Hill-Snowdon and O2O Present:

Zoom

A Review of Features, Best Practices of Active Facilitation, and Addressing Zoom Burn-Out

Please leave in the chat:

❖ Your Name
❖ Location
❖ Org you Represent
❖ And a question about Zoom that you have
Online To Offline Strategies Group

Our Mission

The Online 2 Offline Strategy Group (O2O) is first and foremost, a group of organizers dedicated to winning bold, progressive change. We use our digital and organizing expertise to advance the mission of labor unions and social justice organizations by supporting campaigns to achieve the soul, scale and sustainability they need to win big change. We innovate. We connect. We build community with the goal of shifting power back into the hands of working people.
Quick Intro to Zoom:

**Zoom (Pro Version)**

- Unlimited Zoom meetings for up to 100 Participants*
- Interactive breakout rooms feature
- Directly integrate your call with your calendar, or team communication accounts
- Can record your calls (up to 1GB of cloud recording, and unlimited local storage)
- Easily Share Your Screen
<table>
<thead>
<tr>
<th><strong>Meetings</strong> (Standard and Pro)</th>
<th><strong>Webinars</strong> (Pro+ Feature)</th>
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<tbody>
<tr>
<td>Zoom meetings are ideal for</td>
<td>Think of webinars like a virtual lecture hall or</td>
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<tr>
<td>● Hosting more interactive sessions where you’ll want</td>
<td>auditorium.</td>
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<td>to have lots of audience participation</td>
<td>● Ideal for large audiences or events that</td>
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<td>● Breaking your session into smaller groups</td>
<td>are open to the public.</td>
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<tr>
<td>● Can live stream your meeting to Youtube and Facebook</td>
<td>● Less Interaction with attendees.</td>
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<tr>
<td>(Need a pro account for this feature and a licensed</td>
<td>● Add on feature to pro accounts ($40 a month)</td>
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<tr>
<td>host)</td>
<td>● Needs to be licensed user to host a webinar.</td>
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<tr>
<td></td>
<td>○ Share accounts with the add-on to save $$</td>
</tr>
<tr>
<td></td>
<td>● Can live stream</td>
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</tbody>
</table>

| Small to large groups (2+ participants) for:           | Large events and public broadcasts (100+ attendees) such as: |
|● Face to Face meetings                                 |● Town halls                                         |
|● Interactive Training sessions                         |● Larger organizational updates                      |
|                                                       |● Educational and larger advocacy trainings         |
Quick Note: We will use the following terms today:

**Zoom Backend** = Zoom.us
(This is the web version of Zoom and the most comprehensive place to change Zoom settings)

**Zoom Platform** = The Zoom meeting space and software we are on now.
Let’s Start With Breakout Rooms
Break Out Pro-Tips:

❖ Check your **options**

❖ **Make sure you are the host**

❖ Stop recording before entering a break out room or assign a user to record a breakout.

❖ Interpretation features turn off during the breakouts.

❖ ...So does closed captioning
Recording a Breakout Session

❖ You can record in Breakout Rooms through “Local Recording” (Except on iOS and Android)

➢ A local recording will save on your computer (can save unlimited recordings)
➢ A cloud recording will save on Zoom’s cloud system (up to 1 GB)

❖ A user in each breakout room will need host permission to record a breakout session.
  ➢ You will receive separate files for these recordings.

❖ Have to click on the “More” button
BUILDING LINGUISTIC BRIDGES:

How to Provide Interpretation in Virtual Settings

Provided by: MARB Language Services
Equipment Needed for Participants and Interpreters:

**Zoom (Standard/Free)**
- A computer with reliable internet
- A telephone
- A separate call-in line for interpreters
- Headphones

**Zoom (Pro)**
- A computer with reliable internet
- Headphones

*Quick Tip:* Try not to breakout ONLY by language; that is not a language justice practice

*Remember:* Not all of us have access to the same tools, and some participants may need additional tech support
What Virtual Interpretation Looks Like

For **Interpreters**: The computer is the ‘meeting room’ and the phone or headset is the ‘interpretation equipment’.

For **Participants**: Call into the interpretation line* OR use the globe feature on Zoom for interpretation of the language of choice.
- Click the channel with the language you need interpretation for (On Zoom)
- Use a call in option of the language line of that has been provided (Without Zoom Feature)

Provided by: MARB Language Services
Multilingual Meetings and Interpretation (Zoom Pro Feature)

Settings must be added on the backend of Zoom (www.zoom.us) first!
1. Once meeting has started click on “Interpretation”

2. You can add or remove Interpreters from this menu, if necessary. Click Start to begin the interpretation sessions.

3. After the host clicks Start, the interpreters will receive a message that they have been assigned.

4. Interpreters and attendees will now be able to click Interpretation in the meeting options and select a language channel.

A reminder that interpretation needs to be started again AFTER coming back from a breakout room.
Polls

- **Poll Title**: Student Admission Poll
- **Question added in the poll**: 
  - In which semester did you join or going to join...
- **Type your poll question here**: What is your Major
- **Add answer choices for the question**:
  - Software Engineering
  - Computer Engineering
  - Mechanical Engineering
  - Chemical Engineering
  - Answer 5 (Optional)
  - Answer 6 (Optional)
  - Answer 7 (Optional)
  - Answer 8 (Optional)
- **Add another question by clicking on this button**
- **Edit or Delete a question added to the Poll**
- **Once all questions are added to the poll click on “Save” button to add the poll in your meeting**
Polls

Share data with the meeting room once you close a poll!
Zoom Licensing

(It just means you have a paid account)
Zoom Licensed Account Features

❖ Customize a Personal Meeting ID
❖ Record to the Zoom cloud
❖ Be an alternative host (Co-host!)
❖ Assign others to schedule, and schedule on behalf of (Through your Zoom Settings)
❖ Utilize account add-ons such as large meetings (when needing to meet with over 100 participants), Zoom Room, and Webinars
Assigning Licenses

Only the **Account Owner** can *initially* create user roles and assign users to those roles, or assign licenses.

