

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

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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

ASA Strategic Plan 2015-2020

❖ Acoustical Society of America

❑ Initiated Strategic Plan

PURPOSE AND GOALS AT A GLANCE



Future

Planning process

ASA Strategic Plan Goal 2

- ❖ “ASA membership reflects societal diversity and the evolving multidisciplinary 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

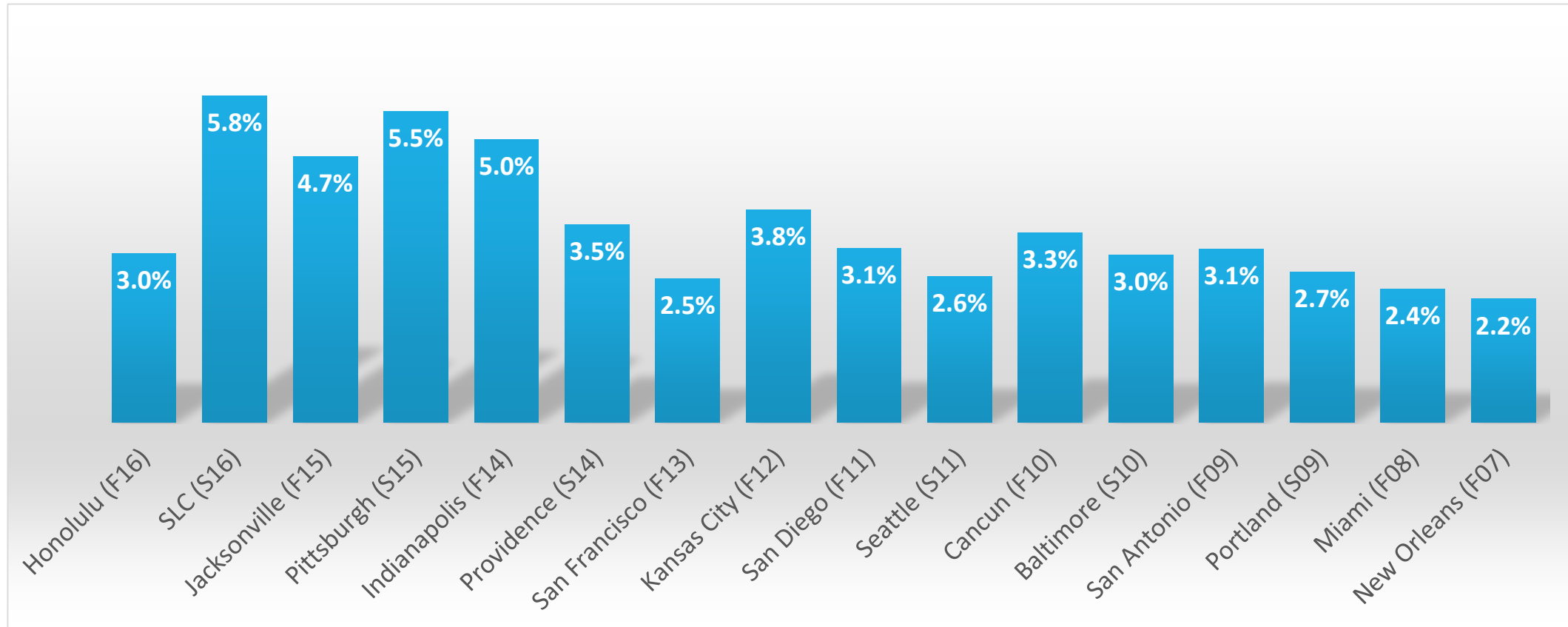
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ASA Membership Snapshot

- ❖ 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



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)

Early-Career Acousticians Retreat (EAR) 2016

❖ 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

- | | | |
|---|---|---|
| <input type="checkbox"/> Increase networking at ASA meetings, e.g. through speed-dating networking sessions | ➡ | Planned for Acoustics '17 in Boston (June 2017) |
| <input type="checkbox"/> Establish a permanent ASA Early Career Committee | ➡ | Being considered ... thinking carefully about committee's scope |
| <input type="checkbox"/> Live streaming and recording of meeting sessions | ➡ | More on this in a moment...! |
| <input type="checkbox"/> More development of local chapters | ➡ | 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)

