

Pathways to Equity Conference Workgroup

July 31, 2020

10:00 a.m. – 11:30 p.m.

Meeting URL: <https://cccconfer.zoom.us/j/967689806>

Meeting ID: 967 689 806

Join by phone: (669) 900 6833 or (646) 876 9923

Event Changes

- Now a *virtual* event – September 29 & 30
- Slightly modified focus: ensuring equity within a distance ed/remote student services Guided Pathways framework
 - The event will help answer the question: how do we continue the critical equity work toward the goals of the Vision for Success and the Call to Action?
- Screen-intensive format means a slightly shorter event – under one and a half days
- Fewer session offerings
- Our goal is to *maintain*:
 - Focus on proven equity strategies with actionable takeaways for attendees
 - Student participation/involvement
 - Networking opportunities
 - Regional coordinator involvement

Draft Agenda

- Shorter event, and shorter sessions/presentations
 - Now 30-45 min featured sessions
 - 30 min break-outs with 15 min Q&A
 - Scheduled networking time
 - Time between session for bio breaks
 - Scheduled longer breaks (tech breaks, or just off-screen time)
 - Day 1 9am to 2 or 3pm; Day 2 concludes before lunchtime
 - **Considering:** Lunch provided (via a voucher for food delivery) on Day 1?
 - After discussion, **workgroup consensus** was to skip the lunch voucher and instead look into offering an event kit (mailed to registrants beforehand) to include supporting materials (book, articles, breakout session topic prompts, sing-ups) and self-care items
 - **Considering:** Mental health/recognition of hard work and stressors of past 6 months – either part of opening or breaks or break out sessions?
 - **Workgroup consensus** was to go further and infuse self-care/support *throughout* the event or even focus ½ the event on this – ideas: inspiring opening session, sessions by practitioners, resources on event site, yoga or other stress alleviation activities, resources/tools in registration “kit”
 - Additional ideas from workgroup:
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- First opening session speaker should be a very inspirational and motivating person – the work and the environment have been exhausting – need to inject passion, inspiration, appreciation and motivation
 - A video with images of accomplishments/successes, with a voice over. And/or...Video clips of “stories from the field” students/practitioners discussing equity work/experiences/self-care – may be shown at openings of sessions, between sessions, during breaks, etc.
 - Rethink the conference in a new way – an authentic online professional learning experience – rather than just moving a conference online (with set sessions and tracks) And perhaps beginning with something less intense and “webinar-y” at the start.
 - Interaction is key. Allow for a lot of networking time.
 - Important to have time for reflection in this event. Lunch not on required screen time - but perhaps could have a video playing or images and music for those who will leave it up and on during lunch break.
 - Idea to produce a video with clips of the event planning committee members talking about the event– “from the field for the field” (to help generate excitement for the event, and to help folks understand the intent and goals). [Beth Kay](#) would like members to email her if they are interested in being part of the video. (We hope most if not all members would be willing to add their voice!) She will draft some prompting “interview” questions and send to the group for feedback.
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Event Platform

- Bizzabo has been selected. Group was provided a walk-through. Beneficial features:
 - Mobile-friendly
 - Green room for presenters/moderators
 - Typical presentation features: screen-share, multi-media, whiteboard, Q&A, chat, polling
 - Ability to customize the event site to CO/event brand
 - Event site will be up several weeks before event, so registrants can visit to view, click around, find resources, watch videos....
 - Will have links to VRC from event site. A new Pathways to Equity Community in VRC.
 - Possibility of using a separate platform for the networking aspect of the event – with more features and better engagement, and can have the networking page up at the same time as the event platform.
 - Additional ideas from group:
 - Think about ways to add the “human” aspect to the event platform (the example event we viewed was a little stark). Could add photos of practitioners and students, quotes, videos, resources, etc. It is customizable!
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Registration

- Cvent – a familiar platform for our system
 - Attendee data will be uploaded into Bizzabo
 - Registration will go live in 2 weeks
 - Registration fees:
 - Early bird - \$50 (for two weeks)
 - Regular - \$75 (closes two weeks prior to event)
 - **Considering:** Cap on attendees?
 - **Workgroup consensus** is no cap/limit on attendees
 - Will need to keep in mind timing if we mail registration kits to each attendee
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- Break out session cap is 400 per.
 - Shorter sessions and large attendance will affect participation by attendees. These will be structured with 30 mins of info by presenter, then 15 mins of Q&A. Will need to be mindful of group size and ensure sessions are moderated accordingly.
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Communication/Marketing

- Marketing schedule is being revised
 - Email announcement to field will be sent today or Monday – including call for proposals (new deadline is August 21)
 - Registration announcement in 2 weeks
 - Planned continued communications over the next 8 weeks
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Next Steps – What's Needed from You!

- Help spread the word about this event to colleagues!!
 - Let [Beth](#) know if you're willing to send her a video of yourself. Do you know of others in the field who have great stories to share? - colleagues or students – refer them to us so we can collect videos before the event.
 - Subgroups to ramp up! Featured Sessions/Keynotes; Call for Proposals/ Workshop Sessions; Student Engagement; MarCom; Sponsors; Volunteers – watch for emails and meetings.
 - Volunteer to moderate sessions, if you're interested.
 - Lots of work to be done within subgroups, but let's keep in touch via email as well.
 - GO PLANNING TEAM!
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Additional Instruction:

Please cc all members of the internal workgroup when responding, so we are all kept informed on activities. Thank you.