Meeting 1.7.21

➔ Recap of Zoom webinars performance for 2020
- ◆ The Foundation hosted approximately 59 webinars (a bit of an underestimation since the data was pulled on early Dec 2020)
  - ● Free Fridays (29) / Full-day Tuesday (11) / Australian (6) / Brazilian (5) / Mexican (2) / European (1) / Chilean (2) / Black Voices in Pathology (1) / AAVLD workshops (2)
- ◆ Rachel Neto mentioned the expectations of having increased numbers of webinars for 2021, since the Foundation only started with the regular, Friday/Tuesday webinars late May/early June 2020.
- ◆ Attendance rate was fairly good for a first year of webinar series (~60%) / we expect to get higher proportions with the solidification of social media announcements and migration to a new, more integrative, website platform.
- ◆ Top 5 most attended webinars in 2020 were listed (great interest overall in avian and wildlife).

➔ Recap of YouTube channel performance for 2020
- ◆ Brief comment on an issue disrupting analytics was brought up: high frequency of male adolescentes searching for / watching "Gross pathology of the female reproductive tract - vagina and vulva" - It needs to be removed from analytics when compiling and analyzing YouTube data
  - ● Bruce Williams is aware of this issue, he had originally turned off comments for that particular video.
  - ● Paco Uzal also commented that **not rebroadcasting Forensic Pathology** was definitely a good idea (Rachel's personal note: we'll stick to this conduct!)
- ◆ Top 5 most viewed recorded webinars in 2020 were listed (great interest overall in avian, clostridiosis, covid, ocular path and derm path)

➔ Recap of committee activity
- ◆ We developed, as a group, a pragmatic workflow of volunteers overall, but we constantly need improvements

- ◆ Drive Excel "Seminar schedule" has been working good, especially with the recent tweaks (e.g. speakers' emails and phones)
- ◆ The new certificate templates following all RACE criteria for both medical and non-medical credits were also a great accomplishment (Rachel's personal note: thanks Rafa de Negri and Jim Britt!)
- ➔ New RACE application format
    - ◆ Jim Britt elaborated a bit more on the topic
        - ● **Submission of the speakers' CV and Learning Objectives are now MANDATORY;** therefore, instead of asking for Biosketch/Bios, we'll (Paco/Rachel) be asking for their CVs from now on
        - ● Paco suggested Rachel to contact him beforehand to see if he already has that particular speaker's CV archived somewhere
- ➔ Rachel commented on the **continuous need of moderators volunteering in advance** (at least at their earliest convenience). We know it can be challenging given the busy or unknown schedules, but we encourage people to please sign up whenever they can.
- ➔ Rachel brought up the issue with the Newsletter, which has been the slot with the least diverse volunteering (Laura S. has been doing a great job with those, but we don't want her to get overwhelmed either. So it's nice to mix other people.)
    - ◆ Paco suggested assigning the moderator of the respective webinar as the Newsletter writer as well.
    - ◆ Rafaela de Negri mentioned the possibility of inviting another professional on the field to prepare the seminar review. Rachel replied that it can get complex because of the deadlines and the need of implementing something more graphic and dynamic for readers.
    - ◆ Rachel Neto decided to implement Paco's idea (**starting Jan 21, whoever volunteers as a moderator will also be responsible for preparing the material for the Newsletter**).
        - ● Rachel's personal note: Laura S., could you please share with us how you do all those fun activities (like crosswords, puzzles, etc?) :-)
- ➔ Rachel Neto kindly (a.k.a desperately) asked for **Sofía Martínez or Javier Barrera to volunteer as a moderator for the Spanish webinar series (once a month)** since there is a lot of communication exchanged in Spanish with the speaker.
    - ◆ Sofía is up for the task! We'll wait for Javier's position.
    - ◆ Paco says he may be able to recruit more people from the LCPG if/when needed.

➔ **Paco, Rachel, Rafa and Eileen discussed the dynamics of webinar hosting duties. At the end, we will try to take turns on a monthly basis** (ex.: Rafaela will be responsible for creating the link for the flyers, addressing registrants' questions, and transferring the raw video/Zoom reports for the month February; Eileen will do it for March; Neha for April and so on…). **Rachel will set up the monthly calendar with all hosts and share it with Paco.**

➔ HOW TO Join Webinars 101
  ◆ Rachel brought up the point of a decent number of people still not being familiar with Zoom, who don't understand how they log in/join the webinar, and getting locked out.
  ◆ After suggestions, we decided to **create a short tutorial video and a set of step-by-step** to be embedded in the confirmation email and somewhere with the announcements.

➔ 2021 Theme suggestions
  ◆ Rachel shared word clouds prepared by Eileen and herself, where **wildlife, bone, avian, fish, tumor** were the most cited replies.
  ◆ Bruce had a great point of using these topics as themes for paid Full-day Tuesdays so we bring more $$$ into the Foundation whenever possible.

➔ Rev Live Captions
  ◆ We discussed the usefulness and cost advantage of this tool since we are currently "stuck" with the medical jargons. We do have about 2,000 new pathology/medical words entered on the AI vocabulary, but it still doesn't recognize them.
  ◆ We decided to **maintain the tool for 6 more months** and keep collecting feedback, especially for the benefit non-English speaking participants.
  ◆ Rachel also mentioned that Rev Live has been developing new features, so upcoming releases may be useful for the Foundation.

➔ Speaker's handouts
  ◆ Although it's a constant inquiry from registrants/attendees, **we will NOT ask speakers to prepare handouts**.
  ◆ In addition, people can access most recorded seminars and take their own notes.

➔ Social media expansion
  ◆ We discussed the possibility of activating / creating a Twitter account, but Rafaela made a good point regarding the different algorithm used by this platform, where instantaneous announcements of ongoing webinars would not be delivered to all followers (only to those who directly interact with the account).
  ◆ **We decided to bury the Twitter idea for now.**

➔ Jim shared his screen with participants to show how the RACE application/platform works, including submission status, pricing, CV's repository, issues with the search feature, etc...
➔ Meeting ended.