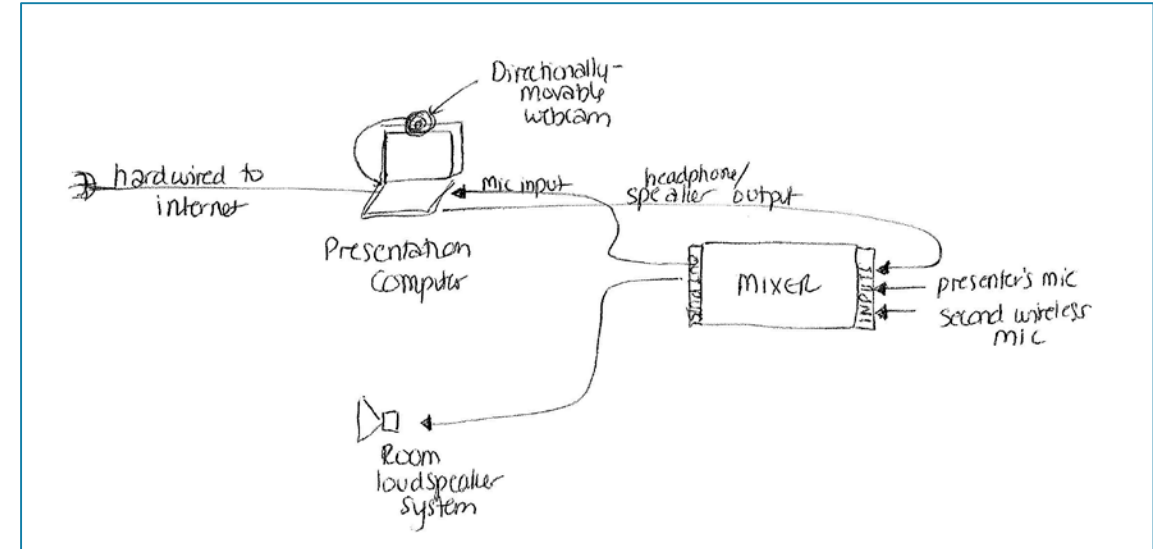
Live Streaming of Meeting Content



- ❖ 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, +)

