OVERVIEW

About the ASAE Annual Meeting & Expo

The 2024 ASAE Annual Meeting brings together thousands of association professionals and industry partners for the purpose of sharing knowledge, resources, strategies, solutions, and community-building. Across three days of active learning and networking, attendees leave equipped with a year’s worth of new ideas to support their personal and professional roles.

The Annual Meeting & Expo offers attendees the chance to make meaningful connections that reinforce the impact of the association community in shaping a brighter future for the industries we serve.

To deliver on this positive learning experience, ASAE seeks education proposals that will advance the profession. Proposals should:

• Encourage attendees to explore fresh solutions in association management.
• Explore relevant topics essential to associations
• Provide a compelling business case backed by research or data-driven evidence.
• Illustrate forward thinking in the field
• Feature diversity, equity, and inclusion practices
• Showcase innovative and engaging program formats
• 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
• Use methods that draw out relevant past knowledge and experiences

Audience
• Aspiring and emerging leaders through executive-level
• Association professionals, consultants, and industry partners
• Different types of adult learners
About the Review and Session Selection Process
ASAE strives to be inclusive and diverse when reviewing session proposals which combines the collective input of peers, volunteer leaders, and professional staff to ensure that the members of the association community 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 ASAE Member Peer Reviewers 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 with the Program Advisory Committee (PAC).

The PAC is comprised of ASAE member volunteers from various council and committees and includes ASAE staff. During this round of review, the PAC further assesses the proposals to make recommendations for inclusion in the Annual Meeting. At this stage the speaker information is part of the evaluation process. revealed.

- Overall Quality
- Program Design
- Subject Relevance

Important Submission Guidelines and Speaker Expectations
- Submissions are limited to two/person so be thoughtful in what you submit.
- 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.
  - Submissions that do not abide by this guideline will receive a lower score.
- Accepted speakers are expected to register for the conference at the discounted speaker rate, and will cover their own travel and accommodations.

Important Dates
- Call for Proposals Closes: Wednesday, Dec 13, 2023 at 11:59 p.m. EDT
- Conference Session Notifications: Late-February 2024
- Accepted Content Leaders Gain Access to Speaker Service Center: April 2024
- Session Materials Due for Review: Monday, July 22, 2024

Questions
Thank you in advance for your time and for sharing your ideas, expertise, and leadership. The ASAE Learning team is available to make this experience a positive one. If you have questions, please reach out anytime.

Megan Denhardt, CAE
Consultant, ASAE Learning
mdenhardt@asaecenter.org
TOPIC AREAS
As you create your proposal, please consider the following topics, which are focus areas for the conference program. While proposals may address more than one area, you must select the one which is the best fit. The example topics noted below are intended to help you develop/plan, but we welcome and encourage additional ideas as well.

☐ Business Operations  ☐ Government Relations  ☐ Marketing & Communications
☐ Conscious Inclusion (DEI)  ☐ Human Resources  ☐ Meetings & Events
☐ Ethics  ☐ International/Global  ☐ Membership
☐ Finance  ☐ Leadership  ☐ Personal Skills
☐ Fundraising & Non-dues  ☐ Learning & Professional Development  ☐ Research
Revenue  ☐ Legal  ☐ Technology
☐ Governance

LEARNING FORMATS
Learning formats support a range of instructional methods that give attendees more control over setting priorities and choosing the right content, materials, and methods that match their learning styles and objectives. The online form will ask you to check all the session format options that your session could fit into.

▪ **Associations Ignite (5 minutes)**
  o During these fast-paced, fun, and entertaining talks, presenters have just 20 slides that auto-advance every 15 seconds, for a total of five minutes. It’s a showcase of ideas that might be bold, possibly brash, maybe even brilliant—but never boring!

▪ **Express Talk (30 minutes)**
  o A TED-style talk given by 1 content leader that explores a single idea with practical tips.

▪ **Learning Lab (60 minutes)**
  o A formal presentation usually given by 1 or 2 content leaders.

