



# **Managing Meetings and Member Engagement in a Virtual Environment**

**Adorna O. Carroll, DSA**

**ABR, SRS, CRB, C-RETS, RENE, SRES, ePRO, C2EX**

**Dynamic Directions, Inc.**

**Adorna@Adorna.com**

**Just because the Association Office is closed,  
doesn't mean that there is nothing to do!**



**It's the Time to  
Do What You've  
Never Had Time  
To Do**

# Staff and HR Concerns

- Staff meetings
- Accountability for remote workers
- Engaging staff
- Communication Internal and External
- Celebrating the Wins
- Permission to have some personal time



**Successful Businesses Understand How To**

**PIVOT**



*“A change in strategy without a change in vision.” ~ Eric Ries*



**Whether it be projects to engage staff  
or a time to engage talented members,  
now is the time to pivot**

- Policy/Procedure Review Workgroups
- Reassess/Revamp Procedural and/or Operational Systems
- Market Your Association Benefits, Tools, Affinity Relationships and valuable services
- Touch base with Broker Owners
- Communicate with Office Managers
- Conduct Member Surveys
- Make Leadership Video Recordings to Members
- Member Informational Forum Webinar
- Incorporating Virtual Professional Development options to your Live Classroom delivery





**Just Because You Can't Be Together  
Doesn't Mean You Can't Get Together**

# Uses for Virtual Meeting Platforms

- Consulting
- Coaching
- Meetings
  - BOD
  - Committees, Workgroups, Task Forces
  - Project Groups
  - Planning Sessions
- Training
  - Agent Pre-Licensing
  - Brokerage Pre-Licensing
  - Skill Courses – with and without CE
  - Credential Courses – with Permission from REBAC, REBI and other Institute, Society, Councils
- Connecting with Friends, Family and Colleagues





# Webinar vs a Virtual Meeting

## What's the Difference?

- A **webinar** is more like an online lecture or report and is an interaction **between** the instructor or presenter and the learner / attendees alone
- A **virtual classroom** is a **meeting environment** where the learners or participants get to interact, not just with the instructor or presenter but with the whole group
- The biggest difference is the amount of attendees and the interaction among participants





- What are you trying to accomplish?
- How many do you need to engage?
- Tech needs
  - What your facility requires
  - What the users need
  - Hosting
- Selecting the right platform
  - Free versions will not do it
- Using the cloud or your website to house documents and research?
- Password protection levels to access docs and background materials
- Do you need voting?
- Minutes vs Recording?



**What do you need the platform to do for you?**

- See and hear each other?
- Ability for people to engage and interact?
- Do you need breakout rooms?
- Do you need or want to record?
- Do you need to view and share documents?
- Will you be Voting?
- What Tech capabilities do you have?
- Any other needs?

