

VIRTUAL SEMINAR OVERVIEW (Rev. 04/09)

Virtual Seminar Format

- NACUA Virtual Seminars are nationwide audio conferences accompanied by web-based delivery of panelist PowerPoint slides. Each program is two hours in length and features a program Moderator and 2 - 3 Panelists.
- Each panelist and moderator is located in his or her individual office where they deliver their remarks via telephone headsets and control delivery of their slides over the program platform from their personal computer.
- Program registrants receive copies of the panelist slides and any other materials in advance of the program via email.
- During the live broadcast, program registrants log onto the program website to view the program (consisting of the panelist PowerPoint slides) while dialing into to a toll-free number to access the program audio. Registrants may pose questions to panelists during the program either via email or via live telephone connection.
- Other features of NACUA virtual seminars include a Resource Page created for each program, the opportunity to pose questions for consideration by panelists in advance of a program; post-program discussion pages; and audience surveys.

Topic and Panelist Selection

Virtual seminar topics are drawn from the following sources:

- Suggestions from the virtual seminar subcommittee of the Legal Education
- Committee and from the Legal Education Committee itself
- Successful CLE Workshop or Annual Conference Sessions
- Member suggestions

Staff reviews the possible topics and selects seminars based on current legal developments affecting higher education. Factors in topic selection include:

- whether an issue is posing a current or continuing legal challenge for member institutions;
- whether it will be of interest as well to major categories of campus administrators; and

- the degree to which it has been covered in the past or is scheduled to be addressed in the future via other NACUA programmatic efforts.

Once a topic is identified for a virtual seminar, staff enlists panelists based on member suggestions and on subject matter expertise and presentation skills.

Program Development and Publicity

- Once panelists have been selected, staff works with them via conference call and email to develop a program schedule consisting of main topics and sub-topics to be covered during the program, specifying time allocations for each topic and the lead panelist(s) for each topic.
- Once the schedule is finalized, staff also develops publicity for the program, as well as the program web page. Publicity for each Virtual Seminar is distributed to members via email beginning 3-4 weeks before each program, and is also included on the NACUA web page and the weekly New Case Highlights membership message. NACUA members are encouraged to consider inviting relevant administrators on their campus to join them for particular programs. In addition to providing information directly to members, Virtual Seminars are also a means of assisting members in providing training for and networking with their campus clients.
- Panelists send their PowerPoint slides to staff that review and add any needed administrative slides. Staff then forwards the slides to KRM, our Virtual Seminar Provider. KRM loads the slides on to the Program website and also sends hard copy of the slides to the registered sites with instructions for accessing the program site on the date of the seminar.
- About one week before the program date, a conference call is scheduled with the program panelists and KRM to orient the presenters to the program website. During this call panelists learn how to control their slides from their desktop, learn how to use program website tools, and walk through the program from start to finish in terms of topic introductions and transitions and Q & A periods. Following each orientation call, staff sends each panelist a detailed program protocol showing the program flow, time allocations and suggested methods of making topic transitions.

Program Administration, Attendance and Finances

- Through our arrangement with KRM, they provide the program website and phone lines; process all registrations; distribute materials to the registrants; tabulate and summarize registrant evaluations; and provide administrative

support. KRM is compensated for its services by receiving a portion of each site registration fee, according to the following scale:

<u>Registered Sites</u>	<u>KRM Receives</u>
First 150 sites	\$119 per site
Sites 151 - 200	\$99 per site
Registered sites over 200	\$89 per site

KRM also receives a flat production fee of \$995 per virtual seminar.

- NACUA is responsible for program planning and publicity. NACUA currently schedules nine virtual seminars per year and charges a registration fee of \$265 per site. There is no limit on the number of individuals attending per site. The number of sites per seminar has ranged from 70 to over 200 registered sites.