



CONNECT.
REBUILD. RECOVER.
2020 CHAPTER BUSINESS SUMMIT
JUNE 25-26 • VIRTUAL

HOW TO START AN EDUCATION REVOLUTION

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Manager, Curriculum & Instructional
Design

- Texas Native
- BA in English
- MA in Adult
- Spent 9+ Years
- Values Community
- Loves Studying
- Blogger, Reformer



Internal Organizations.

[illegible]

- Socrates

TODAYS ROADMAP

The Basics | What You Need for the 3 C's

Curating Your Educational Journey

Crafting Educational Experiences

Creating Your Educational Revolution

EDUCATION | THE BASICS

HOW TO USE RESOURCES TO MAKE YOUR EDUCATION NEXT LEVEL

Your Manual | Global Support



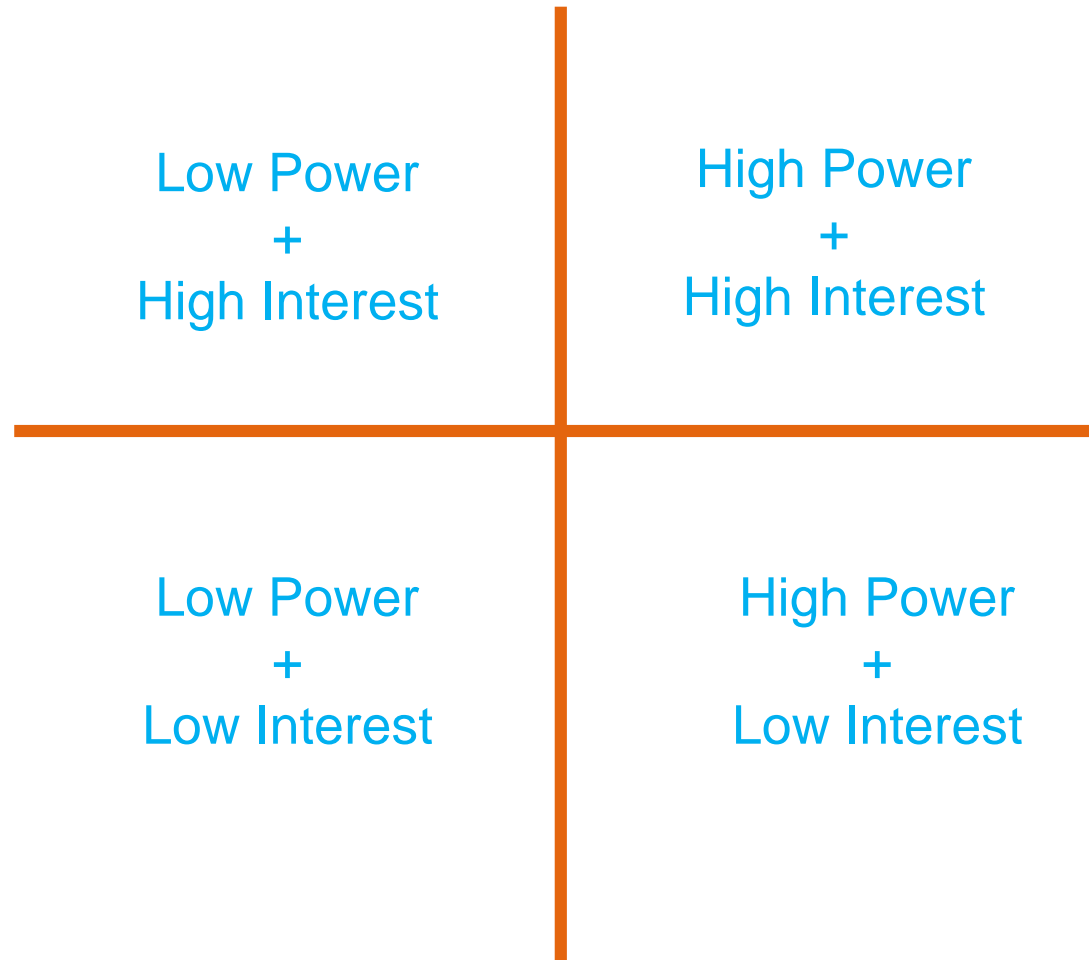
CURATE YOUR EDUCATIONAL JOURNEY

Learning should be an experience – not a destination.



- Develop Content Themes
- Vary Your Content
- Gauge Your Audience
- Don't be the Smartest Person in the Room

MAPPING YOUR STAKEHOLDERS



CRAFT YOUR EXPERIENCES

Ways to vary your content



- Professional Speakers
 - Moderators | Facilitators
 - Industry Academic Experts
 - Performers | Entertainers
-
- Develop Annual Themes
 - Create Learning Journeys
 - Use 1/4's as your guide
 - Crowdsource/pair up

EMBRACE THE INTERSECTIONS

How can you leverage & lean into members as a catalyst for education?

