Utilizing Technology for Adult Instruction

A Practical Approach

Objectives for Today

- Participants will gain an increased understanding of various technologies to reach adult learners.
  - Social marketing web-sites
  - Distance learning
  - Video conferencing best practices

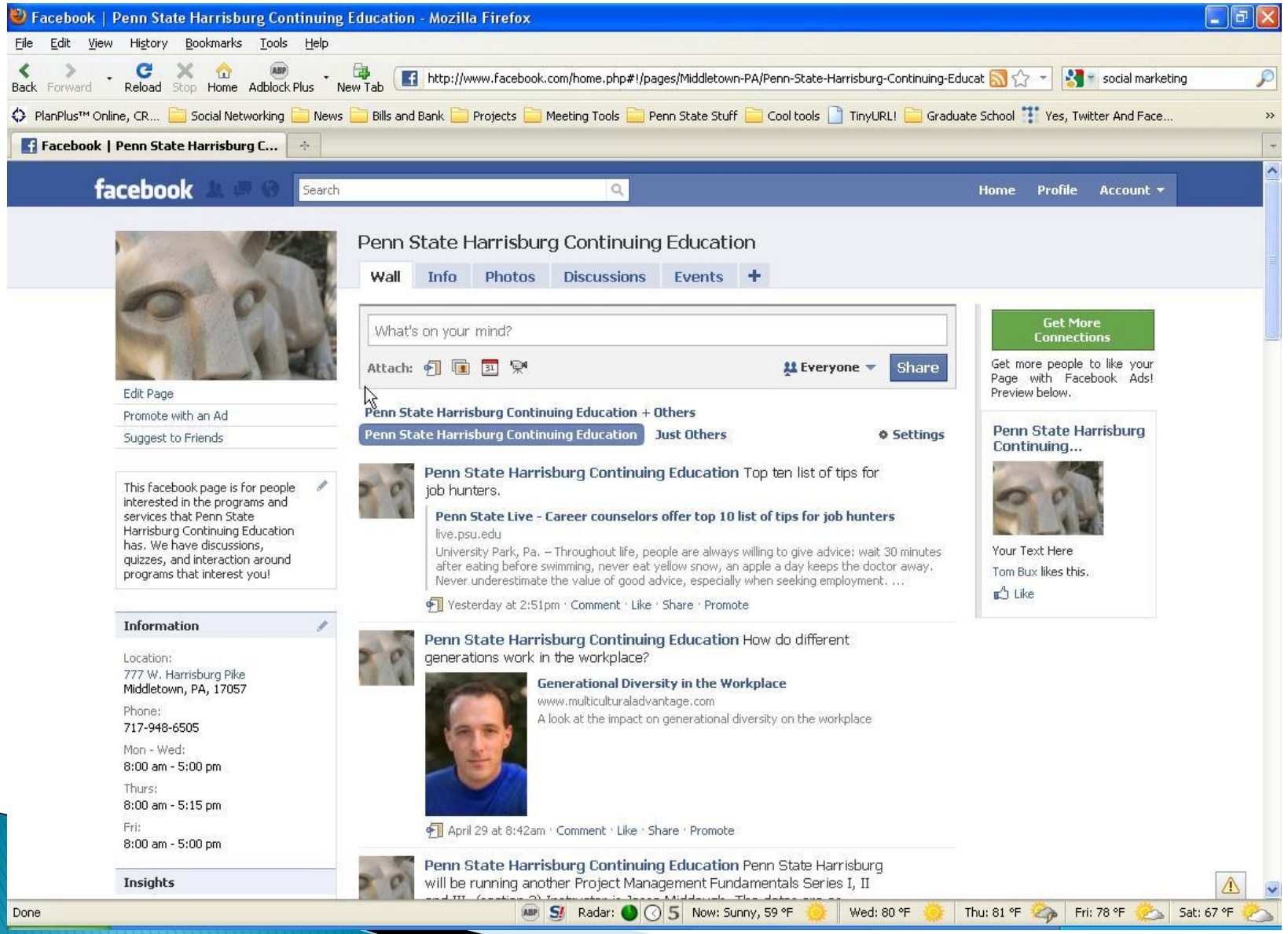
Social Marketing?

