



ATECENTERS

Effective Web Telecommunications Part II: Webinars

October 15, 2015

The Webinar Will begin at 3 PM
Eastern Time

Webinar Details

- For this webinar you will be in listen only mode using your computer or phone
- Please ask questions via the question window
- This webinar is being recorded – you will be sent a recording link

Brought To You By

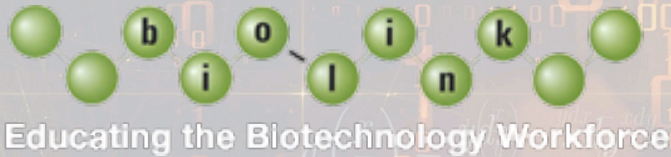
CCTA | CENTERS COLLABORATIVE FOR TECHNICAL ASSISTANCE

With Additional Support by the ATE
Collaborative Impact Project

ATECENTERS

Disclaimer: This material is based upon work supported by the National Science Foundation under Grants # 1205077 and # 1261893. Any opinions, findings and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.

The CCTA IS Led By



- **National Center for Convergence Technology (CTC)** based at Collin College in Frisco, TX (lead)
- **South Carolina ATE National Resource Center (SCATE)** based at Florence Darlington Technical College in Florence, SC
- **Florida ATE Center (FLATE)** based at Hillsborough Community College in Tampa, FL
- **Bio-Link Next Generation National ATE Center for Biotechnology and Life Sciences (Bio-Link)** based at City College of San Francisco in San Francisco, CA
- **Networks Resource Center** based at the Maricopa Community College District in Phoenix, AZ

CCTA Purpose

- Respond to a request from the Department of Labor (DOL) to the NSF to have ATE Centers provide technical assistance services to DOL TAACCCT grantees
 - Success coaching
 - In-person convenings
 - Knowledge management /best practices
 - Peer-to-peer learning

CCTA Activities are Relevant for

- Department of Labor grants
- National Science Foundation Projects and Centers
- Workforce-oriented programs of all kinds

Deliverables

- Topical Webinars and Teleconferences On
 - Existing and new solutions
 - Live/recorded with attendee Q&A
 - Archived on www.atecentral.net
- Other online media including videos and transcripts

Deliverables Continued

- Invitations to regional discipline-specific conferences
- Identify and document best practices
- Host convenings

About the Presenters



Marilyn Barger,
PI & Executive Director,
Florida Advanced Technological
Education Center (FLATE)



Mike Lesiecki,
PI & Director,
Maricopa Advanced Technological
Education Center (MATEC)



Stats

MATEC NetWorks has Produced:
252 webinars since 2009
over 10,000 registered participants

NETWORKS PROFESSIONAL GROWTH

ONLINE WEBINARS

NETWORKS produces **FREE** Online Webinars covering various topics in advanced technology education. A Webinar is a seminar, a workshop, or a lecture administered through the computer where

Web Telecommunications

Exchange of information over significant distances by web means



Purpose

We want to more effectively use web telecommunications to manage our projects and disseminate information



NSF-EID Lyme Gradient

In Part I We Considered

- A web-based team meeting
 - Up to six people
- A web-based large group meeting
 - 12 or more people

Part II – Today: Webinars

- Planning
- Designing content for the webinar format and Interactivity
- Managing presenters, attendees and time
- Orchestrating and executing the live webinar event
- Producing your own
 - Software, costs

Caution

- Don't think of a webinar as a recycle of a PowerPoint given to a live audience



- A Webinar is a talk show (audio) with pictures

It Starts With The Motivation



Audience

- Defining your audience helps your presenters and your marketing efforts

Define The Objectives (Sample)

1. Discover WHY industry values Mechatronics Skills, Knowledge and Abilities – Julian Serda
2. Describe what a mechatronics technician does in the workplace – Clay Nagel
3. Present educational approaches to developing mechatronics programs – Gary Morgan
4. Examine best practices for Mechatronics programs – Marilyn Barger
5. Consider what Industry looks for in today's technicians – Don Garrison

Recruit Presenters

- Not everyone has presented in a webinar format
- Set expectations and commitment to rehearsal

Marketing (email)

- A brief description

As a result of attending this webinar you will...