Do you have a roster of SME's in your chapter?

Have you created 1:1 partnerships with other chapters to share SME's?

Do you have a profession inventory to identify potential educational networks?

Do members have community relationships to leverage?

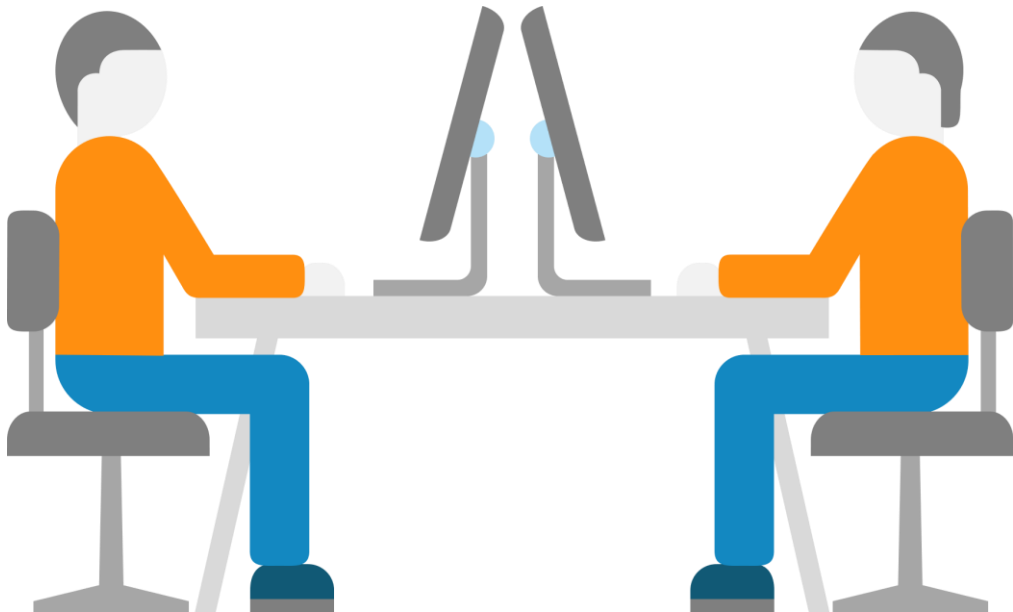
How does identity play a role in the passion/drive/focus of your chapter members?



LEAN IN TO VIRTUAL EDUCATION

Beyond your average zoom call

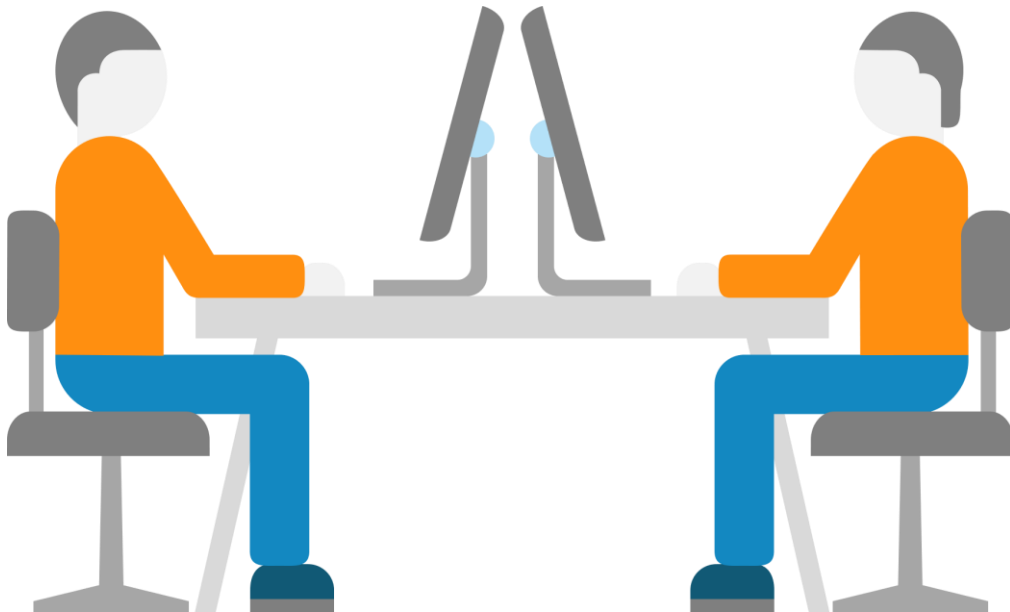
- Understanding Virtual Fatigue
- Unique Virtual Formats
- Virtual Networking
- Digital Ice Breakers
- Creating a Balance