- http://www.youtube.com/watch?v=6a_KF7TYKVc

Facebook

- Founded in 2004
- Initially only available to college students
- Largest Social Networking site: 131 million unique visitors a month
- Allows pictures, notes, articles, and links.
- Users's average age is 33

Facebook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social marketing
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Facebook | Penn State Harrisburg C...
facebook
Search
Home Profile Account
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Wall Info Photos Discussions Events +
What's on your mind?
Attach: Everyone Share
Penn State Harrisburg Continuing Education + Others
Penn State Harrisburg Continuing Education Just Others
Settings
Edit Page
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Suggest to Friends
This facebook page is for people interested in the programs and services that Penn State Harrisburg Continuing Education has. We have discussions, quizzes, and interaction around programs that interest you!
Information
Location:
777 W. Harrisburg Pike
Middletown, PA, 17057
Phone:
717-948-6505
Mon - Wed:
8:00 am - 5:00 pm
Thurs:
8:00 am - 5:15 pm
Fri:
8:00 am - 5:00 pm
Insights
Penn State Harrisburg Continuing Education Top ten list of tips for job hunters.
Penn State Live - Career counselors offer top 10 list of tips for job hunters
live.psu.edu
University Park, Pa. – Throughout life, people are always willing to give advice: wait 30 minutes after eating before swimming, never eat yellow snow, an apple a day keeps the doctor away. Never underestimate the value of good advice, especially when seeking employment. ...
Yesterday at 2:51pm · Comment · Like · Share · Promote
Penn State Harrisburg Continuing Education How do different generations work in the workplace?
Generational Diversity in the Workplace
www.multiculturaladvantage.com
A look at the impact on generational diversity on the workplace
April 29 at 8:42am · Comment · Like · Share · Promote
Penn State Harrisburg Continuing Education Penn State Harrisburg will be running another Project Management Fundamentals Series I, II
Get More Connections
Get more people to like your Page with Facebook Ads! Preview below.
Penn State Harrisburg Continuing...
Your Text Here
Tom Bux likes this.
Like
Done
Radar:
Now: Sunny, 59 °F
Wed: 80 °F
Thu: 81 °F
Fri: 78 °F
Sat: 67 °F

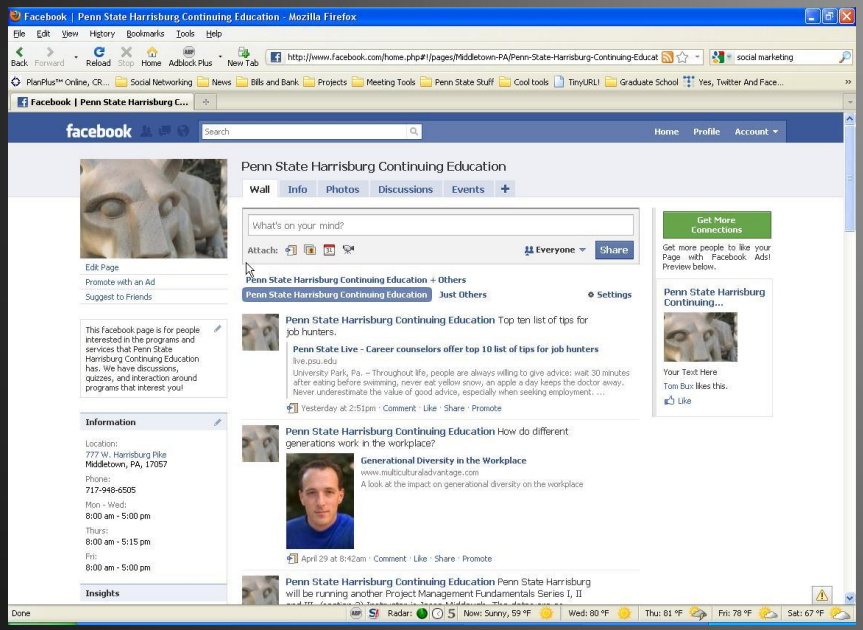
Twitter

- Founded in 2006
- Limited to 140 characters as “Status Updates”
- Third most popular with 6 million unique visitors
- Fastest growing with a 1,382% growth
- User’s average age is 31

