

Final Report: 2022 Marty Gear Fund Grant for SiW Webinar Series

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This document covers the “Silicon Web Costumers’ Guild Presents” webinar and workshop series, including its motivation and purpose, its benefits, a review of the first season, and plans for the second season.

Motivation and Purpose

As a virtual chapter, there are limited opportunities for the Silicon Web Costumers’ Guild (SiW) to provide its members with in-person programming on costume-related topics. The availability of ICG’s Zoom platform at no cost to chapters enables SiW to develop webinars and workshops that draw on the expertise of speakers located anywhere in the world.

The series offers webinar participants the opportunity to interact with speakers and other participants during the session through the Zoom chat features. Workshops are more in-depth and enable participants to receive hands-on instruction and interact more closely with instructors.

Webinars can be recorded and made available to those who were unable to attend the live session through a content distribution platform such as YouTube or Vimeo. If appropriate, some workshops could also be recorded and made available for later viewing. Speakers may also be invited to author articles on topics related to their presentations for *The Virtual Costumer (VC)*, SiW’s quarterly costuming ezine.

Benefits

A webinar and workshop series on costuming-related topics benefits SiW, ICG, and the wider costuming community.

For SiW, the series offers an attractive new benefit that provides opportunities for members to interact on a regular basis. It can also help attract new members who learn about our chapter as a result of the series. As a virtual chapter, costumers from anywhere in the world are eligible to join. A number of organizations have found that webinars launched during the pandemic resulted in significant growth in their audience beyond their traditional base, and are continuing them even when in-person events are possible.

As a chapter that is fully-supportive of the ICG, a webinar series also helps promote the ICG and furthers its educational mission. It also gives back for our use of the ICG Zoom platform. Webinars and workshops are announced and made available to ICG members who can join on a space-available basis after SiW members have had an opportunity to join. The ICG also

benefits by learning from SiW's experience in creating webinars and workshops and delivering content to members in this form.

As a non-profit educational organization, SiW provides a benefit to the wider costuming community by providing access to experts in various aspects of costuming through the series, with content that compliments VC and other online resources provided by SiW. It also offers speakers from diverse communities an established channel for sharing their expertise to a wider community.

Review of First Season

The impetus for the "Silicon Web Costumers' Guild Presents" webinar and workshop series was a meeting between then SiW VP Betsy Marks and Susan de Guardiola at Costume-Con 40 in the spring of 2022.. Susan was in touch with a very active community in the Ukraine, and was willing to help organize webinars by members of this community on Ukrainian costuming and folk arts topics.

A total of four webinars were presented during the first season, two in the fall 2022 semester and two in the spring 2023 semester. Because of worsening conditions in Ukraine, only the first webinar was by a Ukrainian speaker; the other three were by domestic speakers.

"Ukrainian Wedding Towels" (September 18, 2022) by Vera Sukhorukova with Oleksii Kryvenko

"Tech Couture" (December 18, 2022) by Sahrye Cohen and Hal Rodriguez

"Cosplay: A History" (January 29, 2023) by Andrew Liptak

"Making and Styling Wigs for Costumers" (March 12, 2023) by Kendra Van Cleave

A fifth webinar was not scheduled in the spring 2023 semester to avoid conflicting with Costume-Con 39 in late April 2023.

Finances

Susan de Guardiola wanted to financially support the Ukrainian speakers in developing and presenting topics in their areas of expertise. Consequently, I applied for a [grant](#) from the ICG Marty Gear Costume Arts and Sciences Fund in 2022 for \$800 to cover honoraria for one or two Ukrainian speakers and for several domestic speakers who made up the roster for the first season. The grant also covered the cost for the Ukrainian speakers to prepare articles for VC. The chapter agreed to match the honoraria amounts covered by the grant.

The following amounts were covered by the grant and the chapter.

Vera Sukhorukova (\$500 for the presentation: \$200 from the grant and \$200 from SiW, \$100 for the article published in the November 2022 issue of VC.)

Sahrye Cohen and Hal Rodriguez (\$200 for the presentation: \$100 from the grant and \$100 from SiW. The speakers did not request additional payment for the article that they published in the May 2023 issue of VC.)

