Training professional staff in Web 2.0 – the UWA Online Student Journey project

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What I’ll cover

- Convincing you this is worthwhile!
- How the training program works
- Some demo examples we’ve created
- Principles, tips and guidelines

Some assumptions/beliefs

1. We think professional staff are key to student engagement
2. We place a high value on experiences and stories
3. We think online services can be part of a good program
4. We think there are levels of interactivity of Web 2.0 tools
5. We are close to knowing what our students want

Student Services

- C.E.L.T.
- UWA Childcare
- Administration
- Admissions
- SIMS
- Medical Centre
- Student Support Services

Careers, Counselling, StudySmarter, UniSkills, UniMentor, UniStart, UniDiscovery, UniAccess

Project goals

- Student engagement and access to services
- Application of Web 2.0 tools to Student Services
- Professional development for staff
- Training sessions, custom developed resources

Phase 1: Initiate
- Nov 08

Phase 2: Research
- 08/09

Phase 3: Start-up
- Sem 1 09

Phase 4: Apply
- Sem 2 09

Phase 5: Evaluate
- Early 10
The Online Student Journey

- welcomes
- orientations
- enrolments
- study groups
- advice
- training
- newsletters
- offers
- fees
- networking
- records
- enquiries

Online delivery and interactivity

Staff survey
- Your current skills:
  - Blogs - short for ‘weblogs’. Hosted online via (e.g.) WordPress, Edublogs etc
  - Wikis - collaborative online writing (e.g. wikipedia or others hosted in Wetpaint, wikispaces etc)
  - Podcasts - Audio files stored online and downloadable by users
  - SMS - also known as txt messaging
  - Instant messaging - Real-time online chat (e.g. Skype, MSN etc)
  - Online hosting of files so that other people can see them. Applies to video (e.g. YouTube, Vimeo), photos (e.g. Flickr), Powerpoint presentations (e.g. Slideshare) etc
  - Social Networking Pages/Profiles - Websites that focus on forming communities by connecting members and facilitating networking. Many examples but the most popular at the moment might be Facebook, Twitter and Ning
  - RSS - Stands for Really Simple Syndication - a way of collecting web updates on a single webpage or publishing and distributing your updates to others

Staff survey - tools

<table>
<thead>
<tr>
<th>Tool</th>
<th>Skill level</th>
<th>Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogs</td>
<td>Options:</td>
<td>Moderate comfort</td>
</tr>
<tr>
<td>Wikis</td>
<td></td>
<td>Most were familiar</td>
</tr>
<tr>
<td>Podcasts</td>
<td></td>
<td>Not many used it</td>
</tr>
<tr>
<td>SMS</td>
<td></td>
<td>Many had experience</td>
</tr>
<tr>
<td>Instant messaging</td>
<td></td>
<td>Population was split</td>
</tr>
<tr>
<td>Online file sharing</td>
<td></td>
<td>Lowest level of skill/awareness</td>
</tr>
<tr>
<td>Social Networking Pages/Profiles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RSS</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Staff survey - training

<table>
<thead>
<tr>
<th>Delivery</th>
<th>Training preference</th>
</tr>
</thead>
</table>
| Small group training | Options: 
| Online tutorials and/or videos | High preference 
| Regular information sessions | Medium preference 
| Training-on-request | Low preference 
| Print guides (handouts, workbooks etc) | Highest preference 
| ‘Register’ of staff | Lowest preference 

Staff survey - motivation

<table>
<thead>
<tr>
<th>Interest level</th>
<th>Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>No interest at all</td>
<td>2.5% (1 out of 80 people)</td>
</tr>
<tr>
<td>Hadn’t really considered all this and not sure I am interested</td>
<td>0</td>
</tr>
<tr>
<td>Don’t have much knowledge but could be interested</td>
<td>0</td>
</tr>
<tr>
<td>Curious and interested – if I have time</td>
<td>9.75% (7.6 of 80 people)</td>
</tr>
<tr>
<td>Quite/very interested and I already have some ideas</td>
<td>96.75% (78 of 80 people)</td>
</tr>
</tbody>
</table>

Training program

‘Multi-channel’ options
Awareness raising in person
- Demonstration of toolbox
- Focus on content
- Team training sessions
- Individual follow-up
- Stand alone resources (info sheets, instructions, video etc)
Case Studies

- What do you want to do with students?
- What works really well f2f that you’d like to make available online?

Toolbox:
- blogs, wikis, video, vokis, social bookmarking, file sharing, social networks, RSS, digital stories, podcasts

Want to know more? Click on the FAQ below
What questions do staff ask?

- Is it accessible?
- Is it free?
- Is it legal?
- Is it difficult?
- Will it look after itself?
- How long does it take?

What questions do staff ask?

- Alternative access options
- Clearly outline subscription
- Clarify policies and disclaimers
- Set up a rating scale
- Suggest maintenance needs
- Time the testers

Guidelines/lessons learned

**Training Factors**
- Just in time. Just for me
- Pedagogy 1st, tools 2nd
- Multi-channel delivery
- Focus on quick wins
- ‘legacy’ materials
- Don’t say no

**Human Factors**
- ‘Fear and awe’ and ICT
- Get people talking together
- Find like minds
- Walk the talk
- Follow-up after set-up
- People know their business

More info

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