GLOBAL IMPACT

Where Global Education and Success Meet

Justifying Your Participation at the Conference

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Purpose of This Guide

This resource is designed to help prospective attendees clearly communicate the value of attending Global Impact to supervisors, leadership teams, or funding bodies. The materials included can be adapted to reflect individual roles, institutional priorities, and funding requirements.

What This Packet Includes

- Overview of the Global Impact Conference
- Framing the value of attendance
- Tips for aligning conference participation with institutional goals
- A customizable justification letter template

How to Customize

- Adjust language to match your role and department
- Emphasize outcomes relevant to your institution
- Add or remove sections as needed
- Attach the template letter to internal funding or travel request forms

About the Global Impact Conference

What Is Global Impact?

Global Impact is DA Global's innovative, future-oriented gathering of education professionals, student leaders, and industry stakeholders. Together, we are committed to expanding access and unlocking the full potential of global education to drive student success, career readiness, and institutional impact. This is where global education and student success meet.

A unique learning experience, Global Impact unites international education, student success, student affairs, access & inclusion, and career service leaders to collaborate on leveraging global education to advance higher education's most pressing priorities.

- Share best practices
- Explore emerging trends
- Build cross-functional partnerships
- Develop strategies that advance student achievement and career readiness through global learning

Why This Matters

Global Impact supports professional growth by building understanding of approaches to embedding global learning throughout the student journey. Participants gain practical insights that strengthen their ability to contribute strategically within their institutions—advancing both their own professional development and the success of the students they serve.

Conference Benefits for Individuals & Institutions

Global Impact programming is structured around DA Global's four Areas of Practice, allowing attendees to engage deeply with content most relevant to their institution's goals:

- **Global Education Strategy & Alignment**: Connecting global learning to student outcomes such as retention, completion, and career readiness.
- **Global Access & Opportunity:** Expanding participation in global learning through inclusive policies, advising, and program design.
- **Technology & Digital Strategy:** Leveraging digital tools, data, and innovation to scale impact and improve student support.
- **People Development & Success:** Strengthening professional capacity, leadership development, and cross-unit collaboration.

Why Attendance Is a Strategic Investment

- Strengthens the institution's ability to design global learning experiences that enhance student competitiveness, academic success, and career readiness.
- Identifies proven models and best practices from peer institutions that can be adapted to improve advising, programming, and student support.
- Builds internal expertise that can be shared across departments, supporting long-term institutional priorities rather than one-time professional development.
- Fosters cross-campus collaboration among global education, career services, student affairs, and academic units to integrate global learning across the full student journey.
- Provides insight into emerging trends, tools, and frameworks shaping the future of global education and student success.
- Expands professional and external networks, including employers and partners, that support benchmarking, collaboration, and workforce alignment.

Planning for Post-Conference Next Steps

Attending Global Impact is not only a professional development opportunity for the individual, but also a chance to generate value for teams, departments, and institutions.

To help make this impact clear, we encourage attendees to outline specific post-conference commitments as part of their justification request. These commitments demonstrate intentionality, accountability, and a plan for applying new insights in practical ways. They also help shift the conversation from attendance to return on investment by showing how learning, connections, and ideas gained at Global Impact will be shared, implemented, and sustained after the conference concludes.

Including commitments for post-conference planning helps supervisors understand how conference participation will lead to concrete outcomes, reinforces accountability, and demonstrates that attendance is a strategic investment rather than a one-time professional development activity. Below you will find some suggestions of what your post conference next steps might look like.

1. **Share Knowledge Internally –** Commit to sharing key takeaways with colleagues through a brief presentation, written summary, or facilitated discussion. This may include highlights from plenary sessions, emerging trends, or practical frameworks that can inform ongoing work and decision-making.
2. **Apply Learning to Practice** – Identify at least one tool, model, or strategy from the conference that can be piloted or adapted within the department. This might involve refining advising approaches, enhancing program design, improving student support services, or strengthening assessment practices related to global learning and student success.
3. **Strengthen Cross-Unit Collaboration** – Use insights from the conference to initiate or deepen collaboration with another campus unit or external partner. Global Impact emphasizes cross-functional engagement, and attendees can leverage what they learn to build stronger connections between offices such as career services, student affairs, academic units, or institutional research..
4. **Explore Partnerships and Resources** – Identify potential partners, vendors, or tools encountered at the conference that could support future initiatives. This may include follow-up conversations with peer institutions, nonprofit organizations, or industry partners whose work aligns with institutional goals.

Using the Justification Letter Template

This justification letter template is designed to help you clearly articulate the value of attending Global Impact in a way that resonates with supervisors, department heads, and senior leadership. It connects the conference experience to institutional goals, professional development outcomes, and tangible post-conference impact.

