ASA’s Live Streaming Initiative and Early-Career Acousticians Retreat

Lily M. Wang, PhD, PE, FASA
ASA Past Vice President (2016-17)

AIP Assembly of Officers Meeting
March 23, 2017
ASA Strategic Leadership for the Future 2015-2025

- Acoustical Society of America (ASA) strategic planning process
  - Initiated Spring 2014, report approved Spring 2015
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Purpose and Goals at a Glance

1. Awareness of Acoustics
   ASA engages and informs consumers, members of industry, educational institutions, and government agencies to recognize important scientific acoustics contributions.

2. Member Engagement and Diversity
   ASA membership reflects societal diversity and the evolving multi-disciplinarity of acoustics, ensuring its continued relevance to academics, industry, government and practitioners across the globe and engaging acousticians throughout their entire career.

ASA's Purpose
   The purpose of the Society is to generate, disseminate, and promote the knowledge and practical applications of acoustics.

3. Dissemination of Information and Knowledge
   ASA disseminates acoustics information and knowledge to a broad audience using the most effective means.

4. Financial Stewardship
   ASA engages in wise, strategic stewardship to ensure sufficient resources to deliver maximum value both now and in the future.
ASA Strategic Plan Goal 2

“ASA membership reflects societal diversity and the evolving multidisciplinarity of acoustics, ensuring its continued relevance to academics, industry, government, and practitioners across the globe and engaging acousticians throughout their entire careers.”

- **Priority Objective.** Expand promotion and participation of early career members (prior to tenure, principal, or senior status)

- **Priority Objective.** Increase remote connectivity to meetings (committee meetings, courses, lectures, content)

- Task Forces formed for each strategic plan goal
ASA Strategic Plan Goal 2

ASA Exec Council approved $50k in 2016 budget towards supporting Goal 2 Task Force initiatives; also in 2017

- **PRIORITY OBJECTIVE.** Expand promotion and participation of early career members (prior to tenure, principal, or senior status)

- **PRIORITY OBJECTIVE.** Increase remote connectivity to meetings (committee meetings, courses, lectures, content)

- Task Forces formed for each strategic plan goal
ASA Membership Snapshot

- Total Membership: 6476

- Of the 5626 that report age, 170 are ‘early career’ (40 years of age or younger, not student members) = 3.0%
Early Career Attendance at ASA Meetings

<table>
<thead>
<tr>
<th>City</th>
<th>Attendance Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honolulu (F16)</td>
<td>3.0%</td>
</tr>
<tr>
<td>SLC (S16)</td>
<td>5.8%</td>
</tr>
<tr>
<td>Jacksonville (F15)</td>
<td>4.7%</td>
</tr>
<tr>
<td>Pittsburgh (S15)</td>
<td>5.5%</td>
</tr>
<tr>
<td>Indianapolis (F14)</td>
<td>5.0%</td>
</tr>
<tr>
<td>Providence (S14)</td>
<td>3.5%</td>
</tr>
<tr>
<td>San Francisco (F13)</td>
<td>2.5%</td>
</tr>
<tr>
<td>Kansas City (F12)</td>
<td>3.8%</td>
</tr>
<tr>
<td>San Diego (F11)</td>
<td>3.1%</td>
</tr>
<tr>
<td>Seattle (S11)</td>
<td>2.6%</td>
</tr>
<tr>
<td>Cancun (F10)</td>
<td>3.3%</td>
</tr>
<tr>
<td>Baltimore (S10)</td>
<td>3.0%</td>
</tr>
<tr>
<td>San Antonio (F09)</td>
<td>3.1%</td>
</tr>
<tr>
<td>Portland (S09)</td>
<td>2.7%</td>
</tr>
<tr>
<td>Miami (F08)</td>
<td>2.4%</td>
</tr>
<tr>
<td>New Orleans (F07)</td>
<td>2.2%</td>
</tr>
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Early Career Member Engagement

- ASA Salt Lake City Meeting (Spring 2016)
  - Early Career Member booth
  - Ribbon initiative
Early Career Member Engagement

- **ASA Salt Lake City Meeting: Early-Career Acousticians Retreat (EAR) 2016**

  ❑ **Friday evening**
  - Dinner presentation on ‘What Is ASA and How Can ASA Work For You?’ by ASA Exec Council member
  - World Café Breakout Session
  - Social in President’s Suite with ASA Leadership

  ❑ **Saturday morning**
  - Leadership Workshop (‘Management of Information’ and ‘Management of Motivation’ by Dr. Greg Northcraft, UIUC)
  - Ended at lunch
Early Career Member Engagement

- Early-Career Acousticians Retreat (EAR) 2016

  - 126 applications for 30 all-expense paid slots (airfare, one night hotel, food)
  - Additional 15 invited to participate at cost ($115)
  - Final cost = $24k for 45 participants
Early-Career Acousticians Retreat (EAR) 2016

- Evaluations of EAR 2016
  - The information presented in the workshops helped prepare me for future leadership roles: average rating = 4.3 (from 1 strongly disagree to 5 strongly agree)
  
  - Attending EAR changed the likelihood of my attending future ASA meetings: average rating = 3.8 (from 1 much less likely to attend to 5 much more likely to attend)
Evaluations of EAR 2016

What early career themed events or programming would you recommend for future ASA meetings?

- **Networking** events (both with other early career members as well as with more senior members of the society)

- **Workshops** centered on mentorship, grant writing, publishing, lab management, job searches and various career paths, and broadly professional development.

