ABSA Affiliate and Biosafety Association Workshop

BSAF’s Videoconferencing and Webinar Experiences

Recommendations for the Future

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Basics

• Have a reason for doing what you’re doing
  – What makes the most sense for your message

• Consider Options
  – Traditional
  – Higher Tech

• Consider Pros and Cons
  – Knowledge Base
  – Cost (sometimes it’s free; sometimes it’s not)
Higher Tech

• Webinar

• Videoconferencing
Webinar

- Basic form of mass communication
- Relatively straightforward to set up
  - Minimum technical knowledge
  - Help from in-house sources and vendors
  - Minimum amount of equipment
    - Everyone has a computer and phone
  - Nearly unlimited participants
Videoconferencing

• Technologically challenging if no help is available
• More limited applications
  – Not practical for more than two or three sites
    (although many participants can be at each site)
• Individual participation difficult or challenging
• Works best when there is a central focus or topic
• BUT VERY DRAMATIC, VERY INTERACTIVE, AND VERY EFFECTIVE WHEN USED APPROPRIATELY
BSAF’s Experience

• Very, very hot topic
  – High potential for changing the biosafety business in California
  – Extreme financial impact (millions of dollars per institution)

• Strong need to get “dramatic” (visual) involvement and engagement
BSAF’s Experience

• Technological Requirements Met
  – Two institutions with advanced technology were available
  – Knowledgeable people at both sites
  – Plenty of advance planning to test systems
• Financial impact minimal due to cooperating institution and private company
• End result justified time and complexity
Realities & Practicalities in Videoconferencing

• Access to technological savvy professionals a must (at least in the beginning)

• Initial expense (capital outlay) of equipment if none is available
  – Five year lifetime
  – Option: find a partner who is willing to help (at least until the hardware drops)

• Follow Ups
THE FUTURE

• GOAL:
  – Increase communication between and among affiliates
    • One to One
    • One to Many

• MEANS:

<table>
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<tr>
<th>Method</th>
<th>Probability of Success</th>
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<tbody>
<tr>
<td>Individual Sharing of Information and Resources from Time to Time</td>
<td>Marginal to Low</td>
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<tr>
<td>Central Source for Information, Resources, and Advice</td>
<td>Higher</td>
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Roles And Responsibilities
A Beginning

• Affiliates
  – Desire and Motivation
  – Willingness to Learn and Dedicate Resources
    (Personnel and Modest Financial commitment)
  – Distinct and Useful Programs and Topics

• ABSA
  – Willingness To Support the Concept of Affiliate Interactions
  – Development of Competencies to Share with Affiliates
    (initial priming of the pump)
Suggestions

• Affiliates
  – Begin discussions on newly created listserv
  – Agree that interactions (sharing of meetings in real-time is a desired goal)
  – Develop and present a reasonable proposal to ABSA

• ABSA
  – Expand competencies to include technology
    • (e.g., establish an internship program with a local academic institution (four year or junior college))
  – Provide a consistent unified template for affiliates to follow
Further Discussion Among The Group
Thank You !