# Choosing The Right Platform



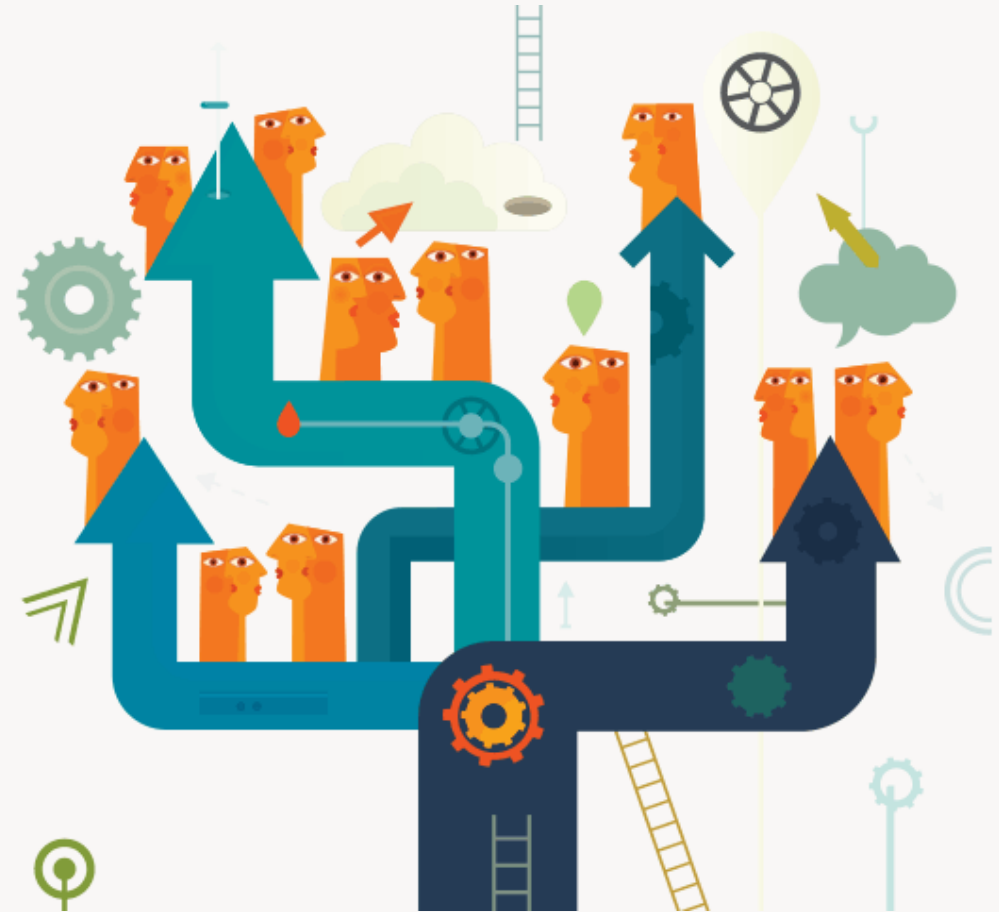
**CHOOSE**  
*wisely*

# Some Platform Options

- Zoom
- GoToMeeting
- WebEx
- AdobeConnect

**Some are easier to use than others** ➤

**What do you use and why?** 📍





WHAT IT LOOKS LIKE

**Managing the Number of Participants**



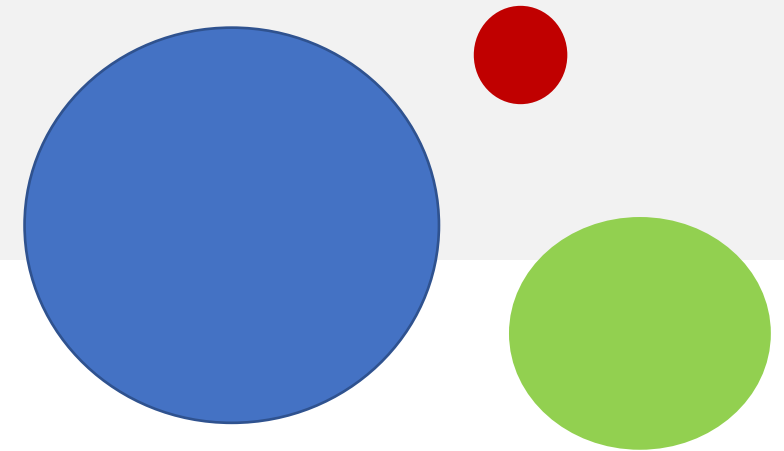
## A Mixed Group of 7

- 6 individuals
- A group of 5



**9 people**

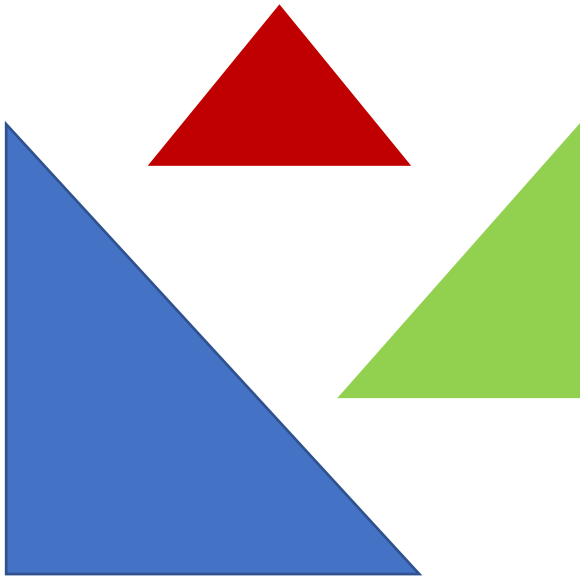
- **Can also be 9 groups**
- **Or a combination**



