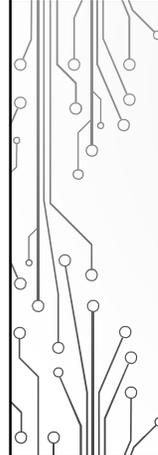


## Welcome to Virtual Programming for Quilt Guilds! We'll get started at 11 AM...

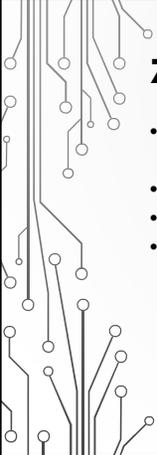
Here's today's agenda:

- Zoom Basics
  - Panel Presentation
  - Nuts & Bolts of Hosting and Managing a Zoom Meeting
  - Virtual Programming Possibilities
  - Explore Breakout Rooms for Networking
  - Wrap Up
- You can access handouts/resources: <https://ncqc.net/special-events>



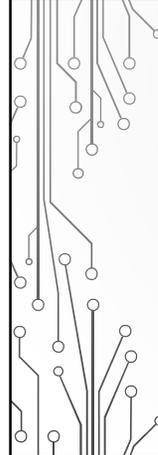
## Zoom Basics

- Start/Stop video
- Mute/Unmute audio
- Use chat box for questions & comments
  - Can post comments for everyone or use the arrow to message individual
- Feel free to say hello and where you are joining us from
- Gallery vs. Speaker View
- Rename-hover over your box to change
- Leave meeting



## Zoom Etiquette...

- Keep yourself muted to minimize background noise (hosts/co-hosts may mute individuals/all participants as needed)
- Use chat to ask questions and post resources/links
- Raise hand to join conversation/participate in show and tell
- Use reactions to clap hands or give thumbs up



## Zoom Etiquette...

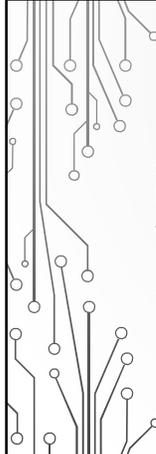
Out of respect for our presenters and all participants, please do not record any portion of the meeting (audio and/or video).

- Handouts are available to download from <https://ncqc.net/special-events>
- You are welcome to download a copy of the chat for your own personal use, as there are likely to be some great nuggets of information shared throughout the event.
- Thank you!



## Today's Agenda

- Welcome!!
- Zoom Basics
- Panel Presentation
- Stretch Break
- Nuts & Bolts of Hosting and Managing a Zoom Meeting
- Virtual Programming Possibilities
- Explore Breakout Rooms for Networking
- Wrap Up



## Northern California Quilt Council

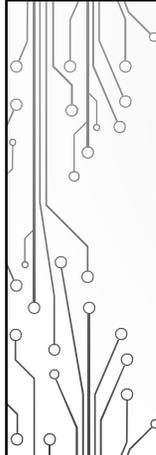
**Mission:**  
NCQC facilitates communication between quilt guilds, teachers, and others in the quilting industry.

[www.ncqc.net](http://www.ncqc.net)



## Northern California Quilt Council

**Director:** Audrey Hutchinson  
**Assistant Director:** Sherry Werum  
**Secretary:** Mel Beach  
**Treasurer:** Karren Lusignan  
**Calendar and Webmaster:** Colleen Voet  
**Newsletter:** Roberta Burke  
**Facilities:** Sherry Werum  
**Membership:** Roberta Burke  
**Meet the Teachers:** Karren Lusignan  
**New Quilts:** Jeanne Brophy  
**Members At Large:** Barbara Crawford, Fern Royce



## COVID-19

- Look to State/County/City officials for direction on when it will be safe to resume in-person group gatherings
- Until then, let's explore technology available for connecting with guild members, conduct guild operations, and programming.

## Objectives:

- Hear from 4 guilds that are currently offering virtual programming for their membership
- Demonstrate best practices for setting up and managing a Zoom meeting
- Discuss the benefits of offering virtual programming
- Provide a variety of virtual program ideas that can be adapted for your guild/organization
- Network with guild reps, teachers, and board members

## Zoom Videoconferencing:

- Easy for guild officers/volunteers to host
- Easy for members to join:
  - can use a computer, tablet, and/or phone\*
  - members don't need a Zoom account to participate
- Security enhancements: registration, meeting passwords, waiting rooms, removing meeting ID# from main screen
- Opportunities for engaging members: members can see/hear one another, chat box, polls, and breakout rooms
- Training support: live/recorded classes and demos
- Variety of hosting plans available at affordable prices

