

Team Webinar Proposal

1. Webinar Title

Webinar Title
Tips and Tricks for Using Twitter and Pinterest with Your Blog

2. Team Members and Topic

Team Members:
1. Emily May
2. Kristin Vossler
3. TiAn Vetter
4. Lisa Wright
Topic: Best practices for using Twitter and Pinterest and how they can be utilized with blogging

3. Choose which synchronous tool to present from

Name of chosen synchronous tool: Zoom
Web Link to tool: Link to tool will be created once our date is approved and finalized.

4. Team Roles and Responsibilities

Name of Webinar Responsibility	Description of Webinar Responsibility
Activities Designer	Responsible for finalizing the Absorb, Do, and Connect activities designed by the team. You may want to separate this into three different responsibilities, i.e., one person is responsible for finalizing the Absorb

	<p>activities, a second person is responsible for finalizing the Do activities, and a third person is responsible for finalizing the Connect activities. Also responsible for insuring there are enough Interactive Activities.</p>
Synchronous Tool Manager	<p>Responsible for:</p> <ul style="list-style-type: none"> • Setting up the webinar in your tool • Setting up any features you are using in your tool such as polls, file shares, slides, etc. • Insuring the effective use of the tool
Advance Organizer (AO) Designer	<p>Responsible for finalizing the AO designed by the team. See Proposal Part 2 for a description of AOs.</p>
Chat Manager	<p>Responsible for</p> <ul style="list-style-type: none"> • Managing the Chat conversation • Handling text questions in the Chat • Summarizing Status Indicators in the Chat, if they exist in your tool (e.g., raised hands, emoticons)
Big Picture Example Manager	<p>Responsible for insuring the Big Picture example, selected by the team, is consistent and evident throughout the webinar. Each webinar needs to have an example that contextualizes the content.</p> <p>Example: Your team is teaching the eLearning tool Pencil, which is an animation development tool. To contextualize the instruction, your big picture example is repairing a bicycle tire. As you demonstrate how to use Pencil, you show webinar participants how to create an animation to teach students how to repair a bicycle tire.</p>
Evaluation Designer	<p>Responsible for</p> <ul style="list-style-type: none"> • Designing and developing the evaluation survey • Coordinating the analysis of the data • Finalizing the summary of the data in the Webinar Lessons Learned assignment. <p>See Proposal Part 2 for more information about the Evaluation you will conduct on your webinar.</p>
Ice Breaker Designer	<p>Responsible for finalizing the pre-webinar ice breaker designed by the team. Typically, the ice breaker starts about 10 or 15 minutes before the webinar starts and is a motivational strategy to excite the participants about the upcoming webinar.</p> <p>There are a ton of websites on icebreakers, but here are a few with suggestions for web conferences:</p> <p>http://www.ion.uillinois.edu/resources/pointersclickers/2002_01/ http://joitskehulsebosch.blogspot.com/2009/03/10-online-icebreakers.html http://blog.trainerswarehouse.com/virtual-icebreakers/ http://blogs.cisco.com/home/eight-great-icebreakers-for-online-meetings</p> <p>See also Icebreaker section in Proposal Part 2.</p>

Handout Designer	Responsible for finalizing the handout designed by the team. The handout is a required element of your webinar. When you have learners use it to do something, it is a Connect activity.
Lead Facilitator	Responsible for <ul style="list-style-type: none"> • Introducing the webinar • Facilitating transitions between speakers • Summarizing and concluding the webinar. <p>Note: Each person on your team must deliver part of the webinar.</p>
Poll Taker	Responsible for conducting polls during the webinar. This includes opening the poll and then sharing the results of the poll with the webinar participants. Typically, there should be a minute or so delay between the time you open the poll and the time you display the results to give people a chance to respond.
Slide Manager	Responsible for finalizing any presentation slides designed by the team. Be sure the background is a color other than white.
Project Manager	You may have assigned this responsibility in your Team Agreement or you may have decided not to have a Project Manager.
Quality Manager	Responsible for <ul style="list-style-type: none"> • Insuring there are no typos or grammatical errors on any slides or on any pages in the handout. • Applying CARP design principles to each slide and each page in the handout. • Implementing dual coding as much as possible on both slides and in the handout.
Tech Support	Responsible for <ul style="list-style-type: none"> • Helping team members set up their microphone headsets (required for this project) • Helping webinar participants who experience hardware and/or software problems during the webinar • Answering email from participants who are experiencing problems entering your webinar <p>Hopefully, there will not be too much to do regarding tech support.</p>
Webinar Invitation Manager	Responsible for <ul style="list-style-type: none"> • Finalizing the invitation designed by the team. • Sending the invitation to all students in our class at least three days prior to the webinar.
Other	