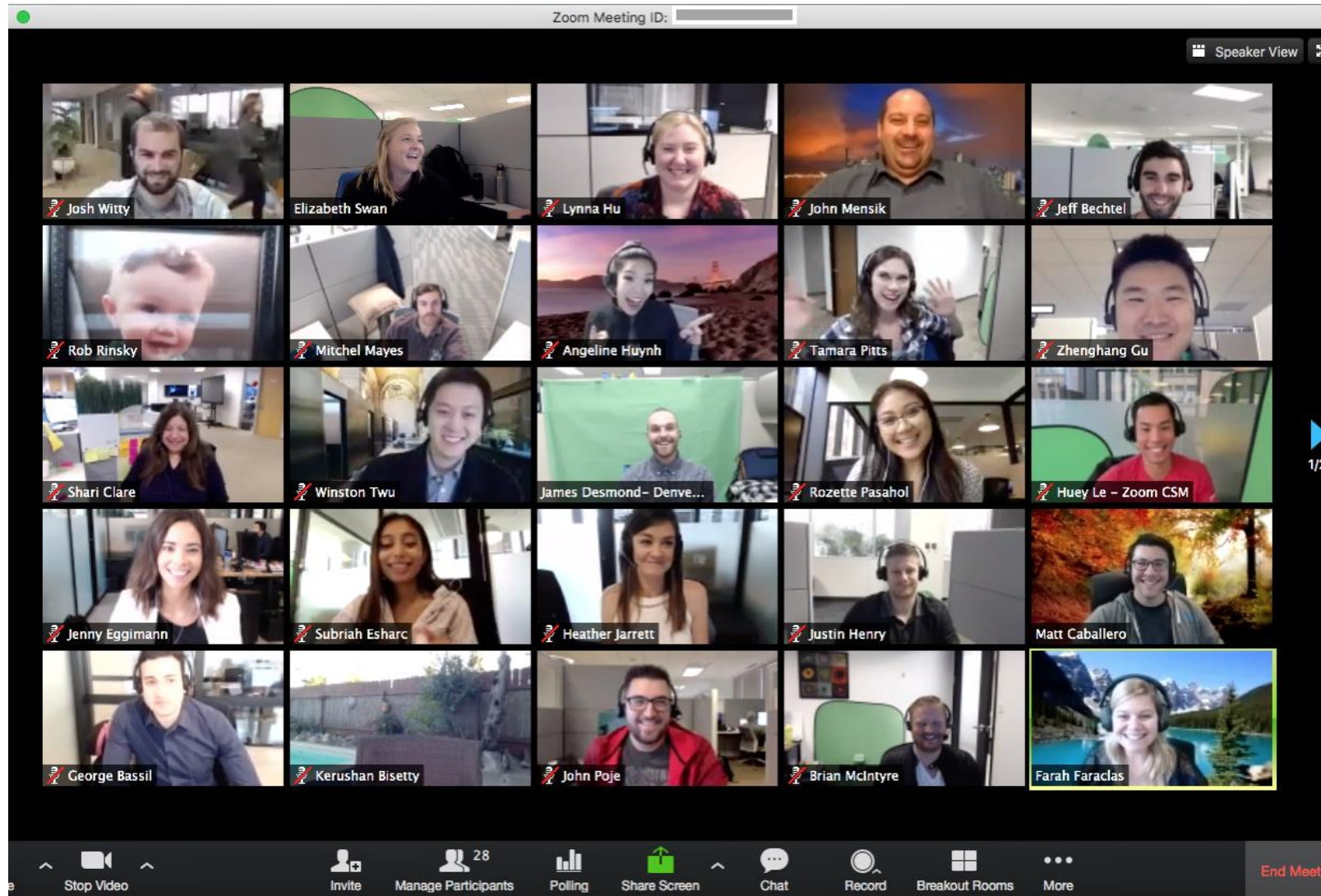


**20 people**

- **Or 20 groups of people**
- **Or a combination**



**ZOOM Video SMART Meetings**

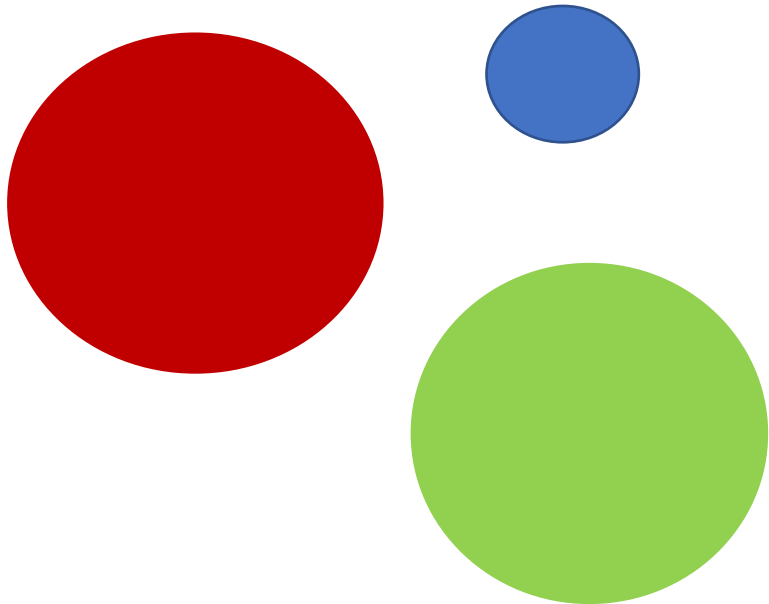


**25 people**

- Or 25 Groups
- Or a combo



**42 people**  
**42 groups**  
**Or a combination**







- 49 people**
- Or 49 Groups
  - Or a combo



# Building a Virtual Meeting Environment

# GETTING STARTED

- **Preset settings of your platform to configure what your meetings will permit you and the attendees to do, activate, share, etc.**
- **Consider meeting time zones when scheduling if needed**
- **Populate your calendar event** – Ensure the calendar invitation contains everything i.e., meeting link, access code, dial-in number, access instructions, links to your agenda, meeting materials, etc
- **Secure RSVPs and send out reminders**
  - <http://www.Doodle.com>
- **Host logs in ahead of the session** - test your audio and your platform tools
- **Presenting with more than one person or Panel** - check for microphone feedback
- **Require Early Check-in** - about 15-20 min before; Test sound at “signing on” for initial meetings and then mute participant until meeting starts
- **Have all presentations/docs cued up and ready**





# Manage Expectations

- Remind attendees to
  - Silence phones
  - Limit email and other distractions
- Remind attendees to download all materials ahead of time
- Remind them that meetings are not recorded so they need to pay attention



# Meeting Logistics

- Agendas
- Documents, research and filed reports
- Attendance and Quorums
- Debate
- Voting
- Minutes and Records



# Agendas and Background Materials

- Using the cloud or your website to house documents and research?
- Wherever you store materials they should be password protected by permission level of access
- Have all cued up for your meeting





