

Division Webinars (Also Associated Societies / Sections)

Rationale / Policy / Criteria / Application / Guidelines

23 March 2021

GSA has the capacity to host webinars for up to 500 participants via GoToWebinar. This is a good channel for sharing presentations with audiences across our discipline. Live webinars will be recorded and archived in the GSA webinar library for on-demand or “simulated live” viewing.

We encourage Divisions to contribute to webinar programming, and GSA will consider accommodating up to five Division-led webinars each year on the basis of competitive application. Any GSA Division leader who would like to consider planning a GSA webinar should contact [Justin Samuel](#), GSA Community Manager, for more information, and/or [submit an application](#) for consideration.

Applications will be considered at any time throughout the year on a case-by-case basis until our capacity to accommodate is reached. In general, GSA cannot accommodate series of webinars on a theme or topic without special advanced planning due to resource allocations and the number of Divisions we serve on an ad hoc basis.

We do not currently charge a fee for webinar services. At this time, GSA is not set up for collecting registration payments for webinars, and programs should be offered at no cost, and should be available to everyone.

Various webinar formats are welcome. GSA webinars are generally one hour in length, which includes time for Q&A.

Criteria for a GSA-hosted webinar

- Content disseminates geoscience information and promotes discussion on topics of interest among the geoscience community, in accordance with the Society’s vision and mission.
- Scheduled with a minimum of four-weeks lead time for adequate promotion and advertising.
- Features the GSA logo; may use a GSA slide template.
- Utilizes at least one trained GSA staff member to assist with the live presentation.
- Adopts GSA’s RISE policy language for respectful, inclusive, scientific events.

Division Responsibilities

- Select a topic, appoint the organizer (moderator/Division representative), identify target audience(s), and recruit qualified presenters. GSA encourages thinking broadly about the diversity of speakers for events including employment sectors, professional levels, gender identities, and paying attention to inviting speakers that represent Black, Indigenous, and/or People of Color and members of the LGBTQ+ community.

- Provide presenter pictures, bios and an abstract for registration page. GSA will provide details upon acceptance.
- Prepare all presentation materials, including any polls, evaluation questions, registration criteria, handouts, links, etc.).
- Promote the webinar through Division channels (email, newsletters, member community discussion forums, social media, allied interest groups, etc.). GSA will assist with promotion, but the Division should plan on taking a leading role.
- Attend a technical practice session to determine roles and responsibilities during the webinar and to ensure all presenters are familiar and comfortable with the platform prior to the event.
- Conduct the presentation according to best practices and technical standards for internet connectivity, quiet presentation rooms, headphones, etc.
- Obtain any required permissions for posting content for educational or advertising purposes.
- Consider and plan for follow-up activities—such as thank you’s, evaluations, and disseminating presentation slides—as well as data needed for analysis and reporting. The Division may provide text and work with GSA as outlined below.

GSA Responsibilities

- Schedule and set up the webinar in the GoToWebinar platform. (Create the registration page, waiting room, etc.).
- Provide resources on best practices for a successful webinar.
- Conduct a training session and assist with the live presentation.
- Record the webinar and post to the GSA webinar library.
 - Very minimal editing may be available to provide a “clean” recording.
- Schedule customized, automated reminders and follow-up emails with a link of the recording. Divisions should advise GSA of their needs and provide supporting copy/links up front.
- Provide Division leadership with registration, attendance, and survey data. Personally identifiable information, such as emails, cannot be shared.
- Upload the recording to the GSA Webinar Library within seven days of the webinar.

Proposals for GSA-sponsored webinars should be approved by the appropriate management boards and submitted using this [application form](#).

Information to have ready for an application:

Division(s) hosting and/or endorsing the webinar

Primary Contact (Organizer): (name/email/phone)

Webinar Title

Explanatory Subtitle/One-Liner: The goal of this webinar or what it will deliver to participants

Description (2048 character maximum)

Intended audience(s) (e.g., students (graduate/undergraduate), early career professionals, the public, discipline specific, etc.)

Number of presenters (the webinar platform is limited to six webcams to being active at the same time)

Presenter Names, Affiliations, and Emails (if known at the time of application)

Preferred Month / Day (Monday-Friday) / Times (AM/PM)
Alternative Dates/Times