▪ **Deep Dive (90 minutes)**
  o A highly interactive presentation given by 1 or 2 content leaders, developing skills through collaborative learning.

▪ **Masterclass (3 hours)**
  o An in-depth workshop given by 1 or 2 content leaders for practical instruction to enhance capabilities and critical skills of a target audience. This format relies on audience participation and engagement.
KNOWLEDGE LEVELS

ASAE organizes content into three knowledge levels. For learning programs, these levels relate to prerequisite learner knowledge, instructional techniques, and complexity of the learning objectives.

- **Level 1F (foundational):** Courses provide broad information, awareness, and understanding of a topic with **limited or no prior knowledge** or experience of the subject required. They transfer new information without substantial prerequisite knowledge to process or use it. This level is appropriate for employees or managers with limited experience of the subject area seeking to learn fundamentals, mid-career managers and directors looking to fill in gaps to solidify their skill set, and individuals new to the field before or after a career change.

- **Level 2A (applied):** Courses focus on extensive application, comprehension, and implementation with in-depth material or explanation by the instructor, preparing learners to exhibit a definitive skill. They are highly interactive, including case studies and assessment measures and require the learner to be more engaged, interacting with the material and using the information in practical applications, and therefore require **some prerequisite knowledge**. This level is appropriate for individuals with some knowledge and experience in the subject area, individuals who are mid-level managers and directors in their fields with an established degree of competence, and for those seeking to build on, apply, or enhance existing knowledge.

- **Level 3S (strategic):** Courses focus on high-level creativity, innovation, and peer-to-peer knowledge sharing of highly technical or detailed topics, preparing learners to shape organizational strategy and aid in the growth or progress of industry best practices. The course material and activities focus on problem identification, analysis, and solutions while emphasizing risk-taking, autonomy, and opportunities for exploration. Objectives may be to enhance the learner’s ability to lead change, manage high-performing teams, and develop leadership throughout their organizations. This level is appropriate for senior staff, executives, and officers with **significant expertise, knowledge, and experience** who could be deemed an expert in the field.
PROPOSAL PROCESS & SELECTION CRITERIA

A methodology that widely solicits content proposals and combines input of peers, volunteer leaders and professional staff is designed to help ASAE ensure that the members of the association management community have a significant voice in co-creating conference programs.

1. **Peer Reviewers**
   Who knows what our community wants to see in the classroom better than our members? Selected through an open call to all members, hundreds of ASAE member volunteers act as peer reviewers, anonymously rating proposals within their area(s) of expertise. All proposals are first blind-reviewed and evaluated anonymously by ASAE Member Peer Reviewers based on the criteria below:
   - Overall Quality
   - Program Design
   - Subject Relevance

2. **Program Advisory Committee**
   Proposals that meet a pre-determined average score move to the next round of review with the Program Advisory Committee (PAC). The PAC is a diverse conference advisory committee who will assist in the final program design. To ensure that program content is timely, relevant, and optimally targeting our attendees’ needs, the advisory committee will select from the submissions received during the Call for Proposals and identify gaps, if any, which staff will address through additional content development strategies. The overall program will result in a diverse array of presenters and perspectives. We receive several hundred excellent proposal submissions for conferences each year, so please understand that it is a difficult and highly selective process.

3. **ASAE Staff**
   With years of experience in association management and a long history programming exceptional conference, selected members of ASAE staff weigh in with feedback and strike a balance between new and veteran speakers. Staff also help ensure content lineup is aligned with ASAE’s Strategic Framework, working to systematically identify and fill gaps where appropriate.
RULES OF ENGAGEMENT

▪ **DO NOT INCLUDE SPEAKER NAMES** in the session title or description. ASAE strives to conduct a fair review process that limits biases. To this point, do not include any reference to a speaker name within the session title or description of the session. NOTE: Proposals that fail to do this will be evaluated accordingly.