Webinar Team Roles and Responsibilities

Activities Designer(s)	Everyone: Each team member will create activities for the section they present.
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Synchronous Tool Manager	Kristin Vossler
Advance Organizer (AO) Designer	Lisa Wright
Chat Manager	Everyone: As each person presents their section, we'll assign a chat manager to assist. Kristin Vossler: Will set standards for how chat will run.
Example Manager	TiAn Vetter: Will set the stage from design perspective, ensure consistency throughout presentation.
Formative Evaluation Designer	Emily May: Will act as point person (with a group effort/involvement).
Ice Breaker Designer	Lisa Wright
Handout Designer	TiAn Vetter: Will create a template that coordinates with our design (with group effort/involvement), everyone will contribute content.
Graphic Designer (look & feel)	TiAn Vetter: Will create/alter any graphics used in presentation to ensure cohesiveness and design quality.
Lead Facilitator	Lisa Wright
Poll Taker	Everyone: We all will be responsible for polls/questions asked during our assigned section(s).
Slide Manager	Lisa Wright
Project Manager	Emily May
Quality Manager	TiAn Vetter
Tech Support	Kristin Vossler
Webinar Invitation Manager	Emily May

5. Audience Analysis

Three Characteristics of Webinar Participants
1. Students in higher education programs
2. Students looking to successfully leverage Twitter, Pinterest, and blogging platforms
3. Students new to Twitter, Pinterest, and/or blogging

6. Instructional Goals

Instructional Goals
1. The webinar will enable and encourage participants to leverage Twitter, Pinterest, and blogging to boost their online presence and connect with other professionals in their field.
2. After completing the webinar, participants will know how to promote and link to their professional blog posts across Twitter and Pinterest.
3. The webinar will also encourage participants to utilize best practices while using Pinterest, Twitter, and blogging platforms.

7. Project Development Milestones

Milestone	Start Date	End Date
Team Agreement	3/14/16	3/20/16
Role Assignment	3/29/16	4/3/16
Proposal Part 1	3/29/16	4/3/16
First Draft of Content	3/31/16	4/6/16
Design Decisions	3/31/16	4/7/16
Proposal Part 2	4/4/16	4/10/16
Webinar Practice Session 1	4/4/16	4/12/16
Webinar Practice Session 2	4/12/16	4/16/16
Webinar Practice Recording	4/14/16	4/17/16
Present Webinar to Class	5/3/16 6:45PM	5/3/16 8PM

How will you track these milestones to insure successful completion?

The team will meet each week to make sure we're on track and discuss each milestone at each step of the way.

Who is responsible for tracking these milestones?

The project manager, Emily May, will be the main communicator in regards to meetings and topics, but the entire team is equally responsible for tracking these milestone and ensuring their completion.

8. Webinar Date and Time

Date	Start time (MST)	Timeslot Select your 1 st , 2 nd , and 3 rd preferred days and times for delivering your webinar
Monday, April 25	6 PM	
	7 PM	
	8 PM	
Wednesday, April 27	6 PM	
	7 PM	
	8 PM	
Thursday, April 28	6 PM	
	7 PM	
	8 PM	
Saturday, April 30	10 AM	
	11 AM	
	12 PM	
	1 PM	
	2 PM	
	3 PM	
	4 PM	
	5 PM	
	6 PM	
	7 PM	
	8 PM	
Sunday, May 1	10 AM	
	11 AM	
	12 PM	

	1 PM	
	2 PM	
	3 PM	
	4 PM	
	5 PM	
	6 PM	
	7 PM	
	8 PM	
Tuesday, May 3	6 PM	
	7 PM	1st
	8 PM	
Wednesday, May 4	6 PM	
	7 PM	2nd
	8 PM	
Thursday, May 5	6 PM	
	7 PM	3rd
	8 PM	
Saturday, May 7	10 AM	
	11 AM	
	12 PM	
	1 PM	
	2 PM	
	3 PM	
	4 PM	
	5 PM	
	6 PM	
	7 PM	
	8 PM	
Sunday, May 8	10 AM	
	11 AM	
	12 PM	
	1 PM	
	2 PM	
	3 PM	

	4 PM	
	5 PM	
	6 PM	
	7 PM	
	8 PM	

9. Learning Objectives

Learning Objectives: After participating in the webinar, participants will be able to:
1. Utilize Pinterest, Twitter, and blogging to increase online presence.
2. Promote their blog posts using the pinning functionality of Pinterest and the tweeting functionality of Twitter.
3. Implement best practices for blogging, Pinterest, and Twitter.

