

Leveraging Resources

Free to You and Me and Everybody

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Overview

— [Introduction

— [(Information) Cloud-Gazing

— [Your U and You

— [Harnessing the Cultural Shift

— [Freedom!

Introduction

— [Lots of points you probably already know...but perhaps one or two new ones to make your job easier.

— [Ubiquitousness of social media among University users

Higher Ed - At the forefront of research, but....

— Corporate - Wherewithal and motivation!

— Pop Up Video, anyone? (ca. 1996)

Information Cloud

— [The days of static information sharing are gone.

Long live the Info Cloud!

— The Internet - the biggest Info Cloud of them all

Smaller clouds: blogosphere, RSS feeds, real-time interaction interfaces (we'll get into those later)

- **SOCIAL MEDIA!**

Why Social Media?

- [Have you heard this statement yet?
 - “We need you to increase communications efforts, support services, user interaction, etc. But we can’t give you more money....”
- [Web 2.0 could be your answer!

Your U and You

- Odds are, You are not alone at your U (higher ed)!

- Leverage Inter-Campus Relationships

- Social Networking puts you in touch with others doing what you're doing

- Twitter, Facebook, YouTube, iTunes U, ad infinitum

Penn at a Glance

— [Campus as a microcosm:

24,000 Students;

4,000 Faculty (not including HUP);

2,500 Support Staff...

— ...It's not enough!

— [“Your U and You” is thinking SMALL.

Examples @ Penn

- University of Pennsylvania-specific examples

- YouTube University

- Twitter networks

- iTunes U (less organic)

- Facebook, MySpace, FriendFeed (more Alumni and Prospective Student-centric)

Examples in AHECTA

- Corporate sites utilizing networking features

- Mostly Programming Partners, but catching on with others, too!

- Leverage INTER-Campus Relationships!

- Institutions linking together via social media sites (e.g. YouTube - Friends sharing between institutions; Student Production Awards)

6 (or More) Degrees

— How successful you are at any particular media outreach technology depends on:

— Time

— FTE? Could be!

Context/Content

— User interaction/interest - let's talk more!

-tangent- User Interaction

— [News travels fast in the Info Age!

Word of mouth - and word of MOUSE -
is one of the fastest, most reliable
methods of communication.

-tangent- User Interaction

— [“Where’s the best place to eat?” or even “What’s the best piece of equipment?”

— [Users are your ad agency.

— If users like what they see, hear, use - they will spread the word!

— [Allow users to take ownership of what they enjoy.

Harness the Culture Shift

Email is still a preferred method of communication for your constituents (students)...but not for long.

— “Interaction? Don’t need it!”

Email is for “old people.” (Forget about phones!)

— Social networks (“Member Communities”) are becoming an equally-preferred method of communication, esp. among students....

- a brief caveat -

— [Social Networks will most likely not take the place of communication in a business setting for quite a while.

How much can you say in 140 characters when it comes to business?!

— [BUT - students do love their Friend-Face-Spaces!

Back at the Culture Shift....

— [Digital media allows for - nay, **ENCOURAGES** - widespread usage (sorry, programming providers!)

— Good for research institutions!

Follows the idea that 1 picture = 1000 words (or 1 High-resolution image is worth 1,000 pieces of textual data)

The Good News . . .

- Freedom!

- Many (if not most) social networking outlets are FREE...
at least in terms of \$\$.
- No time constraints

. . . And the Bad News

— [What is your time worth?

Heart of the Matter

— [Leveraging Resources for your Campus
Television video services

Do Not Forget Students!

Keepin' It Real (- Time)

- Social media networking allows for real-time communication.

- Incorporate existing communications outlets into your own site.

- Engage viewers so that viewers become true USERS.

- Comment, RT, Digg, and many more.

- 2008 Elections, Iran Elections, etc.

Reining It In

— [Do what you do best, and link to the rest.

— [“We Are What We Share.”

— Banality leads to banality; Innovation leads to innovation.

The Internet Ecosystem

- EGOsystem becomes an ECOsystem

- The “Me” era has become a true “We” era.

- Cooperation and partnerships will create the foundations of where we need to go to provide for our customers.

Want to hear more?

— [Many of the ideas of this presentation were extracted from Media Futurist Gerd Leonhard:
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EPCC and PBS

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