

Professional Development & Programming Committee Meeting

Meeting Date: November 5, 2020

Attended: Andrea Cooper, Wendy DiMartino (co-chairs), Darren Bartholomew, Danielle O'Neill; Wendy Metzgar

The committee will examine the Professional Development Livestreams from a foundational perspective vs. only looking at immediate incremental changes. This includes both the live and on-demand programs. Phase 1 will involve information gathering and research, which will help to establish a baseline that can be used when formulating future goals. Phase 2 will be influenced by the data produced by Phase 1 but will likely include the exploration of different program formats and an analysis of how they are marketed to identify gaps/areas for improvement.

Phase 1 – November/December 2020

The annual member survey for 2020 is being designed with the goal of launching in December. Therefore, this is a prime opportunity to get member feedback on the livestreams, including members' "capacity to watch" with so many virtual opportunities flooding the market and their preferred formats for virtual programs.

Committee members are asked to draft 2 to 3 questions for inclusion on the survey and to send them to Wendy M. by November 19. At the same time, Wendy M. will determine which questions will already be included in the survey so 1) we do not repeat those questions; and 2) we can possibly build on those questions.

Wendy M. will compile the questions and send them to the group for discussion over email, with the goal of having 5 to 10 final questions ready to submit to the SharedXpertise research team by December 1. The research team will offer their expertise to ensure the questions are phrased appropriately and are otherwise sound from a market research standpoint.

As part of the information gathering phase, Wendy M. will compile registration and attendance numbers for the live programs and views for the on-demand programs.

Phase 2 – January 2021

With survey data, attendance numbers, and the Association's livestream process document (in lieu of a formal marketing plan) in hand, the committee will meet in January to review the compiled information, establish goals, and determine specific next steps.