There are 3 roles in the accounts:

- **Owner**: Has all privileges including Role Management (*can apply add-on features to licensed accounts like webinars and interpretation*)
- **Admin**: Can add, remove or edit users.
- **Members**: Has no administrative privileges.

Go to **User Management** to assign multiple licenses or watch this: [https://bit.ly/ZoomUsers](https://bit.ly/ZoomUsers)
Edit User

Emails

User Type
- Basic
- Licensed
- On-Prem

Feature
- Large Meeting
- Webinar
- 500

User Role
- Admin

Department
- e.g. Product

Job Title
- e.g. Product Manager

Location
- e.g. San Jose

Save  Cancel
## Passwords and Security

- **Registration**: Required
- **Meeting ID**: Generated ID 953-8380-1408
- **Meeting Password**: Required meeting password v158o7hl

- Require registration and meeting passwords
- Enable waiting rooms (advanced)
- Control the chat (turning off the chat feature)
- [https://bit.ly/O2OZoom](https://bit.ly/O2OZoom) (For more ways to secure your meetings)
Engagement and Facilitation

What challenges have you experienced with hosting meetings with the communities your organize with online?

Are the challenges different depending on the type of meeting?
Lots of things are changing, but you can still organize!
(Just not like this )

→ Opportunity to increase engagement of membership

→ Build more points of connection among membership and remote staff

→ Platform that lets leaders lead parts of the agenda (just like in person)
Don’t be afraid to get creative & experiment with new actions coordinated through Zoom!

- Virtual rallies through zoom
- Organize Blitzes Facebook page “blitzes”
- Phone call actions!
- Letter writing campaigns
- Membership Meetings
- Tele-townhalls
Pre-Steps: Holding an Effective Meeting Online

❖ Have at least two facilitators

→ One to help lead the training
→ One to help run technical assistance (muting participants, help participants enter the meeting, click through slides, and attend to questions in the chat)

❖ Develop your leadership by giving them roles in the meeting including facilitation, recruitment, building the agenda, or note-taking

❖ Begin meetings with nice to knows (Mute mics to reduce background noise, start on time, etc)
Have an Agenda Beforehand *(We LOVE a P.O.P.)*

➢ **Purpose → Why**: Why are we holding this meeting? Broader purpose.
   - *Example*: Engage organizational membership around an upcoming School Board meeting for a teacher compensation fight.

➢ **Outcomes → What**: What needs to accomplish by the end of this meeting?
   - These are your meeting outcomes. Should be specific.
   - *Example*: 1. Clearly defined roles for participation at the School board meeting 2. Assign roles to new members and leaders 3. Create and agree list of demands 4. Determine recruitment goal for the meeting

➢ **Process → How**: How will meeting outcomes be achieved?
   - This is the process of building the agenda. These are the items that will be facilitated based on your outcomes.
   - Build in *facilitation roles*, *time for discussion*, and *interaction*.
Practice participatory facilitation! (Checking for agreement through active consent)

- Polls & Temperature Checks
  - “Send a gif”, “Thumbs up” “Put your favorite cereal in the chat if you have ever used Zoom before”
- Do something on camera like a short check in routine
- Utilize the chatbox for immediate feedback
- Call on users directly

Use group breakouts for large group discussion and report backs

Always incorporate an interactive element when setting your meeting goals and outcomes
Making your Video Calls More Interactive

❖ Use shared documents and visuals (Google docs for example)

❖ Use spectagrams or “post it’s” to increase participation (Where do people fall on a spectrum)

❖ Always have a call in option

❖ Use Zoom annotations or other whiteboard extensions (But be careful!)

❖ We love Icebreaker.Video!
Let's Try It Out

What is the culture that you want to create in your online meeting facilitation?

What is 1 Zoom feature that you use a lot, or want to start using in your meetings?

Template by Training for Change
How likely are you to use the Zoom features and best practices discussed in this training so far?
Managing Zoom Burn-Out and Fatigue
Quick Tips: Video Conferencing from Home

We encourage you to:

❖ Avoid Isolation and Loneliness
❖ Get a Virtual Background
❖ Minimize Background Noise (Krisp is a great tool that can help)
❖ Use Nature to Nurture Productivity

Think About Tech Accessibility

➔ Not Everyone will have a web camera/have the ability to be on camera
➔ Always have a phone-in option available
➔ Low internet connection and bandwidth issues? Turn off your video!
➔ Think about the Tech Learning Curve

Keep in mind: We’re tired because we’re working harder to process non-verbal cues over video chat.
Zoom Fatigue And Burnout

❖ Take 5 Minutes Regularly (Away from screens)
❖ Allow space to connect about something happening in life outside of work.
❖ Plan a morning zoom coffee and / or happy hour.
❖ Cowork with each other and your team.
❖ Block the self-view feature; we’re not used to looking at ourselves speak for hours a day.

Something to Consider: More data is suggesting that turning on your video should be optional.
Zoom Fatigue and Burnout

❖ End meetings 10-15 minutes before the hour

❖ Schedule “Work-blocks” into your calendars to prevent back to back meetings

❖ Answer age-old question before sending a Zoom invite...“Could this meeting have been an email??”

❖ Switch it up and go back to basics with a conference line or phone call