**Zoom Meeting Plans for Your Business**

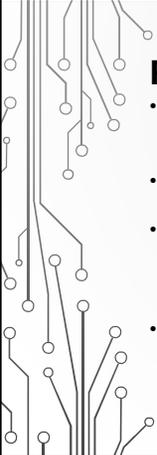
Plan	Price	Key Features
Basic (Personal Meeting)	Free	Host up to 100 participants, Unlimited 1 to 1 meetings, 40 mins limit on group meetings, Unlimited number of meetings, Ticket Support, Video Conferencing Features, Web Conferencing Features, Group Collaboration Features, Security.
Pro	\$14.99	Great for Small Teams, Includes 100 participants, Meeting duration limit is 24 hrs, User management, Admin feature controls, Reporting, Custom Personal Meeting ID, SGB or MHA or MAA cloud recording, REST API, Skype for Business (SMB) interoperability, Optional Add-on Plans.
Business	\$19.99	Small & Med Businesses, Includes 300 participants, Dedicated phone support, Admin dashboard, Unity URL, Option for on-premise deployment, Managed domains, Company branding, Custom emails, LTI Integration, Cloud Recording Transcripts, Optional Add-on Plans.
Enterprise	\$19.99	Large Enterprise-Ready, Enterprise includes 500 participants, Enterprise Plus includes 1,000 participants, Unlimited Cloud Storage, Dedicated Customer Success Manager, Executive Business Reviews, Bundle discounts on Webinars and Zoom Rooms.

**Zoom Meeting Plans for Your Business**

Plan	Price	Key Features
Basic (Personal Meeting)	Free	Host up to 100 participants, Unlimited 1 to 1 meetings, 40 mins limit on group meetings, Unlimited number of meetings, Ticket Support, Video Conferencing Features, Web Conferencing Features, Group Collaboration Features, Security.
Pro	\$14.99	Great for Small Teams, Includes 100 participants, Meeting duration limit is 24 hrs, User management, Admin feature controls, Reporting, Custom Personal Meeting ID, SGB or MHA or MAA cloud recording, REST API, Skype for Business (SMB) interoperability, Optional Add-on Plans.
Business	\$19.99	Small & Med Businesses, Includes 300 participants, Dedicated phone support, Admin dashboard, Unity URL, Option for on-premise deployment, Managed domains, Company branding, Custom emails, LTI Integration, Cloud Recording Transcripts, Optional Add-on Plans.
Enterprise	\$19.99	Large Enterprise-Ready, Enterprise includes 500 participants, Enterprise Plus includes 1,000 participants, Unlimited Cloud Storage, Dedicated Customer Success Manager, Executive Business Reviews, Bundle discounts on Webinars and Zoom Rooms.

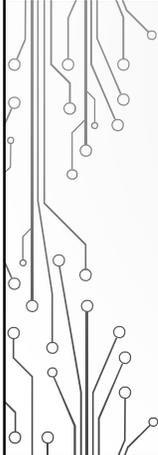
**Callout Box:**

Participants	Pro Price	Business Price	Enterprise Price
500	\$64.99	\$68.99	\$68.99
1,000	\$104.99	\$109.99	\$109.99



## Panel Presentations

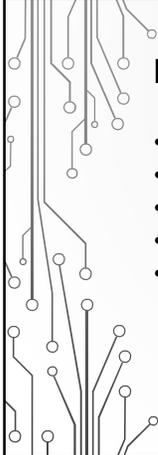
- Colleen Pelfrey: **Valley Quilt Guild**, Yuba City
  - Board meetings via Zoom, and slides/video in lieu of guild meeting, promoting opportunity quilts, show & tell projects, workshops.
- Vicki Walter: **Golden Valley Quilt Guild**, Citrus Heights
  - Board meetings and guild meetings.
- Geri Patterson-Kutras & Mel Beach: **Santa Clara Valley Quilt Association**, San Jose/Campbell
  - Virtual Coffee Breaks with Guild Member Demos & Studio Tours, member show & tell.
- Amanda Morris & Rochelle Rosales: **Silicon Valley Modern Quilt Guild**, Milpitas
  - Board meetings, guild meetings, teacher lectures/trunk shows, sew days, evening socials, and a virtual quilting retreat.



