

Virtual School Programming Decision Making Worksheet

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Start with one program and scale up from there!

Why?

1. Why do you want to do virtual school programming?
 - a. What are your programming goals? (e.g. Engage local schools? Broaden engagement regionally, nationally, internationally? Activism? Community Outreach? Revenue generation?)
 - b. Is virtual programming the best way to meet your goals?

Who?

2. Who is your target audience with this program? (e.g. Grade level, school board, remote communities, etc)

3. How will you promote your program to your audience? (e.g. teachers, school boards, intermediary organizations)

What?

4. What is your topic?
 - a. What do you know best, what is your specific area of expertise that no one else does?
 - b. How does your topic serve your intended audience?
 - c. What are the curriculum connections for the program?
 - d. What research needs to be done?

How?

5. Which type of virtual program will fit your goals?
 - a. Synchronous or asynchronous?

6. How will you engage the participants (and support the teacher):
 - a. Before the session?
 - b. During the session?
 - c. After the session?

7. What technical equipment do you need to deliver the program?
 - a. Hardware
 - b. Software

8. What are the staffing requirements to build and deliver a program?
 - a. What technical skills are required, do staff need additional training?
 - b. How long will it take to develop?
 - c. How much time can you realistically commit to planning, delivering and managing the programming?
 - d. Who will do the program delivery?

9. How will you schedule synchronous virtual programs with teachers?
 - a. Manual or automated systems (e.g. phone calls, google calendar, scheduling software)
 - b. How will payment be processed, if necessary?

10. How will you evaluate the program? What does success look like?

Definitions

- **360 tour:** this is a virtual self-guided tour of an exhibit or historic building. Examples of 360 virtual tours can be found at the following link. <https://www.lambtonmuseums.ca/en/oil-museum-of-canada/omc-virtual-tours.aspx>
- **Asynchronous:** educational content is available online for participants to access when it best suits their schedules. Real-time interaction is not required
- **Hybrid:** the program is delivered as a combination of in-person and remote instruction during the same session or a class series
- **Photo bombing:** the action of spoiling a photo or video by un-expectedly appearing in the camera's field of view as the picture or video is taken as a prank or practical joke
- **Podcasts:** digital audio files available online that can be downloaded to a computer or mobile devices
- **Point to point program:** museum to classroom or group setting
- **Point to multipoint program:** museum to students or participants in individual homes
- **Synchronous:** participants are engaging together in learning in real-time via a video-conferencing platform or by phone
- **Virtual programming:** designing online meetings or activities that may or may not replace in person activities
- **Webinars:** a virtual seminar/meeting conducted over the internet
- **Zoom bombing:** or zoom raiding refers to the unwanted, disruptive intrusion, generally by internet trolls and hackers into a conference call



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