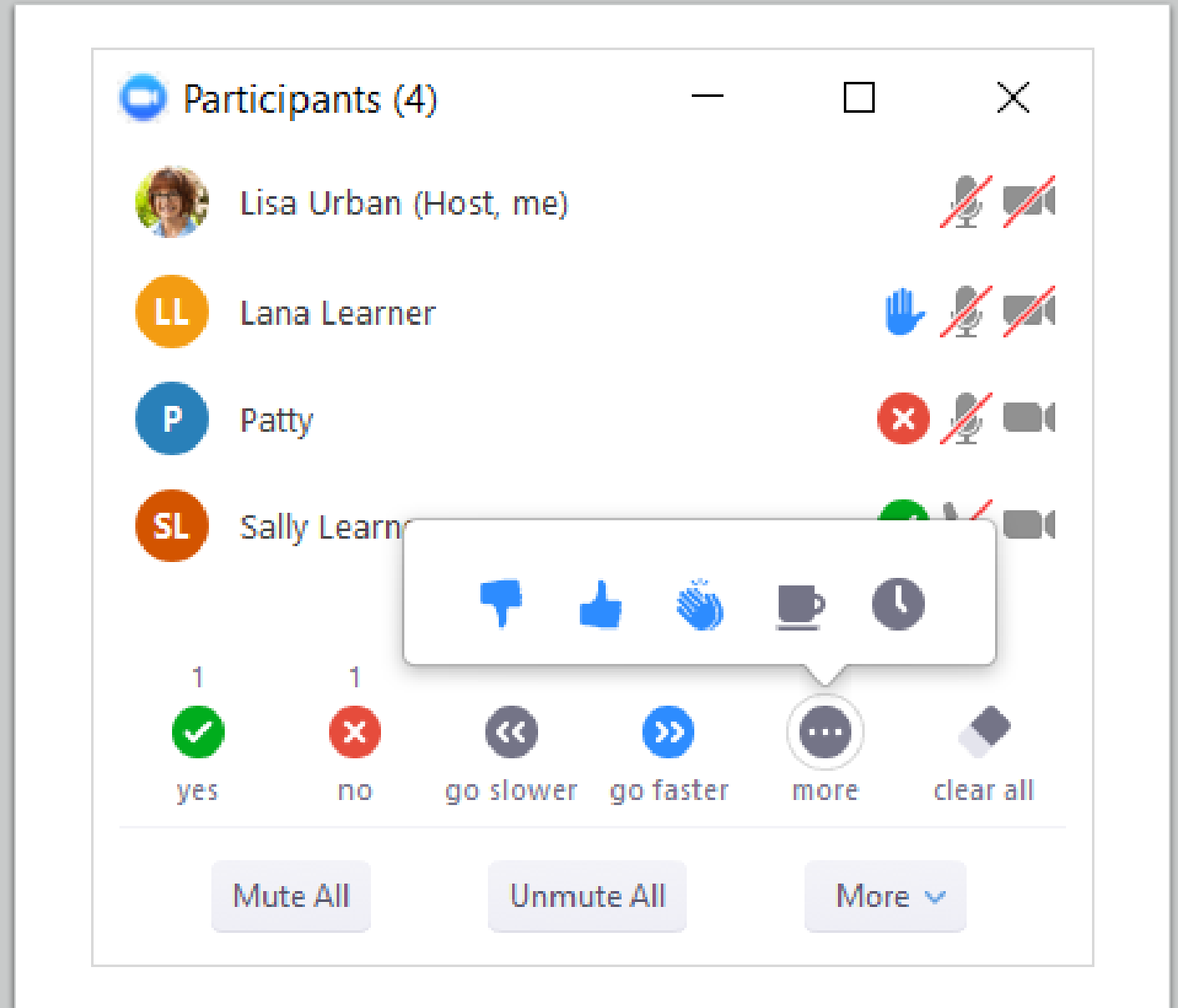
# Mitigating Risk

- Agreements to Serve, Bylaws and/or Policy Documents must address live-virtual meetings and voting
- Agreements to Serve should include the member's acknowledgement and consent to
  - meetings may be held on video teleconferencing platforms
  - and that no member will record or transmit or live stream BOD meetings and other closed meetings



