USMA Discussion
VOH Speakers and Participants

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VOH Speakers/Panelists

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Go to: Activities (lower right) Question & Answer

“Thumbs Up” Vote for TOP 3 topics!

1. Model Metrication Projects
2. Going Metric Pays Off
3. Fundraising Opportunities
4. Volunteer Opportunities
5. Planning Next USMA Meeting
6. Add YOUR TOPIC Idea
7. YOUR QUESTIONS from VOH Presentations
Model Metrication Projects

Share Ideas, Best Practices, Lessons Learned, Replicate Success!

- Marquee temperature display - government, schools, libraries, businesses
- Metric signage projects - recreation, hiking and biking trails, historic walks, city center shopping/tourism
- Everyday life
  - Metric cooking with scale (versus by volume)
  - Changing settings to metric measurements - phones, computer, maps, navigation system, oven thermometer, home smart thermometer, etc.
- Hosting hands-on education and outreach events - career fairs, STEM/STEAM events, tutoring
- Hosting technical professional development
Going Metric Pays Off

How does Going Metric Pays Off?

Going metric pays off – US Metric Association (usma.org)

- Expand metrigration benefit *case studies* (web content)
  - Share your organization’s story
- Identify businesses to write profile and promote, lessons learned, tips, best practices
- Identify USMA members providing **metrication consulting services**
- Recognized US metrigration achievements
  - Develop/implement an annual US Metric Association Company/Business Award
- Metric only tool suppliers (website content, recurring article/blog)
Fundraising Opportunities

Growth + Impact

- Scholarships/Awards
  - Alternative to Blake Foundation
  - New sponsors
- Supplying Metric Only tools for classroom teachers
  - USMA Teacher Kits
  - “Teacher’s Choose”
  - Metric Week Giveaways
- Crowdsourcing
  - Sponsor specific project with level rewards
  - Metrication benefits video series
- Online Store - T-shirts, stickers, coffee cups, etc.
Volunteer Opportunities

- **Social Media**
  - Copywriting
  - Follow USMA, share/re-tweet/like content, identify content
- **Outreach**
  - Informal Gathering (“Happy Hour”)
  - Metric Week
    - Governor Proclamation
    - Promotion to educators, parents, teachers
    - Connecting with education networks
  - Hands-on exhibits, classroom visits
    - Membership drive - invite a friend!
  - Video content (short form)
  - Podcasting (Produced) + Livestreaming (Go Live!)
- **Science Fair Judging**
- **Metric Today/Blog/Website** - Content development (writing, researching)
- **Certified Metrication Specialist (CMS) Program**
  - Succession planning - Leadership development
  - Expand to other states
  - Technical expertise - Professional development events
    - seminars, webinars
  - Metrication consultants (industry inquiries)
Planning Next USMA Meeting

Virtual Open House Feedback (CHAT)

- Benefits of the Virtual format
  - Opportunities to meet more frequently
  - No travel required
- Challenges
  - Time zone differences ET to PT
- Recommendations for next Formal meeting...
  - Frequency?
  - Time of Year (May, October)
  - Day of Week/Weekends
  - Number of Days (one, two)
  - Informal - Monthly virtual gathering + Networking