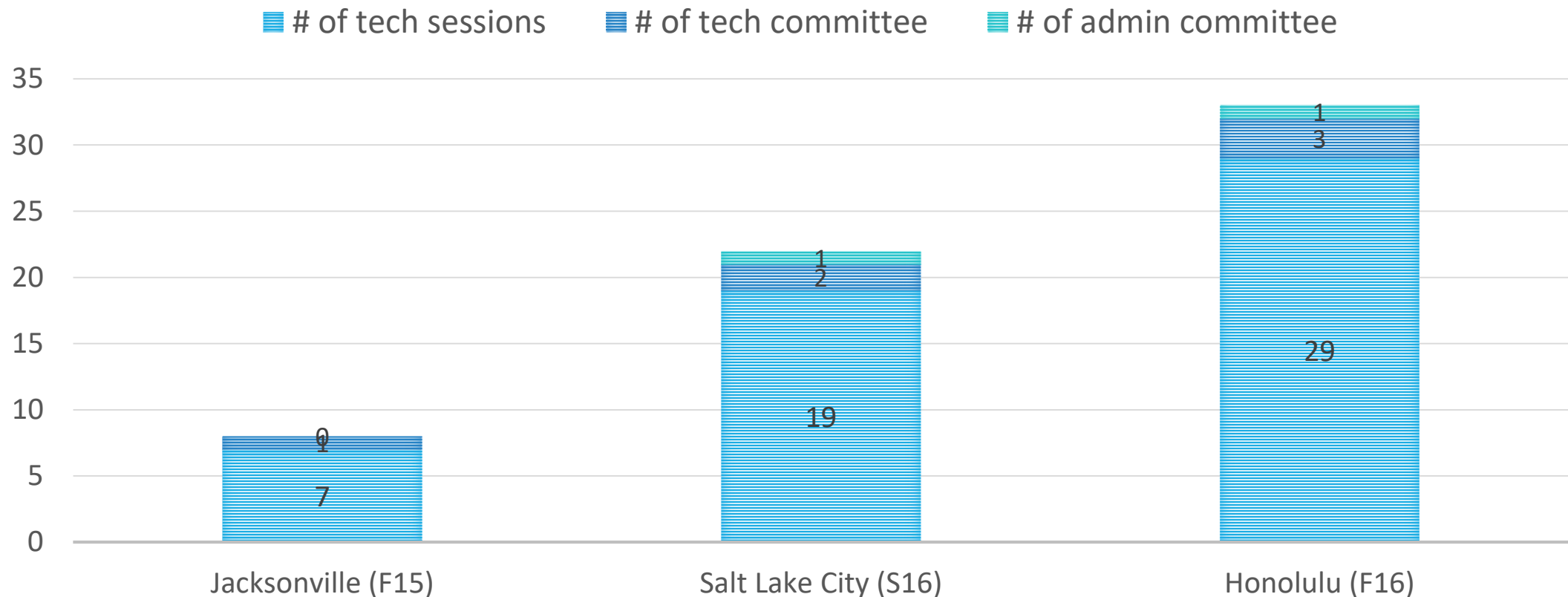
Live Streaming of Meeting Content

- ❖ 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

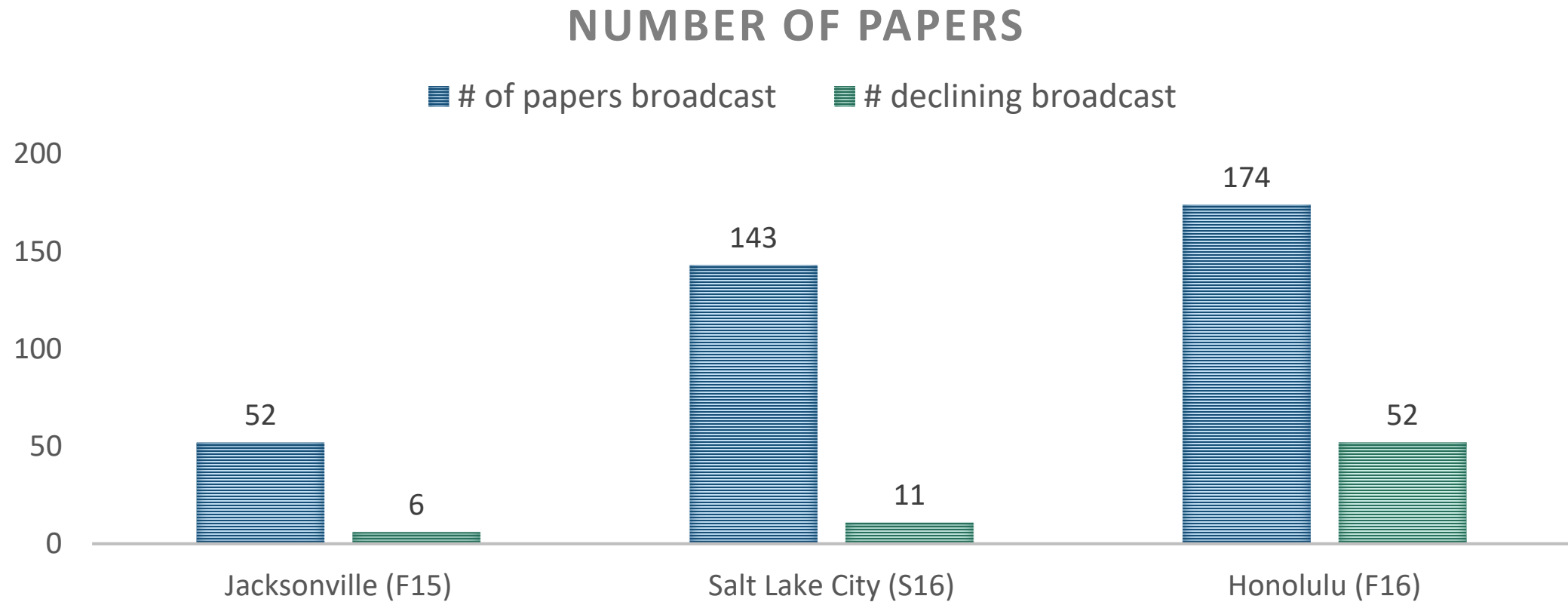


Data on Live Streaming Initiative

