

Providing feedback on NACADA proposals  
**Dr. Bob Hurt**  
**Professor of Accounting, Cal Poly Pomona**  
**Faculty Advising Commission Chair, 2012 – 2014**

NACADA members and non-members submit proposals to the Association in a variety of contexts, including those for annual conference presentations. We encourage reviewers to consider the following points in providing feedback on those proposals:

1. Use moderate, tempered language while still conveying the essence of your opinion about the proposal. A real human being will read what you write! While many NACADA members are accustomed to receiving critical feedback on their work, others are not.
2. Provide specific, positive, relevant suggestions for improving the proposal—whether you recommend its acceptance or not.
3. Stay focused on the proposal, not the proposer. *Ad hominem* attacks are both discouraging and nonproductive.
4. Analyze the proposal from the perspective of a broad audience. Whether you find the proposal interesting and relevant is certainly important, but keep in mind that others may find value where you may not.

If you have questions about your review and recommendation, please contact the NACADA office for feedback before you submit it. Thanks for your work on behalf of the Association and its members.