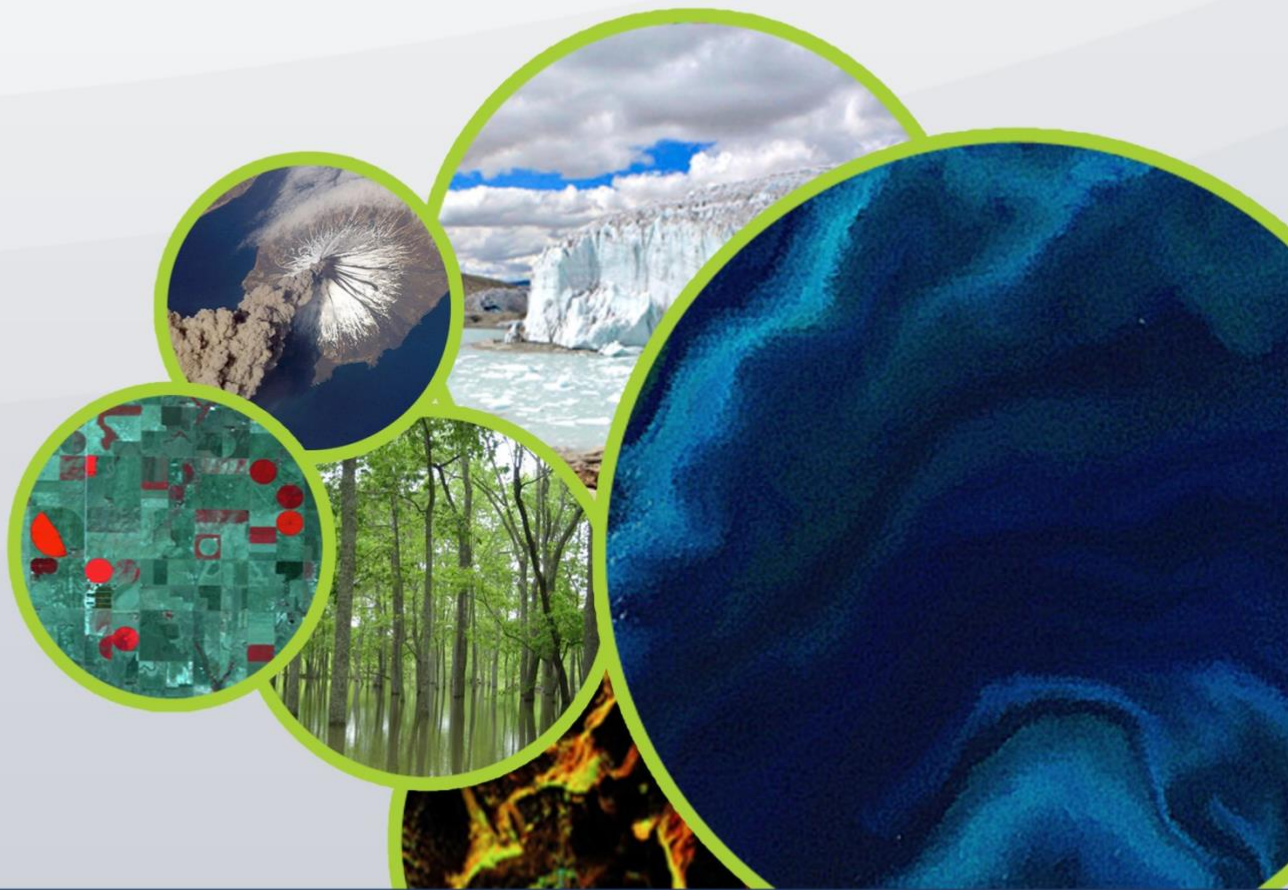




Committee on Earth Observation Satellites



CEOS-Branded Webinar Plan

Proposal for the Development of a CEOS Webinar Toolkit
October 6, 2020 | Version 1.0

1. Purpose & Background

The COVID-19 pandemic has pushed the world online in unprecedented volumes and a demand for online learning opportunities has accompanied this shift. From mid-March to mid-April 2020, Google searches for online courses increased by over 100%¹. Enrollment at Coursera (an online platform offering MOOCs – massive open online courses) saw a 640% increase from mid-March to mid-April compared to the same period in 2019², and Udemy saw a spike in enrollment of 425% in late March from the previous month’s baseline³.

In addition to the continued offering of webinars on a variety of topics, CEOS has shifted many planned in-person workshops and trainings to webinars and e-Learning opportunities. Multiple working teams plan to host webinars in 2020 and 2021 yet the approach to creating and disseminating these webinars is varied and the branding and promotional efforts are ad hoc. This brings with it the risk of a lack of awareness of these events in relevant user communities and confusion or ambiguity to CEOS’s role and contributions.