10. Learning Activities

“Absorb” Activities	Applicable Objectives
Reading text on slides	All 3
Listening to narration	All 3
Show and Tell with blogging	3
Show and tell with Pinterest	3
Show and tell with Twitter	3

“Do” Activities	Applicable Objectives
Drill and practice for Twitter	2 and 3
Drill and practice for Pinterest	2 and 3

“Connect” Activities	Applicable Objectives
Icebreaker	3
Blog Interactive discussion	1 and 2
Blog Interactive discussion	1 and 2
Pinterest Scavenger Hunt	1 and 2
Twitter Breakout Session	1 and 2

11. Advance Organizer (AO)

Advance Organizer for Your Webinar

1. Is your AO a graphic, table, photo, bullet list or...? The AO will be a graphical storyline of the information presented in the webinar as slides in the main PowerPoint. It will help the user tie their previous knowledge into the content of the webinar, relate topics back to the big picture of the webinar, and enforce best practices utilizing social media channels.
2. Does your AO show the instructional flow or the content of your Webinar? The AO focuses on the content of the Webinar and what the user will experience while participating. The major umbrellas for the AO will be graphically depicted and represent the major components of the webinar which are as follows: A) Introduction to the Big Picture B) Blogging C) Pinterest D) Twitter.
3. How will you change your AO at each transition to show the Webinar participants the big picture, the smaller details, and how are you moving from one topic to the next? The AO is focused on the journey the participant will take through the webinar. We will refer to the major parts of the AO in the presentation as we transition from speaker to speaker. The team webinar begins with an AO transition slide that will introduce TiAn to the participants as our blogging SME as well as contain the high level key points of her section of the presentation. TiAn will then introduce "Jane," a recent graduate who has started a new blog and wants to learn best practices and how to promote her blog with Pinterest and Twitter. TiAn then presents participants with her knowledge of blogging. At the end of TiAn's section, an AO slide will be used to introduce our Pinterest SME, Kristin. The slide will contain Kristin's key points to be presented to the group. Kristin will then present her knowledge of Pinterest. At the end of Kristin's presentation, an AO slide will be used to introduce the group to our SME on Twitter, Emily. The AO slide will contain Emily's key points. At the conclusion of the webinar, an AO slide will be used to review all of the key points presented with the participants. We will use the final AO slide to show how three SME's came together to tie best practices from Twitter and Pinterest in with promoting Jane's blog.
4. Other comments, descriptions, or details about your preliminary AO. To distinguish content slides from the AO slides, a slide transition will be used.

12. Big Picture Example

Brief description of our Big Picture example

Jane is a student in the local university's master's program. She's become incredibly knowledgeable in her area of study and has decided to create her first blog! She heard that

social media can be incredibly beneficial for promoting her blog, so she'd like to learn some best practices for blogging, Pinterest, and Twitter. She hopes to write engaging content for her blog and gain an audience utilizing these specific social media platforms. Join us as Jane learns how to boost her online presence with various tips and tricks for using Pinterest and Twitter with her blog. We'll hear from three subject matter experts who will come together to leverage their individual expertise in each platform to successfully promote Jane's blog and help her gain an audience!

13. Webinar Invitation

Webinar Invitation

Want to improve traffic to your blog while increasing your online presence?! Join us as we explore best practices for promoting your blog using Pinterest and Twitter!

Presented By: Emily May, TiAn Vetter, Kristin Vossler, and Lisa Wright

Date: Tuesday, May 3rd

Time: 7:00 PM - 8:00 PM MST

Link: Coming soon!

For more information on this webinar, please open the attached handout!

<Invitation will be a PDF that has been designed to coordinate with our theme.>

14. Icebreaker

Preliminary Icebreaker idea

A video of bad examples of tweets and pins will play for 15 minutes prior to webinar. Participants will be prompted to react via chat and tweets. Discussion among participants in the chat room will be highly encouraged!

15. Webinar Organization

Webinar Organization Example		
Activity	Time to conduct the activity	Elapsed time
Icebreaker	10 minutes	5:50 - 6:00 p.m.

