

WEBINAR

SUMMER SERIES

ABOUT THE WEBINAR

Speaks 4 You, Inc in cooperation with BerThaddaeus Bailey hosted a summer scholarship webinar series for students across the state of Oklahoma on April 25, May 9, and May 16, 2020 at noon. Because of the sponsorship and partnership of the men of the Alpha Tau Lambda chapter of Alpha Phi Alpha, Fraternity Inc., the webinar opportunities were offered completely free to attendees.

ATTENDEES AND VIEWS

72 students registered to attend the webinars on the dates, combined. The registrants represented students and parents from across the state, including OKC, Tulsa, Lawton, Bixby, etc. At the first webinar alone, there were 3,145 people reached, 121 reactions comments and shares, and 1,299 views. From the first webinar forward there was a gradual decline in viewership. However, each of the following webinars ranked in over 200 webinar viewers

IMPACT

98% of the scholarship webinar series attendees responded that the series was "excellent" Each respondent confirmed that they learned something new and felt more confident in their scholarship pursuit following the webinar. Further, of the respondents, none identified any portion of the webinar they disliked. One attendee responded, "The way everything was presented was really helpful. I just finished high school and I've had so much trouble trying to find scholarships and the advice that was given was so helpful!" In addition, we awarded one seminar attendee who registered and completed the post-webinar survey a brand new tablet.

COSTS

Because of the partnership of Alpha Tau Lambda chapter of Alpha Phi Alpha, there was no cost to our organization. All costs, including promotion and professional recording was covered by the sponsorship.

COVERAGE

KTUL News Channel 8 covered our very first webinar and described it as impactful, necessary and thoughtful. The Oklahoma Eagle also covered our efforts in an article published about the nonprofit.

To the men of Alpha Tau Lambda chapter of Alpha Phi Alpha Fraternity, Inc., thank you for your partnership and sponsorship to make this webinar series possible.