▪ **All proposals must be submitted using the online form, no exceptions.** Think quality over quantity. You can submit up to two (2) proposals. Upon submitting a proposal, you will receive an automatic confirmation for your records if it was submitted successfully.

▪ **Plan your submission in advance.** We suggest that you first collect your thoughts for your proposal before going to the online form. Once you have your ideas and all necessary information together, **go to the online form** and **simply click on the "Start" button to begin.**

▪ **Limit to one engagement.** ASAE seeks to ensure diversity of thought, and each content leader will be limited to speaking at one session only. If education sessions are accepted that feature the same speaker(s), he/she/they will be asked to select **ONLY ONE** session to participate in. Similarly – please note that if an additional speaker is to be added to the program later, you must confirm with ASAE if he/she/they are approved to speak before confirming that individual. (ASAE will confirm if they are already on the program, and if so, ASAE will advise that a different co-presenter will be needed).

▪ **The primary point of contact (POC) is the person submitting the proposal.** ASAE will communicate with the POC for all communications including notifications and deadlines, who must share information as needed with co-leaders/panelists.

▪ **All proposed content leaders must be listed.** Intentionality is critical in providing a quality learning experience, including the expertise of instructors. Proposed content leaders will be reviewed by the Program Advisory Committee (PAC) prior to acceptance, which will include a limit on the total number of content leaders.

▪ **Use clear, error-free language.** Proposals require clear and concise titles (limit 10 words), persuasive outcomes-focused descriptions (limit 150 words), and three action-oriented and well-thought-out learning objectives/takeaways that answer the prompt “after this, participants will be able to...” ASAE retains the right to modify titles and descriptions during copy editing for marketing purposes.

▪ **Please use attribution as appropriate.** Used effectively, quotations can provide important evidence or clarity to explain your session idea. Excerpts used ineffectively, however, without attribution are unacceptable and will result in your proposal being excluded from review or acceptance.

▪ **Don’t underestimate the importance of instructional flow/design.** Adult learning theory suggests that the best learning environments are those that are collaborative and utilize a problem-based approach.
Avoid all commercial bias. Sessions perceived by attendees as commercially biased in content (including use of client examples or proprietary tools/models) are unacceptable. Any submission that is not educational in nature, neutral and unbiased, replicable by attendees without the author’s assistance, and free of commercial motive/intent will not be accepted. If accepted, those in violation of this policy may forfeit future speaking opportunities.

First here, first heard. We seek to create a premiere event for the association community, and therefore (other factors being equal) priority is given to proposals that include original content designed exclusively for ASAE that has not already been presented at ASAE or other non-ASAE events in the association industry.

All accepted speakers must adhere to published deadlines. You must be committed and responsive to working with ASAE to deliver exceptional service by adhering to deadlines, to include submitting program materials not less than one (1) month prior to the start of the conference for review/approval and inclusion in the conference app and website.

All accepted content leaders must observe intellectual property rights. Presenters must ensure that information, illustrations, images contained in presentations, related materials, or visual aids shall be factual and not be misleading and will not violate the intellectual property or copyrights of any third party. Written documentation of ownership or permission must be provided upon request and is required for all video and television/film related imagery.

All accepted content leaders must register for the conference and are responsible for all individual travel costs. A discounted speaker rate will be provided. Upon acceptance you will receive more information. In the event of exceptions (ie: exhibiting staff), registration may be handled differently.

TIMELINE
To help you plan accordingly during the proposal process, please make note of the overall timeline below:

- Call for Proposals Closes: **Wednesday, Dec 13, 2023 at 11:59 p.m. EDT**
- Conference Session Notifications: **Late-February 2024**
- Accepted Content Leaders Gain Access to Speaker Service Center: **April 2024**
- Session Materials Due for Review: **Monday, July 22, 2024**
- Save the Conference Dates: **August 10-13, 2024** [Cleveland, OH]
ASAE 2024 CFP - SAMPLE SUBMISSION FORM

To prepare for completing the required online form, use this sample to gather proposal details and complete content leader information for each presenter/co-presenter in advance.

