A.S.P.E.N. Section Conversation Road Map

A member engagement tool for Section Leaders

Instructions: A.S.P.E.N. members want resources and discussions on relevant issues and concerns. The Conversation Road map is a tool designed to help Section leaders identify topics and trends, and build discussion in the Section and on ASPENConnect. This document is designed to be a 'working document' so that your leadership team can continue to enhance your group's online community.

Work with your leadership team to populate conversation road map steps:

1. Identify topical priorities
2. Identify the supporting materials
3. Create a discussion schedule
4. Building conversation around division events
5. Assign responsibilities
6. Reaching out to the experts

STEP 1: IDENTIFY TOPICAL PRIORITIES

Develop a list of topical areas to focus on in your Section based on your group's priorities or drawing from A.S.P.E.N.'s strategic plan.

Tips:
- *How do we deliver content that is unique?*
- *What topics are most meaningful to our members?*
- *Think about topics that are hot, can be debated, are newsworthy & can be supported by A.S.P.E.N. content.*
- *Think about what people are talking about on A.S.P.E.N. Facebook and Twitter feed or in other Sections and Chapters.*

1._____

2._____

3._____

4._____

5._____

STEP 2: IDENTIFY THE SUPPORTING MATERIALS.
Develop a list of materials (e.g., documents, articles, reports) or sources (e.g., blog, websites) to draw from or reference to create content about the topics identified above.

Tips:
- *Think about any relevant A.S.P.E.N. practice documents, articles/features, educational materials, reports, news items.*
- *Places to consider include A.S.P.E.N. website, past CNWs, JPEN, NCP, webcasts, courses, etc.*

1._____

2._____

3._____

4._____

5._____

6._____

7._____

8._____

9._____

10._____

STEP 3: CREATE THE DISCUSSION SCHEDULE

Identify the WHAT: questions to ask, topics to write about and other things to say	Identify the WHO: which group members will be responsible or help	Identify the HOW: the way the information will be delivered	Identify the WHEN: List the date information will be posted/shared
• Ask how can we have thought-provoking conversations and ask questions that will spark lively conversation. • Ask how we can trigger a discussion. • What questions have you heard members ask for which they need answers/resources? • Be as specific as possible (i.e. write out the exact discussion question, type in the poll with responses, enough detail so whoever handles knows what to cover/address)	• What members, session organizers and speakers can we identify to help post and answer questions. • Think about other groups (like other Sections and Chapters) who could add a different viewpoint and cross-fertilize the conversation.	• Think about whether the information is best served in a blog posting, discussion post or announcement. • Think about how that conversation can be linked to related or supporting materials. • Consider discussion question, blog, document library, etc.	• Consider timing with key events (e.g., Annual Meeting) or group activities. • Set a goal to have a posting or sharing weekly if possible

STEP 4: BUILDING A CONVERSATION AROUND EVENTS

Identify how we can have conversations around or in support of our events

Tips:
- *Think about CWN and webinars.*
- *Think about the types of discussions members will want to have before the event, during the event & after the event.*

1._____

2._____

3._____

4._____

5._____

STEP 5: ASSIGN RESPONSIBILITIES

Identify who does what on your Team and drawn in helpers your group's subscribers

Tips:
- *Think about who is best suited to write a blog, who can post provoking comments, who should be making announcements and who is going to be researching and identifying supporting materials.*

1._____

2._____

3._____

4._____

5._____

STEP 6: REACHING OUT TO THE EXPERTS
Identify how we can reach out to those who have good content

Tips:
- *Think about the targets and how we can give them recognition.*
- *Think about how we can show them that your group's community activity will contribute to the knowledge sharing with other members.*

1._____

2._____

3._____

4._____

5._____