



# Silicon Valley Modern Quilt Guild

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## Digital Programming

- Virtual Program Offerings
- Lessons Learned
- Results
- Plan Going Forward



## Programming Offerings

- Monthly Meetings
- Virtual Retreat
- SVMQG Digital
  - Regular cadence of online meet ups
  - 2 scheduled events each week
- Comprehensive Website and Social Media



## Monthly Meetings

- Reinforced a sense of community around going digital.
- Hosted via Zoom
- Online meeting etiquette shared and reinforced to reduce chaos
- Updated standard meeting slides to include hashtags photos for sharing
- Chat function used for questions and comments
- Instagram walkthrough used for Show & Tell

#svmqgMayMeeting2020

# Web Conferencing Best Practices

- Check your microphone & speaker settings before the meeting
- Plug your computer into a power source
- Use a headset in crowded/public spaces
- **Mute your microphone** when not actively speaking
- Be aware of your surroundings and behavior (**We can see you!**)
- Add questions/comments in “Chat” section to be addressed by moderators
- “Raise hand” if would like to address the group
- Make comments short and succinct, mute for responses

**Tonight's hashtag:**

**#svmqgMayMeeting2020**



# Virtual Retreat

#svmqgretreat2020



## Virtual Retreat

- Thursday thru Sunday
- 24 hr Open Sew with scheduled group time
- Open to all members to join and follow along
  - Exclusive perks for registered participants (\$25)
  - 46 registered participants (76 total members)
- Handmade Goodie Bags delivered to member's homes packed with swag, props, and projects
- Dedicated [website](#) with schedule, activity descriptions, and resources
- Instagram hashtags for connecting ([#svmqgretreat2020](#))



## Letting our members say it for us...

“Thank you so, so much for all of your work in organizing this. It filled me up in a way that I so needed at this time. ”

“I've had so many of my community and social activities cancelled that this was really so nice and filled such a need.”

“I can't believe it's the last day. This has been just what I needed.”

“I loved the sense of community this event brought to the entire guild.”

“As my first retreat, you all set the bar pretty high!”

“It was a wonderful weekend! Thank you so much to everyone who organized the retreat, participated in the activities, engaged in conversations, taught something new (included cocktails!!), made us laugh, listened to others, inspired and were creative while sewing in their own home”

“It will be sad when things go quiet again at home. This retreat has been such a treat 🌈😊”

“This was a joyous event to remember!”

“It's been so long since I've sewn this much and actually finished stuff!”

“This was such a fun virtual retreat! I have learned so much from all of you.”

“It was amazing, and so much fun. It really felt like a real retreat, which I was not expecting. Loved it ❤️”





## SVMQG Digital Series

- Every Thursday at 7pm and Saturday at 10am
- Many options for varied interests
- Virtual Sew Days - weekly
- BOM sew along - monthly
- Show & Tell including featured quilter/theme - monthly
- Variety of single-topic get togethers - monthly
  - Design Help
  - Skill / Technique Clinics
  - Communal Sewing
  - Sharing
  - Demonstrations
- Led by Guild Members

#svmqgdigital



## Lessons Learned

- Choose content that lends itself to online format
- Find a balance between member interaction and content
- Large groups can be chaotic and dominated by a few strong personalities
- Need to find a way to allow for smaller group interactions
- Hard for Zoom to keep up with the conversations



## Results

- Record numbers attending monthly meetings (doubled)
- Over ½ guild attended retreat
- ~50% surveyed noted preference for online vs in-person retreat
- Glowing feedback on virtual offerings, with members requesting more and more



## Plan Going Forward

- Invest in technology (Pro Zoom account, website upgrade)
- SVMQG Digital events booked through July
- Encourage member-to-member online connections
- Look at how to continue digital content post-SIP
- Continually poll the guild for feedback and guidance