Events at CUNY Law

In Fall 2020, CUNY Law’s events will take place online. Our community will continue to gather for events that we will strive to make accessible, inclusive, and actionable together. Read a breakdown on how to get your event up and running below.

All events that are public-facing or open to our student, alumni, faculty, staff, and supporter audiences will be published on the CUNY Law Events Calendar, included in a weekly upcoming events email, and promoted on social media.

To allow time for all of this happen, events must be submitted at least 2 weeks in advance.

SUBMIT AN EVENT

this link can also be found at the top of law.cuny.edu/events

PROCESS OUTLINE

1. Events submitted via form link
2. Dean’s Office reviews and approves or moves to reschedule
3. Dean’s Office sends confirmed events to Student Affairs (students) or Communications (other)
4. Student Affairs or Communications adds events to online calendar
5. Student Affairs adds relevant events to Student Weekly Digest
6. Communications adds events to social media
7. Events are automatically pulled from the calendar into a Monday upcoming events email (due Thurs @ 12PM for inclusion)

Event Scheduling & Submission

CUNY Law will host Zoom events through a unified Events Zoom Account that will be preset to manage RSVPs, security, recording, and more.
To book the Events Zoom Account, you can select a time in our schedule blocks to ensure more events can be attended by more community members. Once you have a target date(s)/time(s) in mind, first we recommend checking The Events Calendar to see if anything else is scheduled for that window. Then, submit your request through the Event Submission Form.

The Dean’s Office will confirm availability of your request or reach out about alternatives.

<table>
<thead>
<tr>
<th>MONDAYS</th>
<th>TUESDAYS</th>
<th>WEDNESDAYS</th>
<th>THURSDAYS</th>
<th>FRIDAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:15-2:30 PM</td>
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<td>4:15-5:30 PM</td>
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**Event Promotion**

Once your event is confirmed by the Dean’s Office, it will be published on The Events Calendar and appear in the places listed below.

<table>
<thead>
<tr>
<th></th>
<th>If submitted at least 2 weeks out</th>
<th>If submitted less than 2 weeks out</th>
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</thead>
<tbody>
<tr>
<td>📧 Monday Upcoming Events Email (students, faculty, staff, alumni, supporters)</td>
<td>Will run the week before and the week of the event</td>
<td>Will run the week if published by previous Thurs @ 3PM</td>
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<tr>
<td>:instagram: Monday Instagram Event Stories &amp; Highlight</td>
<td>Yes</td>
<td>If published by previous Thurs @ 3PM</td>
</tr>
<tr>
<td>:facebook: Facebook post</td>
<td>Two posts</td>
<td>One post</td>
</tr>
<tr>
<td>:twitter: Tweets</td>
<td>max wks out, 1 wk out, 1 day out, before start time</td>
<td>3 days out, before start time</td>
</tr>
</tbody>
</table>
If you post about the event on social media, tag @CUNYLaw so that we can amplify your post or add it to our Instagram Stories!

瑗 Recording Your Event for YouTube

If you are interested in uploading your event to YouTube, your event must meet these requirements:

- Event is public-facing for an audience of more than 25 people
- Pledge to adhere to community guidelines for inclusive events
- Submit event at least 2 weeks out
- Secure releases from participating guests/panelists at least 1 week out
- Commit to informing the audience that the event, or portions of it, is being recorded

Recordings and accompanying transcripts will upload to the cloud space for the Events Zoom Account. Approved recordings will get wrapped and branded by AV and uploaded to Youtube with captioning. You will be notified that your event is on YouTube within 1 week or 5 business days after your event.

Please know that approval from Communications is required to promote an event with our name or logo in the title.

Event Platforms

瑗 In-Person

At this time, CUNY Law isn’t authorizing in-person gatherings hosted by our community members. This is because we are aware of the challenges people may encounter when trying to enforce safety guidelines around wearing masks, gathering size, respecting 6 feet of space.

瑗 Zoom Meeting

All of CUNY Law's Zoom events will be hosted by a single account to ensure the appropriate meeting settings for RSVPs, security, captioning, recording, and
optimizing schedules. Zoom Webinar format is available for these events.

**Instagram Live**

🔗 Check out CUNY Law’s IGTV Archive

IG Live is a space best used for 1:1 interviews or hosting a mini TED-talk style conversation. We focus on recurring segments that engage prospective and current students, young alumni, and like-minded advocates and organizers.

Examples include **Ask Admissions Anything** on Tuesdays and Career Planning’s monthly **Career Conversations**. Lives can be saved as IGTV videos which can be viewed any time and shared via direct link with others.

💡 If you’re interested in IG Live, email Communications to start the conversation & hear the requirements.

**Facebook Live**

🔗 Check out CUNY Law’s Facebook Live Archive

Facebook Live is an excellent format for screencasting a Zoom meeting or webinar to a live platform where our audience is already engaged and where the video can be published, accessible, and archived immediately afterwards. You can also cross-post a Facebook Live on another organization or group’s page to expand your audience.

To do this, there should be no more than 4-5 speakers and all must be on camera. Engagement happens in the live chat on Facebook even though speakers join through a Zoom link. The Communications team can support up to one Facebook Live event each week and will work with the event hosts to optimize timing of the event.

