

MAEOE Conference RFP Best Practice Template

Session Title: *[Insert a descriptive, engaging title here—under 12 words]*

Target Audience: *[e.g., K-12 Classroom Teachers, Nature Center Staff, Museum Educators, Higher Ed, Community Leaders]*

General RFP “anatomy”:

- One sentence with what's engaging about the topic
- One sentence about the presenter(s), their location and title
- One or two sentences of why the topic matters to others
- One or two sentences that describe what participants will learn
- One sentences about materials that the participants need to bring
- Lecture or workshop style
- Would the participants take home materials?

Part 1: [Primary Strand Selection](#)

*Please select **ONE** primary conference strands below that best aligns with the main focus of your presentation:*

- **Explore & Connect: Place-based learning in action**
 - *Guidance:* Select this track if your session focuses on outdoor discovery, local community/schoolyard mapping, field trips, nature connection, or utilizing local ecology/history to root learning in place.
- **Green Maryland: Healthier & sustainable schools, communities and environment**
 - *Guidance:* Select this track if your content covers sustainability practices, Green Schools/Green Center initiatives, climate resilience, conservation action, energy/water/waste reduction, or community health.
- **Teach Smarter: Tools, Strategies & what works**
 - *Guidance:* Select this track if you are sharing practical classroom/non-formal instructional methods, lesson plans, behavior management outdoors, curriculum alignment (e.g., NGSS/Environmental Literacy standards), or time-saving teaching hacks.
- **STEAM in the field: Science, Arts & Cross-cutting Environmental Education**
 - *Guidance:* Select this track if your session integrates interdisciplinary learning—blending Science, Technology, Engineering, Arts, and Math—through hands-on field investigations, journaling, or creative projects.
- **From the ground up: Agricultural, Food systems, & school connections**

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- *Guidance:* Select this track if your content focuses on school gardens, farm-to-school programs, soil health, sustainable agriculture, food sovereignty, or connecting students to local food production.

Part 2: Strand Intersections (Sub-Themes)

Check **ALL** relevant sub-themes that intersect with your presentation content to help attendees find your session:

- **Tech and Data** (e.g., Community science apps like iNaturalist/eBird, GIS mapping, sensors, digital tools)
- **Policy** (e.g., Environmental literacy mandates, local/state legislation, school board advocacy)
- **Higher Ed & Research** (e.g., Academic partnerships, university research findings, preservice teacher preparation)
- **Financing & Grants** (e.g., Grant writing tips, funding sources for outdoor classrooms, financial sustainability)
- **DEIJA** (Diversity, Equity, Inclusion, Justice, and Accessibility in outdoor spaces and environmental education)
- **Careers** (e.g., Workforce development, youth leadership, mentoring, exposing students to eco-pathways)

Part 3: RFP Text & Drafting Guide

Please keep your final written RFP description between **150–250 words** by completing the five prompts below.

Section 1: The Hook & Topic Engagement (1 Sentence)

Goal: Grab the reviewer's attention by highlighting what makes this subject exciting, timely, or fascinating.

- **Prompt:** *[Insert topic/activity]* offers an exciting way to capture learners' curiosity through *[hands-on element, real-world connection, novel strategy, or surprising phenomena]*.

Section 2: Presenter Background & Location (1 Sentence)

Goal: Introduce who is leading the session, where you practice, and your role.

- **Prompt:** Led by *[Name(s)]*, *[Title/Role]* at *[Organization/School Name]* in *[City, State/Region]*, this session draws on *[years of experience / a recent successful program / local field experience]*.

Section 3: The "Why It Matters" / Relevance (1–2 Sentences)

Goal: Explain the broader impact and why this topic is essential for fellow educators right now.

- **Prompt:** As educational settings increasingly focus on *[key trend/need, e.g., place-based learning, hands-on STEM]*, finding practical ways to *[achieve goal]* is more vital than ever. This approach helps educators bridge the gap between *[concept A]* and *[concept B]*.

Section 4: Participant Outcomes & Takeaways (1–2 Sentences)

Goal: Clearly state what attendees will gain, build, or take back to their learning environments.

- **Prompt:** Participants will discover how to *[key skill or method]* and leave with *[concrete resource, e.g., a lesson plan template, sample activity kit, or implementation strategy]* ready for immediate use in their own classrooms or facilities.

Section 5: Session Style & Participant Materials (1–2 Sentences)

Goal: Specify whether the session is a lecture or a hands-on workshop, and list any items attendees should bring.

- **Prompt:** Designed as an interactive *[workshop / lecture-and-discussion / hands-on lab]*, attendees should bring *[e.g., a laptop/tablet, a personal smart device with [app] installed, a notebook, or field-ready clothing]* to fully participate in the activities.

Final Submission Checklist

- ☐ Selected **ONE** primary presentation strand (a–e) with guidance.
- ☐ Highlighted all applicable **strand intersections** (1–6).
- ☐ **Section 1:** Hooked the reader with what's engaging about the topic.
- ☐ **Section 2:** Included presenter name(s), title(s), organization, and location.
- ☐ **Section 3:** Explained why this topic matters to other educators.
- ☐ **Section 4:** Specified clear, actionable learning outcomes for participants.
- ☐ **Section 5:** Stated session format (workshop/lecture) and required attendee materials.