

Captaining an ASTC Community of Practice (CoP)

Key Responsibilities

CoP Captains are ASTC Members who take a leadership role in the CoP to:

- Shape the direction and programming of the CoP.
- Lead online meet-ups and engagement activities or recruit other CoP members to take the lead.
- Promote CoP activities through the Discussion Forum (and when appropriate through social media, email lists, or other channels).
- Share resources and meeting notes to keep the community informed and connected.

Why Serve as a Captain?

The role is both a meaningful service opportunity and a valuable professional development experience.

- Many Captains include this role on their LinkedIn profiles and resumes, similar to listing committee or board participation.
- Captaining a CoP helps expand your network and provides insight into trends and practices in the field.

Time Commitment

The time commitment varies depending on your level of engagement. Generally, Captains spend more time at the beginning, when a CoP is getting started. In established CoPs, current Captains are spending approximately **5 hours per month** supporting the CoP.

ASTC asks that CoP Captains commit to serving for at least **one year**. If you need to step down before completing your term, or decide not to continue after one year, please notify ASTC. We will assist in identifying a new Captain, based on member interest.

We highly recommend having a **Co-Captain**. Co-captains support each other, share responsibilities, and bring diverse perspectives to the community. Having two Captains helps ensure coverage when one is unavailable, encourages collaboration, and strengthens decision-making within the CoP.

Engagement Expectations

To be considered an active CoP, each community must

- Have **1-2 captains** who communicate CoP plans and updates with ASTC
- Provide **multiple engagement opportunities** throughout the year for CoP members to participate in the community
- Share records of engagement with ASTC

Engagement opportunities are offered year-round, across multiple platforms, and may be synchronous or asynchronous. Examples include meet-ups (virtual and in-person), webinars,

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professional development, discussion forums, resource sharing, contributing content, and many other ways to get involved.

CoP Captains also frequently collaborate with ASTC to organize an activity for their CoP at the Annual Conference. Even if you are not attending the conference, ASTC can help facilitate opportunities for the CoP to connect onsite. Past activities have included networking meet-ups (both at the convention center and offsite locations), happy hours, museum tours, conference sessions, and training workshops.

Resources and Support

ASTC provides guidance, tools, and platforms to help Captains lead their CoPs effectively, foster engagement, and achieve their goals.

ASTC Guidance

- Check-ins with ASTC Staff - Quarterly or as needed check-ins provide CoP Captains with advice, problem-solving support, and strategic guidance.
- Resource Recommendations- ASTC offers guidance and reference materials to help Captains engage members, advance CoP goals, and contribute to their own professional development.

Platforms for Communications and Engagement

- CoP Discussion Forum and Resource Library - Captains can use these platforms to engage members, share resources, and facilitate discussions.
- ASTC Zoom Account - Captains can host virtual meet-ups, webinars, and workshops using the ASTC Zoom account, providing a reliable and user-friendly platform for connecting.

Promotional Channels

ASTC supports Captains in raising awareness of CoP activities.

- Informer (ASTC's biweekly newsletter) - Brief announcements of events and updates to the ASTC community
- Dimensions (ASTC's online publication) - Collaborate with ASTC to create in-depth content highlighting CoP projects or achievements.
- Social Media - Promotion of new CoPs or public webinars
- ASTC website - Listing virtual and in-person engagements
- Targeted emails - in some cases, ASTC may send invites or promote CoPs to specific member groups.
- Membership Benefit Communications - Annual outreach to ASTC Members highlighting benefits, including participation in CoPs, to raise awareness and encourage participation.

Additional Information

For more information, please contact membership@astc.org.