

4/16/20 IDEA SWAP: WHAT'S NEXT FOR CHAPTERS GROUP DISCUSSION NOTES

(1) How do we re-orient our support and training for the rest of 2020?

- Moving in-person trainings to Zoom - might actually allow more people to participate
- Allowing solutions to bubble up from component groups that can educate/support the larger pool of members and our community chapter leaders
- Focus on the experience and behaviors we're trying to create first and the platforms that can support that after requirements for the experience are defined (strategy first, tech second)
- Create opportunities to network virtually, share job sharing and career development - find ways to bring that into a virtual environment
- Moving their large virtually. Asking chapters to spend money on travel doesn't make sense right now. Start with a long session, then 1 hr sessions for 4 weeks
- Three conferences affected. Combining two regional conferences into one and it's done virtually now. 6-7 chapter conferences cancelled. Having their chapters promote attending the national training. Topics are tailored more toward "temporary reality" since it can't be as interactive. Separating time into 3 hr "half days"
- Three conferences affected, one postponed. Conference at end of June, they're trying to consider doing virtual pieces of the conference. October meeting was cancelled all together due to budget complications. Be groups not just for information sharing but can do the work.
- Had to cancel international conference early in Jan. Postponing events until 2021. Some chapters have been trying online trainings, especially because members need ce credits. Only some parts of program have been transferred online. Also trying lunch and learn sessions. Seeing that companies are not approving travel.
- Taking 4500 person conference virtual and doing some pre-recording of sessions. People can view whenever works for them. Added a leadership development piece for Sections. Hoping that offering conference virtually might increase attendance. Allows staff to attend committee meetings more easily. How can we add value in the long term?
- IFT made the decision to move a July event virtually early. It was good for travel arrangements for people. They are putting everything in one place on an FAQ page on the IFT website.
- Connecticut Tooling & Machining Association asked to reschedule a major golf event. \$10-15,000 income per year. Golf course is still working on rescheduling events from the spring into the fall.
- Have 4 options: Decide whether to postpone, cancel, move forward or go virtual. If we decide to cancel, how will this affect partner & member relations? How will this affect revenue?
- Try to do virtual experience? Cost differences virtual vs. in-person? Going to lower the costs (meals provided & exhibit hall all add up in-person). People have to choose which session to attend – people can now attend more events. Could have more participants since no flight costs.
- Didn't charge extra...reg fee transferred over. If canceled & refunded was a charge for the actual event.
- Must set up breakout rooms as a meeting vs. webinar
- Shifting to virtual but breaking into multiple blocks across a few days so people aren't sitting in virtual meetings for 8 hours straight.
- Idea: Trying a TEDTalk alternative to the national conference. Getting speakers in one place and doing a TEDTalk style while practicing proper social distancing and guidelines, etc and broadcasting.

- Evaluating what needs to be done in-person vs. what can be virtual: Can you accomplish the same goal/outcome by moving virtual as you would in person?
- Where groups are running into challenges, introduce them to the virtual technology first before getting them to participate
- Bylaws - are any bylaws restricting virtual voting, etc. in place of in-person
 - Legal teams are leaning towards that due to disaster/pandemic you can activate a clause to ensure business continuity. Two options seem to be out there:
 - Update bylaws
 - Activate some sort of clause depending on state laws to override and continue business operations given current climate.
- Webinars to provide general information, evaluating overall training and determining the balance between what can go virtual and what should wait until in-person is available.
- Idea: Pop-up experiences, Teams
- Annual conferences topics: “what is leadership in crisis situations?”
- Taskforces
 - Provide information re: the certifications
 - Events
 - Started to be able to see gaps, especially around \$\$
 - Cashflow projection tool
 - Identify when they go into the red
 - How to cut expenses
 - How to continue to bring in revenue where they can (e.g. how to keep sponsors happy and providing funds, etc.)
 - Managing reserves
- Embrace of virtual meetings among membership
- Sharing ideas on community page
- Embracing different ideas, e.g. virtual happy hour, virtual board meetings
- Enacting Chapter Grants to support rescheduled in-person events (no new grant until existing grant is used)
- Some making Zoom available to Chapters, others sharing how Chapters can sign-up for Zoom themselves
- Sharing Zoom platform with chapters shows value
- Exploring Teams as well as Zoom
- Exploring how to reimagine training - How do you bring value to sponsors moving forward?
- TIP: Frequent follow up and asking for individuals to post response
- TIP: Weekly phone call held with Chapters to address needs, wants, concerns -- the response to this structure has been extremely positive.

(2) What do we need to think about as long-term shifts?

- Social distancing will stay and affect our room sets
- Will venues have hand sanitizer and masks on all the tables
- What is the value of face-to-face? If people get used to virtual there’s a fear that budgets for F2F will dry up.
- Many members are working virtually. With the pandemic & impact on the economy. how will this impact behavior? Opened access to on-demand recordings to webcasts – huge increase in

registrations. Will help with familiarity of platform. Some people have time to access & take advantage of free access.

- Better attendance of Zoom calls now. Normally board meetings bill is \$200...we should be doing this more. Love working at home! Don't have to get ready and waste time.
- More quality work being done.
- How do we identify sponsors most immediate needs and address them quickly? Development of series of meetings to assess needs of sponsors in lieu of providing traditional opportunities, such as display booths, etc.
- Will our chapters now only expect virtual events which is a big shift from our current in-person events?
- Need to determine what we can learn now that we can keep but also integrate with what we do currently. It might not be all or nothing. Virtual may never fully replace in-person interactions
- There are some benefits of in-person meetings can't duplicate in a virtual setting
- May look to permanently look to keep virtual board meetings for potential financial savings. However, some groups may not be able to do this due to legal reasons and/or sensitive content.
- Need to determine ways to provide benefit to exhibitors & sponsors in the absence of in-person options. Some groups are looking to virtual expos, however these can be costly.
- Sometimes sponsors get more bang for their buck when moving content to a webinar format because there are more attendees.

(3) What other short-term shifts need to be adopted?

- How to turn a one-day conference into an 8-hour, build your own digital experience - is it that you need to recreate the experience or adapt the goals to what can be achieved virtually
- Communicators are on the front lines of employers & clients. They're volunteering with PRSA is probably dropping on their priority list. How are some chapters going to continue to function? Some have pivoted. Some don't know what to do and are worried about membership loss.
- Need breakout rooms that have strong leaders.
- Offering Chapters either direct use of video platform or sharing the platforms they can use independently
- Marketing department has developed images/pieces/resources that are shared with Chapters for promotion on social media -- this ensures even messaging
- Have you heard from members about reducing dues?
 - We're offering more resources than ever. This is an opportunity to highlight the benefits of belonging and so it's a chance to talk more about what they get for dues. If someone becomes unemployed, we can allow them to keep their membership for up to a year.
 - We're offering a lot more, between webinars or extensions on when people can pay dues. We've seen an increase in membership, especially with lapsed members.
 - We're looking at our messaging to make sure we're being sensitive to our members concerns. We're being sensitive in on-boarding especially. If someone has lost a job, we're offering membership through rest of year.

Next Swap: May 22, 2020 1pm ET

<https://us02web.zoom.us/meeting/register/tZcvdOqorzluH9VeNQKus0WgAgRMpSt94szy>