

USMA Discussion.

VOH Speakers and Participants



DON HILLGER, Session Facilitator
don.hillger@usma.org



VOH Speakers/Panelists



Hillger



Fleming



Henschel



Jordan



Knoepfle



Schuebert



Varada



Benham

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



Activities



Breakout rooms

Split into smaller group discussions



Polls

Quickly get opinions from the audience



Q&A

Give everyone an easy way to ask questions



Whiteboarding

Collaboratively brainstorm and sketch ideas

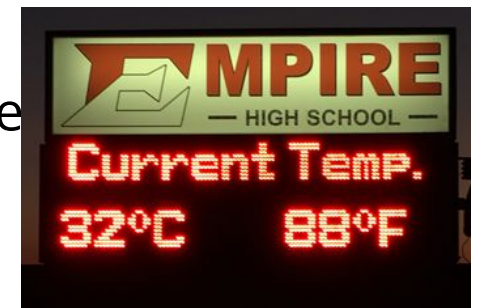


Model Metrication Projects



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

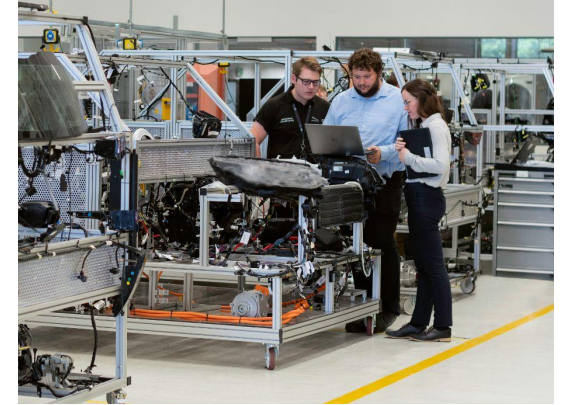
- Marquee temperature display - government, schools, libraries, businesses
- Metric signage projects - recreation, hiking and biking trails, historic walks, city center shopping/tourism
- Everyday life
 - Metric cooking with scale (versus by volume)
 - Changing settings to metric measurements - phones, 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 \(usma.org\)](http://usma.org)



- Expand metrication 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 metrication 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