Register now

- Develop and maintain your contact list, it is gold
- First email sent two weeks prior to event

Join us for this **webinar**:

Effective Web Telecommunications-Design for Effectiveness (Part Two)

Date: Thursday, October 15, 2015 at 3:00 p.m. Eastern Time

Length: 60 minutes

Description: Effective grant project management today involves implementing web telecommunication

Registration

- You can use the built-in system or create your own
 - Eventbrite.com

COS Poll

What fraction of registrants actually attend the live event?

92%

81%

73%

59%

Webinar Marketing and Registration

- Assumptions

- They will not read or save your first email
- They will lose your second email
- They will lose their confirmation
- They will not test their system for compatibility
- They will panic 10 minutes before the start of the webinar when they can not log in

Give A Call-In or Log-In

- People want the option of phone or VoIP
- Mute all audio except presenters



Good Practices

- Remind them within one day and one hour of the start by email

When They Panic Trying to Join

Good Practices

- Start on time regardless
- Do not let someone trying to connect “disrupt” the start
- You might add a help line,
 - call to someone knowledgeable in your office
- If they miss part, there is the recording

Rehearsal (one week to go)



<http://www.uq.edu.au/sjc/jacradio-live-broadcast-from-the-great-court>

Webinar Management and Roles

- Host
- Moderator
- Presenter(s)
- Panelists

Key Success Factors With Multiple Presenters



- Let them know who is talking
- Timing
- Rehearsals
- Transitions/handoffs
- Rehearsals

As A Host

- You welcome
- You introduce
- You manage the background
- Utilize your test machines



As A Moderator

- You welcome
- You overview
- You introduce
- You manage the flow, time and questions

Host Good Practices

- Rehearse
 - Define backups
- At the event:
 - Have your presenters come in 30 minutes early for audio and systems checks
 - Start on time
 - Explain the system you are using
 - Manage the background

Moderator Good Practices

- Rehearse
- Manage flow, transitions
- No hanging questions
- Seeded questions
- Timing

QUESTION BREAK



Planning Content

1. Identify the webinar duration
2. Organize and customize your content for the webinar format

60 or 90 Minutes?

- If **90 minutes** - roughly composed of:
 - a 4-minute introduction
 - **60-minute presentation**
 - 20-minutes set aside for interactives and questions (throughout and at the end of presentation)
 - and 6-minute close

60 or 90 Minutes

- If **60 minutes** long: roughly composed of
 - a 4-minute introduction
 - **40-minute presentation**
 - 12-minutes set aside for interactives and questions (throughout and at the end of presentation)
 - and 4-minute close

Rule of Thumb

1 to 1.2 slides per presentation minute

Start With 3-5 Objectives

- And end with a summary of the objectives achieved
- This also will serve as an outline when creating the presentation

Question Breaks

- Throughout the presentation
- Utilize "canned" questions (if time and circumstance permit)
- This question pause also will help adjust pacing if needed

The Bane* of Text

- Text-heavy slides can be too dreary and time consuming
- Instead, only list **keywords or main points** and talk through the details

**Bane: a cause of great distress or annoyance*

The Common Core State Standards Initiative



What is it?- This is a state-led effort coordinated by the National Governors Association Center for Best Practices (NGA Center) and the Council of Chief State School Officers (CCSSO). Governors and state commissioners of education from 48 states, 2 territories and the District of Columbia committed to developing a common core of state standards in English-language arts and mathematics for grades K-12.

