

## **2022–23 Annual Report UMRA Zoom Webinar Producer**

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From: Kris Mortensen, UMRA Zoom webinar producer  
To: Jerry Rinehart, chair, UMRA Organizational Continuity Committee  
Cc: Eric Hockert, Jean Kinsey, Ron Matross, Julie Sweitzer, Cathy Lee Gierke, Virgil Larson

### **Executive Summary**

UMRA produced eleven Zoom webinars during the association's 2022–23 program year. Average attendance was 62. Thanks to the dedication of the "UMRA Zoom team," the quality of these productions was consistently high. It is our practice to conduct a technical rehearsal in advance of every Zoom webinar. The pre-program and program production responsibilities currently performed by the Zoom producer offer an excellent opportunity for a co-producer to join the team.

### **Activities**

UMRA produced eleven Zoom webinars during the association's 2022–23 program year: eight monthly workshops, two monthly forums in January and February plus one special forum in February.

- Average attendance, as measured by unique viewers (i.e., devices) was 62.
- The largest attendance (113) was the February 21 workshop on "Bone health and aging."
- The smallest attendance (26) was the April 18 workshop on "College admissions."

By comparison, UMRA produced 17 Zoom webinars in 2021–22, including nine forums, seven workshops, and one in-person/Zoom hybrid program. Average attendance was 66. The largest audience (159) was for the October workshop on enrollment for health care benefits; the smallest (24) was for the hybrid program (the May 2022 annual meeting.)

The cast of characters for each UMRA webinar production includes:

- program host, typically the UMRA president or Program Committee chair
- Zoom host (technical director)
- backup technical director
- guest speaker(s)
- person introducing the guest speaker(s), if other than the program host
- Q & A moderator
- Zoom producer

Beginning with the first Zoom webinar hosted by UMRA on May 19, 2020 (featuring Myron Frans, then Minnesota Commissioner of Management and Budget), it has been our practice to schedule and conduct a technical rehearsal approximately one week in advance of each Zoom webinar. This is a "best practice" we adopted from the University's Office of Information Technology, which provided Zoom technical support to staff the first few

months of UMRA's venture into Zoom, when it was new to us and relatively new to many if not most of our guest speakers.

Today, familiarity with Zoom is widespread. But the value of these technical rehearsals remains the same: to produce a webinar that is worthy of our guest speakers' time and commitment and delivers what it promises to our attendees.

In addition to familiarizing our guest speakers with the characteristics of an UMRA webinar, the purpose of these technical rehearsals is

1. to check the audio and video for everyone who will be "on camera" for the program;
2. to review the running order for the program and practice all the handoffs from one speaker to another; and
3. to test drive the slides for the opening and closing of the program and for the feature presentation.

These rehearsals are often a high point for the "UMRA Zoom team," because of the collegial interaction among everyone directly involved.

It is thanks to the dedication of the team, in particular Virgil Larson, our steadfast Zoom host/technical director, that the quality of UMRA's monthly webinars is consistently high.

## **Producing a Zoom webinar for UMRA**

### Pre-program communication

1. Schedule the webinar
2. Create a z-link for registering
3. Create the invitation and registration page
4. Write and send a registration reminder email(s) via UMRA Listserv c. one week before each program
5. Field and respond to questions from UMRA members about registration
6. Create program opening/closing slides, including sponsor slide when there is a sponsor for the program

### Pre-program production

1. Schedule practice session
2. Recruit designated attendee for UMRA debrief (optional)
3. Draft running order and send to all panelists in advance of practice session
4. Draft opening/closing script for program host
5. Write and email practice session instructions to all panelists

### Program production

1. Troubleshoot during final technical rehearsal immediately preceding each program and during the webinar, and communicate as needed with other Zoom panelists via chat, email, and text

#### Post-program communication

1. Post presenter slides on the website
2. Post webinar video recording on the website
3. Edit and post program summary article on the website; include links to video and slides
4. Log event attendance

The UMRA news editor has performed all of the above since UMRA started Zooming. The pre- and post-*communication* activities are closely interwoven with the editor's responsibilities for promoting the webinars via the UMRA newsletter, eNews, and website. But the pre-program *production* and program *production* responsibilities could be shared with a co-producer. This is an excellent opportunity for someone who has experience organizing or hosting events and is comfortable giving direction to others.

#### **Recommendations**

1. Recruit a co-producer to assume the pre-program production and program production responsibilities, working in collaboration with the UMRA Zoom webinar producer