas:** The proposal is well-written, well-organized, and easy-to-understand.
- **Learning objectives:** The proposal outlines useful learning objectives that are realistic within the workshop format.
- **VSA Professional Development Competencies:** The proposal describes how the workshop will address one or more VSA Professional Development Competencies.
- **Relevance:** The proposal touches on issues that are important to potential VSA conference attendees and will likely attract an audience.
- **Workshop design:** The proposed workshop design/curriculum uses a variety of teaching and/or learning techniques that are engaging, educational, and fun.
- **Qualifications of workshop leader(s):** The workshop leader(s) are well qualified to conduct their proposed workshop, demonstrated through their training, academic background, and/or professional experience.
- **Cultural sensitivity:** The workshop (1) creates an inclusive environment for learners working in many different professional roles, at a wide range of institutions, and with a wide range of lived experiences; and (2) takes into account the diverse audiences, visitors, or other stakeholders that participants may be engaging with, and/or engages with issues of diversity, equity, and inclusion.

**Notification Process:**

- Workshop proposals will receive an email notification with decision letters within 2 to 4 weeks of submission deadline; workshop dates and times will be scheduled at presenters’ convenience after the decision letters are received.