

# USING SOCIAL MEDIA FOR TEACHING AND LEARNING

November 7, 2011 :: 1:00 – 2:30 p.m. EST

**“Coop [Alisa] and Lisa did a good job of taking a very broad landscape and boiling things down to just a few best practices for beginners. Just the right level for beginners, with enough new resources for folks familiar with this space.”**

— Alex Chaucer, Instructional Technologist, Skidmore College

**“This was a very informative webcast. Social media is constantly changing, and if you don’t use it every day, it is hard to keep up with. This webcast offered not only site ideas, but different ways to be effective and how to combine traditional classroom learning with social media.”**

— Janine Susz, Instructor of Design, Rochester Institute of Technology

**“This presentation will provide you with a realistic and practical understanding of social media and how to use it effectively in the classroom.”**

— Clair Waterbury, Instructional Technologist, Framingham State University

ACADEMIC · IMPRESSIONS

## WEB CONFERENCE



## OVERVIEW

Social media tools, such as Twitter, Facebook, and YouTube, are changing the way students and faculty communicate, share ideas, and build networks. The interest in social media is increasing, and the educational community is looking to harness the potential of these resources to improve teaching and learning while also being mindful of privacy concerns.

Join us online as we showcase some effective uses of social media in student learning. We'll discuss ways to use social media to create experiential learning activities, improve student interactivity and engagement, and develop community and professional networks.

## LEARNING OUTCOME

After participating in this webcast, you will be able to implement social media into curriculum delivery to improve student learning.

## WHO SHOULD ATTEND

Faculty, instructional designers and technologists, academic computing services staff, and student computing services administrators will learn to use social media tools effectively.

## AGENDA

- Effective uses of social media
  - Facilitating interactivity and engagement
  - Experiential learning potential
  - Developing community and professional networks
- What are some best practices in using social media?
  - Information to guide your use of social media
  - Examples of different institutions and departments
- Consideration for integration of social media into curriculum
  - Concerns about privacy in the use of social media
  - Addressing issues that faculty and students may have
    - Support through educational workshop
  - Costs and implementation
  - Evaluating the impact

**Learn how  
social media  
can increase  
student  
interactivity,  
engagement,  
and learning.**





## INSTRUCTORS



### **Alisa Cooper, Assistant Chair and Professor of English, Glendale Community College**

In her role as assistant chair and e-courses coordinator for the English department, Alisa works with faculty to create and improve online courses. She currently serves as a technology specialist for the Maricopa District, where she provides a podcasting and vodcasting series, as well as workshops on teaching with technology and mobile learning, for the Maricopa Center for Learning and Instruction. Alisa previously served as an interim instructional technologist for the Title V Grant at Phoenix College.



### **Lisa C. Young, Instructional Designer and Educational Technologist, Scottsdale Community College**

After spending 16 years as occupational faculty and program director of three programs at GateWay Community College, Lisa transitioned to Instructional Design and Educational Technology faculty at Scottsdale Community College. At SCC, Lisa works with faculty to assist in the development and delivery of hybrid, online, and traditional classroom-based courses. She provides advice on sound instructional design strategies, engagement, delivery, and facilitation techniques, as well on ways to incorporate instructional technologies within courses. For the past two years, she has led a proof-of-concept study for Maricopa's Facebook program to determine the impact that social media has on student engagement.

## LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

## WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.

## **Additional Learning Opportunity – Save \$50!**

Related Event:

**Universal Design for Learning and Online Education**  
**Thursday, November 17, 2011**

Join us as we discuss steps for enhancing the education of every student by increasing online course and program accessibility.

Register for this webcast along with Using Social Media for Teaching and Learning and save \$50.



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## REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost.

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at [www.academicimpressions.com](http://www.academicimpressions.com)

## REGISTRATION FEES

Postmarked on or before October 31, 2011

(After October 31, 2011, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

- |  |              |
|--|--------------|
| <input type="checkbox"/> Single site connection: Using Social Media for Teaching and Learning                        | \$350.00 USD |
| <input type="checkbox"/> Additional site connection  | \$195.00 USD |
| <input type="checkbox"/> This event plus Universal Design for Learning and Online Education, November 17, 2011       | \$650.00 USD |
| <input type="checkbox"/> Additional site connection  | \$195.00 USD |
| <input type="checkbox"/> Registrants receive a 50% discount on a CD recording of this session. Please send me the CD | \$175.00 USD |
| <input type="checkbox"/> Can't attend the live session? Please send me a CD recording of this webcast                | \$350.00 USD |

(For CD orders outside the United States and Canada, a \$35 international shipping fee will be added.)

Total amount enclosed or to be charged \$ \_\_\_\_\_

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.): \_\_\_\_\_

## WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name \_\_\_\_\_ Job Title \_\_\_\_\_  
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(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name \_\_\_\_\_ Additional Contact Phone \_\_\_\_\_  
Additional Contact Title \_\_\_\_\_ Additional Contact Email \_\_\_\_\_

## FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

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- ☐ **Sign me up for HEI: Weekly Scan** – the week's most critical news, with analysis of top stories and trends, sent on Fridays
- ☐ **Sign me up for HEI: Monthly Diagnostic** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

## PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

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## REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by September 2, 2011. A \$75 processing fee will be assessed. After September 2, 2011 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.



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