## Time for a Stretch Break!!

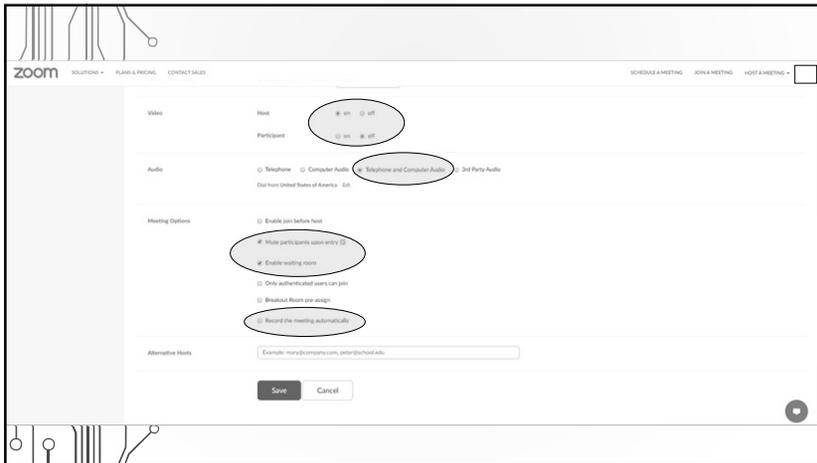
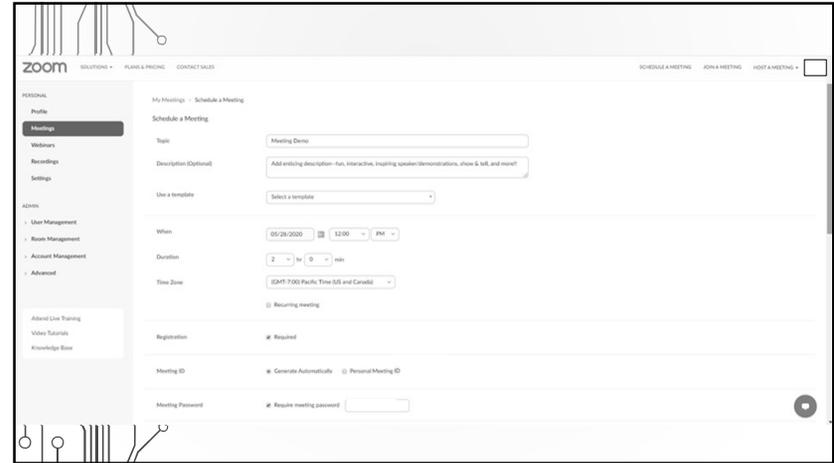
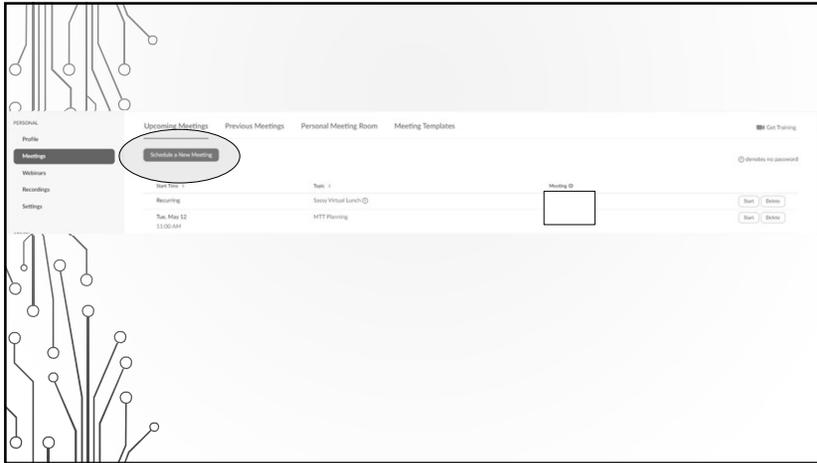


