



Lecturers' Virtual Leadership Workshop

How can we continue to develop meaningful programs and educate members, even if we cannot hold traditional meetings?

Jenn Nauss, PA State Grange Lecturer

Role of the Lecturer / Program Director

From the Installation of Officers:

- “To you is assigned the important duty of **leading in the literary program** and the **educational work of the Grange.**”
- “...develop and direct to greater usefulness the **latent abilities of your fellow members.**”

Role of the Lecturer / Program Director

- Lecturers / Program Directors play a unique and important role in the Grange
- High-quality programs can:
 - Improve the engagement of current, active members
 - Increase the attendance or participation of current, inactive members
 - Appeal to non-members in the community
 - Get news and information about the Grange out in the community

What makes a high-quality program?

- Topic that is **meaningful, interesting, and timely**
- Well-planned and organized
- Led by an expert on that topic (credibility)
- Engaging and keeps the listeners' attention
- Shared / publicized

Planning is ESSENTIAL

Lack of advance planning leads to:

- Programs that are not successful
- Increased stress for the Lecturer / Program Director
- Decreased engagement of the members

Planning is ESSENTIAL

- Make a “calendar of programs” at least a few months in advance
- Contact and arrange for speakers / leaders well in advance
- Materials prepared and ready

You do not have to do this alone! Survey members for ideas, assemble a committee, read local news and follow local trends.

What about COVID?

- COVID has certainly disrupted the traditional ways we can meet as Granges
- It should *not* cancel the work of our Granges
- The educational work of our Granges is important, perhaps more now than ever before
- What does our role as Lecturer / Program Director look like now?

Granges meeting in-person

- Literary programs may not look *much* different than before
- Considerations:
 - Make sure members are safely physically distanced and following masking recommendations
 - Know your meeting space maximum capacity; adhere to capacity guidelines (Currently in PA: Indoor - 25% capacity; Outdoor - 50% capacity)
 - Some speakers may not be permitted to speak at in-person functions yet; may have to have a back-up plan

Granges meeting virtually

- Literary programs may look mostly similar with a few modifications
- Most speakers that work for organizations or are frequent speakers *likely* have become comfortable with virtual meeting methods
- There are ways to “share screen” to share materials / handouts, ways to engage / encourage member interaction through video conferencing software
 - Please contact me for Zoom tips!
- Virtual attention span tends to be less than in-person, so may need to adjust the length of programs

Granges not meeting

- Consider safe in-person meetings
 - Weather is getting nicer, so outdoor meetings could be an option
 - Vaccines are increasingly available
 - Follow safety guidelines, gathering restrictions, limit shared materials to mitigate risk
- Consider virtual meetings
 - The PA State Grange has a Zoom account and is happy to work with Granges to use the account to set up meetings / help members use the program
 - Free Conference Call is another option
- If your Grange cannot meet, consider other options
 - Grange newsletter
 - Information / fact flyers about important topics - can work with an expert / speaker to develop
 - Regular contacts / outreach to members - keep the Grange in their minds

Publicity

Regardless of how our Granges are meeting, we should be sharing our work with the community - this includes literary programs!

If we do not share with the community, we are our own best-kept secret

Information about programs should be shared *before* meetings to inform both members and the community AND follow-up should be shared *after* meetings.

Publicity

Someone (or a group of people) in your Grange should be responsible for publicity.

Share with:

- Traditional print media sources (newspapers, “shoppers”, mailings, etc.)
- Social media - contact the PA State Grange office for help!
- Other local media (radio, tv, etc.)
- Flyers to hang in the community

- Your members! Consider a Grange newsletter, announce upcoming programs during meetings, email meeting / program reminders, make phone calls

Round Table

How have your Granges been holding meetings / programs?

What kinds of programs have you planned?

What have you found to be successful?

What do you wish you had more information / help on?

Recap of State Lecturer's Programs / Contests

Talent Contest

- Planned for Saturday, July 17th at 7:00 pm during Family Festival
- Should Family Festival be canceled - WILL be held virtually

Reports / Scrapbooks - Lecturer's and Creative Connections

- Forms mailed to Secretaries and posted on website
- Due by September 15th

Photography Contest

- Remaining VIRTUAL for this year
- Photos submitted by September 15th

Recap of State Lecturer's Programs / Contests

Pen In Hand

- Due by September 15th

Design a Program / Lecturer's Grant

- Due by September 15th

My Favorite Anything and Art

- Bring to State Session, hoping we will have an exhibit room this year

Recap of National Lecturer's Programs / Contests

Quilt Block Contest

Virtual Photography Contest

Publicity Contest

A Quarter's Worth Newsletter

Please contact me if you need any help with submissions!

I am here for YOU!

Please contact me with any questions, ideas, suggestions, etc.!

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