

Large Group Virtual Meeting Facilitation – Lessons Learned from Flood Risk Management - Silver Jackets Webinar Week

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WEBINAR: October 24, 2013



US Army Corps of Engineers
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Today's Agenda – we will try to address these questions:

- Why (and when) should we use a virtual meeting format for large groups?
- What technologies should (or can) we use?
- Who might participate in this event?
- Who might present at the event?
- How do (and how did) we facilitate a large group event? (2013 Silver Jackets webinar lessons learned)





Flood Risk Management – Silver Jackets Webinar Week

■ Goals:

- ▶ Share results of collaborative approaches to improve managing floods and community resiliency
- ▶ Unify, refine, and improve approaches to communicating flood risk with the purpose of effecting action at all levels
- ▶ Refine approaches to providing federal government services in a more coordinated, effective manner

■ 430 registered participants



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Webinar Week Agenda

Tuesday, August 20, 2013			
1:00 – 3:00 EDT	<i>Opening Plenary: Agency Coordination in Superstorm Sandy Recovery</i> Speakers: Karen Durham-Aguilera (USACE), Roy Wright (FEMA), Margaret Davidson (NOAA), Dave Rosenblatt (NJ DEP)		
Break			
3:30 – 5:00 EDT	<i>Session A1</i>	<i>Session A2</i>	<i>Session A3</i>
<i>Concurrent Sessions (A)</i>	Levee Safety Portfolio Risk Management and Accreditation Task Force	Improving Flood Inundation Mapping through Interagency Efforts	Nonstructural Alternative Projects

Wednesday, August 21, 2013			
1:00 – 2:00 EDT	<i>Session B1</i>	<i>Session B2</i>	<i>Session B3</i>
<i>Concurrent Sessions (B)</i>	1913 Flood Anniversary Outreach Campaign	ASFPM: State Mentoring Program	California Approaches: Flood Future Report and ARKStorm
Break			
2:30 – 3:30 EDT	<i>Session C1</i>	<i>Session C2</i>	<i>Session C3</i>
<i>Concurrent Sessions (C)</i>	Helping communities understand and act on their risks: Tailoring Risk Communication for the Situation	NAFSMA: WRDA Status Report and Update on Flood Risk Management Provisions from the Non-Federal Perspective	Collaboratively Assessing, Managing, and Reducing Risk from Flood-Related Special Hazards
Break			
4:00 – 5:00 EDT	<i>Session D1</i>	<i>Session D2</i>	<i>Session D3</i>
<i>Concurrent Sessions (D)</i>	Communicating Flood Risk and Engaging Community Action	NHMA: Understanding & Overcoming Impediments to Successful Flood Risk Management	Dam Safety Coordination in Flood Risk Management

Thursday, August 22, 2013			
1:00 – 2:30 EDT	<i>Session E1</i>	<i>Session E2</i>	<i>Session E3</i>
<i>Concurrent Sessions (E)</i>	Natural and Nature-Based Infrastructure for Flood Risk Management	Accomplishments through Silver Jackets Projects	Coastal Issues & Climate Change
Break			
3:00 – 5:00 EDT	<i>Closing Plenary: Biggert-Waters 2012; Closing Remarks; Awards; Additional Ongoing Resources</i> Speakers: Joe Cecil (FEMA)		

Friday, August 23, 2013			
11:00–12:30 EDT	<i>Session F1</i>	<i>Session F2</i>	<i>Session F3</i>
<i>Concurrent Sessions (F)</i>	Training: Alternatives Analysis Under E.O. 11988	Training: Watershed Infrastructure System Decision Management Tool	Hot Topic Discussion: To Be Identified during Webinar Week
Break			
1:00 – 2:30 EDT	<i>Session G1</i>	<i>Session G2</i>	<i>Session G3</i>
<i>Concurrent Sessions (G)</i>	Training: Development of Floodplain Management Plans	Training: Dam Break Flood Simulation: Doing It Faster and Simpler	Hot Topic Discussion: To Be Identified during Webinar Week
Break			
3:00 – 4:30 EDT	<i>Session H1</i>	<i>Session H2</i>	
<i>Concurrent Sessions (H)</i>	Training: National Hydrologic Warning Council: Flood Warning Systems 101	Hot Topic Discussion: To Be Identified during Webinar Week	



Virtual Meetings: WHY?