## NUTS & BOLTS OF SETTING UP & MANAGING VIRTUAL MEETINGS AND EVENTS



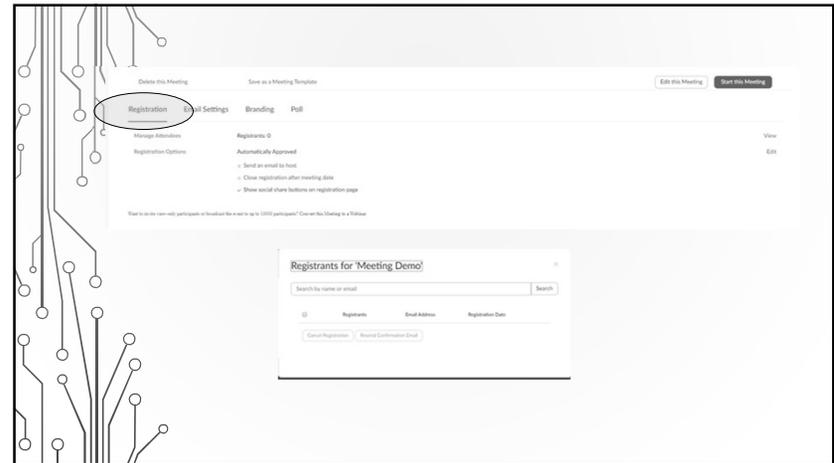
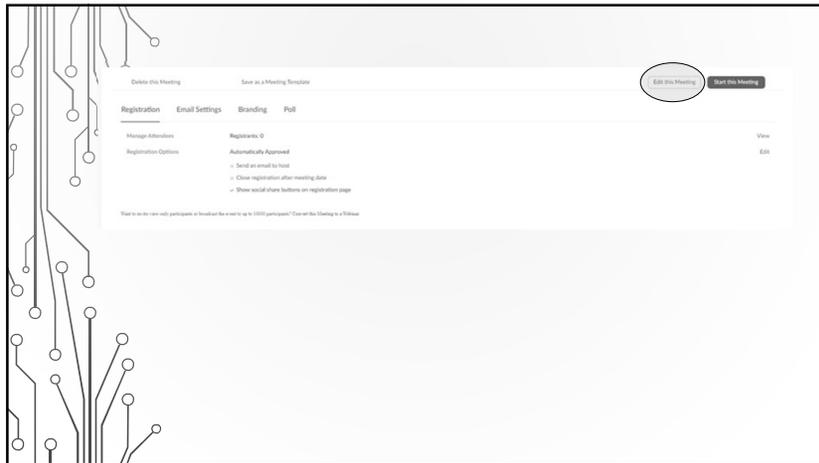
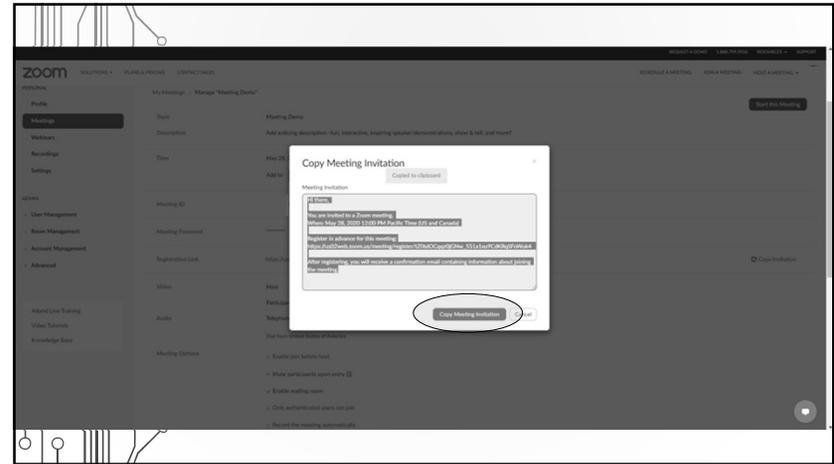
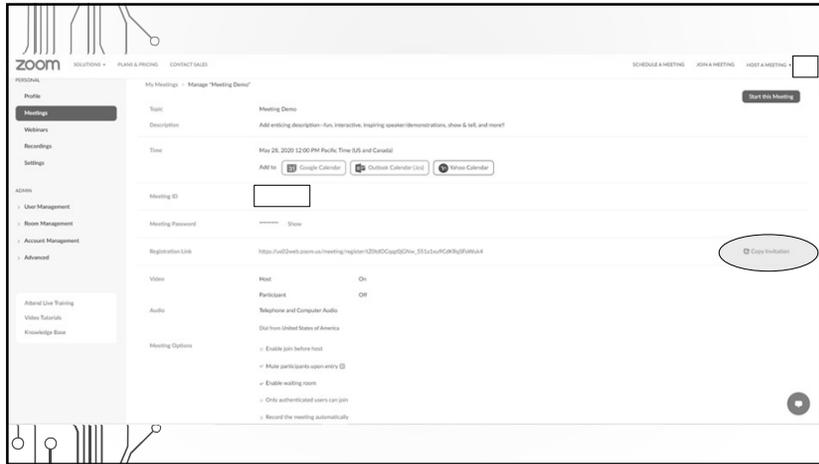
## Nuts & Bolts of Hosting a Meeting

