

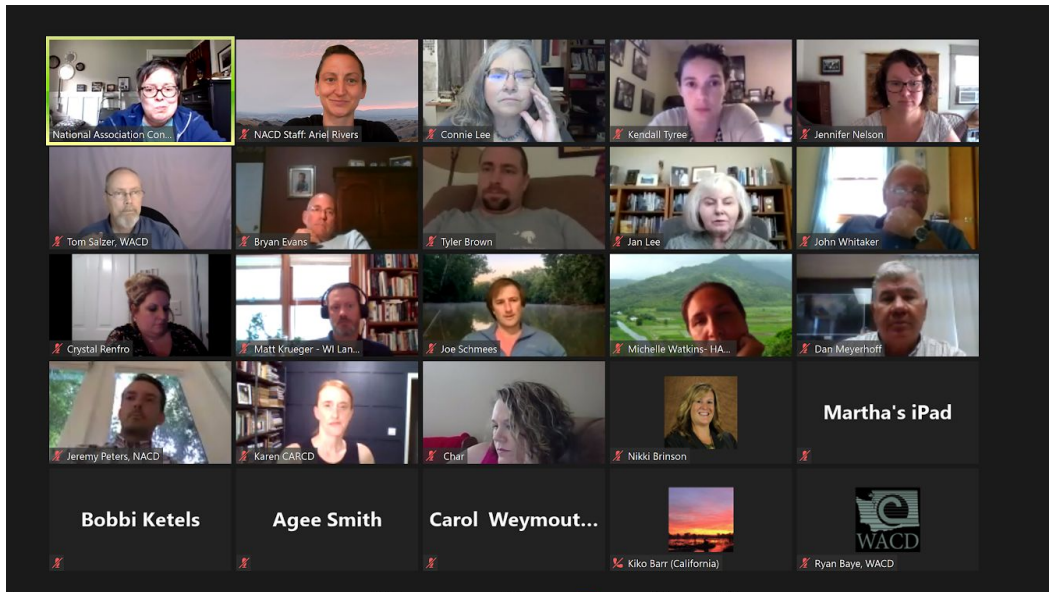


NACD State Association Executive Directors/State Contacts Zoom Meeting “Virtual State Meetings”

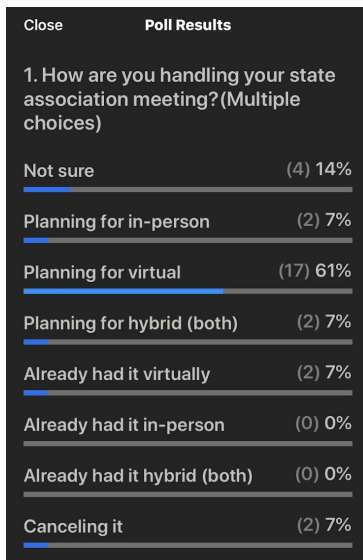
August 25, 2020 | 3:30 pm Eastern

NOTES

Roll Call - 39 Participants from all of NACD’s 7 Regions



Poll:



Examples of Past Meetings

- Most states who have done meetings already, have done short business meetings via zoom, with some pre-conference committee meetings and online polling prior to meetings

Indiana

- Also held a virtual meeting
- Used survey monkey prior to meeting
- No resolutions, asked people to hold onto anything for the following year to ensure exchange and dialogue would be appropriate
- Only voted on activities related to governing of association
- 30-day window with a password protected webpage to view and ask questions
 - Actual meeting itself was conducted by board of directors
 - Ran through agenda and results of polls
- The hope was that they would only have one virtual meeting, so holding off on some business till next year
- Had ballots prepared and could use polling method if needed

Iowa

- Held a business meeting, lasted about 2.5 hrs
- Voted on resolutions prior to event
- Plan meeting in the middle of a wind-storm! Use multiple hosts in case power goes out, etc.
- Used a voice vote if there was any objections
- Also monitored attendees via pre-registration
- We recorded our annual meeting and I was surprised at the number of commissioners who wanted to see the video. The video went down the first week and we had to reload but not sure if it was the amount of use or tech difficulties.
- We did not charge any registration fees. The cost of Zoom and for Ray Ledgerwood's services was less than we lost last year. We do subsidize our annual meeting too much.