Twitter

PSU Harrisburg CE (PennStateHbgCE) on Twitter - Mozilla Firefox
File Edit View History Bookmarks Tools Help
Back Forward Reload Stop Home Adblock Plus New Tab
http://twitter.com/PennStateHbgCE
social marketing
PSU Harrisburg CE (PennStateHbgCE...
twitter
Home Profile Find People Settings Help Sign out
PennStateHbgCE
That's you!
Lists
Top ten list of tips for job hunters. http://bit.ly/b4KpCL
about 19 hours ago via Facebook
Penn State Harrisburg will be running another Project Management Fundamentals Series I, II and III. (section... http://bit.ly/biQJiz
1:36 PM Apr 23rd via Facebook
#continuingeducation Penn State Harrisburg will be running another Project Management Fundamentals Series I, II... http://bit.ly/cKGy48
10:52 AM Apr 21st via Facebook
#continuingeducation We will be running another Project Management Fundamentals Series I, II and III. (section 2)... http://bit.ly/dbGI73
10:49 AM Apr 21st via Facebook
Penn State's Summer Youth Programs are coming! On-line registration is available... http://bit.ly/dj5Em9
9:38 AM Apr 20th via Facebook
Name PSU Harrisburg CE
Location Middletown/Harrisburg, PA
Web http://www.hbg.ps...
Bio Twitter Account for Penn State Harrisburg's Continuing Education Department
56 following
153 followers
4 listed
Tweets 118
Favorites
Lists
continuing-education
View all
Following
View all...
Done
Radar:
Now: Sunny, 59 °F
Wed: 80 °F
Thu: 81 °F
Fri: 78 °F
Sat: 67 °F

Comparison


Facebook | Penn State Harrisburg Continuing Education - Mozilla Firefox
facebook
Penn State Harrisburg Continuing Education
Wall
Info
Photos
Discussions
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Penn State Harrisburg Continuing Education Top ten list of tips for job hunters.
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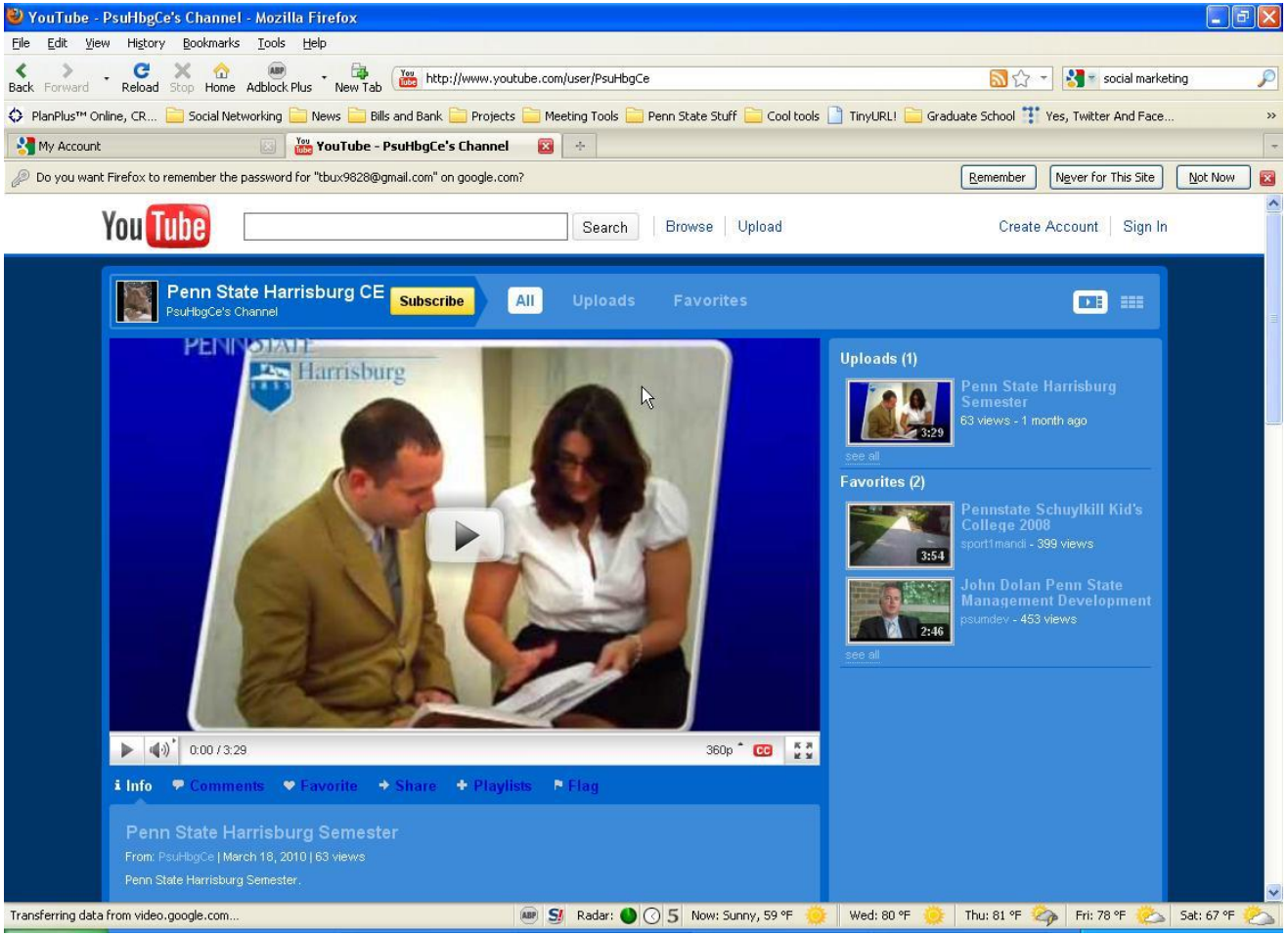
Penn State Harrisburg Continuing Education How do different generations work in the workplace?
Generational Diversity in the Workplace