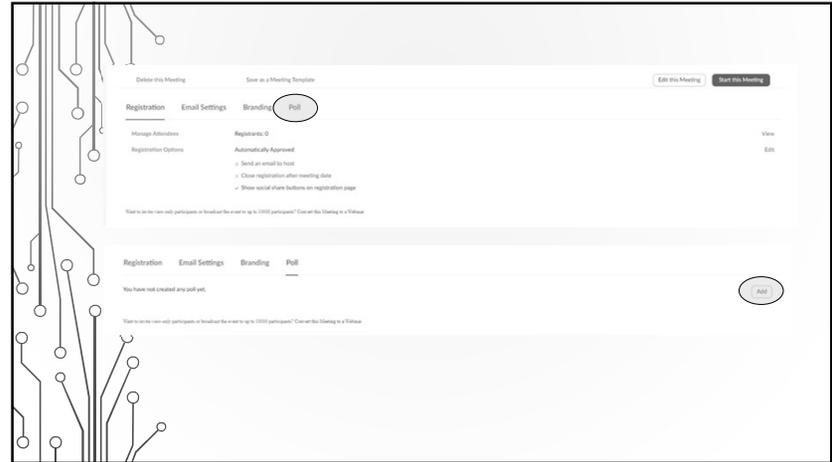
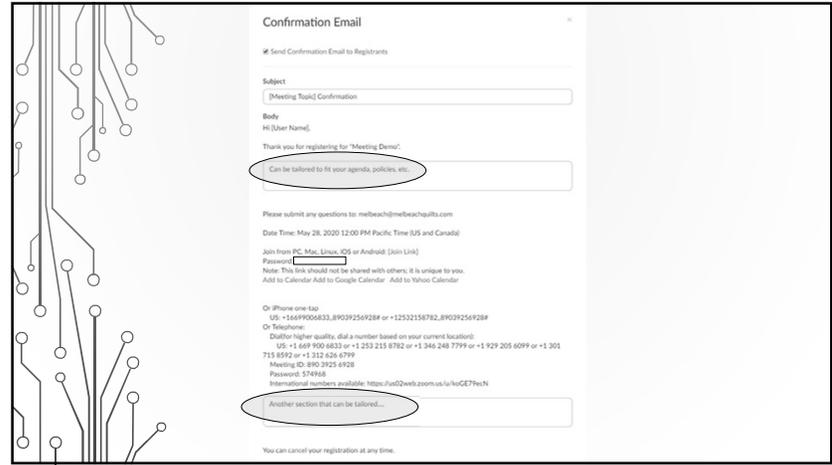
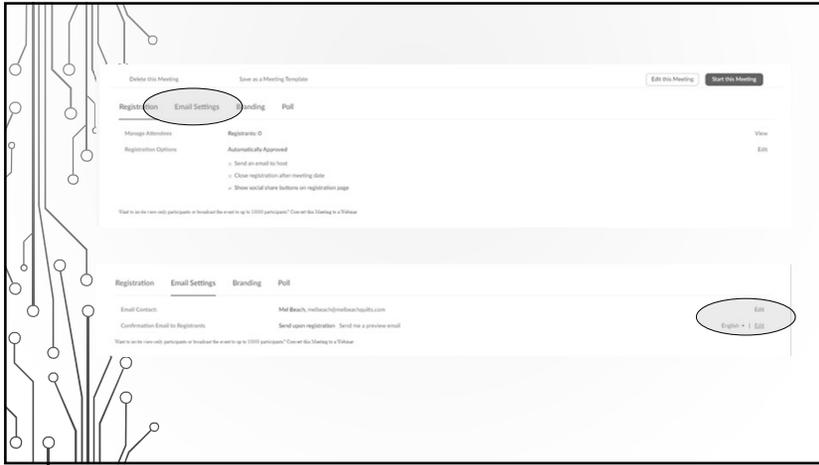
- Setting up a Meeting Demo
- Setting Up Poll Questions
- Communicating with members
- Test Sessions
- Managing Participants



## Recording Considerations

- Notify members in advance if you plan to record
- Consider members' privacy/comfort of sharing their video/participating if being recorded
- Respect presenter's intellectual property
- Recording can be turned off and on as needed.
- May want to establish a policy for membership regarding video/audio recording, screenshots, etc.





Add a Poll

Enter a title for this poll

Anonymous?

