

Zoom Events for HLSA Clubs & Shared Interest Groups

The following instructions are for the Zoom Meeting platform

Create an Account

Free Meeting Account

- Go to <https://zoom.us/> to create a free account.
- Please note that free accounts on Zoom have limited capabilities:
 - Meetings with three or more participants are limited to 40 minutes.
 - Due to increased demand, dial-in by phone audio conferencing capabilities may be temporarily removed from your free Basic account. During this time, Zoom strongly recommend using computer audio capabilities.
 - Meetings are limited to 100 participants.

Paid Meeting Accounts

If you have an account through a work or personal plan, we encourage you to use one of those.

- Clubs & Shared Interest Groups may use their allocation funds to upgrade their Zoom account. The HLS Alumni Relations Office will not provide additional funding for this purpose.
- Zoom offers various paid Meeting accounts based on monthly subscription fees. There are different account levels based on the number of participants and the duration of the meeting.
- Check out [Zoom Pricing and Plans](#)

Scheduling a Meeting

- Log into your Zoom account.
- On the left side menu, click “Meetings.” Enter the parameters for your meeting:
 - If you have a free account, meeting passcodes are currently enforced.
 - Starting on September 27, 2020 Zoom will require passcodes or waiting rooms for all meetings.
 - If you do not have a passcode on your meeting, Zoom will automatically enable the waiting room for the meeting.
 - For more information on this security update, please visit [Zoom FAQ Meetings Waiting Room and Passcode Requirements, September 27, 2020.](#)
 - We recommend allowing both computer and phone audio to give attendees options for joining the meeting.
 - Enable join before host allows attendees to join the meeting before the host. This is helpful if you have multiple people running the meeting.
 - If you have Waiting Room enabled, this function will not be available.
 - Mute participants on entry will prevent additional noise if participants join late.
- Click “Schedule a Meeting” when done.

Recommended Settings for Zoom Meeting Events

- Disabling Attendee Entrance/Exit Chime

Creating an Event Registration Page

- On the next page, you will be provided calendar invites and a URL to join the meeting. Instead of using calendar invites to your whole Club/SIG community, you can build an event registration page to collect registrants.
- The free version of the Zoom Meeting platform does not come with registration capabilities.
- The HLS Alumni Relations Team recommend the use of either of the following registration processes:
 - Registration with AlumniMagnet:
 - You can use the ticket system or the QuickRSVP function to create registration and then email the link to those who RSVPed afterwards.
 - Please do not post the Zoom link directly to the Event Registration page, as it increases the chance for a security breach.
 - Registration with Google Forms:
 - Create a Google Form to collect RSVPs.
 - Put the Zoom link in the confirmation message at the end of the form.
 - We recommend that you also email a reminder to registrants after they complete the form to ensure they have the link.

Communicating the Event

- **Post the event details on your respective Club/SIG 'Alumni Events' page and the HLSA Global Calendar of Events.** This ensures that a larger audience of HLS alumni will be able to see your virtual event and potentially attend.
- **Send at least two email communications to your Club/SIG community to advertise the event.** Remember: Your alumni community's email list is ready to be used in AlumniMagnet.
- **On the day of the event, send out the Zoom link and details again.** This action is twofold: first, the Zoom log-in details for your event will be at the top of their email inbox; secondly, your email will serve as another reminder for your event.

Formatting your Virtual Event

- Virtual events are best limited to one hour, as anything longer will increase the likelihood of losing the audience's attention.
- Should you wish to hold a virtual event with a structured speaking program, the HLS Alumni Relations staff recommend the following format for your virtual event:
 - **Start (2 minutes):** Start your Zoom Meeting on time. Once you begin the Meeting, use the first few minutes to allow the majority of the attendees to join the Zoom
 - **Welcome (2 minutes):** Either the Zoom Host or one of the Speakers should offer a formal welcome to the attendees and provide any 'Zoom housekeeping announcements'. These announcements may include how attendees can ask questions throughout the event, the format of the virtual event, a brief welcome and introduction of the speaker(s), etc.
 - **Content (30 – 40 minutes):** Speakers or keynote present
 - **Q&A Discussion (10 – 20 minutes):** Offer the opportunity for attendees to ask questions to the speakers or to each other on the subject matter. Administering Q&A via Zoom Meetings can be done the following ways:

- **Raise Hand feature:** Ask attendees who wish to ask a question or have a comment to ‘raise their hand’ in the ‘Participants’ tab
- **Chat function:** Ask attendees to type questions or comments into the Chat, allowing the speaker(s) to read and respond.
- **Unmute attendees to ask question:** This option is recommended if the Zoom call has less than 50 participants.
- **Conclude (2 minutes):** Conclude your Zoom Meeting by thanking participants for joining the virtual event. Mention any upcoming virtual events your Club/SIG is hosting, or encourage alumni to check out the [HLSA Global Calendar of Events](#) for future programming.