# Documenting Attendance

- Bylaw Requirements
  - List or Photo of attendees goes into the minutes
  - Become part of your corporate document
- Attendance is in Policy
  - Just note that you have a quorum in minutes
  - Names of attendees are not in corporate document
  - Keep a list according to policy of the names if there is a requirement to be at X amount of meetings



# BOD MEETINGS

- If managing the tech platform is challenging for you, have a staff member do it for you
- Meetings should be highly interactive with all BOD members comfortable participating
- Project your Agenda and/or other items, reports, etc
- Toggle back and forth between the agenda and background materials to the group grid



# Motions and Debate

- For virtual meetings it is best if all motions are listed in advance
- This limits violations to fiduciary duty of 'Reasonable Skill and Care' by not permitting extraneous motions being added or reckless wordsmithing of motions
- Have a specific person identified to place items on the table
- Secure your second
- Open for debate having everyone muted to start and requiring participants to raise their hands to have their turn
- Managing the conversation is essential
- Sense when everyone is ready to vote
- Note in the minutes if motion passed or failed





# Sample Agenda and Minutes Template

ITEM#	DONE	PASS	FAIL	GENERAL REPORTING
1				Attendance List if Required by By-Laws
2				Quorum Present
3				Meeting Called to Order
4				Consent Calendar – Identify Items *** 1. Committee Reports – Informational Only 2. Notes, Flyers of Upcoming Events 3. Non-actionable Correspondence 4. Other Non-Debatable, Information Only Items *** Items formerly under 'Consent Calendar' removed by group agreement move to the most appropriate section for resolution
5				Minutes of the Previous Meeting – Approval Required 1. Additions/Corrections as Follows;
6				Finance/Treasurer's Report – Receive Report Only 1. Review Financial Statements; Assets/Liabilities including Reserves, Restricted Funds, Dedicated Funds 2. Budget – Actual versus Proposed/Forecasted 3. Communication/Reports from any Financial Advisors
				<b>REPORTING to BOD and/or General Membership</b>
7				President's Report 1. Informational items only 2. Updates on Industry Meetings in Attendance 3. Personal Preference of the Chair
8				CEO's Report 1. Update on Corporate Activities, Business Consultants 2. Information on Trends, Issues affecting the industry from State/National Meetings, Conferences or Symposiums 3. Other items that can affect the Association's business dealings
9				President-Elect's Report 1. Statement of all Committees, Workgroups, Task Forces that met and where their filed informational reports are 2. Statement of Committees, Workgroups and Task Forces that have action items recommendations under either unfinished or new business

ITEM#	DONE	PASS	FAIL	
10				<b>First Vice-President's Report</b> If there is a position – a suggestion is to have them responsible for all government affairs and community relations to share responsibilities with the President Elect
11				<b>Committee/Workgroup/Task Force Reports</b> Rather than filed reports, if desired, report can be made verbally by either the Chairs or the Director Liaisons to the groups
				<b>BUSINESS MEETING for BOD Only</b> 1. Only those authorized by By-Laws may remain due to Fiduciary Duties and Corporate Responsibilities that must be adhered to and cannot be set aside 2. Consultants and Subject Matter Experts may be invited for input prior to debating and voting on issues
12				<b>Unfinished Business – Process in Steps</b> 1. Action item Stated in Motion Form on Agenda a. State why this motion has returned – Referred back to Committee; Postponed Date Specific b. Identify the item in the Strategic Plan that allowed it to be addressed by the BOD 2. Motion placed on Table by President-Elect or Director Liaison responsible for that like-kind grouping 3. Motion Seconded 4. Add Committee Rationale for Motion/Position 5. Add Leadership Team's Rationale for Motion/Position 6. Add Finance's Perspective (in budget or non-budgeted item) 7. Add any Legal Perspective/Opinion on Motion 8. Debate 9. Vote 10. Add rationale or talking points if desired
13				<b>New Business – Same Steps are Unfinished Business</b> 1. List All Motions – Indicate section of the Strategic Plan ____ Motion Made ____ Motion Seconded
14				<b>Adjourn</b> Since no motions should be added arbitrarily to the agenda since it violates 'Reasonable Skill and Care' of the Fiduciary Duties and no prior research has been done, the meeting should conclude

# RECORDING MEETINGS

- Don't add anything to the corporate record that isn't necessary to be there
- Recordings can be evidence for either the prosecution or defense
- Do you really need to record or can you just take sterile minutes instead?



