Meeting 9.29.20 Agenda

Recorded Meeting
Topic: Webinar Committee September Meeting
Start Time : Sep 29, 2020 11:00 AM

Meeting Recording:
https://us02web.zoom.us/rec/share/NKQqCBrEa-83_VA8gCBGi6eWxgcWYAXxZiVVL
IjskNZJAsUZkvUsPTmI_2P2bIxL.cKmJwoziWj0t851T

➔ Most current webinar schedule and tasks assortment
  ◆ For October webinars, we have included Eileen as the moderator for the Australian webinar on October 9th (US) = October 10th (Australia)
  ◆ Friday webinars for November are scheduled, and Paco is currently waiting on speakers' confirmation for the two full-day Tuesday webinars (November 10th and 24th)
    ● We need moderators, video editors, newsletter writers and certificate fillers for those days - please refer to spreadsheet to volunteer
➔ NEW feature: Learning objectives
  ◆ Speakers provide 2-3 bullet points of what they hope attendees will achieve with their webinar
  ◆ Those bullet points are then added to the registration Zoom page and announcements. Example:

Topic	Diagnostic poultry pathology: from the necropsy room to the microscope
Description	Learning objectives: - Identify and explain gross and histopathologic lesions of poultry disease. - Interpret gross and histopathologic lesions and relate them to the clinical disease. - Improve skills in diagnosis of poultry diseases by necropsy, histopathology, and other ancillary laboratory tests
Time	Oct 2, 2020 12:00 PM in Eastern Time (US and Canada)

➔ NEW role for moderators:
  ◆ Once the schedule is sorted out, moderators will be responsible for sending out Code Of Conduct AND How to Write Good Learning Objectives to speakers (documents in shared drive), and ask for:
    ● Signed Code of conduct

- Brief biography
- Learning objectives
- Authorization for recording and rebroadcast (and for how long)
- If possible, a slide (or screenshot) sample of their webinar content for advertisement on our social media platforms
- ◆ Upload the Learning Objectives in the [designated drive folder](#)
- ◆ Upload the Bios in the [designated drive folder](#)
→ NEW role for [hosts](#):
  - ◆ Dry run with speakers (Rationale: the host needs to initiate the meeting link so panelists can join and share their screens; therefore, we decided it's more convenient to assigning hosts to this task, rather than moderators)
→ Newsletter updates and proposal of new ideas to be implemented
  - ◆ We need something prepared for each webinar
    - Regular write-ups AND more visual / artistic works
    - Collation of positive anonymous comments from Surveymonkey report
    - Ask attendees to tag the foundation (and use our hashtags) on social media so we can prepare a potpourri of pictures showing people around the world watching the webinars (selfies, pets, watch party…)
      - ○ Instagram: https://www.instagram.com/davisthompsonfdn/ (or @ davisthompsonfdn)
      - ○ Facebook: https://www.facebook.com/groups/CLDavisFoundation
      - ○ Upload pictures in the [designated drive folder](#)
      - ○ Create artistic panel and send to Rachel + Javier (jasinros@ucdavis.edu) + Paco for newsletter
  - ◆ Rafaela has a proposal of an alternative dynamic newsletter format to send Javier and Stephanie
→ Feedback from new advertisement strategies
  - ◆ Instagram feed is beautiful!
  - ◆ Please, include all social media links in the certificate email to promote more engagement:
    - Instagram: https://www.instagram.com/davisthompsonfdn/ (or @ davisthompsonfdn)
    - Facebook: https://www.facebook.com/groups/CLDavisFoundation
    - YouTube: https://www.youtube.com/channel/UCvGM1s5wysXq-HGLAyZzClQ

- ◆ Rafaela needs material to feed the social media (upload in the [designated drive folder](#)):
  - ● Fun / Interesting pathology memes, GIFs, photos
  - ● Personal posts about the speakers and the webinar content, if you are familiar with either (or both)
- ➔ Tuesday webinars breaks:
  - ◆ Moderator will share her/his screen with a countdown timer until reconvene AND/OR announcements for the upcoming webinars
  - ◆ Paco will reach out to Bruce and explore the sponsors' messages proposal
- ➔ New certificate models
  - ◆ We will work with Jeann Leal to prepare more modern templates for our upcoming webinars:
    - ● Regular webinars
      - ○ https://docs.google.com/presentation/d/1kfG355aXsmWSwYG2xBQimYUnms7MocKwrB6viZdNIGU/edit#slide=id.p (Project shared by Rafaela)
    - ● LCPG sponsored webinars
      - ○ LCPG logo and president's signature