Best Practices for Hybrid Programming

Alyssa Denneler

Indiana University Bloomington

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Welcome

- Today's webinar is presented by ALA's Public Programs Office, with funding provided by the National Endowment for the Humanities as part of the American Rescue Plan: Humanities Organizations grant. Any views, findings, conclusions, or recommendations expressed in this webinar do not necessarily represent those of the NEH or ALA.

About the Classroom

Microphones

Only our presenter has microphone access during the presentation.

Questions?

Save your questions for the end! We will be reopening the chat at the end of the presentation.

Tech Issues?

Send a message through Q&A.

Alyssa Denneler

Assistant Librarian

Indiana University
Bloomington

Today's roadmap

1. Why is hybrid worth the effort?
2. Building your events team to succeed
3. Do's and don'ts: before, during, and after
4. Brief discussion

You don't have to go it alone!

- My focus- cross-library collegiality and do's and don'ts through the various stages of planning
  - For specific details, colleagues from BPL had a great "run of show" document in their webinar
  - Melissa Wong laid out awesome details on approaches you can take for format and logistics

One event- two experiences
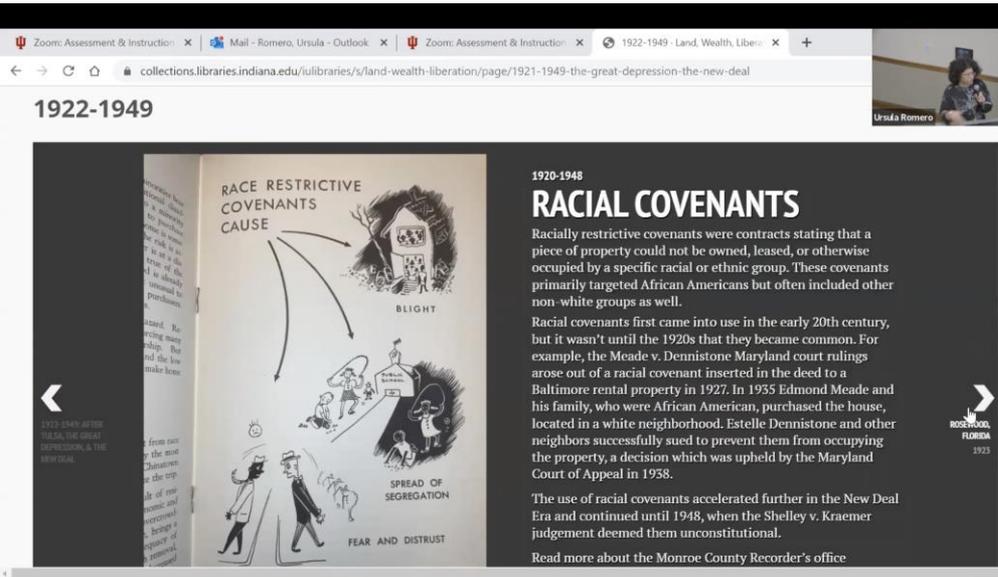
What attendees see online

What attendees see in person

Why is hybrid worth the work?

- Accessibility
    - Those who wish to attend in person can, but those who do not are not left out.

- Convenience
    - For the audience, not necessarily for you.

- Comfort
    - Attendees can choose how they want to engage.

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Overcoming differences in experience

- Have someone specifically responsible for curating the online experience and:
  - Specifically acknowledge and thank your online attendees
  - Announce Q&A portion in chat and say you will take questions via chat
  - Read aloud any online questions for the in-person audience

To succeed, you will need

- At least one other committed colleague

- The right room

- The right topic/event

Forming your events team

- Running events is in my job description
  - [Scholars' Commons Workshop Series](#)
  - Consequently, colleagues come to me for support from other departments
- Other events folks- administration, libraries IT

CITING, WRITING & RESEARCH TOOLS
LIBRARIES

SUPERCHARGE YOUR DISSERTATION

THRIVING IN GRAD SCHOOL
LIBRARIES
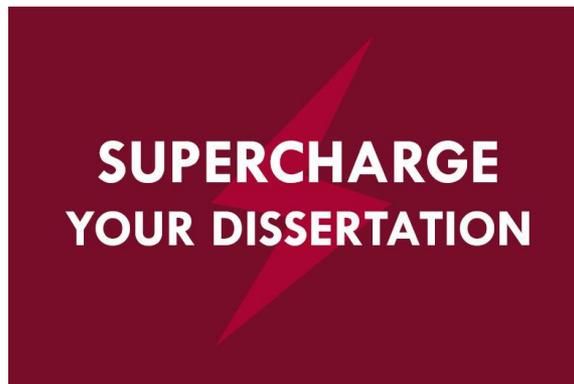
Before your event

- Do:
  - Test your tech first
  - Make clear in your promotion what type of event this is
  - Make sure your presenters/guests know the run of show

- Don't:
  - Plan to host by yourself (at very least, not the first few times)

During your event

- Do:
  - Enable auto-captions, or pay for a captioner
  - Assign someone to moderate both modalities
  - Pipe up if someone seems to be having technology issues

- Don't:
  - Change your approach if you lack a virtual/in-person audience at the start- proceed as if you have both modalities just in case

To record or not to record?

- Consider recording:
  - Events with enduring value. Not tied to a particular initiative
    - These are good opportunities for asynchronous learning in the future
  - Events with external guest speakers, if they are comfortable with it

- Consider NOT recording:
  - Events where attendees are likely to share any personal anecdotes
  - Events tied to an initiative that is time-limited
  - Small discussions like book clubs or roundtables

After your event

- A brief assessment is still doable
  - I like to set up a survey that can be filled out both by those in person (QR code on a slide) and by those online (link in chat)
- If you worked with partners, set up a short debrief meeting to discuss what went well, and what didn't.

Discussion

- What has been your most positive experience with a virtual event these past couple of years? Least positive?

- When you are an event attendee, what do you look for? What would you consider a successful event?

Next Session!

Audience Engagement and Interaction in Hybrid Programs

October 12, 2022 at 1:00 pm CT

Presented by Melissa Wong

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