**Diversity & Inclusion Virtual Event – Factors to Consider**

Options to Make A Virtual Event Public:

* Streaming service which is then hosted on a social media site (i.e. Facebook or YouTube)
* Streaming service which is then hosted on an IWU website
* Zoom call can be streamed live on Facebook or YouTube
* Pre-recorded event that is placed on a social media site (i.e. Facebook or YouTube)
* Pre-recorded event that is placed on a website with a link that is published

Offices to Assist with Making a Virtual Event Public:

* Institutional Media (Marty Hutchins and team) – offers Zoom and connections to office around IWU that have resources for pre-recorded segments
* TV Station (Nathan Johnson and team) – offers studio for creating pre-recorded segments, along with ability to utilize IWU-Marion students
* Sound, Light & Media (Phil Huber and team) – offer equipment and expertise for a pre-recorded product
* Marketing (both IWU Marion and National and Global have YouTube accounts) – offers playback of a prerecorded file. The Web link for viewing is generated at the time of uploading the completed file to YouTube. Stream may be public or restricted viewing.
* Other possibilities – CLI office, videographers embedded into marketing departments

Content and Branding of Events – resources available to the chairperson managing each event

* TV Station – events such as Diversity & Inclusion events provide a great opportunity for the TV station and IWU students to create pre-recorded productions, Juneteenth is a prime example - <https://www.youtube.com/watch?v=uXvMFXdugzs> This could also be a combination of live and pre-recorded material (as was done for events like Never2Young)
* IWU marketing teams could assist with the content and branding of the D&I virtual events, as well as create promotional materials to match event branding

Promotion of Events

* IWU social media managers can assist with promotion leading up to the event date/time

Distribution of Events

* The most ideal option would be to establish a Diversity & Inclusion social media presence were events could be promoted and aired – as well as other Diversity & Inclusion information (i.e. quarterly newsletters). The other social media managers could then share the events on their platforms.
* Without a designated Diversity & Inclusion social media site, the social media managers of the IWU-Marion, IWU-National & Global and Wesley Seminary sites will host and share the event on their properties.

Who to Contact

* When there is a virtual event coming, where does Diane or the chair person of a virtual event begin? Who do they reach out to first?
* Lead needed lead time for events?

Meeting notes:

Jill (chair) carrying on a group of social media monthly meetings, started by Jerry Shepherd,

Relative to Virtual Events and their promotion.

Many offices are capable of helping with multiple events

Several offices, schools, and depts have been effective at their own virtual events

Diane’s team will be doing virtual events, too.

Facebook may be changing accessibility Oct 1st

Diane asked “who is the audience?” because MLK JR event is mostly community, want to be national

Nathan gave ie of Never2 Young, an outside viewer event; Wesleyan prayer event, 1,000+ viewers

Diane requested a point person (SME) to help with this type event, decision making

Coordination

Athletics do events

Nathan, Jill, Diane think that IMT is positioned to coordinate creation of a virtual event

IMT would become part of the Team (Div & INcl)

SLM (Phil)

TV station (Nathan)

Marketing (Heather B, Scott T)

Conf Services (Lori)

Veterans Day (Bob), Natl Hispanic Month (Rueben), Women’s Hist month,

Div & Incl events will be less interactive, more broadcast (pre-recorded segments)

Joanne’s concern with bandwidth

Is IMT the 1st stop of Virtual event planning

IMT and Marketing (which includes social media managers),

Jill helps coordinate those social media managers

Nathan…what is criteria for TV station involvement?

Neil R needs to know what we are licensed to air (Jill will share with us)

Shelly Isler verified CCLI license covering certain songs, and poetry

We need to police this potential licensing of music in our events

Marketing team need to be involved with what the promotion should be…

Consider other ways of communicating w/ our audience… watch parties, neighborhood canvassing