Pennsylvania

- Normally hold 2-day meeting with trainings, etc.
- But spreading things out:
 - Committees met a week or so before
 - Commission
- Business Meeting - 2 hrs
 - Combined some of what they would normally do outside of educational components
 - Awards were discussed during Business meeting
 - Regional meetings several months before business meeting. The motions were not controversial, so easy to do
 - Prepared to do a roll call vote if needed
 - Staff did dress rehearsals and prepped with cohosts for windstorms, etc.
- Also elected officers
 - Roll call at beginning
 - Only one delegate could vote if needed to use a voice call vote
 - But no contentious issues on voting
- Partners submitted written reports that were also on screens if needed
- Registration was free - but needed to register in order to get the zoom link
 - Primarily to ensure that event wasn't completely open, attendance could essentially be moderated.

- We usually make some money through sponsorships, but don't count on that funding, so this year we didn't solicit sponsorships

South Dakota

- South Dakota held their regional meetings in July in person, with appropriate COVID precautions. Must have worked - no outbreaks from them.
- Standing committees will meet virtually in September with business meeting held September 30 at 3 locations that only the registered CD delegate may attend.
- Using professional a/v staff to assist with that.
- Looking at Acelevents to hold a virtual trade show and break out sessions.
- Improving engagement is one of our concerns that we hope to address by using Acelevents rather than a regular meeting software.

Wisconsin

- We already held a virtual "mini-conference" for 120 ppl in July; planning for a virtual conference in March.
- Charged about half of what would traditionally charged, no zoom bombers

Key Lessons Learned from These Meetings:

- Have back-ups of their powerpoints just in case;
- Ask speakers to encourage audience engagement (use polls, thumbs up/thumbs down function);
- Provide a list of web resources they'll talk about ahead of time, so the moderator can post links to in the chat box in real-time;
- Provide a brief Zoom tutorial at the beginning of each session;
- Schedule LOTS of breaks;
- Ask your Extension partners to help host (they did back-end admin and watching for Zoom bombers for us) help;
- WI also had two concurrent sessions going at all times at three at one point that we promoted as "closed" (which it wasn't, really) session to promote technical small-group discussions, which we did via breaking people into sub-rooms in Zoom.
- Have a REQUIRED Zoom practice for all speakers just so that you know that they can operate the system.
 - WI did a required practice for moderators/support, which we strongly encouraged speakers to attend if not Zoom-savvy, and some did.
- If you are going to allow attendees to ask questions of presenters (we did, through the chat box), make sure your moderator has some stock questions ready ahead of time.
 - WI had our Lt. Gov on, and it took people a LONG time to offer up questions...and the moderator (me) had to fire some off-the-cuff.
 - The silence of a virtual audience is even more deafening than the real thing, it seems.
 - "It's hard to not know how my presentation was being received by the audience" was feedback we got from a couple speakers.

Upcoming Meetings:

[See responses to NACD Email Thread, collected by Kendall Tyree \(VA\) here \(July 2020\).](#)

Arkansas

- Planning a virtual meeting
- Down side of zoom calls: no reaction of people in zoom calls
- Saving quite a bit of money due to reduction in travel, etc.

- Increasing engagement and making more money via zoom meetings

California

- California is going to be hosting a 9 day conference with the annual meeting, plenary sessions, panels, breakout presentations, and social hours.
- Usually our in-person conference is 3.5 days. We will be spreading out the virtual conference so folks don't get "Zoom fatigue" and will join us for 0-4 hours a day depending on what looks interesting to them.
- We are working with a consultant and just decided on Cvent's event software as our virtual "venue".

Colorado

- Virtual over two week period 3 general session during evening, two daytime sessions for district staff, instead of breakouts, membership meeting will be at night.
- Keeping general sessions at 3 hours, splitting up awards and resource committee meetings into the 3 general sessions.
- Making all portions of all meetings available to all attendees. No overlap so all can participate.
- We will do website registration, will charge \$50-\$75 per person for full convention, with discounts to district group meetings.
- Working with state conservation board staff using their zoom account and their technical expertise.
- No live auction, but will have giveaways during each meeting.
- Will have voting polls. We will make sure we do not lose any votes and all have an opportunity to speak.
- Working on ideas for sponsors to participate. Will have opportunities for sponsor donations etc...slides mini videos, etc...