# Group Chat Meeting Features

- Although this feature appears benign, group chat in a Board Meeting can create liability
- Members comments should be to all
- Some of that chat should never be on the record
- Like an audio recording, capturing that conversation becomes part of the corporate document and subject to subpoena
- Best practice - This feature is best turned off in settings



# Staff Involvement and Member Engagement





# Committees, Workgroups and Project Groups

- Teleconference platforms are great for meetings
- Using Breakout Rooms they can also work for more than one meeting at the same time
- The staff member can bounce in and out to any or all during the time allotted
- Or a staff person can be assigned to a room for their department



# Room Requirements

The right equipment is needed to support a seamless meeting or classroom interacting with remote participants

- At least 1 but preferably 2 Large TVs with HDMI if it is serving as a classroom
- Good sound system
- Connected to a laptop or tablet with hardwired internet is preferable
- Min i7+ processor
- If videos are included, high def webcams are a must
- Have Tech support on site and in the classroom with the trainer if possible, to troubleshoot issues





We've all bought tickets to  
**CRAZY TOWN.**

But All  
Will Be  
Well ...



**Training Today's Real Estate Professionals for Tomorrow's Business**

## OVERVIEW OF PROGRAMS WE DELIVER

### **Association Training and Consulting**

- Strategic Planning
- Leadership Programs
- Leadership Academy Retreats and Training
- Board Mergers, Acquisitions and Consolidations
- MLS Mergers, Acquisitions and Consolidations
- Executive CEO Searches and Consulting
- Professional Standards Training
- Professional Standards Admin Training
- Executive and BOD Coaching and Consulting
- Staff/Structure Audit/Reorganization Consulting
- HR and CEO Assessment Training
- AE and Staff State/Regional Conference Programs

### **Career Development Training**

- Keynote, Member Events and Convention Programs
- Broker/Owner, Manager and Team Leader Advanced Business Management Courses
- Advanced Designation/Certification courses for Real Estate Professionals
- Selected Commercial Courses
- GRI, Skill Courses, Workshops and Webinars
- CE Courses – Mandatory & Original Electives
- New Agent Training – 3 Day Series
- CT Pre-Licensing Courses Agents
- Broker P&P and Legal Compliance – 15hrs plus Broker Business Essentials comprised of 3 CRB Business Management One-Day Courses





**Training Today's Real Estate Professionals for Tomorrow's Business**

**DynamicDirections.com**

**Adorna@Adorna.com**

**BarbaraAFairfield@gmail.com**

# Zoom Video Tutorials

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# Here are some tips to protect your next Zoom videoconferencing event, from [Zoom](#), [the FBI](#), and [Consumer Reports](#):

- Here are some tips to protect your next Zoom videoconferencing event, from [Zoom](#), [the FBI](#), and [Consumer Reports](#):
- Keep your Zoom app updated.
- Do not make meetings or classrooms public.
- [Lock the meeting.](#)
- [Set up two-factor authentication.](#)
- Turn screen-sharing options to “host only.”
- [Learn how to remove unwanted participants.](#)
- Keep your camera and microphone turned off unless you are actually speaking.
- Use a background provided by Zoom or use your own photo to safeguard your privacy.
- If you plan to record the call, require participants to click on a consent button before recording begins.
- Be aware that Zoom has an [“attention tracking”](#) feature to monitor whether a participant clicks away from the screen.

