



Expect More Tehama: Six Month Workshop Series

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Demographics Served: Adults / Residents

OVERVIEW

Expect More Tehama wanted to help Tehama County residents, specifically adults, learn methods and strategies to help themselves and the children in their lives make a smooth transition from the negative effects of the pandemic. We already deal with more domestic violence and trauma than most counties. We struggle with transportation issues, isolation, mental health and disconnection without the pandemic making it even worse. The Zoom workshops were designed to be short, engaging, dynamic and connecting.

The change was to forego our large annual summit for a six-month series of short Zoom workshops. This was something we hadn't tried in the past.

Impact on the Problem: While it's hard to measure success, we know the following:

- Over 31,000 positive actions from FLOW 30-Day Challenge
- Personal Testimonies: From emails, posts, calls and hugs, people were touched throughout the series.
- Attendance, both from Tehama County and the region
- Over 40% increase in our contact Data Base
- Improvement in key stakeholder relationships
- Positive Social Media Data

KEY DETAILS

We had a core team that worked together each month. A **speaker coordinator**, a **media person** and a **facilitator/tech person (Zoom guru)**. The team decided on the topic and the speaker(s) and the speaker coordinator reached out to them, secured the contract details and made arrangements to meet the speaker(s) via Zoom ahead of time, along with the facilitator/tech person. The media contact provided her team with content information and set up a schedule for social media posts and email campaigns. The facilitator/tech person ran the Zoom, greeted participants, kept the chat box lively, and dealt with any technical issues. This person also thanked everyone at the end and wrapped up the meeting. Then the media person sent out resource guides and the session recording within a few days of the presentation.

LENGTH

Each workshop took four weeks to plan from start to finish. We didn't have the luxury of choosing speakers months in advance. We kept each workshop at two hours or less and held them in the middle of the week.

SETTING

Each workshop took place via Zoom. Four out of six workshops were hosted by the Expect More Zoom account. Two were hosted via the speaker's own Zoom account. Most speakers were happy to speak to 35-70+ people at a time. Because we wanted it to be dynamic, we often hosted games and breakout rooms with facilitated activities or discussions. The most we had attend was 136. The least was 35 which we blame on school getting out.

ACTIVITY

Each workshop was different. Because of the topics, discussion was important, so we often used breakout rooms with planned facilitators. We used padlets, Google forms, and videos. We learned that there are a lot of games you can play on Zoom. The chat feature was always on, and the media/tech person actively kept it engaged.

REASONING

Zoom can actually be engaging, if it is done right. The facilitator/tech person was well versed in Zoom and all it can do. People felt connected, even if it was over a computer screen. We watched the number of participants and rarely lost very many people, even at the end. People laughed out loud. They met new people. They cheered on their friends. They had great discussions. Zoom can also connect folks with speaker that they might not otherwise have the opportunity to learn from. Several speakers were in other states.

HOW DO YOU KNOW YOUR PRACTICE WORKED?

We know because we had strong numbers of people attend. We would compare our sessions to other significant workshops being held and knew our numbers were strong. We also heard feedback from attendees. We participated as attendees and found the content helpful in our own lives.

NECESSARY TOOLS

A Zoom pro account, an Eventbrite account, social media tools. Good marketing materials.

TIPS FOR IMPLEMENTATION

DO's

- Have the right team with the right talent: Someone good with topic ideas, someone good with technology, and someone good at marketing.
- Talk to your speakers ahead of time/Make sure they know what you are looking for. Stay in touch with them right up until the day of the event.
- Let your speakers know how many registrations you have ahead of time and who is in the group (educators, parents, business people, government, etc)
- If you can provide prizes for games, do it! It doesn't have to be expensive.
- Expect your entire team and other stakeholders to help market the session so you can get a wide variety of participants. Get the materials to them ASAP.
- Start marketing early, but don't expect a lot of registrations until right before. People just don't sign up two weeks ahead of time. Capture emails via Eventbrite, then email remind them of the session, the day before and the day of.
- We used the same two "hosts" as often as possible to give people a sense of consistency.
- Take time to explain what your organization's purpose is and why you're having this event.

DON'Ts

- Don't panic if the breakout rooms don't work or the tech side has issues. But have a backup plan.

Day of Tips:

Always have one or more people on early as "greeters" to welcome people by name. Zoom is a weird place to hang out awkwardly. These same greeters can man the "chat" box, which is where a lot of folks talk who might not share otherwise.

Write out a script for the facilitator so they don't have to worry about introductions. Include a few good questions in case the conversation lags.

Remember to give someone the job of hitting the record button if you want to save for later viewing.