- **Informational session** about how to become more involved in the society (e.g., structure, committees, etc.)
Early-Career Acousticians Retreat (EAR) 2016

- Top Suggestions from World Café
  - Increase networking at ASA meetings, e.g. through speed-dating networking sessions
  - Establish a permanent ASA Early Career Committee
  - Live streaming and recording of meeting sessions
  - More development of local chapters
Early-Career Acousticians Retreat (EAR) 2016

Top Suggestions from World Café

- Increase networking at ASA meetings, e.g. through speed-dating networking sessions
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- Live streaming and recording of meeting sessions
- More development of local chapters

Planned for Acoustics ‘17 in Boston (June 2017)

Being considered ... thinking carefully about committee’s scope

More on this in a moment...!

Regional Chapters committee
Early Career Member Travel Grants

- Early Career Travel Grants approved for 2017 trial

  - $15k allocated per meeting = 30 fixed $500 awards
  - Eligibility: within 10 years of last degree; priority to those who present a paper, chair session, and/or hold leadership position
  - Currently being rolled out
Early Career Leadership Fellows Fundraising Campaign

- 2017 Fundraising Campaign for ASA Foundation
  - Building around 40th anniversary celebration of the Hunt Postdoctoral Research Fellowship (one $50k fellowship/year)
  - Goal to raise $300k to endow two ‘ASA Early Career Leadership Fellows’ at $6k/each = $3k stipend + $3k travel to attend ASA meetings
  - Fellows to be offered opportunities to learn about ASA leadership, with mentorship; asked to lead ASA early career initiatives
Live Streaming of Meeting Content

Primarily to serve members who are unable to attend the meeting in person, thereby broadening access to meeting content

- Jacksonville (Fall 2015)
- Salt Lake City (Spring 2016)
- Honolulu (Fall 2016)
- Boston (June 2017)
Live Streaming of Meeting Content

- No registration fees charged to date (trial period - they get what they pay for!)
- Initiative directed at ASA members, but non-ASA members are not prevented from registering and participating
- Advertised broadly (email, website, social media, +)
Live Streaming of Meeting Content

- GoToWebinar software ($200 monthly charge per organizer seat), set up and run in sessions by volunteer moderators

- Additional AV equipment (hardware):
  - Hard-wired internet connection
  - HD webcam on stand
  - Additional wireless mic for audience
  - Moderator laptop + headset
Data on Live Streaming Initiative

NUMBER OF STREAMED SESSIONS

- # of tech sessions
- # of tech committee
- # of admin committee

<table>
<thead>
<tr>
<th>Location</th>
<th>Tech Sessions</th>
<th>Tech Committee</th>
<th>Admin Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jacksonville (F15)</td>
<td>9</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Salt Lake City (S16)</td>
<td>19</td>
<td>12</td>
<td>1</td>
</tr>
<tr>
<td>Honolulu (F16)</td>
<td>29</td>
<td>1</td>
<td>3</td>
</tr>
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Data on Live Streaming Initiative

NUMBER OF PAPERS

- Jacksonville (F15)
  - # of papers broadcast: 52
  - # declining broadcast: 6

- Salt Lake City (S16)
  - # of papers broadcast: 143
  - # declining broadcast: 11

- Honolulu (F16)
  - # of papers broadcast: 174
  - # declining broadcast: 52
Data on Live Streaming Initiative

ASSOCIATED COSTS

AV costs | GoToWebinar organizer seats | Live Stream Moderator payments ($15/hr)

Jacksonville (F15) | $880.00 | $1,200.00
Salt Lake City (S16) | $1,600.00 | $8,050.00
Honolulu (F16) | approx $630.00 | $2,000.00
In total, 242 remote attendees out of 395 registrants (61%)
In total, 660 remote attendees out of 977 registrants (68%)

Data on Live Streaming Initiative
Data on Live Streaming Initiative

- Honolulu (Fall 2016) Meeting – attendee numbers dropped (ranging from 0 to 32 in a session), even though # of streamed sessions increased
  
  In total, 410 remote attendees out of 793 registrants (52%)

- Added option to have talk recorded and available for delayed viewing (2 weeks after meeting) = 138 of 174 presenters consented to recording / delayed viewing
  
  Recordings accessed 797 individual times in those 2 weeks!
## ASA Live Streaming Initiative

<table>
<thead>
<tr>
<th>PROS</th>
<th>CONS</th>
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<tbody>
<tr>
<td>❖ Very positive feedback</td>
<td>❖ Federal government or consulting/industry members very concerned about live streaming affecting their ability to attend</td>
</tr>
<tr>
<td>❖ Reaching intended folks who cannot attend meeting in person (plus family members!)</td>
<td>❖ Largely dependent on volunteer member effort right now</td>
</tr>
<tr>
<td>❖ Recordings of broad interest talks being posted to ASA YouTube Channel</td>
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Subcommittee working on envisioning how to sustain live streaming (professionally?), beyond 2017 meetings
Summary of ASA Activities

- Early-Career Acousticians Retreat 2016
- Early Career Travel Grants to attend meetings
- Early Career Leadership Fellows fundraising campaign
- Live Streaming Initiative
  - Reaching early career members (and others) who cannot attend meetings in person
Summary of ASA Activities

~$50k allocated to Goal 2 Task Force was spent in 2016 => good return on investment?

- Early Career Lead funding campaign
- Live Streaming Initiative
  - Reaching early career members (and others) who cannot attend meetings in person

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Thank you for your attention!

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