Type your question here

Single Choice  Multiple Choice

Answer 1

Answer 2

Answer 3 (Optional)

Answer 4 (Optional)

Answer 5 (Optional)

Answer 6 (Optional)

Answer 7 (Optional)

Answer 8 (Optional)

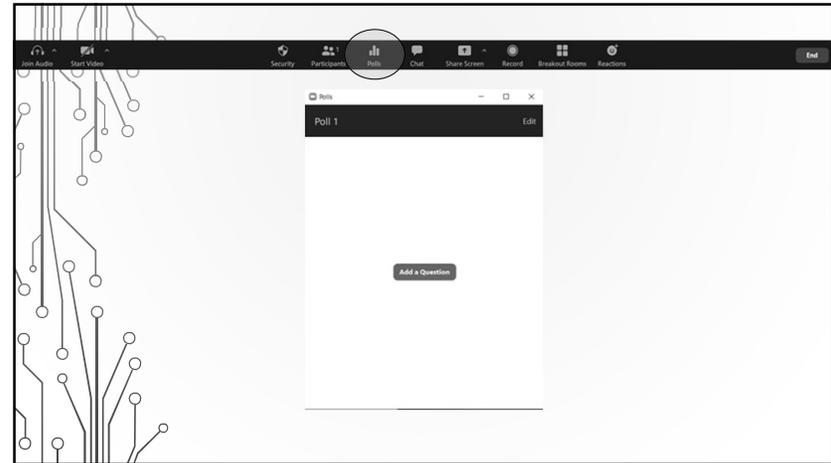
Answer 9 (Optional)

Answer 10 (Optional)

Delete

+ Add a Question

Save Cancel

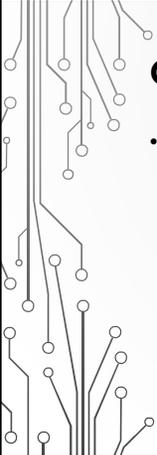


## Nuts & Bolts of Hosting a Meeting

- Setting up a Meeting Demo
- Setting Up Poll Questions
- Communicating with members
- Test Sessions
- Managing Participants

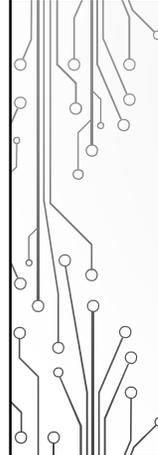
## Communicating with members

- Registration/Meeting link in newsletter/email to members only
- Promote meeting via website, social media channels (Facebook/Instagram)-instead of posting registration/meeting link, refer members to newsletter/email
- Expectations re: recording



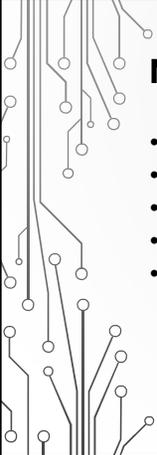
## Communicating with members...

- As this is likely a big change for your membership, provide encouragement:
  - New, exciting, different!
  - Interactive, inspirational, and fun way to stay connected!
  - Easy to join using computer, tablet and/or phone
  - Can participate as much/little as they are comfortable
  - Support available
  - Quilters are resourceful...we can do anything!
    - Many of their sewing machines are way more complicated than joining a Zoom meeting!



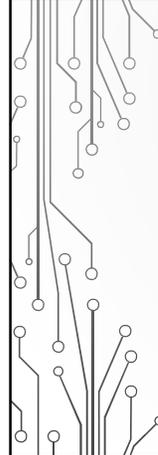
## Communicating with members...

- Provide enough technical info for them to join the meeting
- Introduce Zoom basics/etiquette once in meeting
  - Keep it simple for the first meeting
  - Sprinkle in a few advanced features as your membership adapts



## Nuts & Bolts of Hosting a Meeting

- Setting up a Meeting Demo
- Setting Up Poll Questions
- Communicating with members
- Test Sessions
- Managing Participants



## Test Sessions

- Opportunity for practice with board members, moderators, and presenters
- Test lighting/sound/camera angles
- Connectivity
- Sharing your screen
- Managing participants

## Nuts & Bolts of Hosting a Meeting

- Setting up a Meeting Demo
- Setting Up Poll Questions
- Communicating with members
- Test Sessions
- Managing Participants

## Managing Participants

- Hosting capabilities:
  - Admit attendees from waiting room
    - Can admit presenters in early for pre-meeting check-in
    - Or admit all as meeting kicks off
  - Mute/Unmute participants
  - Start/stop video
  - Stop screen sharing
  - Launch polls (co-hosts may not be able to see/participate in polling)