How to Use This Template

This letter is intended to be customized to reflect your role, responsibilities, and institutional context. Before submitting the letter, we recommend that you:

1. **Personalize the details:** Replace all bracketed text (e.g., conference location, dates, commitments) with accurate and relevant information.
2. **Align with institutional priorities:** Consider how Global Impact connects to your department's goals, strategic plan, accreditation requirements, or student success initiatives.
3. **Tailor the tone and length:** Adjust language as needed based on your relationship with your supervisor and your organization's approval process.
4. **Complete the Post-Conference Commitments section**: This section is designed to demonstrate your plans for implementing conference take-aways. Be specific about how you plan to share insights, apply learning, or contribute to broader institutional efforts after the conference.

You may also consider adding in specific sessions or planned programming to help support your request for attendance. This template is meant to be a starting place for you to customize as needed to fit your situation. The letter can be submitted as a standalone letter or included as part of a broader funding or professional development request.

Dear [Supervisor Name],

I am writing to request approval to attend the Global Impact Conference, DA Global's premier professional forum focused on advancing student success, career readiness, and institutional impact through global learning. The upcoming conference will take place in [INSERT CITY/LOCATION] on [INSERT CONFERENCE DATES].

Global Impact brings together education professionals, student leaders, and industry stakeholders to explore how global learning is an integral high-impact practice that supports student success. The conference emphasizes inclusive access, strategic alignment, and measurable outcomes, equipping participants with the knowledge and tools needed to strengthen programs, improve student experiences, and support institutional priorities.

The conference is structured around DA Global's four Areas of Practice, which provide a cohesive framework for connecting global learning to student and institutional outcomes:

- **Global Education Strategy & Alignment** – Aligning global education initiatives with institutional goals such as retention, completion, and career readiness
- **Global Access & Opportunity** – Expanding access to global learning while ensuring inclusive design, compliance, and student support
- **Technology & Digital Strategy** – Leveraging digital tools and innovation to scale global learning and strengthen engagement and outcomes
- **People Development & Success** – Supporting professional growth, leadership development, and organizational capacity across global education teams

Attendance at Global Impact would support my professional development by strengthening my understanding of emerging trends, effective practices, and cross-functional approaches that connect global learning to academic achievement, workforce preparation, and organizational effectiveness. The program includes plenary sessions, interactive workshops, and applied discussions led by experienced practitioners and thought leaders from higher education, industry, and policy sectors.

From an institutional perspective, Global Impact aligns closely with priorities such as [INSERT INSTITUTIONAL PRIORITY. *Examples: enhancing student success outcomes, strengthening career readiness, expanding access and opportunity, leveraging technology to scale impact, and supporting staff development and cross-unit collaboration.*]

Post-Conference Commitments
To ensure this professional development experience benefits our broader team and institution, I commit to the following upon my return:

- [INSERT COMMITMENT, e.g., Share key takeaways with colleagues and leadership through a brief presentation or written summary]
- [INSERT COMMITMENT, e.g., Identify at least one practice or framework that can be applied to our current initiatives]
- [INSERT COMMITMENT, e.g., Explore opportunities for cross-unit collaboration or partnership informed by conference insights]

I am confident that participation in Global Impact will enhance my ability to contribute effectively to our team and advance our institution's goals related to student success, global engagement, and professional excellence.

Additional details about the conference, including program highlights and registration information, are available at **impact.daglobal.org**.

Thank you for your consideration. I would be happy to discuss how this professional development opportunity aligns with our priorities in more detail.

Sincerely,
[Your Name]
[Your Title]
[Your Department / Organization]

Summary

This guide is designed to help prospective attendees clearly and confidently articulate the value of attending the Global Impact Conference as a strategic investment in both individual professional development and institutional success. Content and programming included at Global Impact is purposely built to connect global learning to measurable outcomes in student success, career readiness, and organizational effectiveness.

The materials in this packet provide attendees with the language, structure, and framing needed to demonstrate how conference participation aligns with institutional priorities such as student competitiveness, workforce preparation, cross-unit collaboration, and long-term capacity building. By linking conference engagement to DA Global's four Areas of Practice and emphasizing post-conference accountability, this guide supports conversations that move beyond attendance approval toward return on investment, shared learning, and sustained impact.

We encourage you to use this guide as a flexible tool to support conversations with supervisors and decision-makers about attending Global Impact. For full conference details, including program highlights, dates, locations, and registration information, please visit impact.daglobal.org. If you have questions about the conference, need additional guidance, or would like support tailoring your justification materials, contact us at conference@daglobal.org. We look forward to welcoming you to Global Impact and supporting your professional growth and institutional impact.