Introduction of the speakers and AO	3 minutes	6:00 – 6:03 p.m.
Introduction of Big Picture Example	1 minute	6:03 – 6:04
Poll	1 minute	6:04 – 6:05
Demonstration of final product	2 minutes	6:05 – 6:07
2nd version of AO to show details of the first topic	1 minute	6:07 – 6:08
1st demo having students follow along with their handouts	3 minutes	6:08 – 6:11
Voting activity using status indicators in Chat pod	1 minute	6:11 – 6:12
3rd version of AO to show details of second topic	1 minute	6:12 – 6:13
2nd demo having students follow along with their handouts	2 minutes	6:13 – 6:15
3 polls	2 minutes	6:15 – 6:17
Etc.	Etc.	Etc.
Discussion in Chat about uses of the tool	3 minutes	6:30 – 6:33
Q&A in Chat pod	3 minutes	6:33 – 6:36
Display link to the evaluation survey	2 minutes	6:36 – 6:38

Webinar Organization		
Activity	Time to conduct the activity	Elapsed time
Icebreaker	15 minutes	6:45 to 7
Reminder/Agenda/ Presenter Introductions	3 minutes	7 - 7:03
Introduction of Big Picture & AO	3 minutes	7:03 - 7:06
Blogging -TiAn	10 minutes	7:06 - 7:16
Pinterest -Kristin	10 minutes	7:16 - 7:26
Twitter - Emily	15 minutes	7:26 - 7:41
Conclusion (AO)	4 minutes	7:41 - 7:45
Display Link to Evaluation Survey	5 minutes (on screen during Q & A)	7:45 - 7:50

Q & A in Chat Pod	5 minutes	7:45 - 7:50
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16. Handout

See separate document.

17. Interactive Activities

Interactive activities: Do activities
Drill and practice for Pinterest
Drill and practice for Twitter
Interactive activities: Connect activities
Icebreaker
Blog Interactive discussion
Blog Interactive discussion
Pinterest Scavenger Hunt
Twitter Breakout Session
Handout
Interactive activities: Other activities
Total number of Interactive activities: 8

18. Formative Evaluation Questions, Rationale and Tool

Formative Evaluation Questions – Example Only	Rationale
<p>1. The webinar was fun.</p> <ul style="list-style-type: none"> a. completely disagree b. somewhat disagree c. somewhat agree d. completely agree <p>Comments:</p>	<p>Rationale for question 1: We want participants to have fun while they are learning. If they did not, we need to revise the Absorb, Do, and/or Connect activities to make them more fun.</p>

<p>2. I think I will be able to use the handout in the future, i.e., I practiced using it in the webinar.</p> <p>a. completely disagree b. somewhat disagree c. somewhat agree d. completely agree</p> <p>Comments:</p>	<p>Rationale for question 2: We need to know if the practice we provided using the handout was effective. We want the webinar participants to use their handout to investigate the topic or tool after the webinar.</p>
<p>3. The description provided as part of the webinar invitation helped me understand the focus of this webinar.</p> <p>a. completely disagree b. somewhat disagree c. somewhat agree d. completely agree</p> <p>Comments:</p>	<p>Rationale for question 3. We want to know if the description we developed was clear and accurate.</p>
<p>4. The advance organizer helped me see the big picture and the lower level details of this webinar.</p> <p>a. completely disagree b. somewhat disagree c. somewhat agree d. completely agree</p> <p>Comments:</p>	<p>Rationale for question 4. <i>You provide this rationale if you use this question.</i></p>
<p>Open-ended questions</p>	
<p>Questions</p>	<p>Rationale</p>
<p>The questions I still have about (<i>topic or tool</i>) . . .</p>	<p>This will help us determine if we need to add more examples, more Do activities, or revise the handout.</p>
<p>If we were to present this webinar again, the one thing that would improve it would be . . .</p>	<p><i>You provide this rationale if you use this question.</i></p>

<p>Formative Evaluation Questions and Rationale</p>	
<p>Likert Scale Questions (at least 3 questions plus rationale for each question)</p>	
<p><i>The instructors provided information on best practices for Twitter and Pinterest.</i></p>	
<p>Rationale: We want to measure our first learning objective: Upon completion of the webinar, participants will be able to utilize Pinterest, Twitter, and blogging to increase their online presence.</p>	
<p><i>I found the accompanying handout to be helpful with my understanding of the presented topics.</i></p>	

Rationale: We need to know if the handout we provided was effective and helpful. We want the participants to use their handout to investigate the topics more in-depth, after the webinar.

I feel confident that I can promote my blog via Twitter and Pinterest.

Rationale: We want to measure our 2nd learning objective: Upon completion of the webinar, participants will be able to promote their blog posts using the pinning functionality of Pinterest and the tweeting functionality of Twitter.

Open-ended Questions (at least 2 questions plus rationale for each question)

What questions do you have after the webinar? In what ways can we follow up with you?

Rationale: We want to measure engagement from the webinar as well as follow up with participants who want to know more. This will also help us determine if we need to add more examples, more Do activities, or revise the handout.

What suggestions do you have for improving this webinar?

Rationale: We want to know how we should change the webinar to make it better by helping us improve our design and delivery!

Preliminary decisions about survey tool

Constant Contact