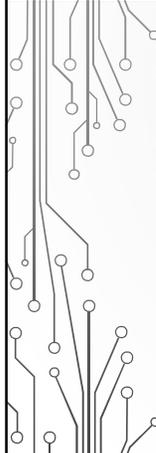


## Teamwork

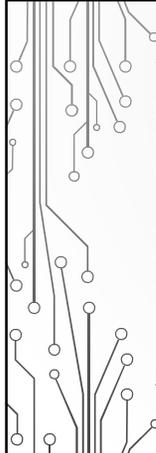
- 1-2 Lead/conduct the meeting, call on participants, etc.
- 2-3 Zoom Savvy Co-Hosts that provide technical support:
  - Admit/Manage Attendees
  - Moderate the Chat Box for questions/concerns
  - Provide feedback/questions to presenters
  - Help scroll gallery for raised hands
  - Provide technical troubleshooting, as needed
  - Helpful to have moderators that use PC and Apple tablet

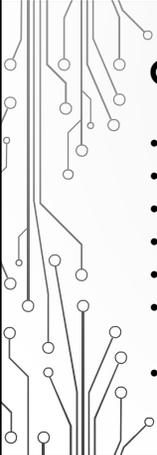


## VIRTUAL PROGRAM POSSIBILITIES

- 
- ### Guild Meetings
- Board & Committee Meetings
  - Guild Meetings
    - Announcements
    - Presenters
    - Show & Tell

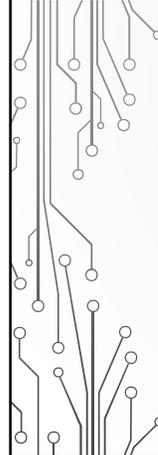
- 
- ### Member Show & Tell
- Members raise hands and holding their own quilts
    - Speaker view limitations
    - Holding up medium/large quilts, lighting, holding still
  - Slide Show Approach (recommended!!)
    - Instruct members to email photos of their projects
    - Compile into slide show with one slide/member
    - Member unmutes themselves when their slide is up to share more information about their projects

- 
- ### Vicki Walter
- Registered Parliamentarian**  
National Association of Parliamentarians  
President of Golden Valley Quilt Guild
- Do your bylaws allow you to meet and vote online?
  - What do you do in the meantime?
  - Do you have special rules for when you meet online?
- \* "Holding Your Meetings Online" resource available at <https://ncqc.net/special-events>



## Guild Social Events

- Sew Days
- Philanthropy Work Parties/Mask Making Parties
- Small Quilt Groups/Bees
- Quilt Retreats
- Block Party/Challenges
- Games: QUILT-O, Scavenger Hunts, Minute to Win It, Trivia using the Poll feature
- Happy Hour—share your favorite quilting cocktails

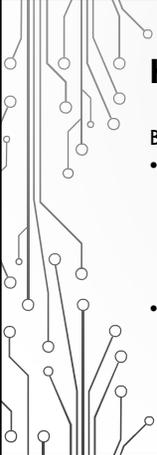


## Lectures/Workshops

- Reach out to teachers you've already hired to inquire their comfort and ability to offer virtual programming.
- Keep in mind that this is new territory for teachers too!

### Resources:

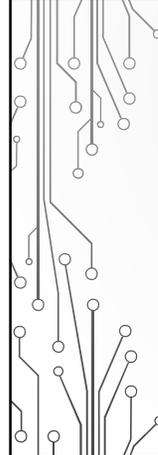
- Directory of NCQC Teachers offering virtual lectures and workshops available on NCQC website
- July 8: Virtual Meet the Teachers, 10 AM - 12 noon
  - List of participating teachers also posted



## Hiring Teachers:

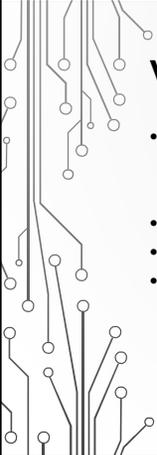
### Budgetary Considerations:

- Expect the same lecture/workshop fees to apply
  - Same quality expertise and content
  - Time to adapt content to virtual format/invest in technology
  - Loss of in-person sales of patterns/books/kits
  - Risks they are taking by offering content virtually
- Your organization saves on covering costs related to travel, lodging, and meals
  - Potential to reach out to teachers outside of CA and potentially international?!? They can share with their fans.