Purpose- Improving teaching and learning to ensure that high school graduates in every part of the nation have the knowledge and skills they need for college or a career. The process is designed to produce standards that are research and evidence-based as well as internationally benchmarked. If students meet these new rigorous and clear standards, they will have better choices in their lives and the nation will be more competitive in today's global economy. These sets of standards define the knowledge and skills students should have to succeed in entry-level, credit-bearing, academic college courses and in workforce training programs.

<http://www.azed.gov/standards-practices/core-state-standards/>

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To produce standards for teaching that are research and evidence-based as well as internationally benchmarked.



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Tell The Story in Images Instead of Words

- Insert an EvaluATE graphic

The Common Core State Standards Initiative



Timeline:

June 28, 2010 State Board of Education adopts K-12 Common Core State Standards in Mathematics and English Language Arts.

Summer 2010 Crosswalk of existing academic standards to Core Standards

August 23, 2010 State Board adopted additions to Core Standards

January 2011 2010 Arizona Mathematics Standards grade-level documents with accompanying crosswalks and summaries of changes are released.

Spring 2011 2010 Arizona English Language Arts Standards grade-level documents

Spring 2011 Building awareness and knowledge of the 2010 Arizona Mathematics and English Language Arts Standards

2011-2012 Full implementation of 2010 Arizona Mathematics and Language Arts Standards at kindergarten begins.

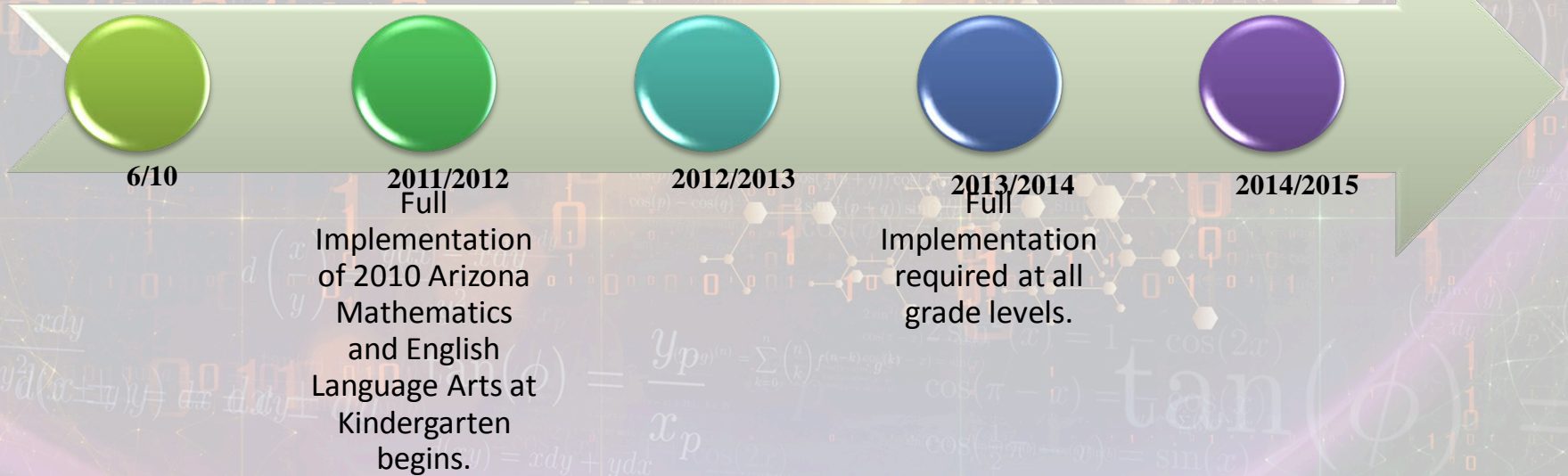
English

Core Standards Time Line

State Board of Education adopts Standards in Math and English Language Arts.

Full Implementation at Grade 1 begins.

