

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_VA8gCBGi6eWxgcWYAXxZiVVLljskNZJAsUZkvUsPTml_2P2blxL.cKmJwoziWj0t851T

- Most current webinar schedule and tasks assortment
 - ◆ For October webinars, we have included Eileen as the moderator for the Australian webinar on September 10th
 - ◆ 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: <ul style="list-style-type: none">- 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-HGLAyZzCIQ>

- ◆ 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