

### **Brenda B. Johnson Poster Session at the ACBSP Conference '25**

In memory of Dr. Brenda B. Johnson, a visionary in business education and champion for quality enhancement initiatives, ACBSP and Peregrine Global Services proudly co-sponsors the Dr. Brenda Johnson Poster Session at the ACBSP Conference '25.

Dr. Johnson's innovative approach in the classroom and dedication to her students were unparalleled. Dr. Johnson's commitment extended beyond academia, touching lives through her sabbatical teaching in Nairobi, Kenya, and her establishment of Mama Brenda's Ministry, supporting girls' education.

A testament to her legacy, the **Brenda B. Johnson Poster Award** goes to the school that best demonstrates excellence in continuous improvement by implementing best practice(s) into their institution's or program's assurance of learning activities or quality enhancement initiatives.

Those chosen to present at the conference will receive a \$200 discount on their conference registration. If the conference registration fee is already paid, ACBSP will issue a refund to the participating presenters.

Submissions are due by midnight, ET on April 10<sup>th</sup> 2025.

#### **Eligibility**

Proposals for the **Brenda B. Johnson Poster Session** will include a well-written, carefully edited, and organized description of the poster presentation, including a brief abstract, a detailed description of the methods used for measuring outcomes, conclusion(s) drawn from assessment results, as well as recommendations based on the conclusion(s) and next steps for supporting the assurance of learning activities or quality enhancement initiatives.

Submitting a proposal implies that the presenter(s) will register for the conference. The poster session will be included in the conference agenda. Poster sessions are scheduled for Thursday, June 19<sup>th</sup> from 2pm to 4pm in Las Vegas, NV during the ACBSP Conference '25. For more information on the conference, please visit, <https://25.acbspconference.org/>.

By submitting your Brenda B. Johnson Poster to Peregrine and ACBSP, you expressively give Peregrine Global Services Corporation permission to use the information in outreach and marketing materials and content. In addition, you may be invited to co-write articles or appear as a guest presenter regarding the information submitted as part of the Brenda B. Johnson Poster Session and in collaboration with Peregrine Global Services.

#### **Brenda B. Johnson Poster Session**

The recipient of the **Brenda B. Johnson Poster Award** will be recognized at the ACBSP Conference '25 and the recipient's institution will receive a of \$500 to be paid to a foundation or nonprofit of choice for the poster presentation that best represents the following:

1. method used for supporting the institution's or program's assurance of learning activities or quality enhancement initiative
2. the institution's or program's assurance of learning activities or quality enhancement initiative process
3. results collected
4. the conclusion(s) drawn from the results
5. the recommendations based on the conclusion(s) and next steps for supporting the assurance of learning activities or quality enhancement initiative

### Poster Preparation

- Posters are to be a maximum of 42" wide by 42" tall.
- Format the poster in APA format.
- Posters should be printed on standard or heavyweight paper and may be laminated or vinyl.
- Posters are single, free-standing research presentations. Poster presentations require the active participation of the primary presenter(s). The material should be explained briefly, and the poster should include supporting graphic and/or visual information. The poster presentation allows for high levels of interaction and discussion.

### Proposal Submission Guidelines

Please include the following information with the submission of the **Brenda B. Johnson Poster Session** poster proposal.

1. Provide the individual's name, institution, and complete contact information.
  - Primary Speaker Information
    - First & Last Name
    - Title
    - E-mail
    - Institution Name
    - Institution Address
    - Telephone
  - For each additional speaker, provide the following information:
    - First & Last Name
    - Title
    - E-mail
    - Institution Name
    - Institution Address
2. A poster title that accurately reflects the presentation.
3. Abstract of the poster presentation that provides a clear and concise description of the poster, up to 150 words.
4. Description of the poster presentation, up to 1,000 words, including the following:
  - Detailed, well-written, carefully edited, and organized description of the methods used for continuous improvement.
  - Conclusion(s) drawn from the results

- Recommendations based on the conclusion(s) and next steps for supporting your assurance of learning activities or quality enhancement initiatives
5. Proposals must be submitted at: (INSERT LINK) Only proposals submitted electronically at the designated webpage will be accepted.
  6. Proposals must be submitted to the portal by midnight Eastern time on April 10<sup>th</sup> 2025.
  7. The Primary Speaker will be notified by April 25<sup>th</sup> 2025 regarding proposals that have been accepted for presentation at the poster session

Contact [aguilar@peregrineglobal.com](mailto:aguilar@peregrineglobal.com) if you have any questions.