I²SL Chapter Resources

Crash Courses Beyond Chapter Resources

Dear I²SL Chapter Officers,

Although the Chapter Resource emails provide valuable insight into I²SL and specific topics geared toward maintaining your chapter, the Internet is full of courses that can teach you other skills that will ensure that your chapter thrives for many years to come. Available free courses* can dive deeper into skills such as email marketing and promotion, event planning, website design, and member engagement:

Multimedia and Marketing Skills

- The Diploma in Web Design course from Alison will teach you how to operate essential tools for web page development such as HTML, Cascading Style Sheets, and Adobe Dreamweaver to take your chapter websites to the next level. Be on the lookout for refreshed information about chapter websites in the coming months.
- Well-written emails can pack a punch to inspire individuals in your region to attend a local chapter event or be part of the I²SL mission. This Lynda course will cover compelling email openings, message timing, and other techniques to boost your email's efficacy.
- Let the marketing pros at Eventbrite teach you the details of social media, event discovery, email marketing, and website conversion.

Member and Event Engagement

- This event management course examines best practices in managing and marketing events to meet your attendees' needs and maximize your chapter's planning efforts. The introduction course is free, but you can sign up for more advanced classes for a fee.
- Storytelling in the Workplace prompts you to engage your audience and communicate your message effectively whether it's in a presentation, email, or other form.
- Inspiring and Motivating Individuals is key to engaging and growing a chapter. This course will refine your ability to spread the values of I²SL.
- Communication is vital to any thriving chapter, so refine your skills today. From group management to diverse perceptions to navigating differences, this course examines the fine details of messaging.

Please let us know if your chapter is interested in learning about other topics and skills or found any of these courses helpful.

As always, thank you for your continued support of I²SL!Â

Crystal Jones-Arnold

I²SL Chapter Coordinator

Courses referenced are free either in entirety, in part, or with a trial subscription. Read the disclaimer of each course before selecting. Free courses do not come with certifications or continuing education credits.