Assessment begins on the 2010 AZ Math and English Language Arts standards



The Common Core State Standards Initiative



Timeline:

June 28, 2010	State Board of Education adopts K-12 Common Core State Standards in Mathematics and English Language Arts
Summer 2010	Crosswalk of existing academic standards to the new standards
August 23, 2010	State Board adopted additions to the standards
January 2011	2010 Arizona Mathematics Standards crosswalks and summaries of changes
Spring 2011	2010 Arizona English Language Arts Standards crosswalks and summaries of changes
Spring 2011	Building awareness and knowledge of the new standards through professional development and technical assistance
2011-2012	Full implementation of 2010 Arizona Mathematics and English Language Arts Standards begins at the kindergarten level.

The Common Core State Standards Initiative



Timeline:

June 28, 2010	State Board of Education adopts K-12 Common Core State Standards in Mathematics and English Language Arts.
2012-2013	Full implementation of 2010 Arizona Mathematics and English Language Arts Standards begins at grade 1 and continues at kindergarten. Implementation continues at remaining grade levels and technical assistance continues.
2013-2014	Field Testing of new items for the 2010 Arizona Mathematics and English Language Arts Standards begins.
2013-2014	Full Implementation of 2010 Arizona Mathematics and English Language Arts Standards is required at all grade levels.
2014-2015	Second year of Field Testing for the 2010 Arizona Mathematics and English Language Arts Standards. Assessment begins on the 2010 Arizona Mathematics and English Language Arts Standards.



Core Standards Time Line

State Board of Education adopts Standards in Math and English Language Arts.

Full Implementation at Grade 1 begins.

Assessment begins on the 2010 AZ Math and English Language Arts standards



Full Implementation of 2010 Arizona Mathematics and English Language Arts at Kindergarten begins.

Full Implementation required at all grade levels.



Quality Images and Graphics

- Can help to build an interesting presentation
- Incorporate visual illustrations as a leading point to verbally discuss the topic
- It is important the visual aids are clear and, therefore, may need to be replaced or recreated prior to the webinar
- Can be simply decorative

Audience Participation and Interactives

Examples include:

- Raising hands
- Yes/no and multiple choice polling
- Questions/answers/examples typed into the chat box
- Drawing tools to circle answers or draw lines to connect ideas
- Look for ways to add at least 3-5 interactive slides during the presentation

Reading Strategies The Secondary Classroom

Discussion



1. What is the current reading level of your students?
2. Does the reading level of your students impact your content area?
3. Do you currently teach reading within your content area?
4. How will Common Core Standards impact your classroom? Now? In the Future?



How will Common Core Standards Impact your Classroom?

Now	Common Core	Future
	<p data-bbox="753 464 1226 514">Better Prepare Teachers</p>	
	<p data-bbox="763 771 1217 871">Means More Standards Tests</p>	
	<p data-bbox="734 1063 1246 1113">Curriculum is Nationalized</p>	



- Post a reflection to the Epsilon blog:

How prepared do you feel in effectively teaching your students in reading? Is this one of your strengths? A weakness?

Have you started to plan to the Common Core Standards? If you have, how is that going? If you haven't, why not? What support do you need?



How comfortable are you in teaching your students reading?

Strength

Weakness

BLOG

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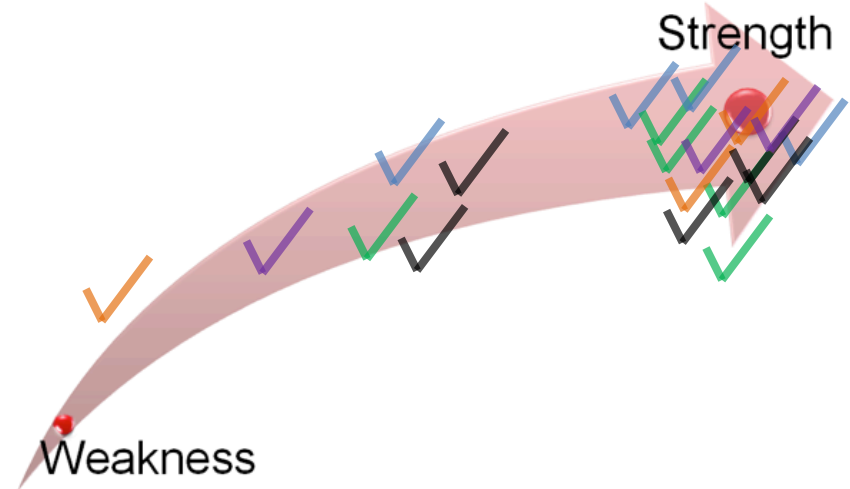
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Rio Salado College

