BRONX COMMUNITY COLLEGE OF THE CITY UNIVERSITY OF NEW YORK

COMMITTEE ON COMMUNITY
Events Online
Event Recommendations

Bronx Community College-CUNY, in response to the COVID-19 pandemic, has committed to continued social distancing for the safety of our students, faculty, and staff. For that reason, all community events will remain on online platforms. Here are some recommendations the Committee on Community Events has for the success of online events.

I. EVENT CLARITY

- Before the event begins, we encourage a shared screen with the event information (and flyer design) and the BCC logo. You can find options for the BCC logo here. This shared screen, upon entering the virtual event, will clearly show attendees that they are in the correct place.

- If possible, it is also helpful to attendees and BCC to list a few upcoming BCC events on the shared screen, or to include a shared screen for a few minutes at the end of the event with upcoming events at BCC.

- It is also enjoyable for event attendees to hear some kind of music that thematically represents the event while attendees are entering the space. One can share music from one's computer by clicking on the "Share Screen" option at the bottom of the Zoom window and looking at the addition options. There will be a "Share Computer Audio" option that allows the person in charge of tech to share computer audio.

- Understand your audience. Is this event primarily for students? Is it primarily for faculty? Is it an event that encourages folks outside of BCC to attend as well? All the descriptors of the event should state clearly who you expect to benefit from this event and its advertising should also reflect its audience.

II. EVENT BEST PRACTICES

- BCC's official platform is ZOOM and, as such, it will provide certain safety protocols that cannot be guaranteed on other platforms that have not been purchased by the college. For that reason, we recommend having your event on ZOOM via the BCC account.

- Event attendees report that events that are about 1-1.5 hours are the most enjoyable; if an event goes past two hours, it should have a break and/or breakout rooms.

- Event roles should be shared. There should be one person to moderate, about 3-5 panelists or featured readers/artists, and there should be someone else entirely to host and focus on tech issues and/or moderating the chat (which is separate from moderating the panelists).

- Using the chat is always helpful to attendees; it should be encouraged, especially in response to readers and/or panelists. It is a way for large groups to be able to show positive responses to panelists.

- If possible, share "netiquette" with attendees and make sure these brief and clear rules are inclusive to all racial/cultural/religious groups, gender identities, abilities, and creeds.

- If possible, have a written transcript made available and/or captions.

III. EVENT SAFETY

- Some campus groups do not post event links publicly and only send them to folks who have registered for the event; this makes for a safer event, but discourages last minute attendees.

- Zoom allows event hosts to optionally require a waiting room to enable additional screening of attendees. Having someone moderate the chat and the room, who is not moderating the discussion with panelists, can certainly stop any behavior that is unwanted in the space.

- Sharing "netiquette" will also discourage unwanted behavior in the space, by pre-emptively clarifying the environment desired in the space.

- Registration for events makes unwanted behavior unlikely; however, there have been challenges with registration, especially if the folks in charge of registration are not those in charge of the event itself. It is best if event planners are also in charge of event registration and are able to reach registrants themselves.

IV. EVENT LOGISTICS (WHO TO CONTACT)

- To have an event posted on the website college calendar, contact Barbara Thomson at least two weeks in advance.

- To have an event advertised via social media or the website, contact Naomi Michelin at least three weeks in advance.