NUMBER OF STREAMED SESSIONS

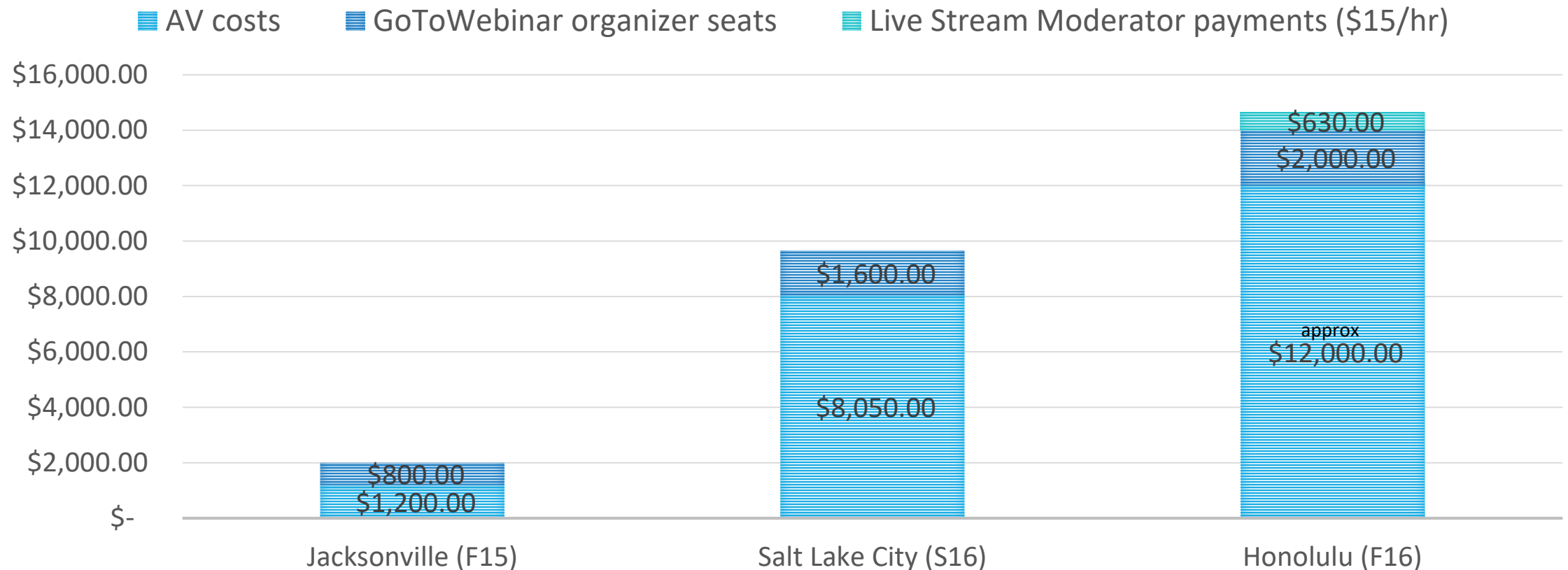


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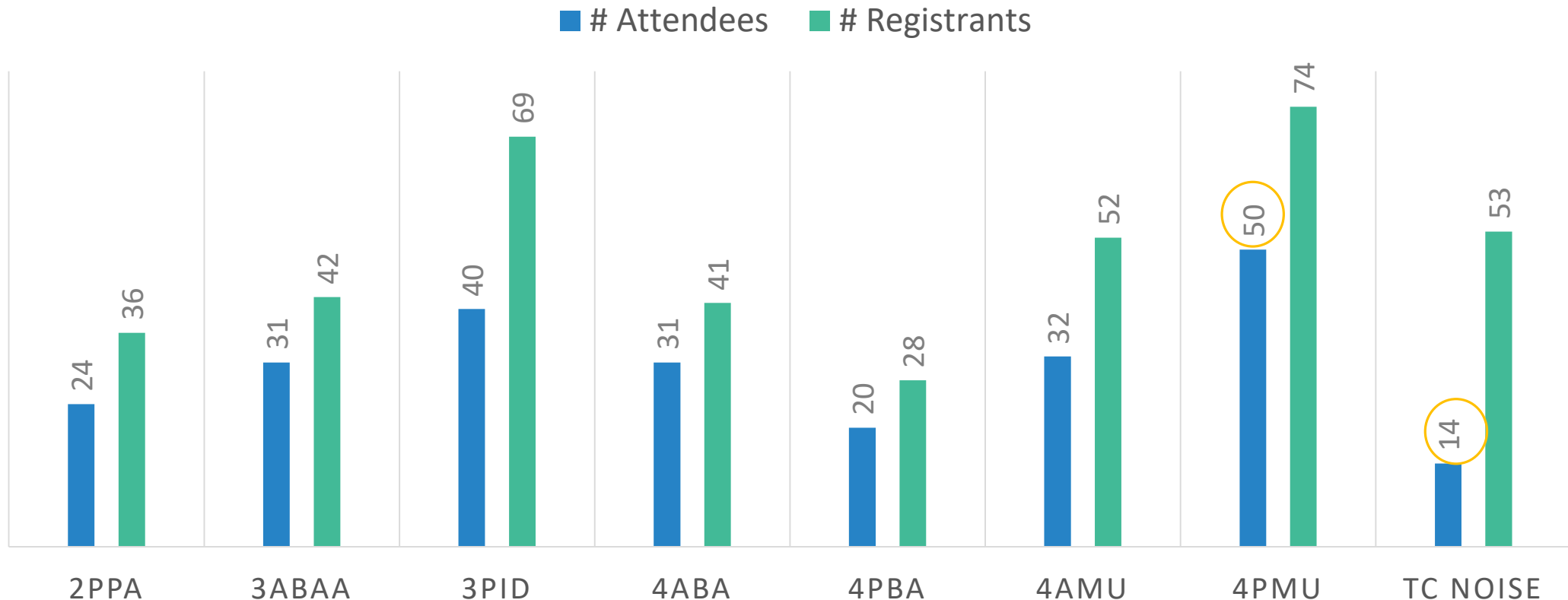
ASSOCIATED COSTS