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Audience Question

Have you started to plan the
Common Core Standards?

Or



Audience Question

If you have, how is it going?

Or

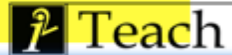


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Have you started to plan the Common Core Standards?



Or



If you have, how is it going?

Or



Webinar Mechanics

Making the event flow



Images You Can Use



Find content you can share, use and remix

FLOWING WATER

I want something that I can... use for commercial purposes;
 modify, adapt, or build upon.



Sharing the Presentation – Sharing the Screen

- Keep in mind that participants might experience a slight delay in viewing the shared screen, so be sure to give them enough time to fully view it
- Today we are using a shared screen system

Using the Chat

- Encourage
- It is ok for people talk to each other and share info
- The presenter can be distracted by the chat
- Assign the question moderator role

Administering Surveys

- Administer *“in-situ”*
- *Make it short*
 - *Net Recommender Score*
 - *Intended and Actual Impact*

Don'ts

- Don't try to give a tour of a web site
- Don't try showing a video from your desktop
 - Ok to use something like YouTube
 - But it is not perfect
- Don't stress on audio problems if they occur



Making It Perfect

- Rehearse your stuff
- Rehearse your interface
- Work on the transitions
- Make sure you can see what they see
- Keep it light

Recordings Add Value

- If x people participate, after 3 months typically 0.3x to 1 x more will watch the recording

What is a Good Web Conferencing System?

- Disclaimer



Adobe® Connect™

Blackboard
collaborate™



GoToWebinar

How Much Does It Cost?

Adobe Connect	\$5695
Citrix GoToWebinar	\$3588
Black Board Collaborate	\$4410
Cisco Webex	\$3648

Summary: Planning

- Identify your motivation
- Target your audience
- Recruit presenters
- Structure your marketing approach

Summary: Content Development

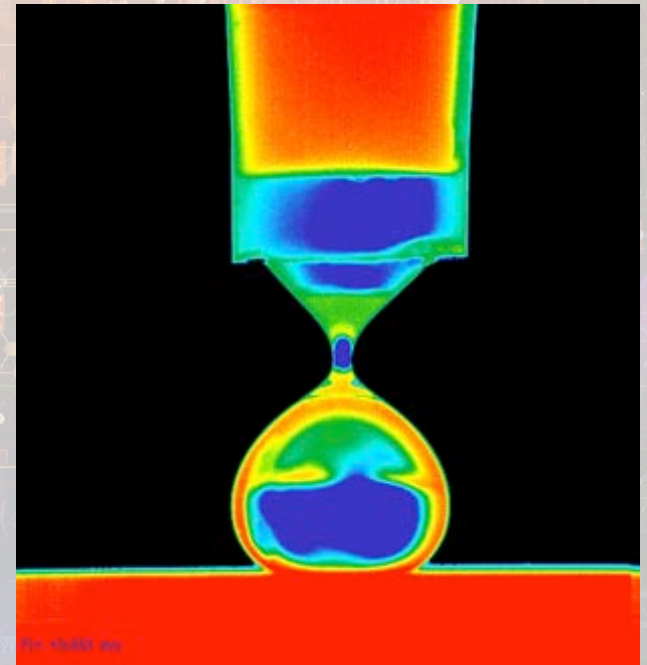
- Less is more
- Telling a story with pictures
- Interactivity and engagement are success factors