PSU Harrisburg CE (PennStateHbgCE) on Twitter - Mozilla Firefox
twitter
PennStateHbgCE
That's you!
Top ten list of tips for job hunters.
http://bit.ly/b4KpCL
Penn State Harrisburg will be running another Project Management Fundamentals Series I, II and III. (section... http://bit.ly/biQJlz
#continuingeducation Penn State Harrisburg will be running another Project Management Fundamentals Series I, II... http://bit.ly/cKGy48
#continuingeducation We will be running another Project Management Fundamentals Series I, II and III. (section 2)... http://bit.ly/dbGI73
Penn State's Summer Youth Programs are coming! On-line registration is available... http://bit.ly/dj5Em9

YouTube

- Good for showcasing your videos.
- Testimonials
- Marketing Pieces

YouTube


YouTube - PsuHbgCe's Channel - Mozilla Firefox
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http://www.youtube.com/user/PsuHbgCe
social marketing
PlanPlus™ Online, CR... Social Networking News Bills and Bank Projects Meeting Tools Penn State Stuff Cool tools TinyURL! Graduate School Yes, Twitter And Face...
My Account
YouTube - PsuHbgCe's Channel
Do you want Firefox to remember the password for "tbux9828@gmail.com" on google.com?
Remember
Never for This Site
Not Now
YouTube
Search
Browse
Upload
Create Account
Sign In
Penn State Harrisburg CE
PsuHbgCe's Channel
Subscribe
All
Uploads
Favorites
Harrisburg
0:00 / 3:29
360p
Info
Comments
Favorite
Share
Playlists
Flag
Penn State Harrisburg Semester
From: PsuHbgCe | March 18, 2010 | 63 views
Penn State Harrisburg Semester.
Uploads (1)
Penn State Harrisburg Semester
63 views - 1 month ago
3:29
see all
Favorites (2)
Pennstate Schuylkill Kid's College 2008
sport1mandi - 399 views
3:54
John Dolan Penn State Management Development
psumdev - 453 views
2:46
see all
Transferring data from video.google.com...
Radar:
Now: Sunny, 59 °F
Wed: 80 °F
Thu: 81 °F
Fri: 78 °F
Sat: 67 °F

