WEBINAR WEDNESDAY

VIRTUALLY ENGAGING COALITION STAFF AND MEMBERS

cadca.org
Virtually Engaging Coalition Staff and Members
Today’s Learning Objectives

Learn tips for managing coalition staff & workgroups

ID the right virtual platforms for your specific coalition needs

Learn to use Slack, Asana, and Trello for communication & project management

Identify virtual webinar platforms that fit your coalition’s needs
Which virtual platforms are you using to organize your coalition?
Virtual Coordination of the Coalition

INTERNAL COALITION PLANNING & TASKS
The day-to-day planning, tasks, meetings, and overall management of the coalition and the staff

EXTERNAL COALITION EVENTS & CAMPAIGNS
The implementation of the coalition’s planned activities through various virtual means
Internal Coalition Planning & Tasks

- Evaluate your Virtual Workspace
- Create Structure & Track Progress to Move Your Work Forward
- Foster Fun
The New Workspace

The Old Workspace

The New Workspace
Review Your Virtual Workspace

Ask yourself, “How am I virtually…

✓ having informal conversations?”

✓ meeting with others?”

✓ collaborating on projects?”

✓ tracking the coalition’s progress?”
Creating Structure - Communication

Formal Communication
- Keep a routine schedule of supervisions, meetings, office hours

Informal Communication
- Avoid emails!
- Set up ways to easily chat, ask quick questions, coordinate work details (i.e. slack)
Creating the “Old” Workspace on a Virtual Platform

Channels bring people and projects together

Conversations in the office  vs  Channels
What is slack?

A communications platform with social networking features

- Named Channels
- @mentions
- Direct Messages
- Activity Feed & File Sharing
Live Demo

[Slack logo]
Structure – Moving Your Work & Tracking Progress

Benefits of a Virtual “Mission Control” Room

- Share work boards
- Minimize confusion on project assignments
- Create checklists & due dates
- Make notes & track progress
Live Demos
Create a routine of fun/connection activities during social isolation!

**Some Examples Include:**

- A weekly lunch hour
- A virtual team-builder at the start of staff/coalition mtgs
- Group exercise, yoga
- A place to share positive personal stories, photos
Virtual Self-Assessment

1. What are we doing well in terms of virtually managing the coalition and team and moving the work forward?

2. Where could we make improvements?

3. What platforms could we utilize to help make these improvements?

4. What resources do we need and how should we begin?
Coalition Events (External Activities)

What’s Best for You?
Understand your needs and identify which virtual programming options are best for your audience.

Example
Review an example template for determining best fit.
Identify Your Needs & Goals

What are you trying to accomplish?
- What do you want your audience to get out of the activity/event?
- Is the event live or on-demand?

What do you need?
- Number of speakers, number of attendees
- How interactive do you want your audience?
- Single or multiple sessions?

What’s your budget?
What’s Best for You?

Different Virtual Program Options for Different Needs

- Video Conference/Meeting
- Livestream
- Webinar
Video Conference vs. Webinar

- Smaller groups
- Best for discussions, breakout rooms
- More interactive
- Share files
Webinars

- Larger events
- Multiple Presenters
- Some Interaction but not full discussion
- Platforms have different features, i.e. certificates, donations, analytics, surveys
Popular Webinar Programs

demio

zoom

crowdcast

GoToWebinar
Livestreaming Events

- The power of scarcity (FOMO)
- Low entry barrier
- Reach a broad audience base
General Tips & Tricks

**Lights, Camera, Action!**
Dress to impress, check your lighting, turn on your video, and talk to your camera.

**Keep it Flowing**
If it’s a presentation, keep your points focused, start with housekeeping and end with Q&A.

**1-on-1 Conversation, Times Your Audience**
Look at your camera, not your screen.
Share and Connect in the CADCA Community

community.cadca.org

Learn effective substance use and misuse prevention strategies

Four days of intensive, in-depth training

Opening Plenary Keynote Speaker
Elinore F. McCance-Katz, M.D., Ph.D.
Assistant Secretary of the Substance Abuse and Mental Health Services Administration (SAMHSA)

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Questions & Answers

Please raise your hand or place questions in the chat box.
Coalition Development Support

The Coalition Development Support Team:

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