**Continuing Education**

1. CONTINUING EDUCATION

**Webinar Library – Philadelphia Section**

|  |  |  |
| --- | --- | --- |
| **1. Section/Branch** | Philadelphia Section |  |
| **2. Section/Branch Size** | Large |  |
| **3. Project Contact** |  | |
| Name | Joe Natale | |
| Phone Number | 215-847-7624 | |
| Email | jpnatale@gmail.com | |
| **4. Project Category** | Continuing Education | |
| **5. Project Description** | We created an online webinar library, using recordings of our virtual technical webinars. The system shows the webinar, has a four-question quiz, and provides a PDH with a 75% or better score. It is hosted by teachable.com, but lives on our subdomain virtual.asce-philly.org.  To encourage Section membership, we periodically add and purge members who have joined or left the section from the library. We do this using Google Sheets, some custom scripts, and automation provided by Zapier.com. Members have access to all existing webinars via a ‘bundled’ course that includes all other courses. Being removed from the site does not remove PDH’s already earned. | |
| **6. The Process**  (What you did, When and How) | We researched what type of online services existed, which are called Learning Management Systems (LMS). There were many that offered services, some that we didn’t need, or provided scaling or options we didn’t require. Teachable.com was what we settled on.  After familiarizing ourselves with their interface, and having a coaching session with their staff, we created our “School”, and our first “Course”. We also created a course that was just a bundle of all existing courses.  The courses also involve a little bit of video post-processing, to remove unnecessary parts (meeting introduction, event updates, etc.) and to crop just the speaker’s video and screen. This is not necessary but is a QOL improvement for the viewers.  When a member is added to the webinar library, they get notified they’ve been added, with a link to the school. If they don’t already have a teachable account at that time, they get an additional email directing them to create a password. The teachable account is created using the email provided by the ASCE database. Both these emails are generated by Teachable.com when we add students to the course (via Zapier.com, mentioned earlier).  We also created a process by which we would get notified if the member changes their email in the Teachable account, so we can track that and not kick them out because it doesn’t match the email on file with ASCE during updates.  For purging members, we give a 3 month grace period to renew membership at the beginning of the year. At the end of March, we send all people who WERE members but are not any longer current on their dues an email saying they have a month to renew, or they’ll be removed from the system.  We also created an FAQ for members on how the system worked, and a form they could fill out if there were issues logging in. | |
| **7. Those in Charge** (Committee, Task Committee, Etc.) | Joe Natale, treasurer at the time, with review input from Philadelphia Section board members. | |
| **8. Time Frame**  (When Started, When Completed) | In May 2020, research began on what platform to host the webinar, and what would be possible. By August 2020, once Teachable.com was selected, and our first virtual webinars recorded, we uploaded our first ‘courses to teachable.com. We have since continued to add courses/videos to the site.  Overall it was very quick to implement, only a few months. | |
| **9. Success Factors**  (The Parts that Worked Really Well) | The webinars are the same price as they are if you watch live, just with no Q&A. For us this was free for members, $15 for non-members, with a $75 annual option for access to all webinars for non-members. This allows members who need many PDH’s at the end of the year go through our catalog and watch all presentations they didn’t participate in originally | |
| **10. Setback Factors**  (The Parts that did Not Work Well) | Advertising. Even with all members having access, we still don’t get a lot of activity on our webinars by the members at large. | |
| **11. Creativity**  (This is something off the wall that we did) | Creating custom scripts in google sheets that allow for parsing the membership data automatically removes human error from cross checking the data against existing membership, as well as writing complicated formulas. That plus the zapier automation took a lot of time to set up, but once it was, it made updates much easier. | |
| **12. Administration**  (What was most Important?) | Having a person who could be on top of issues quickly, and willing to dive into the intricacies of the system. | |
| **13. Follow-Up**  (What was most important?) | Ongoing updates to the library would make it more popular | |
| **14. Recommendations**  (What you should ALWAYS do with this project?) | Make sure you have a means for members to contact you to dispute not being included in the library membership. Make sure your membership database stays updated multiple times a year | |
| **15. Cautions**  (What you should NEVER do with this project?) | Opening up the library to ‘just anyone’ would allow people to abuse the system and remove the reason someone would become a member at all | |
| **16. The Outcome** | Overall we’ve receive positive reviews of the system | |
| **17. Ongoing Activity**  (Would you do it again?) | Yes, we continue to update the library | |
| **18. Speaker Contact Information**  (person from your Region who would be willing to speak about the Best Practice) |  | |
| Name | Joe Natale | |
| Address | 8 Saint James Pl., Yardley, PA 19067 | |
| Phone Number | 215-847-7624 | |
| Email | jpnatale@gmail.com | |
| **19. Additional Comments** | See the below photos for screen shots of the library, including the available courses and what it looks like in the course interface | |

**Graphical user interface, application

Description automatically generated**

**Graphical user interface, website

Description automatically generated**