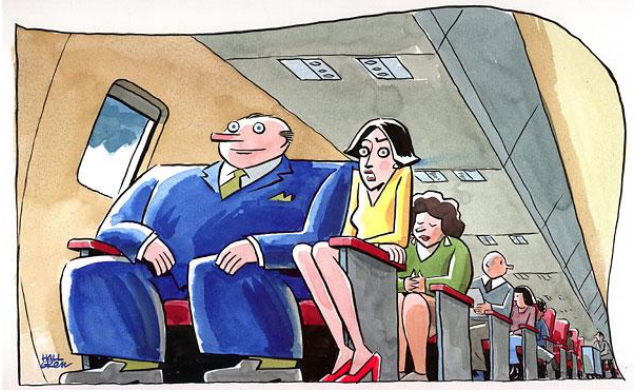
Utilizing Social Networks

- http://www.hbg.psu.edu/ce/
- http://www.youtube.com/user/PsuHbgCe

Obstacles To Social Marketing

- Sites are often blocked by firewalls
- Seen as poor use of time
- Spam
- Fear of viruses

Issues Facing Training?



Video Conferencing Benefits

- Cuts Down on Travel Costs
- Can Reach Geographical Disparate Population Instantly
- Most Campuses Have Access to Advanced Technology
- Non-Campus sites like Cooperative Extensions also have technology

Rooms Across the Commonwealth

Sample Room
E306 Olmstead, Harrisburg

The Facilities

How it Works

- Two or more rooms connect through the Video Bridge
- HD Quality
- Can be streamed and archived-Via WPSU
- Two Data Streams
  - Video and Voice
  - Presentation

General Principles

- Do not ignore the fact that you are on camera
- Wear dark, solid colors. No stripes, bright colors.
- Speak clearly and slowly. Be aware of where the microphones are.
- Know who you are connected to. Call them by name.
- Change up presentation methods.

Best Practices

- For Presenters
  - Materials
  - Logistics
  - Presenting
  - Working the room= “eye contact”

Best Practices

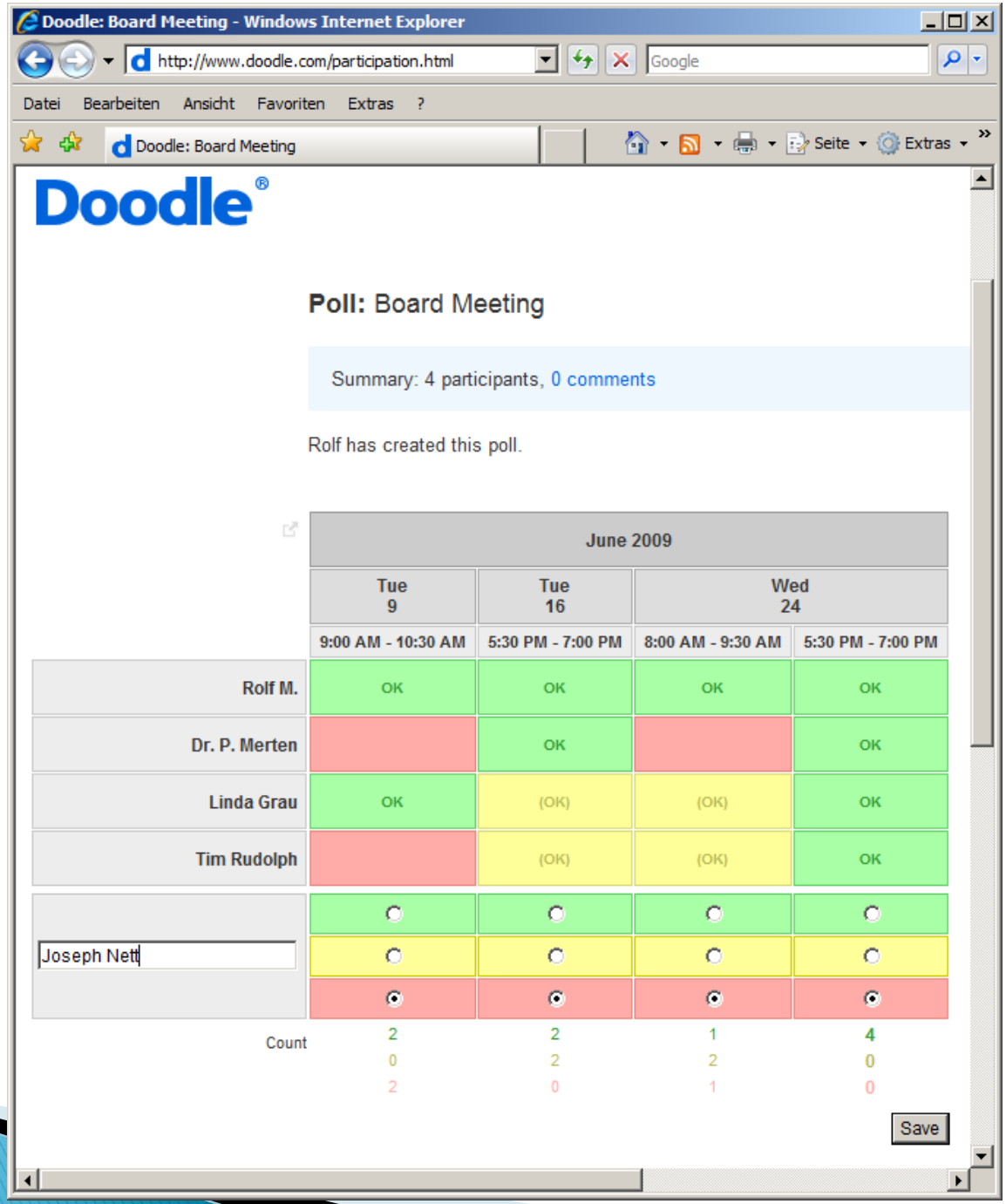
- For Room Proctors
- Do not ignore the fact that you are on camera