Louisiana

- In Louisiana each LACD resource committee will conduct a virtual meeting in Sept-Oct and will email meeting reports to full membership in late Oct.
- From there we're still hoping for an in-person January Convention.

Montana

- Planning a virtual convention in November

New Mexico

- NMACD has contracted with Ray Ledgerwood like Iowa did to assist us with our annual conference in November. We are modeling after Iowa as a mini-conference with business only!
- We are having regional virtual meetings all this week at night and it is challenging! Our membership is NOT virtual meeting savvy! We also have major bandwidth capacity! At least 3/4 of our districts are having virtual meetings monthly but some doing conference calls and a few meeting in person.

Virginia

- Virginia has just decided to go virtual and will be doing our membership meeting in December Trainings and some general session topics over fall and winter via zoom.
- This has given me a few ideas and I'll be saving the chatbox dialogue so I can study up on some of these resources I've just learned about.
- I am sure I will have more questions and another opportunity to connect on topics would be great.

Sponsorships and Exhibitors?

- Kansas is reaching out to past sponsors, still expecting some funds from some commodity orgs and seed companies
- [California's Sponsorship Prospectus](#)
- IN will still offer it, and hopefully with the application they use, they'll still have a video chat option
 - Potentially set up appointments
 - With some of the apps, exhibitors can set up their own appointments
- Pheasants Forever - offering some virtual content to associations
 - General CRP Workshops
 - Making Habitat Work
 - Pollinators
 - Pheasants Forever said there is the possibility of combining from their list of topics, or they will also consider other topic ideas you may want. We will probably have them as one of our presentations.

Technologies:

- Whova: <https://whova.com/>
 - Comment from Gary: in some cases it was good, but could be aggravating due to the number of notifications
- Cvent: <https://www.cvent.com/>
- Socio: <https://socio.events/>
- Options for Voting:
 - Election Runner: <https://electionrunner.com/>
 - Sli.Do: <https://www.sli.do/>
 - [Turning Point Technology](#). Can rent useage per 3 day period so you don't pay for a full year.
- [CARCD's Spreadsheet](#) of various programs and notes
 - A consultant was helpful: [Soundings Connect](#)
- Recording sessions before hand for field tours, happy hours, live bands, poster sessions, etc. and potentially doing it now/in the summer to show in the fall/winter/spring to highlight harvesting or other seasonal activities

Contests/Land Judging:

- If anyone has been doing their land judging contest, or plan to do their land judging for their states? Also, how are they teaching the classes... is it all virtual and just using soil kits that are being ordered?

Technical Sessions or Breakout Sessions:

- Spreading them out over a month, just 1-2 sessions a week for a month, for example
- VA: 15 breakouts normally in Dec. They'll spread them out during September through Dec., at the request at the district staff
- Breaking out sessions may also provide more opportunity for sponsorship, e.g., they're the only game in town for that day or week
- How to help officials with a statutory requirement to get CEUs, and trying to build in time to get them some credit?
 - MD: We use the registration list and a quick quiz to award CEUs.

Happy Hour:

- Important in WI, so have one CD staff member give a tour of her cidery, like where they get apples, etc.
- They'll pre-record some of those, and show later
- Live bands pre-recorded is another option, and showing those during breaks, for example
- CO is having a happy hour webinar assistance approx. 45 prior to start so folks can learn the ropes and get assistance if needed.
 - Calling it a "happy hour webinar" for assistance is a good idea. Maybe folks would actually get on early for it?

Awards - *Can they be honored during the timeframe?*

- IA had good success with doing awards
 - Mailed some plaques, also put together a slide presentation
 - Only had one award that didn't receive nominations
- PA also did awards during business meetings
 - PPT for each award (Same as IA)
 - Mailed award to district who did both local and statewide presentation
- CO is splitting awards slides into each of the 4 evening general sessions over the two week period. Each general session will include one or two resource committee meetings, speakers and selected awards for that evening.
- MD: One of our districts has produced videos to feature their cooperator of the year. They show these at events, but also share on social media:
https://www.youtube.com/watch?time_continue=4&v=pAqI323O23Y&feature=emb_logo