LEAN IN TO VIRTUAL EDUCATION

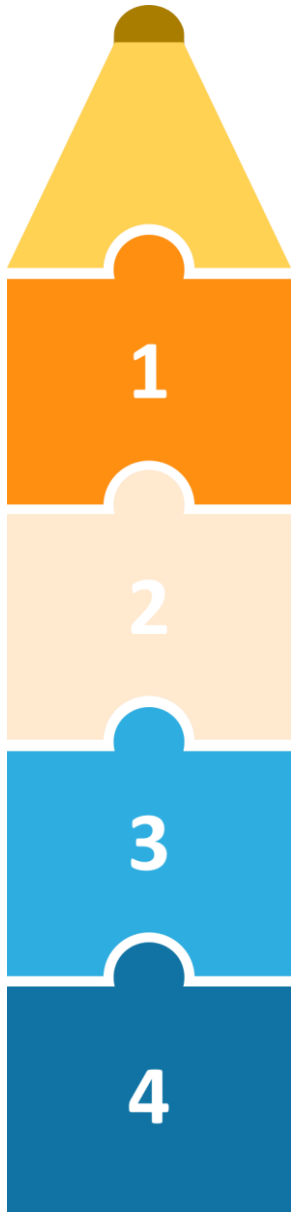
Beyond your average zoom call

- What is your biggest challenge with virtual EDU?
- Success stories? Defeats?



MAKING DATA DRIVEN DECISIONS

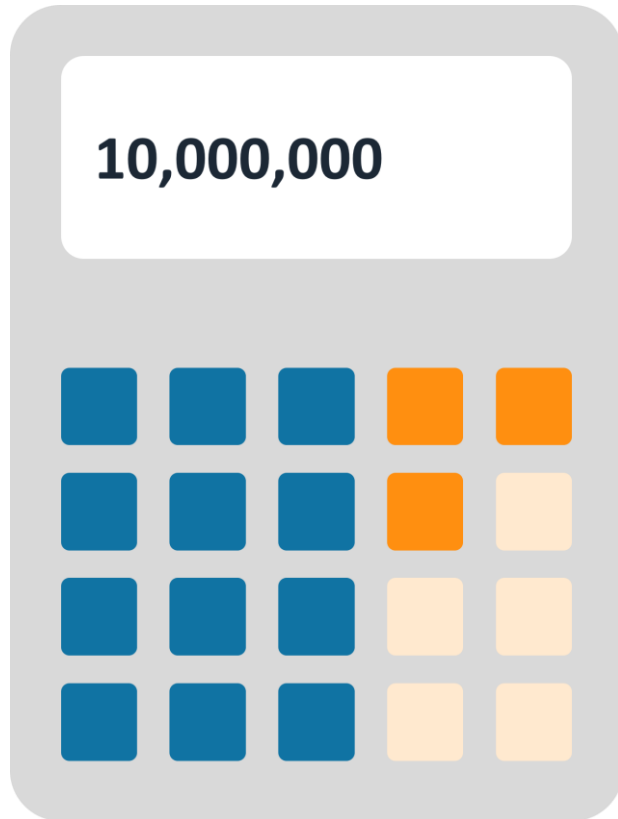
Ways to make your data work for you



- The importance of DDDM
- How to best implement
- Transparency of results – showing ROI
- Conducting year/year analysis

CRUNCHING NUMBERS

Ways to save & still have dynamic events



- Data driven decision making is crucial.
- Sponsorships
- Grassroots education
- Partnered events
- Capitalizing on Global Resources

DOCUMENT YOUR EXPERIENCE

Ways to save & still have dynamic events



Document
EVERYTHING –
institutional
knowledge can
walk away.



Examine
broader factors
– were some
years more
successful –
why?



Evolution is
impactful.
Membership is
not linear.

A large graphic of a stylized letter 'A' composed of various icons representing technology, science, and education. The icons include a globe, smartphone, DNA helix, clock, lightbulb, microscope, atom, book, puzzle pieces, person silhouette, bicycle, laptop, magnifying glass, speech bubble, gear, truck, and social media symbols like Twitter and Facebook. The 'A' is formed by three main sections: a top horizontal bar, a middle diagonal section, and a bottom diagonal section, all filled with these icons. The top bar and bottom section are primarily grey, while the middle section is a mix of grey and blue icons. The entire graphic is set against a white background.

THANK YOU!

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