

PSA Director of Webinars
Reports to Vice President Learning & Technology or PSA President
Master Operating Manual
September 2020

INTRODUCTION

The Master Operating Manual (MOM) provides the General Responsibilities of the position, the Term of Office, Supervisory Responsibilities, Required Meetings, Special Duties, Budget Requirements, Equipment Requirements and Time Requirements.

1. ***General and Specific Responsibilities:*** The Director of Webinars will be responsible for online educational and informational programs conducted using any one of many webinar technologies. The individual will report to the Vice President Learning & Technology when there is someone in that position; if there is no one in the position, they will report to the PSA President.

More specifically, this individual is charged with the oversight, design, implementation and monitoring of all webinar activities that PSA conducts. The Directors time is to be spent in organizing and supervising interactions with photographic/video-graphic commercial and non-commercial entities that are or is pursuing the advancement of photography or image capture that be presented to the membership for educational and instructional purposes..

2. ***Term of Office:*** The Director of Webinars is a volunteer position appointed for ~~for~~ a two-year term. It is possible for the individual to remain in position for a second two-year term.

3. ***Specific Duties:***

- a. The Director of Webinars will prepare semi-annual reports of all activities of the role, along with summary reports of activities or ad hoc initiatives. These reports will be submitted within the timeframe specified by Headquarters, ~~or~~ by the Secretary, or by the Treasurer.
2. The Director of Webinars will conduct one or more webinars monthly. Webinars will be for one hour or longer as per the presenter's program.
3. The following is a process outline:
 - a. Plan and create a topic schedule so as to prevent the same or similar topics being presented in close proximity.
 - b. Discuss the presentation in detail with the potential presenter to ensure the webinar will meet the requirements of the membership.

- c. Get an outline for the program, a few representative images, a brief and a full bio from the presenter. The brief bio is included in the announcement and invitation and the full bio is used for the live introduction.
- d. Pick the date and time, then schedule the webinar on Zoom (zoom.us). This will include the outline and bio etc.
- e. Optional - create a survey form that can be used after the webinar is over. This can be created in Google Forms.
- f. Send the webinar invitation to yourself and then forward that email to PSA-HQ.
- g. PSA-HQ will forward the invitation to all members.
- h. Monitor the registrations. Only PSA individual members may register.
- i. A few days or the day before the actual webinar do a test with the presenter.
- j. On the day of the webinar ensure that the program is being recorded - the recording can be saved to the Zoom Cloud or to your computer.
- k. Once the webinar recording is complete – then download it and edit it.
- l. Send the recording, program title and description to the PSA webmaster for inclusion on the web site.
- m. Promptly respond to any queries from membership.
- n. Prepare a quarterly report and send it to the Treasurer with the following information:
 - a. Topic
 - b. Date of webinar
 - c. Number of registrants
 - d. Number of actual participants

6. Budget:

There are no budget requirements and the webinar licensing is managed by PSA-HQ

7. Equipment Required:

The individual in this role must be able to manage webinars via a personal computer and communicate with fellow members via email and by phone. As such, the Director must have a computer and a decent internet connection.

8. *Time Requirements:*

Time requirements vary for this role based on communication with the presenters and the membership. Typically, each webinar will require at a minimum 1.5 hours of online time in addition to the time required for testing, editing and transmission of the completed program.

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