Andrew Liptak (The speaker declined an honorarium for his presentation and did not write an article for VC.)

Kendra Van Cleave (\$200 for the presentation: \$100 from the grant and \$100 from SiW. The speaker did not write an article for VC.)

Since we did not have a second Ukrainian speaker and Andrew Liptak declined an honorarium, the chapter was left with a surplus of \$300 from the grant. The Gear Fund Grant Administration Committee approved carrying that amount over to a 2023-2024 season with the same conditions for the original grant. Specifically, the grant does not cover honoraria to ICG members, and requires making video recordings of webinars funded in part by the grant available on the SiW website.

Publicity

Webinars were publicized two to three months in advance through articles in VC and the ICG *International Costumer* newsletter, as well as thorough posts to Facebook. The Facebook posts were also shared to Facebook groups of non-ICG costuming organizations such as the Greater Bay Area Costumers' Guild, Peninsula Wearable Arts Guild, and Time Travelers Costumers Guild. The webinars also appeared on the "Calendar" page of the SiW website.

Registration

Registrations for the webinars were managed through the Zoom event registration system. Registration announcements went out to SiW members through the SiW members group approximately eight weeks prior to the event. Announcements went out to ICG members through the ICG members group and on Facebook approximately six weeks prior to the event.

The Zoom event registration system provided a short survey during registration to collect basic information about each registrant. It also offered participants a post-webinar survey we created to collect feedback on the webinars.

All webinars were free for participants. The Zoom registration page also directed registrants to the "Donations" page in the SiW website where they could make a donation to the speaker or to support the webinar series. Donations for Vera Sukhorukova's talk went directly to her.

Recordings

Recordings were made of all the webinars. A release form enabled speakers to specify whether the recordings could be shared freely on the SiW "Webinars" webpage, or only made available to SiW members. All speakers except Vera Sukhorukova agreed to make recordings freely available. On Susan de Guardiola's advice, Vera chose to restrict her recording to SiW members. The link for this webinar requires members to enter the current member password,

which changes quarterly. All recordings are hosted on the [SiW YouTube Channel](#). Making recordings available was required for those webinars receiving an honorarium funded in part by the Marty Gear Fund grant.

Reports

Reports on each of the webinars were submitted to the Gear Fund and made available on the Gear Fund [grants](#) page. A document also submitted to the Gear Fund and available on the Gear Fund grants page details how we used Zoom for virtual event registration. A section of the documents describes a way that we could monetize a webinar or workshop using Zoom registration should we ever wish to charge for one. The speaker release form was also submitted to the Gear Fund and made available on the Gear Fund grants page.

Plans for Second Season

The SiW board has agreed to continue the webinar and workshop series, and planning for the second season is underway. This season, we hope to expand to include both webinars and workshops. We expect to have at least two speakers/instructors per semester.

Finances

Given the rate of growth in participation for the first season and the lineup of speakers, I have proposed that we continue offering webinars and workshops at no cost for the second season. Although the series gained recognition during its inaugural season, it will require an additional season to establish the series well enough to consider charging a fee for participants.

Publicity

We will continue publicizing webinars and workshops two to three months in advance through articles in *VC* and the ICG *International Costumer* newsletter, as well as thorough posts to Facebook. We will also create Facebook posts and share them to Facebook groups of non-ICG costuming organizations such as the Greater Bay Area Costumers' Guild, Peninsula Wearable Arts Guild, and Time Travelers Costumers Guild. The webinars will also appear on the "Calendar" page of the SiW website.

There was a suggestion that we also create Facebook events for our webinars to help promote them. We will consider that if early registration indicates that we will likely not reach our capacity of 100 participants.

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Recordings

We hope that all webinar speakers will allow their talks to be freely shared through the “Webinars” page on the SiW website and the SiW YouTube Channel. However we are prepared to make recordings available only to members if a speaker requests that. The link for those webinars require members to enter the current member password, which changes quarterly. This mechanism is already available with the SiW website and YouTube. Making recordings available is required for those webinars receiving an honorarium funded in part by the Marty Gear Fund grant.