STEP 1. Speaker DETAILS

All “Speaker Details” questions will appear for each presenter. Contact information is required so please be sure you have all those details collected before you begin the online submission. All personal contact information will be suppressed for the Peer Review and Program Advisory Committee processes but is needed to communicate proposal status.

The contact information you provide below is how we will communicate with you regarding the status of your proposal. If accepted, the speaker information you provide will be used in conference publications, so please be as accurate as possible.

SELECT ONE:

I AM: SUBMITTER ONLY (NOT SPEAKING) OR CONTENT LEADER

CONTACT INFORMATION

First Name: ___________________ Last Name: ________________________________
Credentials (if applicable): _______________ Pronouns (optional): __________________
Job Title: _________________________________
Organization: _________________________________
Email: ___________________ Phone: ___________________ Website: ________________

HOW MANY YEARS OF ASSOCIATION EXPERIENCE DO YOU HAVE?

☐ 1-5 ☐ 6-10 ☐ 11-15 ☐ 16-20 ☐ 21-25 ☐ 26-30 ☐ 31+ ☐ Unspecified (optional)

WHAT IS YOUR POSITION LEVEL?

☐ For-Profit CEO/President/Owner/Partner
☐ Association CEO/Executive Director
☐ Association C-Level, Executive Team, VP
☐ Association Director
☐ Association Manager
☐ Association Employee (non-manager)
☐ Other
WHAT IS YOUR ORGANIZATION TYPE?

- AMC (Association Management Company)
- Association Foundation
- Business Partner - CVB (Visitors Bureau)
- Business Partner – Hotel, Convention Center or Hospitality Industry
- Business Partner-Supplier
- Consultant
- Credentialing Organization
- Federation of Associations
- Philanthropic/Non-Profit/Charitable/Foundation Org
- Professional Association
- Trade Association

BIOGRAPHY

Please provide a short biography (limit 150 words) in paragraph format that describes your association experience and expertise as it relates to the subject of this proposal. Note: This information will be suppressed for the Peer Review and will be revealed during the PAC process.

_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________

PROPOSALS | PRESENTATIONS | PAST SPEAKING EXPERIENCE

Priority may be given to new program content that is unique to ASAE Annual Meeting & Exposition.

Have you submitted a proposal for the ASAE Annual Meeting & Exposition in the last two years?
Yes/No

Have you presented at the ASAE Annual Meeting & Exposition in the last two years?
Yes/No

Please describe any past teaching, presentation and/or speaking experience, either with ASAE or another organization, and any feedback you may have received. Do you have a sample video that demonstrates your skills and presentation style? If yes, please provide URL.

_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
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_______________________________________________________________________________________

P a g e 9 | 14
STEP 2. PROPOSAL INFORMATION
Please take the time to submit a thoughtful proposal that clearly articulates the intent of the session. Spell check and grammar matter and are taken into consideration during the review process.

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

COUNCIL OR COMMITTEE SUBMISSION
If you are submitting this proposal on behalf of an ASAE Council, Committee, Research Foundation, or Alliance Partner please list that information below. (If not submitting on behalf of an ASAE group, please type N/A.)

SESSION TITLE (LIMIT 10 WORDS)
Please submit, in 10 words or less, your session title.

SESSION FOCUS – SHORT & SWEET
In five words or less, further describe the overall topic. (i.e. recruitment and retention, digital learning strategy, personal communication skills, organizational culture, etc.)

SESSION DESCRIPTION (LIMITED TO 150 WORDS)
Please describe the overall focus and goal of the session, including key points and supporting topics.
IMPORTANT: Do NOT include the content leader, company, or product names anywhere in the session description. The proposal will be negatively rated if names are included.

LEARNING OUTCOMES
Please clearly define how your session will support attendees' knowledge and skills for use back at the office. 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.”

