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
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

PennStateHbgCE

Top ten list of tips for job hunters.

Penn State Harrisburg will be running another Project Management Fundamentals Series I, II and III. (section... http://bitly/bitQuiz
1:36 PM Apr 28th via Facebook

#continuingeducation Penn State Harrisburg will be running another Project Management Fundamentals Series I, II... http://bitly/CKgy48
10:07 AM Apr 21st via Facebook

#continuingeducation We will be running another Project Management Fundamentals Series I, II and III. (section 2)... http://bitly/9vE73
10:43 AM Apr 21st via Facebook

Penn State's Summer Youth Programs are coming! On-line registration is available... http://bitly/8J6Er9
5:38 AM Apr 20th via Facebook
Comparison
YouTube

- Good for showcasing your videos.
- Testimonials
- Marketing Pieces
YouTube
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.
Poll: Board Meeting

Summary: 4 participants, 0 comments

Rolf has created this poll.

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Count: 2 | 2 | 1 | 4
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
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:

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

A Tiny URL

- http://tinyurl.com/yap3wwv
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