- Cost savings:
 - ▶ CRUNCH THIS: 400 participants for 3 days, plus the cost of reserving a convention center or hotel?
- Accessibility:
 - ▶ Ability to log in, log out at will
- Archiving ability:
 - ▶ e.g. - 139K hits in 18 months on Environment Gateway
<http://cw-environment.usace.army.mil/exchange.cfm?option=ArchiveSchedule&CoP=Env>.
- New level/type of engagement
 - ▶ Four generations in the workforce
 - ▶ some are wired, some are not, plan for the future





Why Flood Risk Management – Silver Jackets Webinar Week?

- Cost savings / Conference approvals:
 - ▶ In person conference – 250 attended for \$300,000
 - ▶ Webinar Week – 430 registered for \$30,000
- New “level” of engagement
 - ▶ A way to stay connected while not having the annual in-person conference
- Accessibility + Archived Recordings
 - ▶ Many more people were able to attend than in-person conference
 - ▶ Unlimited # can access webinar recordings



Virtual Meetings: “What should I use?”

AT&T webmeeting

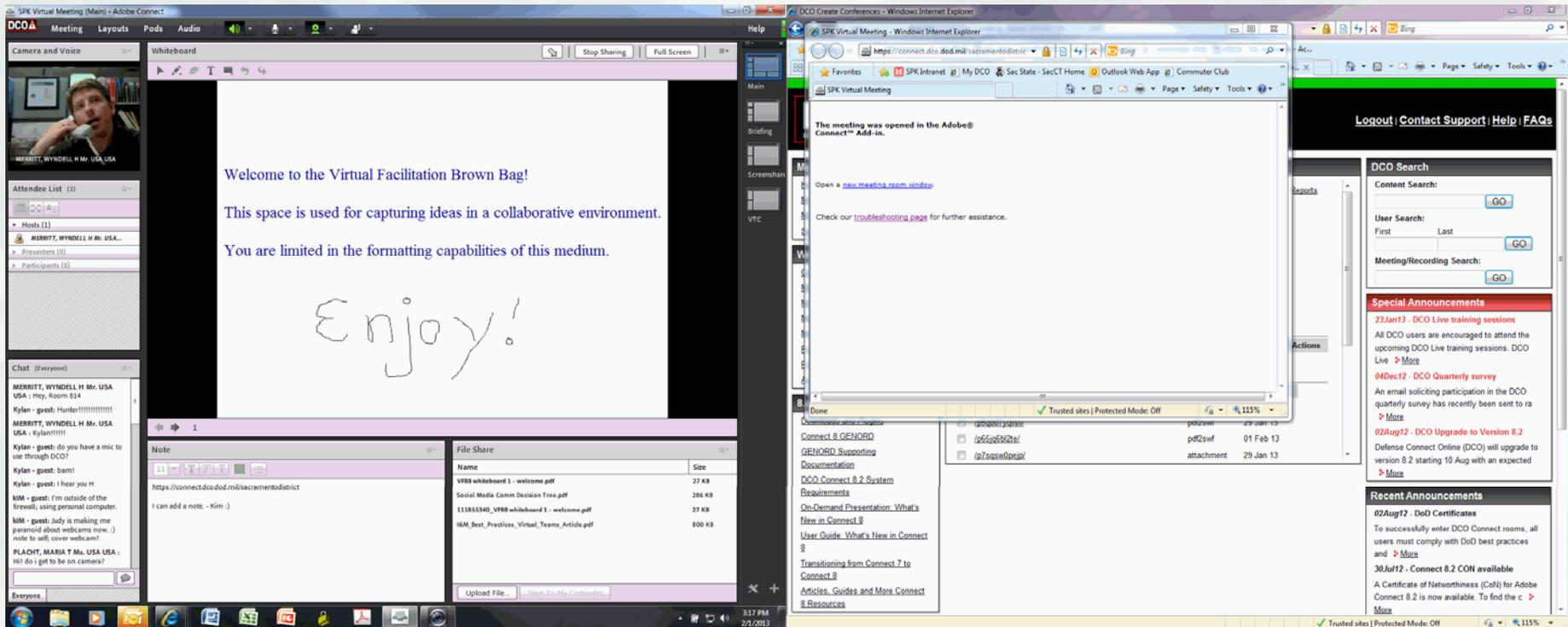
Defense Connect Online

GoTo Meeting

Others?



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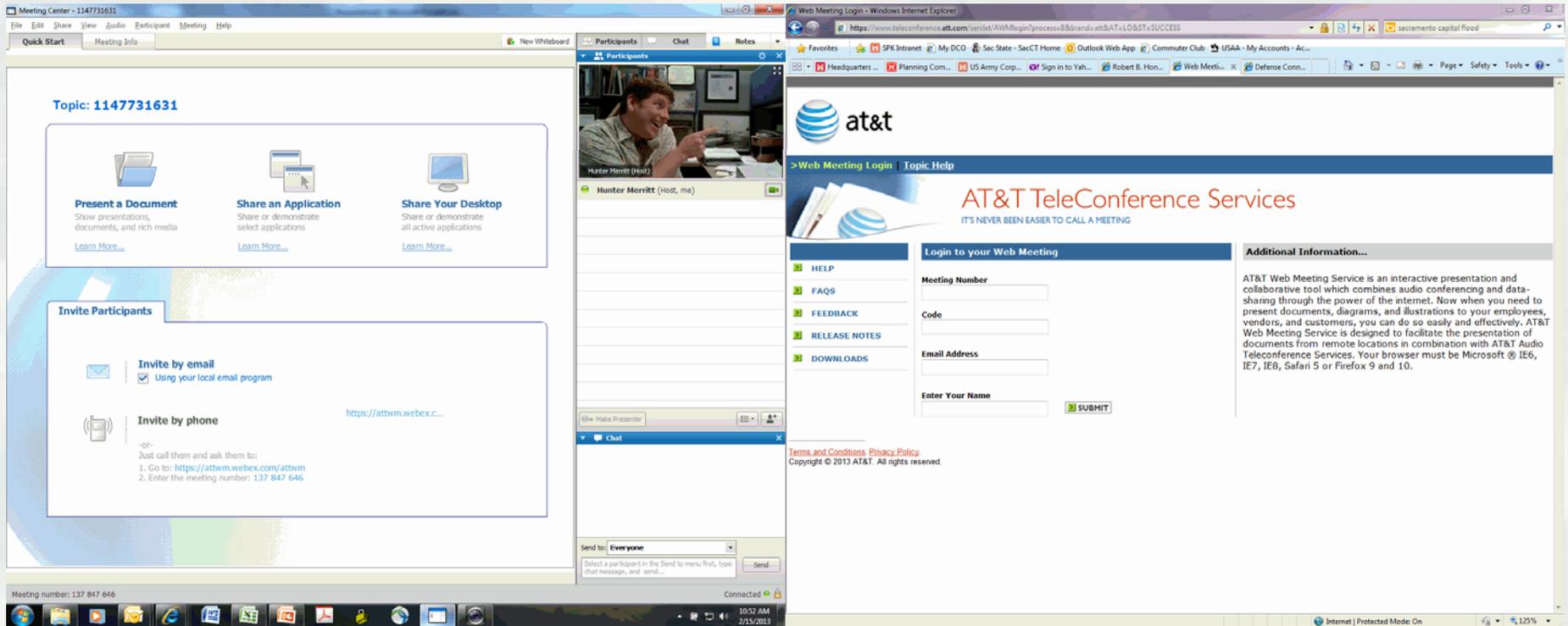


