Lend your expertise or story
Share lessons learned
Be a Content Lead for a future webinar!

ABOUT US

Background

The Submersion Series is a virtual discussion series hosted by the Bay Program's Water Quality Goal Implementation Team (WQGIT) to convene for exploratory, collaborative conversations on priority informational topics that rarely find sufficient time within our typical monthly meeting schedule. These conversations seek to dive under the surface and challenge us to contribute and exchange ideas as partners with varied lived experiences.

The Submersion Series leverages collective capacity by using the relative strengths to overcome otherwise limiting factors: the WQGIT Leadership team can effectively play host, but needs the content. That's where you come in! Each webinar is spearheaded by one to three Content Leads (two is the recommended number).

Beyond the Content Leads, the planning for each session engages other recruited speakers or interested volunteers from the WQGIT roster, with primary support from the WQGIT Leadership Team (will include the WQGIT Coordinator, with optional participation from WQGIT Staffer(s), WQGIT Chair or Vice-Chair).

Questions or interested in being a Content Lead?
Contact Jeremy Hanson, WQGIT Coordinator
(hansonj@chesapeake.org).
More info below.

submersionseries@chesapeake.org
YouTube: @SubmersionSeries

AS CONTENT LEADS, WE ASK THAT YOU

Share the story, emerging lessons or valuable conversations alongside your recruited speakers

Pre-webinar: planning and preparation

- Brainstorm the agenda and recruit speaker(s)
- Work with WQGIT Coordinator & speakers to schedule a date for the webinar
- Participate in group prep calls
  - 1 - 2 lead calls (as needed) with WQGIT Coordinator and/or Staffer (est. 1 hr total)
  - 1 - 2 group calls with Content Leads, other speakers, and core group of WQGIT leadership (est. 1 - 2 hrs total)
- Communicate and help prepare speakers between prep calls
- *[Optional]* Prepare your own slides, if needed, depending on the role you wish to play during the webinar as a speaker or moderator/facilitator
- *[Optional]* Share webinar information with your own networks or colleagues

During webinar

- Sign on 15 - 30 min early for last minute audio/visual checks, etc.
- Help moderate or run the session, based on your preferred role

Post-webinar

- Assist with aftercare from the webinar at your discretion, according to your interest and availability (e.g., debrief or follow-up with the WQGIT leadership or speakers)

Throughout the Process

- Communicate with the WQGIT leadership on needs or requests for support during the pre- or post-webinar period.

Est. Time Commitment

~ 2-3 hrs over a 2-3 month period, plus emails or short phone calls if needed

1.5 hr webinar, plus 30+ min for day-of prep/debrief

Minimal

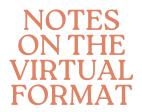Low and varies to fit your needs

WHAT WE OFFER

We work to spread and save the shared lessons and conversations with the WQGIT and beyond. We are your sounding board, advisor or co-creator, based on your needs for brainstorming and planning.

We are responsive to the Content Leads and flexible based on your requests or ideas. Standard support includes:

- Creating the session flier and agenda.
- Posting materials to the Bay Program Events Calendar.
- Advertise webinar through existing WQGIT and workgroup distribution lists (500+ individuals), as well as share it to other CBP groups and networks. The CBP Communications Office also shares it on our social media channels (e.g., Chesapeake Network).
- Create and host webinar on our Zoom account. Record and post webinar on YouTube for archived future viewing.
- Generate and share all links for materials, registration, etc.
- Provide updates to the planning team, as requested, regarding registration numbers, etc.
- WQGIT coordinator kicks-off webinar (~5 min) and is able to play adaptable role for the remainder of the session (e.g., time-keeper, moderator/facilitator, other technical or assistance roles).
- Assist with other support requested for a given webinar (e.g., pre- or post-webinar polls, MentiMeter, etc.)

If requested by the Content Leads, we can help with scheduling and hosting the group planning calls.

NOTES ON THE VIRTUAL FORMAT

The webinar is relatively new and flexible, averaging nearly 100 live participants and 50+ online views of the recordings for each of the first three sessions.

The virtual format is a 90-minute session that can be divided among speakers and facilitated discussion at the discretion of the planning team. We want the sessions to be informative and engaging.

The length of time is negotiable but recommended as a compromise that balances depth of conversation with continuous screen time.

The size of these sessions and the goal to post the recorded conversations does prevent or strongly discourage the use of certain meeting formats, such as breakout rooms.