Building Community and Engaging Online Learners

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Overview

- Shifting the Mindset
- Pivoting Online
- Collaboration Tools
- Resources - Shared & Community
- Idea Sharing – Associates & Schools
- Examples

You're Already Doing It

- We're all navigating some unknown together
- Support basic needs & be available to students
- Your expertise already exists
- We are natural problem solvers
- Envision yourself as empowered to act in innovative ways

- Stay flexible
- Have a sense of humor
- Be vulnerable
- Practice, practice, practice
- Ask for support
- Know that you are building new skills

Last Week:
Adjust & Seek Support

➡

This Week:
Plan & Take Action

Your Turn

What are some other ways that shifting your mindset will help you feel successful?

Pivoting Online

Institutional Partners

- Identify your partners (academics, career, advising, diversity, service, commuters, alumni, library, help desk, marketing/social media team)

- Which offices already provide a support for online students?
  - What are the services?
  - How is it shared with online students?

- Which offices would be willing to partner to explore new online student services/support?

- What additional resources would each team need to make this possible?

Collect Feedback

Focus Groups/Surveys

- Host a series of rapid focus groups to collect ideas on programming wants/needs
- Hold open office hours for students to drop in
- Integrate questions into existing climate/satisfaction surveys

Examples

- Event interests - What types of events would you attend?
- Academic support needs? *Library, tutoring, learning communities*
- Accommodation needs? *Captioning, transcriptions, recordings*
- How do you want to hear from the institution?

Student Organizations

Supporting Student Orgs

○ Student leader support & transition

○ Club advisor support & transition

○ Election support

○ Open office hours to offer guidance

Club Operations Considerations

○ Travel cancelations & postponements

○ Event planning support w/ online tools

○ Movie / Film rights

○ Imprinted items

    ○ Ship or reuse previously ordered swag?

○ Flexibility on minimum requirements for maintaining recognition

○ Roster reporting virtually

Event Management

- What types of tradition events does your institution host?
- Which events can be live streamed or recorded for online viewing?
- Have students asked for webinars or event topics?

- *Additional idea sharing later this session!*

Communications

- How will you communicate with students?
  - Email, social media, mail, text, online communities

- Who can support communications?
  - Student activities, communication team, marketing team, social media team, other?

- Are there natural affinity groups to engage?
  - Clubs, Greek Life, honor societies
  - Academic programs
  - Community service / diversity groups and programs
  - Learning communities
  - First year students
  - Military students/spouses

Collaboration Tools

Project & Collaboration Management Tools

- Contact the institution's Help Desk or IT Support team to ask about enterprise licenses or services already available.

- Teamup - calendar & content
- Teamwork - project / event management
- Basecamp
- Microsoft Teams
- Slack
- Discord
- GroupMe
- Marco Polo (group or 1:1 chats)

Conferencing Tools

- Contact the institution's Help Desk or IT Support team to ask about enterprise licenses or services already available.

- Suggestions
  - Best Free & Paid Conferencing Software
  - Zoom Drop In Tutorials
  - Skype
  - Ring Central
  - Google Hangouts
  - Free Conference
  - Adobe Connect Upcoming Events
  - WebEx

Zoom
Zoom offers free versions, there is a time limit, but it can be accessed via phone or computer. To join a call, first dial the phone number included in the invitation. Once the voice call prompts you, type in the dial in ID#, usually followed by #. To join via computer, click the link included in the meeting invitation. The meeting window should automatically open (Please note that you may need to download "Zoom" onto your computer for this to open). Recommend attempting to join the meeting a few minutes before the meeting to confirm you have the latest version or conduct your initial download.

If there will be a screen share or video component of the meeting, it is recommended to join meetings via computer whenever possible. You can change your background to a virtual background to help create a fun/professional space. NACA uses zoom in a variety of ways and is here to help navigate best practices. The Zoom chat feature allows uploading of documents, pictures, and even noting when available/unavailable.

Google Hangouts
Google Hangouts provides both instant messenger and video chat functions for your student organization to have immediate access and contact with one another in a remote fashion. Group chat with up to 150 people or video chat with up to 10 friends. All you need is a google account to get started! Google Hangouts is a great free solution that is easy for phone, tablet and computer.

UberConference
Set up a free account on UberConference.com and you can set up a virtual conference room for your organization to meet. UberConference offers free web conferencing and online meetings in 45-minute meeting increments for up to 10 users. Using UberConference, you can share screens, video conference, and make voice calls. UberConference can be used to start immediate calls ("Start New Conference" feature) or for scheduled, future meetings ("Schedule for Later" feature).