The Working Group on Capacity Building and Data Democracy (WGCapD) puts forward the recommendation that CEOS create a “Webinar Toolkit” that would include guidance and good practices for creating webinars, templates for documentation, presentations, and questionnaires, and provide design assets like a thematic color scheme, logos, and a bank of icons. The WGCapD also proposes a framework for working teams to gain support from WGCapD with the creation process (including reviews at specific stages to help strengthen and align the webinars with leading practices for effective e-Learning) and the amplification of promotional efforts of webinars through its network, listservs, and the [CEOS Training Calendar](#). Combining the experience of the WGCapD in e-Learning and the SIT Chair Team’s efforts to brand the CEOS thematic observation strategies (TOS), the Webinar Toolkit would help to streamline the webinar creation process with supporting materials and guidance on leading practices. The branding would increase recognition of CEOS-sponsored activities and resources and advance the CEOS community’s objectives.

CEOS Plenary Decision Point:

| | | |
|------------|---|---|
| 2.6 | WGCapD: CEOS Branded Webinar Toolkit | <u>Decision:</u> agreement to proceed with preparing CEOS Branded Webinar Toolkit |
|------------|---|---|

2. Objectives and Expected Outcomes & Benefits

Creation of a CEOS Webinar Toolkit is focused on the following objectives:

- Increase awareness of CEOS, its activities, and resources available
- Bring WGCapD lessons learned on webinar good practices to CEOS working teams
- Harness the work done by SIT Chair Team on branding the CEOS thematic observation strategies
- Increase recognition of CEOS-sponsored activities and resources through standard branding
- Provide easy-to-use templates for streamlined webinar creation and implementation
- Minimize the learning curve for working teams new to webinar creation
- Amplify promotional efforts to increase those aware of and benefiting from CEOS webinars
- Enhance the visual appeal of webinar content

¹ Google Trends, Search results for “online course” (<https://trends.google.com/trends/explore?q=online%20course>)

² Class Central, *Highlights from Coursera Partners Conference 2020*, May 17, 2020 (www.classcentral.com/report/coursera-conference-2020-highlights/)

³ VentureBeat, *Udemy: Online course enrollment surged 425% amid lockdowns*, April 30, 2020 (<https://venturebeat.com/2020/04/30/udemy-online-course-enrollment-surged-425-amid-lockdowns/>)

Benefits to Working Teams

The Webinar Toolkit will serve as a resource for all working teams to enhance webinars that highlight the contributions of CEOS to users while enhancing awareness, access, and ability to use satellite data and supporting technologies and results. The Webinar Toolkit will help working teams to enhance CEOS webinars by streamlining the creation process and offering good practices for implementation. The Webinar Toolkit’s templates and design assets will simplify and streamline documentation and webinar materials, guide webinar creators through the critical steps for creation of effective webinars, clarify and highlight CEOS working team attribution, and help build recognition of working team efforts in the user community. Standardized webinar content would be archived on the CEOS website and available to the global user audience, providing an easily recognized source of information. The framework for working teams to gain WGCapD support in reviewing webinar objectives and materials, as well as to amplify promotion, will strengthen webinar implementation and expand the number of people benefiting from the CEOS working team efforts.

3. Proposed Approach & Framework

Expanding upon the CEOS thematic observation strategies branding color scheme, adding a color for information systems and services, and taking into consideration the UN’s Sustainable Development Goals (SDGs), the Paris Agreement on Climate Change, the Sendai Framework for Disaster Risk Reduction 2015-2030, and the GEO societal benefit areas (SBAs) and icons (figure 1), the Webinar Toolkit would provide:

- Guidance for webinar creation steps and good practices
- Design elements such as thematic nomenclature with a supporting color scheme [and potentially a set of supporting thematic icons]
- Guidelines for using distinctive elements (logos, textual references) and/or templates for standardized documentation (promotional flyers, training reports), presentations, and pre/post-training questionnaires