- No need for ACE-IT – just log in and register at <https://www.dco.dod.mil>
- You can create your own URL www.connect.dco.dod.mil/sacramentodistrict
- Leave files in “persistent” meeting and return to them repeatedly
- There IS access beyond firewall, but it is challenging

Defense Connect Online (DCO) “car owner”



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- Very familiar platform (inside and outside DoD), clean, simple interface
- Good platform for webinars / presentations
- Costs \$ each time you use it – must reserve a line through ACE-IT, **or** order a “reservationless” # - takes 6 weeks through ACE-IT, and district/division approval
- No ability to hold documents in a persistent meeting

AT&T is like a “car rental”



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ATT Webinar Selected for Webinar Week

- ATT vs DCO?
 - ▶ Comparison table, trial runs, etc...
 - ▶ Bottom line = DCO requires high internet speed & specific security settings
- Utilized ATT
 - ▶ Reservationless Conference Lines: <125
 - ▶ Reserved Conference Lines: <200
 - ▶ Executive Conference Lines: >200
 - ▶ Audio recordings & Voice Over PPT



Who will participate?

- Get the word out early and often, via several channels
- Prepare for logistical challenges day of the event
- Plan for engagement before, during, after



Who will present?

- Plan for reticence or discomfort with virtual technology – hold several “dry runs” and info meetings, use tools to demonstrate
- Get files ASAP, help presenters “play” with engagement tools:
 - ▶ Webcam (check for OPSEC and lighting)
 - ▶ Chat (facilitator to monitor)
 - ▶ Polls (strategically placed)
 - ▶ Handouts
- Post PDFs in advance



Participants & Presenters for Webinar Week

- Participants

- ▶ 400+ registered representing 11 federal agencies, 1 tribe, 35 states, contractors, local communities, NGOs, universities
- ▶ 3 Technology Test Days
- ▶ Participant list provided to all in advance of sessions

- Presenters

- ▶ Single presenters & panels, representing many categories
- ▶ 2-3 dry runs to agree on webinar goals, content, practice tools & interaction techniques



Checklist for Facilitators: Day of the Event

- Set up early (~1 hour) and test the system(s)
 - Have your contact info available
 - If meeting is hybrid: make your laptop the “host” & make the podium a “guest”

- Have backups for your backups (esp. if you are off-site) & make sure presenters have backup presentations ready to go
- Ensure high quality audio (separate phone # - AT&T)
- Engage virtual participants often (every 15-20 min)
- Use video, on both ends when possible
- Use Whiteboard (= flipchart), save files to PDF
- Offer support offline (email, phone), off hours, at breaks



Facilitation Plan & Guide for Webinar Week

- Facilitation Plan
 - ▶ Who is facilitating what session, who is support/back-up
 - ▶ Call-in #s, codes, presentations posted to sharepoint
 - ▶ Mini-agenda for webinar
- Facilitation Guide
 - ▶ Pre-Webinar steps
 - ▶ Initial steps once logged into webinar (15-30min in advance of start)
 - ▶ Webinar opening remarks/phone etiquette during webinar, technology hotlines
 - ▶ Post webinar steps





Silver Jackets Webinar Week Lessons Learned

- Able to reach a broader audience, but people found it more difficult to devote their attention to webinars while in office
 - ▶ Participation was only about half of the number of RSVPs - Paid for some larger capacity conference call lines we didn't need
- Practicing technology is critical – facilitators, presenters, participants
- Webinars should be spread out over a longer period of time, rather than condensing into a few days ~ 2weeks-1month
- Getting full engagement/interaction from presenters AND participants is a challenge
- Level of planning required for Webinar Week was not less than that required for an in-person workshop
- At an in-person workshop, there is opportunity for meeting new people and building/strengthening relationships – how do we accomplish this in a virtual forum?



QUESTIONS? COMMENTS? SUGGESTIONS?

Webinar Week Home Page

<http://www.nfrmp.us/frmpw/2013webinarweek/agenda.cfm>

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