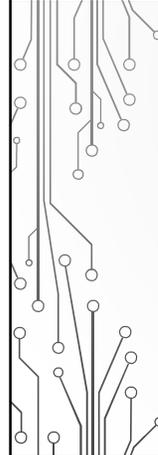
## Contract Considerations

- You may need to adapt your contract for virtual programming
- Contracts should address:
  - Who is hosting the meeting? Platform used?
  - Limits on number of attendees/participants?
  - Recording/Distribution permissions to protect teacher's copyrighted materials and Intellectual Property
  - Scheduling a practice session to test AV/Lighting/Connection
  - Help with moderating Chat/Q&A



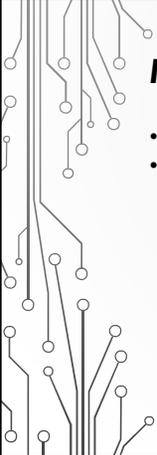
## Virtual Programming Collaborations

- Support Your Local Quilt Shop—tour of shop, feature new fabrics, demo new tools/products in stock, shopping procedures (online, by phone, curbside pick up, etc), machine care...
- Promote your affiliate members/longarm quilters
- Team up with quilt museums/galleries for a virtual exhibit
- Partner with a sister guild to co-host an event (ie. Traditional guild and Modern Guild for some crossover collaboration)



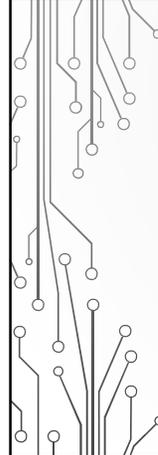
## Feature Your Membership

- Virtual Trunk Shows and Demos
- Tours of member studios/creative spaces
- Show & Tell of Members' Favorite Tools, Notions, Organization, tips & tricks, quilting inspiration links/tutorials, etc
- Quilting & Partners/Spouses
- Quilting Pets
- Swap Meet—trade/swap fabric, kits, tools (pick up/ship)
- Celebrations: birthdays, anniversaries, quilt finishes, past presidents/founding members that moved out of the area
- Show a Quilt and see if your members can guess the maker



## Membership Recruitment/Renewals

- Providing value for membership renewals
- Potential for recruiting members who:
  - Have health/mobility concerns or are housebound
  - Care for loved ones
  - Live out of town: former members who moved out of the area and/or new members who are looking for virtual programming)



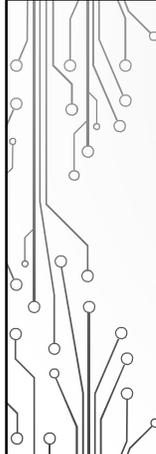
## Networking via Breakout Rooms

Once you are whisked into your breakout room:

- Please designate someone to take notes and report back to the larger group
- Start with introductions—name, guild, city/region, role(s)
- Questions to break the ice:
  - What ideas will you take back to your guild?
  - What new ideas come to mind for virtual programming?



**Takeaways from Breakout Rooms**



**Resources from Our Presenters**

- Handouts from [www.NCQC.net](http://www.NCQC.net)
- Slides
- Parliamentarian
- Directory of Teachers offering virtual programming and participating in 7/8 Virtual Meet the Teacher
- SVMQG Blog Post and Virtual Retreat Website:
  - <https://siliconvalleymqg.com/2020/03/16/hosting-our-first-virtual-meeting/>
  - <https://siliconvalleymqg.com/virtual-retreat-2020/>

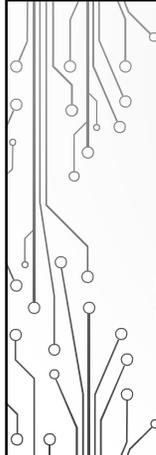


**Save the Date:**

**Virtual Meet the Teachers**

July 8<sup>th</sup>, 10 AM – 12 PM

Watch for a Registration Link sent via email late June/early July



**Zoom Support & Training**

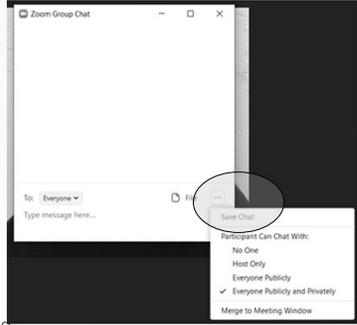
- Zoom Trainings (Live or Recorded)
  - Zoom.us > Resources > Live Trainings
    - Getting Started with Zoom Meetings
    - Zoom Meetings

Lots more training/support available on the Zoom website including articles and video tutorials.

**Meeting Wrap Up**

- Thank you for attending today!
- Don't forget to download the chat onto your device before leaving the meeting

**Download the Chat**



The screenshot shows a Zoom Group Chat window. A dropdown menu is open, showing the 'Save Chat' option. Below it, there are options for 'Participant Can Chat With': 'No One', 'Host Only', 'Everyone Publicly' (which is checked), and 'Everyone Publicly and Privately'. At the bottom of the menu is the option 'Merge to Meeting Window'.

**Meeting Wrap Up**

- Thank you for attending today!
- Don't forget to download the chat onto your device before leaving the meeting
- Stay safe and healthy
- Stay logged in for additional Q&A and networking