Summary: Producing The Live Event

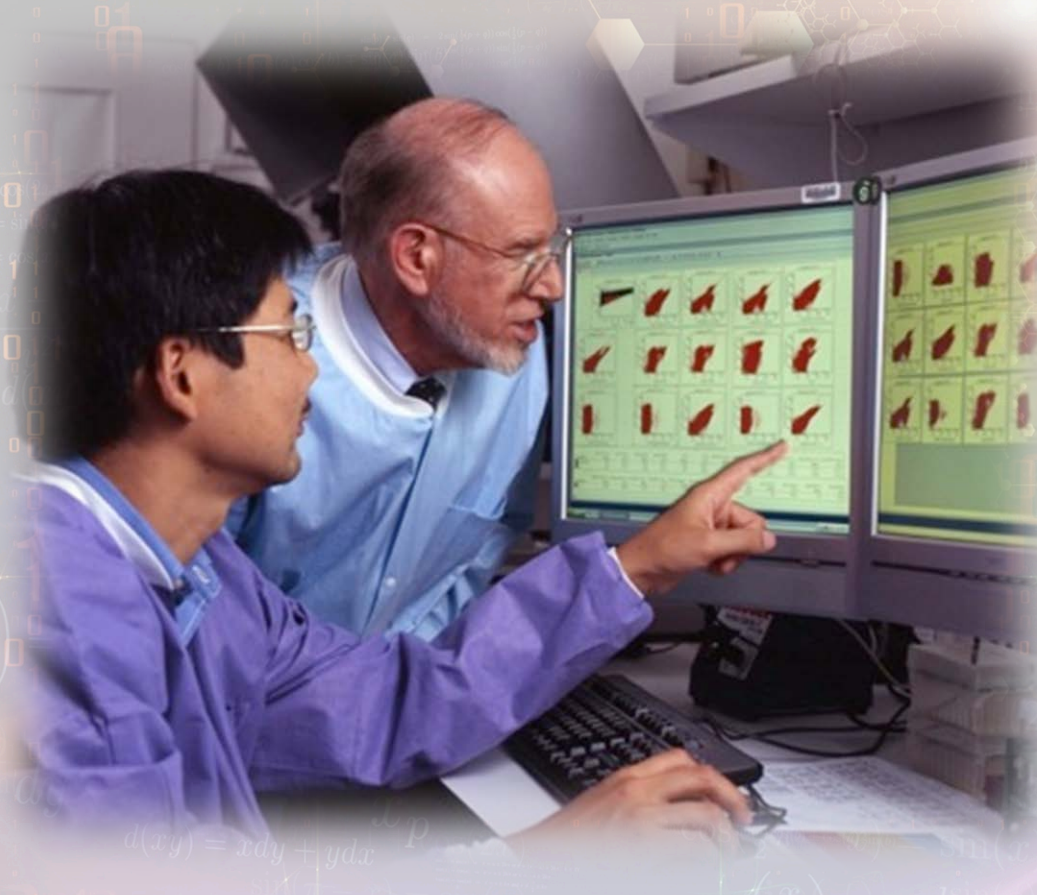
- Timing/Transitions
- Polling and interactives
- Questions and breaks
- The roles of team members
- Managing the flow

With A Small Amount of Experience

- You can create a tightly crafted, engaging event
- You can focus your audience
- You can build in impact measures
- You have a recording



Questions?



NIH Image Gallery

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ATECENTERS



Join Us

November 19, 2015 —
Bridge Learning Communities

www.atecenters.org/ccta

Q&A and Contacts

- Marilyn Barger, mbarger@hccfl.edu
- Mike Lesiecki, mlesiecki@gmail.com

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Thanks For Attending