In total, 242 remote attendees out of 395 registrants (61%)

Data on Live Streaming Initiative

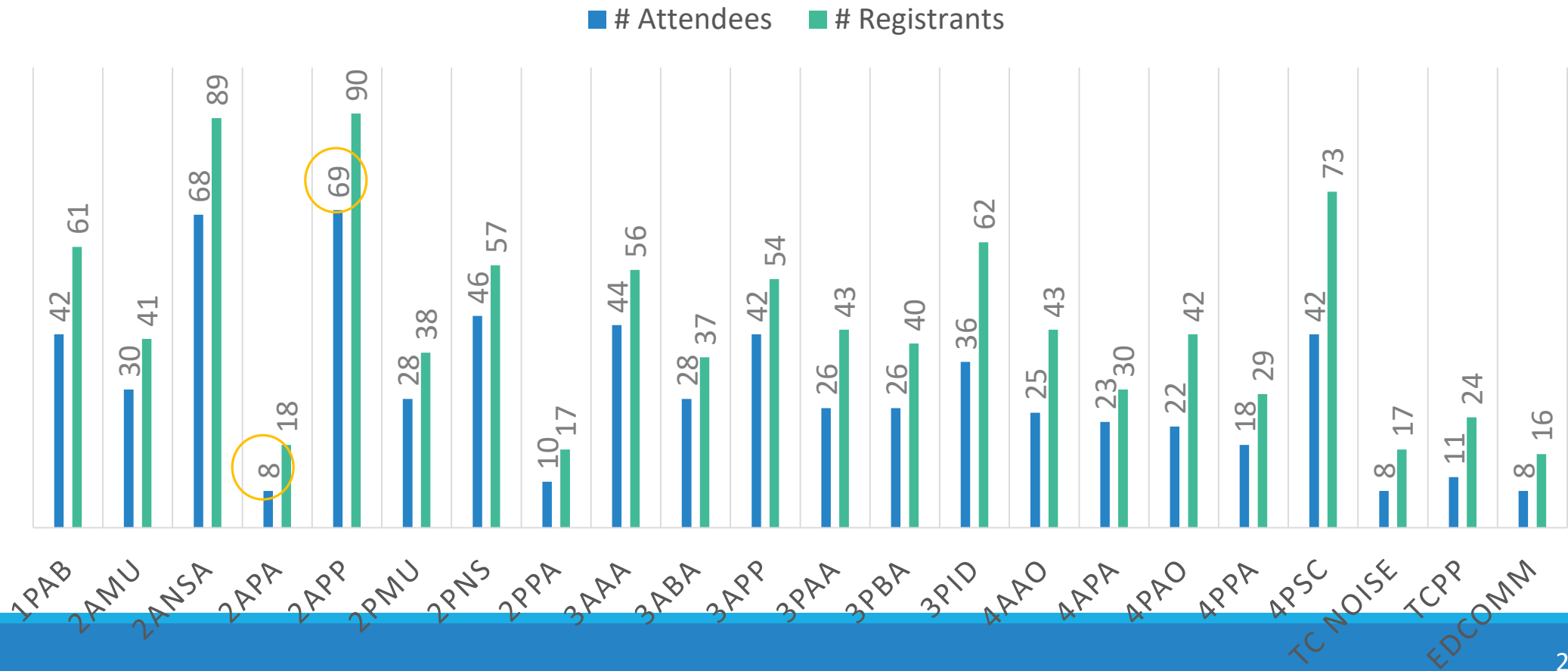
JACKSONVILLE REMOTE PARTICIPANT DATA



In total, 660 remote attendees out of 977 registrants (68%)

Data on Live Streaming Initiative

SALT LAKE CITY REMOTE PARTICIPANT DATA



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

PROS

- ❖ Very positive feedback
- ❖ Reaching intended folks who cannot attend meeting in person (plus family members!)
- ❖ Recordings of broad interest talks being posted to ASA YouTube Channel

CONS

- ❖ Federal government or consulting/industry members very concerned about live streaming affecting their ability to attend
- ❖ Largely dependent on volunteer member effort right now

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

❖ Live Streaming Init

☐ Reaching early ca
meetings in perso



sing campaign

ers) who cannot attend



Thank you for your attention!

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