



Reflection on the Texas Choral Directors Association 2020 Virtual Conference

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The first TCDA Virtual Conference exceeded all of our expectations. We presented over fifty clinics, roundtables, and reading sessions to over 1,300 attendees. Nearly 50 vendors and with approximately 125 employees engaged in the online platform. While we were concerned that reading sessions, in particular, would be a challenge in the virtual environment, we found that there were many things our members liked better about the virtual environment. Specifically, they enjoyed hearing their colleagues' recordings of the pieces rather than trying to sight-read them in a group.

We are still gathering feedback from our exhibitors, but as I visited the virtual exhibit booths I often observed attendees in the booth having personal interaction with the vendor. Our members also like that everything was recorded and is now accessible for several months. No one had to choose which session to attend as they can go back and watch them now.

There is a large group of members requesting that we find a way to do this in a hybrid model even when returning to an in-person event. My favorite feedback from attendees so far has been, "For anyone that doesn't think virtual learning can be engaging and meaningful, you should be attending the TCDA Virtual Conference."

More than anything, teachers were able to see that instruction can happen in this environment. Certainly, there were challenges, but nothing insurmountable.

The TCDA board learned so much from this. We all want to return to an in-person event in the future, but we gained so many skills that will allow us to provide benefits to our members year-round in new and different ways. The things learned from this will benefit our organization for years. As you know, choir directors are an ingenious group, and our clinicians, attendees, and exhibitors adapted and created an incredible product.

Note: TCDA produces the biggest chapter conference in ACDA, as befits the size of the state.