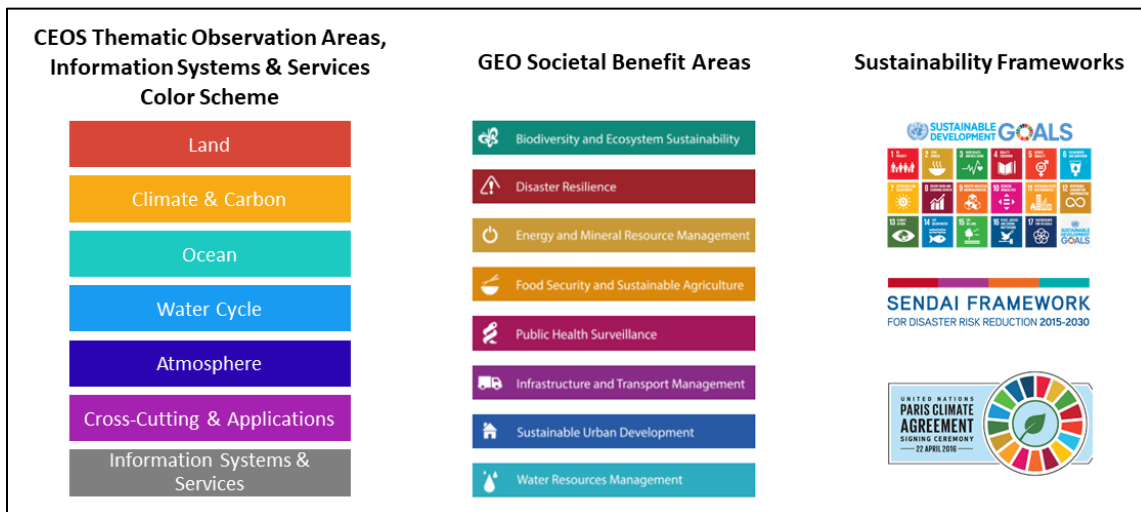


Figure 1. CEOS, GEO, and Sustainability Framework Color Schemes & Nomenclature

Accompanying the Webinar Toolkit would be a framework for how WGCapD can support other working teams with review of materials during specific steps of the creation process, as well as amplification of promotion. The following diagrams highlight the progressive steps and good practices for webinar creation and identify where WGCapD can provide review (gold) and actively support specific actions (green) throughout the process.

Pre-Webinar Activities



During Webinar Activities



Post-Webinar Activities



4. Proposed Timeline

Creation of the Webinar Toolkit

If approved at the CEOS Plenary, development of the Webinar Toolkit would begin in October 2020 with a focus on finalization of nomenclature, creation of design assets, collection of supporting logos and icons, and compilation of the webinar guidance and templates. This would be led by WGCapD with frequent consultation with the CEOS SIT Chair Team, CEOS CEO, and CEOS SEO. The Webinar Toolkit would be completed by early 2021 and made available on the CEOS website for all working teams before the CEOS SIT 2021.

Notional Timeline for Review

The following timeline identifies the notional schedule for having webinar materials reviewed by WGCapD:

- Requests for review of webinar needs assessment activities, learning objectives, and webinar materials should be sent to WGCapD three months (~90 days) before the training is planned, with all materials to be reviewed sent at least 45 days in advance. WGCapD will return feedback within 5-15 business days.
- Requests for amplification of pre-webinar promotions can happen at any time before a webinar, although a good practice is to begin promotion after learning objectives are finalized at least two months (~60 days) before the event. WGCapD can send out promotional emails to the CEOS training attendee listserv within 1-2 business days of receipt.
- To amplify training efforts during an event, the requestor can coordinate with WGCapD to identify a schedule. This will take place on an *ad hoc* basis.
- After the webinar, a report and supporting post-webinar materials should be submitted within 5-45 days to WGCapD who will post it on the CEOS WGCapD website page, and add attendees to the training

distribution list (if appropriate) within 1-2 business days of receipt.

5. Proposed Implementation Steps

The Webinar Toolkit will provide a useful resource to working teams and enhance the collective efforts of CEOS. Created to simplify, streamline, and inform the webinar creation and implementation process, the Webinar Toolkit will enhance CEOS branding efforts and recognition throughout the Earth observation user community.

Looking ahead, there are three primary activity areas to establish the Webinar Toolkit and review framework:

Create the Webinar Toolkit (WGCapD)

- Consider options for an updated thematic color scheme taking into consideration the UN’s SDGs, the Paris Agreement on Climate Change, the Sendai Framework for Disasters Risk Reduction 2015-2030, and the GEO SBAs’ color schemes and explore potential creation of icons for each thematic area.
- Collect useful logos in one place.
- Create a guidelines document to model use of distinctive elements (logos, textual references) and/or templates for standardized documentation.
- Compile currently available CEOS-branded templates (training report, participant spreadsheet, and questionnaire) and create new templates (promotional flyer template, training objective/overview document, needs assessments) to create a suite of documentation templates.
- Compile and update the webinar leading practices and “how-to” guidance documentation.

Review & Test the Review Framework (WGCapD, WGISS & Working Teams)

- WGCapD will share the draft Webinar Toolkit with the CEOS SIT Chair Team and other working teams for feedback, and will iterate and finalize the Webinar Toolkit.
- WGCapD will test use of the Webinar Toolkit and review framework for the future WGISS webinar focused on Jupyter Notebooks with branding, quality checks, good practices, and promotion.

Promote the CEOS Branded Webinar Toolkit (WGCapD & CEOS SIT Team)

- WGCapD will poll CEOS working teams to understand who is conducting webinars and/or who could benefit from hosting webinars but is not at this time.
- WGCapD will post the Webinar Toolkit on the CEOS website.
- CEOS SIT Team will help promote the Webinar Toolkit to the broader CEOS community and working teams.

WGCapD Points of Contact

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