Slack
Slack can be viewed as a "chat room" for your organization where you can instant message, share files, and fully collaborate. The free version of Slack includes up to 10,000 chat messages and 1:1 video calls.

Skype
Skype allows for both video chat and voice calls on a variety of devices (smartphones, computers, tablets, etc.). The Skype app must be downloaded on usable devices before any calls or meetings. Using group video chats, Skype can include up to 50 people.

FaceTime (iOS only)
FaceTime allows for individual and group video calls with up to 32 participants. In the event that Android users are a part of your student organization meeting, opt for a different meeting platform, such as those described above!

Your Turn

What other collaboration, content, communication, or project management tools would you recommend?

Shared Resources

Collective

- COVID-19 Resources by Elizabeth Coder

- SP 2020 Presence Free Engagement Guide by Mel Molsberry

- Student Activities Online by Sarah King

- Virtual Engagement: Ideas, Apps, and Resources by Edward Kang & TaMisha Greathouse

Your Turn

What other shared resources have you found?

Community & Professional Resources

Professional Support Resources

NACA Support

- Coffee & Conversations
  - Tuesday Chat Registration
  - Thursday Chat Registration

- Community Forum
  - Professional Staff Community

Facebook Groups

- Student Activities Professionals in Higher Education

- Virtual Event Ideas Community

- Online Student Engagement Professionals

- Digital Student Engagement & Community Building

Your Turn

What other groups or support resources have been helpful?
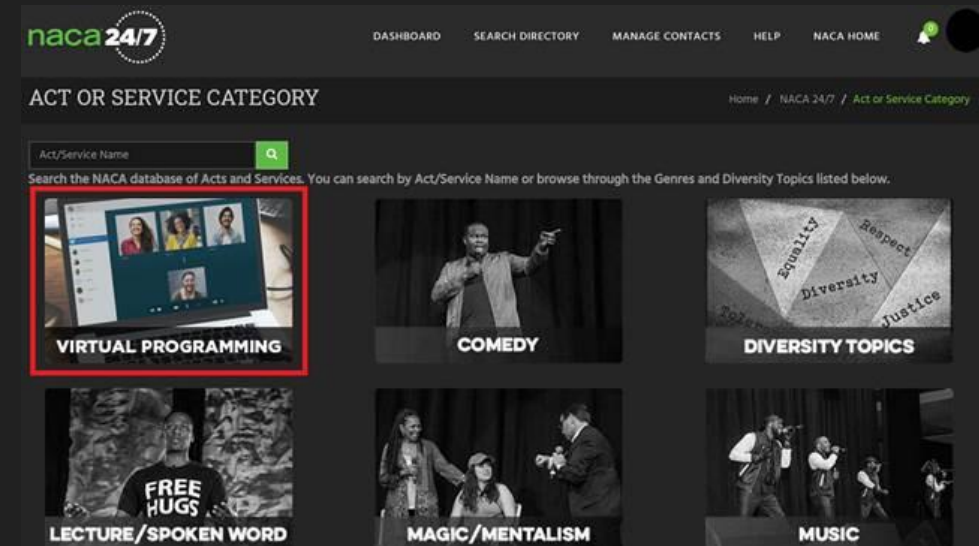
Idea Sharing

Associates, Talent & Vendors

Considerations

- Associates and talent are working hard to adjust, too

- Contact associates and talent to inquire about virtual programming opportunities

- Contact promotional companies for direct-ship mailers or awards

Resources

- **Search**: Virtual talent through NACA 24/7

- **Join**: Community for NACA Associates

Your Turn

Associates:

Are you offering virtual programming?

Share links & info

Program Ideas

Borrow the Idea

- Library Resources
  - Libby App (free digital library books from local collection)
  - Your school's digital collection (videos, books, etc.)
- Zoos, Parks & Museums
  - Cincinnati Zoo activities
  - National Park Tours
  - Museum Tours
- Watch Parties
  - Facebook watch parties (tutorial or FB Help)
  - Netflix Party extension
- Free virtual cooking classes
- Disney rides online
- Live virtual concerts

Do It Yourself

- Online trivia - https://kahoot.com/
- Online BINGO - https://www.bingomaker.com/
- Leadership Webinar Series - partner w/ faculty on leadership topics
- Virtual Milestone Events - leadership banquets, inductions, awards, etc.
- Virtual 5k races (example)
- Relay for Life (online) - virtual fundraising, activities, watch parties & walks

Your Turn

Schools:

Which programs are you trying to take online?

Additional Examples

Online Engagement Examples

- Online Learning Resources

- Student Engagement Opportunities

- Student Engagement Month

- Online Criminal Justice Club

Thank You!

Please continue to lean on one another for support

Contacts:
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