Takeaway 1: 
Takeaway 2: 
Takeaway 3: 

*Note: Action Verb List included (end of document)
LEARNING FORMATS & LEVELS

Which learning format is this session proposal?

- Associations Ignite (5 minutes)
- Express Talk (20-30 minutes)
- Learning Lab (60 minutes)
- Deep Dive (90 minutes)
- Masterclass (3 hours)

What knowledge level is this session proposal geared toward? Please select one below.

- Foundational
- Applied
- Strategic

INSTRUCTIONAL FLOW

How would you describe the instructional flow for this session? 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.

_______________________________________________________________________________________

_______________________________________________________________________________________

_______________________________________________________________________________________

PRIMARY TOPIC AREA

What is the primary topic area that best describes the focus of your proposed session?
(Select only one.)

- Business Operations
- Conscious Inclusion (DEI)
- Ethics
- Finance
- Fundraising & Non-dues Revenue
- Governance
- Government Relations
- Human Resources
- International/Global
- Leadership
- Learning & Professional Development
- Legal
- Marketing & Communications
- Meetings & Events
- Membership
- Personal Skills
- Research Methodologies
- Technology
SECONDARY TOPIC AREA
What is the secondary topic area that best describes the focus of your proposed session?
(Select only one that is different from the above.)

- Business Operations
- Conscious Inclusion (DEI)
- Ethics
- Finance
- Fundraising & Non-dues Revenue
- Governance
- Government Relations
- Human Resources
- International/Global Leadership
- Learning & Professional Development
- Legal
- Marketing & Communications
- Meetings & Events
- Membership
- Personal Skills
- Research Methodologies
- Technology

TARGET AUDIENCE
While we know that people from many backgrounds may gain value from your proposed session, please indicate the primary audience that will benefit most.

A. TARGET ORGANIZATION TYPE? (SELECT ONE)
- AMC (Association Management Company)
- Association Foundation
- Business Partner - CVB (Visitors Bureau)
- Business Partner – Hotel, Convention Center or Hospitality Industry
- Business Partner-Supplier
- Consultant
- Credentialing Organization
- Federation of Associations
- Philanthropic/Non-Profit/Charitable/Foundation Org
- Professional Association
- Trade Association

B. TARGET ORGANIZATION SIZE? (SELECT ONE)
- Small (1-9 staff)
- Mid-size (10-49)
- Large (50+)
- Any size

C. TARGET JOB ROLE? (SELECT ONE)
- For-Profit CEO/President/Owner/Partner
- Association CEO/Executive Director
- C-Level, Executive Team, VP
- Director
- Manager
- Employee (non-manager)
Additional Co-Presenters / Submitting / Save & Edit

Please note that the online form will allow you to submit additional speakers/co-presenters *AFTER* you have completed the education session information and provided information for the main point of contact/leader speaker. See below for reference.

**Review Information**

- Please review the session proposal and content leader information below by clicking on the ‘print preview’ icon at the bottom.
- If needed click on the Edit Proposal image in the box next to the session title in the first row.
- To Add Additional Content Leaders, click on the icon with the person and the plus sign below the Submission Information.
- **IMPORTANT!** Be sure to click the Submit button to submit your final proposal. If you do not click Submit your information will not be saved.
  - Please Note: You will NOT be able to edit your information after you click Submit.
- Click the Save and Edit Later button to submit a draft of your proposal. You will be able to edit your proposal through the Abstract Service Center until Wed, Dec 13, 2023 at 11:59 p.m. EDT.
- By submitting this form, you acknowledge that you have read through and agree to the terms of the Call for Education Proposals Guide.

