

# Workshop Series

## Learning Framework

### OVERVIEW

#### **Objective:**

We will aim to host at least 1 workshop each month, resulting in at least 12 total workshops throughout the entire year.

Workshop series will be diversified to align with all 3 pillars of learning. Each quarter, we will aim to schedule 1 workshop per pillar—although the schedule is flexible in the case that dates don't align with partners' schedules. At the end of the year, there should be a total of at least 4 workshops per category.

#### **2021-2022 Timeline:**

**Quarter 1:** October - December 2021

**Quarter 2:** January - March 2022

**Quarter 3:** April - June 2022

**Quarter 4:** July - September 2022

## **WORKSHOP CATEGORIES**

The 3 Pillars of Learning will be the categories for the workshops.

### **Community & Partnership Building**

Workshops should invite current partners to educate us about their world (field of work) and share insights that will help Brigade members develop a deeper understanding of the community problems our partners aim to solve. Throughout the year, 2 of these workshops should be dedicated to Hawaiian cultural activities led by community guests. These cultural workshops can be funded using the swag budget set aside for the Learning Coordinator contract (of which \$429 is available).

### **Skill Development & Study**

Workshops should invite guest speakers and encourage Brigade members to do an educational talk around tech, design, or other skills useful for the work that we do. Some examples include lessons in coding, UX design, UX research, data analysis, and digital marketing.

### **Brigade Development & Management**

Workshops should invite guests to host talks or workshops related to the Code for America Network or topics around facilitation, project management, communication training, volunteer support, and other subjects helpful for Brigade development.

## LEARNING COMMITTEE DUTIES

### **3 months before each new quarter:**

- Use [this schedule guide](#) to begin planning the next 3 workshops.
- Reach out to the upcoming quarter's potential speakers to request a guest presentation, confirm their interest, and schedule a date for their talk. Templates for communicating with speakers are available in the next section of this document.

### **As speakers, get confirmed:**

- In your email response:
  - Thank the speaker for volunteering their time
  - Confirm their date & time and send the Meetup link
  - Ask the speaker for permission to record their workshop and upload the recording to the Code for Hawaii Youtube channel
  - Ask the speaker if they need anything specific for their presentation.
  - Let them know that you'll follow up with them as the event approaches
- Consider setting up a questions list like [this one](#) if the speaker asks for specifics on what the Brigade would like to touch on. Ask Brigade members to add questions to the list, then share this list with the speaker 3 weeks before their presentation.

### **3-4 weeks before a workshop:**

- Begin marketing events at least 3 weeks before their scheduled date. Places to promote include the Code for Hawaii meetups, Slack channel, and newsletter. You can also reach out to Marion ([marion@wahinecoder.com](mailto:marion@wahinecoder.com)) or the [UXHI community](#) for potential co-marketing opportunities.
- Assign a **Moderator** for each workshop. The Moderator will be responsible for facilitating the event while the speaker is presenting. Duties are listed below.

**1 day before a workshop:**

- Make sure that the speaker has the correct Zoom link.
- Remind the Zoom host about the guest speaker and ask them to:
  - Give the speaker permission to share their screen during the Zoom call
  - Give the Moderator permission to record the Zoom call
- Post an event reminder in the Code for Hawaii Slack channel.

**During the workshop:**

- The Moderator should:
  - Record the Zoom call before the speaker starts
  - Give the speaker a brief intro about Code for Hawaii and introduce the speaker to the audience before the presentation starts
  - Monitor the chat for any questions the speaker misses while presenting
  - Help facilitate the Q&A portion
  - Thank the speaker for their time and kindly excuse them

**After the workshop:**

- Have a volunteer with video editing skills blur the audience's faces and cut the beginning and end of the recording if necessary.
- Upload the edited video to the Code for Hawaii Youtube channel.
- 1-2 days after the presentation, send the speaker a thank-you email.

## **COMMUNICATION & MARKETING TEMPLATES**

### **Sample Email to Potential Speakers:**

Aloha [guest name]!

I'm [your name] and I'm a volunteer coordinator for Code for Hawaii. Code for Hawaii is Brigade under Code for America, which is a network of volunteers that work together on civic tech and community-centered projects. In an effort to [expand our local community reach/enable our members to create meaningful work], we are developing a workshop series for our members and would like to invite you to do a 20-minute talk on [topic].

We heard about your experience in [work/experience] and are interested in meeting you and learning more about your work! We are inspired by the impact you're making in the community and we'd love to gain insights on [topic] to strengthen our abilities to support civic work such as yours.

If you're interested in doing a guest presentation or even just talking story with our brigade, please let us know if any of the following dates work for you. We meet virtually on Zoom on Monday nights.

Monday, X/XX @ 6:30pm HST

Monday, X/XX @ 6:30pm HST

Thank you for considering our invitation! We look forward to hearing your response by [date]. If you have any questions, please don't hesitate to reach out. You can also visit our website to learn more about our organization.

Mahalo nui,

[your name]

Code for Hawaii, <http://www.codeforhawaii.org/>

Code for America, <https://www.codeforamerica.org/>

### Newsletter Templates:

- [Newsletter sample](#) (Email can be duplicated on Mailchimp to use as a template)
- [Editable Photoshop graphic](#) (PSD file can be downloaded to reuse)
  - Fonts used: [Montserrat](#) | [Proxima Nova](#)

### Sample Slack Announcement:

★ EVENT ANNOUNCEMENT ★

Hey friends, we're excited to announce the next talk in our Workshop Series! Up next, we have:

#### **Dual-Track Agile: Integrating UX Design into the Development Process**

##### **With Kat Duran**

Monday, Nov. 8 @ 6:30pm HST | CFH Meetup on Zoom

Kat Duran, *Product Design & Marketing Manager* will be joining our meetup to discuss the Dual-Track Agile methodology and how it can help digital product teams blend discovery and delivery to build the best possible product. Make sure you [register through Meetup here](#) [link exact Meetup link for date] and we'll see you there! 😊

P.S - You can find Kat's bio in this thread ✨ [post bio as thread response once this message is posted in the #codeforhawaii channel]