💡 If you’re interested in FB Live, email Communications to start the conversation & hear the requirements.

**Youtube Live or Premiere**

🔗 Check out CUNY Law’s YouTube Channel (it’s about to get a big update!)
**Youtube Live** is another way to screencast a Zoom meeting to a live platform with a chat. Unlike Facebook, it does not have a built-in following or an algorithm that will help push the video towards followers or interested parties. There should be no more than 4-5 speakers and all must be on camera. Engagement happens in the live chat on Youtube even though speakers join through a Zoom link. The Communications team can support up to one Youtube Live event each week and will work with the event planners to optimize timing of the event.

**Youtube Premiere** is a way to gather an audience to have a shared, live viewing of a new video. This requires that the video be complete, edited, and uploaded more than three business days in advance of the Premiere because of the way the link to view is generated.

If you’re interested in YouTube, email Communications to start the conversation & hear the requirements.

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**Event Best Practices**

*Here’s what you need to know to host an event via video conference or livestream.*

**PERSONAL CONSENT AND RELEASE WAIVER**

**Permissions & Privacy**

- All recorded events require consent releases or waivers for guests/speakers/panelists
- All guests must be advised that the event is being recorded. This information will also be on the event calendar entry and RSVP form.
- All event hosts must advise guests not to record or screen grab any portion of the event.
- Recordings and accompanying transcripts will upload to the cloud space for the Events Zoom Account. Approved recordings will get wrapped and branded by AV and uploaded to Youtube with captioning.
• You will be notified that your event is on YouTube within 1 week or 5 business days after your event

Settings
The Events Zoom Account will already have the following settings in place:
  ○ Standard RSVP fields
  ○ Locked host control
  ○ Waiting room
  ○ Guests muted upon entry
  ○ Whiteboard annotations turned off
  ○ Live captioning through a third-party platform still TBD

A staff member will be assigned as your Zoom monitor to share co-hosting with the event host, grant screen-sharing, and set up breakout rooms and polls. Connect with your monitor in advance to run through your set up and any additional needs.

💡 Lights, 📹 Camera, 🌟 Action!

💡 Plan enough time to do a practice run or run of show with everyone participating; this lets you check your lighting, sound, sharing capabilities, and more.

☀️ Use natural light from a window when possible and avoid shadows, backlighting or harsh brights

✅ Decide what device you’ll use; for Zoom, we recommend a laptop or computer but for Instagram Live you’ll need to use a smartphone 📱

💻 Set your camera up at a reasonable distance (1.5-2 ft) and height (eye-level) that allows your head and shoulders to be centered on-screen (try this in advance!).

📱 Take as many devices off wifi as possible in your space (extra ipads, phones, watches, smart devices) and power down other applications on your device to maximize bandwidth.
Prepare a few engagement questions for replies in the chat, polls, or the Webinar Q&A section. Casual questions at the top of the event help get and keep the energy up.

- Where is everyone tuning in from today?
- Do we have any alumni in the house? What years are we representing?
- Tell me your favorite X
- Share your emoji response to Y
- If you [read/watched/know] X, share [one thing that stuck with you/favorite part/a question it brought up]

Housekeeping: Announcements, Community Guidelines, Etc.

Begin by sharing important info & Community Guidelines (post them in the chat, too!)

!! Every party has a few stragglers; consider having your welcome info and important updates written out in advance and either repeated or re-shared in the chat 15 minutes into the event so that late arrivals can get up to speed.

👋 Welcome your audience in gender inclusive terms (everyone, folks, friends). Introduce yourself with your name, pronouns and applicable info: title, grad year, clinic, dept, center, etc.

💪 State the expectation that this is a community and space of respect. Language or behavior that is disrespectful, discriminatory, racist, or harmful will be flagged and those guests will be removed from the event. Respectfully naming bias is a cornerstone of constructive dialogue and community, and folks can expect CUNY Law events to do so with the intent of growth and collective learning.

🚫 Let everyone know if the event is being recorded by CUNY Law and advise guests to refrain from recording or screen-grabbing.

👏 Outline “norms” of engagement for folks. Will you be using the chat? Should people raise their hands and wait to be called on by a moderator? Are you taking audience comments out loud?
Inclusivity & Community Guidelines

- Ensure full accessibility for people using a reader by providing captioning for your event whenever possible. The University has not yet provided a solution or platform, but free services such as Web Captioner can be shared with guests in advance for them to run their own live captioning on their devices.

- Outline how and when dialogue will happen in your event, whether through Q+A submissions, the chat, raised hands, or being called on. Then, be conscious of airtime, ensuring equitable space is afforded to BIPOC and women through intentional moderation.

- Notify guests that they are expected to adhere to community agreements and look into using the "RAVEN" approach when addressing microaggressions online:
  1. Redirect the interaction
  2. Ask probing questions
  3. Values Clarification
  4. Emphasize your own thoughts and feelings
  5. Next steps

- When possible, consider how the timing of your event impacts schedules of colleagues working and taking classes, those who are parents and caregivers, and observation of religious holidays (e.g. Ramadan, Sabbath, etc.).