Starting a Zoom Meeting

- There are two ways to start a Zoom meeting:
 - Log into your account online, click “Meetings” in the left side bar and click “Start Meeting”
 - Download the Zoom desktop app, log in and enter the meeting URL in the “Meeting ID” box
- Once joined, enable your video and audio by either the prompts that appear on your screen or by using the audio and video buttons in the bottom left hand corner.

Hosting a Zoom Meeting

- As host, you will have several controls at the bottom of the window:



- A: Unmute/Mute – This button allows you to mute and unmute yourself.
- B: Start Video/Stop Video – This button allows you to start and stop your video.
- C: Security – This button allows you to manage the security settings for the meeting
 - Lock Meeting – Locks the meeting so no new participants can enter
 - Enable Waiting Room – Sends any new participants to the waiting room before being allowed to enter the meeting
 - You can also allow participants currently in the meeting to share their screen, chat with other participants, rename themselves, and unmute themselves
- D: Participants – This will open the list of participants in either a separate window or a side panel.
 - You can ask individual participants to mute/unmute themselves or ask them to start/stop their video.
 - You can also invite additional participants to the meeting, and lock the meeting and enable waiting room from this panel.
 - At the bottom of this section you can click the “...” button to adjust the unmute and rename settings for all participants, as well as turn on/off the enter and exit chime for participants
 - Please note if you remove someone from the meeting they will be unable to rejoin.
- E: Polls – This allow you to launch previously create polls or create new polls for your meeting. This could be used as a tool to engage participants during the meeting.
- F: Chat – This allows you to chat with everyone or with individuals. Either a new window or side panel will pop up when clicked.
 - You can share a file with the group through this function.

- If you select additional options, you can do the following:
 - Save Chat to save the conversation
 - Limit chat capabilities of participants
- G: Share Screen – This allows you to share your screen if you are giving a slideshow presentation or would like to share another item on your screen.
 - If you are sharing a video clip, please select “Share Computer Sound” and “Optimize for Full Screen Video Clip” on the “Share Screen” window.
- H: Record – This allows you to record the meeting to be saved on your desktop computer
 - Should you wish to record an event and post it on your respective Club/SIG webpage, you should ask the speakers to sign a video release form. Club/SIGs are responsible to creating and administering any video release forms.
- I: Closed Captions – This allows you to enable the option to allow captions on the screen. You can type yourself or assign another participant to type.
- J: Breakout Rooms – This allows you to divide the meeting attendees into smaller groups. This could be used for committee discussions at a board meeting, or smaller groups to social with during casual events.
- K: Reactions – This allows you to react to a speaker without unmuting yourself, such as sharing a thumbs up or clapping hands on your video square.
- L: More – This button allows you to have Live Streaming enabled if you know how to do so.
- M: End Meeting – This button gives you the option to end the meeting for all participants or allows you to leave the meeting yourself.
 - We do not recommend having the meeting go on without the host present. If you need to leave unexpectedly before the event is over, please make another Club or Shared Interest Group officer the host.

Additional Tips

- **Practice presenting your materials:** Practice (at least once) in advance of the event. Rehearse using Share Screen or switching between windows you intend to display. Remember to close all the windows or applications you won't be using (particularly personal email, apps with notifications, etc.) prior to the event.
- **Be visible:** Even when using Share Screen, it is good practice to make sure that your face is visible on a side screen while the materials are being displayed – otherwise, audience engagement may decrease.
- **Keep your normal pace:** Just because things are delivered electronically does not mean you should speed up or slow down. Your participants will still engage at the same rate. However, you should check in with participants more frequently than you might normally do to make sure they follow the material and remain engaged.
- **Record the event and revisit it on your HLSA webpage:** If you record your event and wish to share it with other HLS alumni that were unable to join the event live, please reach out to the HLS Alumni Relations staff. If the host can provide the staff a copy of the recording (as a MP4), the staff will be able to upload the video to your Club/SIG webpage.

For additional information and tutorials, please visit the [Zoom Help Center](#).