<table>
<thead>
<tr>
<th>#</th>
<th>Submitter Contact Information</th>
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<tbody>
<tr>
<td>1</td>
<td>Megan Denhardt, CAE</td>
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<tr>
<td></td>
<td>CEO &amp; Founder</td>
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<th>#</th>
<th>Submission Information</th>
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<td></td>
<td>To add additional speakers, click this icon and follow the steps.</td>
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**CFP Testing for 2024 ASAE Annual Meeting**

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<tr>
<th>#</th>
<th>Information</th>
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<tbody>
<tr>
<td>1</td>
<td>Megan Denhardt, CAE</td>
</tr>
<tr>
<td></td>
<td>CEO &amp; Founder (Panelist)</td>
</tr>
</tbody>
</table>

You can always save and edit later. You will receive a login to the Abstract Service Center…but be sure to submit by 12/13!

Back  | Save and Edit Later  | Submit

Once all speakers have been added and all session info is complete, be sure to click SUBMIT.
## ACTIONS | MEASURABLE VERBS FOR LEARNING OUTCOMES

### Bloom's Taxonomy of Educational Objectives (1956): Cognitive Skills

<table>
<thead>
<tr>
<th>Foundational Knowledge Level</th>
<th>The successful student will recognize or recall learned information.</th>
</tr>
</thead>
<tbody>
<tr>
<td>list</td>
<td>record</td>
</tr>
<tr>
<td>state</td>
<td>define</td>
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<tr>
<td>name</td>
<td>relate</td>
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<tr>
<td>tell</td>
<td>recall</td>
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<td>recall</td>
<td>repeat</td>
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<td>label</td>
<td>select</td>
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**Comprehension Level:** The successful student will restate the info in their own words.

<table>
<thead>
<tr>
<th>Comprehension Level</th>
<th>The successful student will restate the info in their own words.</th>
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</thead>
<tbody>
<tr>
<td>explain</td>
<td>describe</td>
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<tr>
<td>translate</td>
<td>express</td>
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<tr>
<td>identify</td>
<td>classify</td>
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<tr>
<td>restate</td>
<td>locate</td>
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<td>discuss</td>
<td>review</td>
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<tr>
<td>tell</td>
<td>critique</td>
</tr>
<tr>
<td>reference</td>
<td>interpret</td>
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</tbody>
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<thead>
<tr>
<th>Applied Application Level</th>
<th>The successful student will use or apply the learned information.</th>
</tr>
</thead>
<tbody>
<tr>
<td>apply</td>
<td>sketch</td>
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<tr>
<td>use</td>
<td>solve</td>
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<tr>
<td>practice</td>
<td>construct</td>
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<tr>
<td>demonstrate</td>
<td>conduct</td>
</tr>
<tr>
<td>complete</td>
<td>dramatize</td>
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</tbody>
</table>

**Analysis Level:** The successful student will examine the learned information critically.

<table>
<thead>
<tr>
<th>Analysis Level</th>
<th>The successful student will examine the learned information critically.</th>
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</thead>
<tbody>
<tr>
<td>analyze</td>
<td>inspect</td>
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<tr>
<td>distinguish</td>
<td>categorize</td>
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<tr>
<td>differentiate</td>
<td>catalogue</td>
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<tr>
<td>appraise</td>
<td>quantify</td>
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<tr>
<td>calculate</td>
<td>measure</td>
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<tr>
<td>experiment</td>
<td>relate</td>
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<table>
<thead>
<tr>
<th>Strategic Synthesis Level</th>
<th>The successful student will create new models using the learned information.</th>
</tr>
</thead>
<tbody>
<tr>
<td>develop</td>
<td>revise</td>
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<tr>
<td>plan</td>
<td>formulate</td>
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<td>build</td>
<td>propose</td>
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<td>create</td>
<td>establish</td>
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<td>design</td>
<td>integrate</td>
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<tr>
<td>organize</td>
<td>modify</td>
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**Evaluation Level:** The successful student will assess or judge the value of learned information.

<table>
<thead>
<tr>
<th>Evaluation Level</th>
<th>The successful student will assess or judge the value of learned information.</th>
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<tbody>
<tr>
<td>review</td>
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<td>argue</td>
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<td>assess</td>
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<td>score</td>
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<td>report on</td>
<td>select</td>
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<td>investigate</td>
<td>measure</td>
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