Cool Stuff

Web Tools to make your life easier

Doodle

- Free online scheduling tool
- Invite users to event where they specify available times
- Also used to make decisions, such as menu, etc.


Doodle: Board Meeting - Windows Internet Explorer
http://www.doodle.com/participation.html
Google
Datei Bearbeiten Ansicht Favoriten Extras ?
Doodle: Board Meeting
Seite Extras
Doodle®
Poll: Board Meeting
Summary: 4 participants, 0 comments
Rolf has created this poll.
June 2009
Tue 9
Tue 16
Wed 24
9:00 AM - 10:30 AM
5:30 PM - 7:00 PM
8:00 AM - 9:30 AM
5:30 PM - 7:00 PM
Rolf M.
OK
OK
OK
OK
Dr. P. Merten
OK
OK
Linda Grau
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(OK)
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Tim Rudolph
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Joseph Nett
Count
2
2
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Save

Tiny URl

- Tinyurl.com
- Used to make long URLS (web site addresses) manageable
- Copy and paste into website
- Use new URL in emails, Twitter, Facebook, etc

TinyURL.com
Making long URLs usable! More than 74 million of them. Over 2 billion hits/month.
Home
Example
Make Toolbar Button
Redirection
Hide URLs
Preview Feature
Link to Us!
Terms of use
Contact Us!
Welcome to TinyURL!™
Are you sick of posting URLs in emails only to have it break when sent causing the recipient to have to cut and paste it back together? Then you've come to the right place. By entering in a URL in the text field below, we will create a tiny URL that will not break in email postings and never expires.
Enter a long URL to make tiny:
Make TinyURL!
An example
Turn this URL:
into this tinyURL:
http://tinyurl.com/6
Which one would you rather cut and paste into your browser? That's the power of TinyURL!
Add TinyURL to your browser's toolbar
Click and drag the following link to your links toolbar.

A long URL

- http://www.amazon.com/Hello-Nittany-Lion-Aimee-Aryal/dp/097434429X/ref=sr_1_9?ie=UTF8&s=books&qid=1263243846&sr=8-9

A Tiny URL

- http://tinyurl.com/yap3wwv

Xobni

- INBOX-XOBNI-Get it?
- A add-on for Microsoft Outlook.
- Searches emails, indexes shared documents, files, links, etc.
- www.xobni.com

--Photo of person with contact information

--Links to their memberships in Facebook, Twitter, Hoovers, etc

--Networks: Connections you share

--List of conversations: Emails you sent back and forth

--Files exchanged

Google

- Docs-on-line fine sharing and viewing of documents
- Sites-Free web-sites YOU can customize
- Wave-Real-time e-mail
- Gmail-Google's webmail program
- Voice-Have all your phones ring at the same time, text voice mail, and more!
- www.google.com