

Increasing Your Virtual Outreach Through Webinars

Kaitlin Oyler - Assistant Director, Family Programs and Services

Rebecca Kurihine - Graduate Assistant, Family Programs and Services

Why Webinars?

- Convenient point for those not able to visit
- Families are reliant on technology
 - 41.7% of Asian families report to occasionally communicate with their children via phone or text messaging
 - 35% of Asian families report to occasionally communicate with their parent via email
 - 75% of Asian families and campus survey that have an internet
- Speed followers vs. Traveler
- Diverse audience
 - Family members can't attend to person
 - Asian families have to get used to a lot
 - Encourage families to communicate with their parents

How we got started

- Several features
 - Participants can interact with presenters through chat
 - Presenters can upload their presentation
 - Participants can upload their presentation, make it
- Self-paced sessions
- Interactive features: Audience Q&A, Polls, etc.
- Technical features
- Topic selection
- Advertising



Advice and Future Implications

- Advice
- Explore software, if money is available
 - Test, test, test!
 - Don't forget the details
 - Know your audience
- Future Implications
- Early implementation initiative
 - Distance education trends

OWFS Outreach to Families

Programs - Orientation, Family Weekend, Sliding Weekend

Involvement - House Family Association, House Family Club

Representatives - Facebook and website, website, a newsletter, Facebook and Twitter



Successes and Challenges

Successes

- Participation
- Low cost solution
- Increased awareness of OWFS
- Increased awareness of OWFS
- Increased awareness of OWFS
- Increased awareness of OWFS

Challenges

- Equipment and software
- Limited time
- Limited time
- Limited time
- Limited time

Presentation Overview

- The purpose
- The purpose
- The purpose
- The purpose
- The purpose

Learning Outcomes

- The purpose
- The purpose
- The purpose
- The purpose
- The purpose

Future of our Webinar Series

- Topic selection
- Schedule selection
- Weekly support selection
- New and already for families
- Included on OWFS website
- Multiple camera views, multiple presenters



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Why Webinars?

- Convenience point for those not able to visit
- Families are reliant on technology
 - 60.7% of Households regularly or occasionally communicate with their children via phone or text messaging
 - 58% of Households regularly or occasionally communicate with their internet and email
 - 73% of Households did not use a computer that have yet to use
- Travel follows vs. Traveler's
- Diverse audience
 - Households that are not able to travel to the event
 - Households that have to travel to the event
 - Households that are not able to travel to the event

How we got started

- Desktop features
 - Participants can interact with presenters through chat
 - Make other participants to see presenters
 - Presenters can see who they have not interacted with
- Software features
 - Interactive Content, Real-time Feedback, etc.
- Technical features
 - Topic selection
 - Advertising



Advice and Future Implications

- Advice
- Explore software, if money is available
 - Test, test, test!
 - Don't forget the details
 - Know your audience
- Future Implications
- Family Implications take initiative
 - Distance education trends

OFFS Outreach to Families

Programs - Orientation, Family Workshop, Skills Workshop

Involvement - House Family Association, House Family Club

Resources - Handbook and calendar, website, newsletters, Facebook and Twitter



Successes and Challenges

Successes

- Participation
- Low cost of delivery
- Increased awareness of the program
- Increased awareness of the program
- Increased awareness of the program

Challenges

- Equipment and software
- Limited time to prepare
- Limited time to prepare
- Limited time to prepare

Implementation Overview

- 1. The first step
- 2. The second step
- 3. The third step
- 4. The fourth step
- 5. The fifth step

Learning Outcomes

- Participants will be able to...
- Participants will be able to...
- Participants will be able to...

Future of our Webinar Series

- Topic selection - Google Hangout
- Monthly scheduling
- New series for families
- Invitation on OFF web site
- Multiple content elements multiple presenters



Learning Outcomes

- Identify the importance of establishing virtual connections with students and families
- Compare different softwares available to host webinars and identify the challenges and benefits of each software
- Apply webinar technologies to meet the needs of various populations at Mason

Presentation Overview

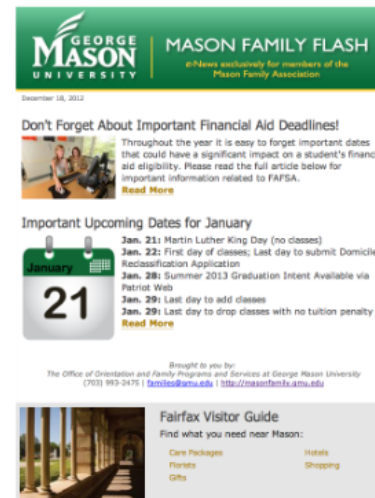
- Why webinars?
- Process of getting started
- Webinar recording
- Challenges and successes
- Future of our webinars
- Advice and future implications

OFPS Outreach to Families

Programs - Orientation, Family Weekend, Siblings Weekend

Involvement - Mason Family Association, Mason Family Flash

Resources - Handbook and calendar, website, e-newsletters, Facebook and Twitter



GEORGE MASON UNIVERSITY | **MASON FAMILY FLASH**
e-News exclusively for members of the Mason Family Association

December 18, 2013

Don't Forget About Important Financial Aid Deadlines!
Throughout the year it is easy to forget important dates that could have a significant impact on a student's financial aid eligibility. Please read the full article below for important information related to FAFSA.
[Read More](#)

Important Upcoming Dates for January

Date	Event
Jan. 21	Martin Luther King Day (no classes)
Jan. 22	First day of classes; Last day to submit Domicile Reclassification Application
Jan. 28	Summer 2013 Graduation Intent Available via Patriot Web
Jan. 29	Last day to add classes
Jan. 29	Last day to drop classes with no tuition penalty

[Read More](#)

Brought to you by:
The Office of Orientation and Family Programs and Services at George Mason University
(703) 993-2475 | family@gm.edu | <http://masonfamily.gmu.edu>

Fairfax Visitor Guide
Find what you need near Mason:

Class Packages	Hotels
Florida	Shopping
Gifts	



MASON FAMILY FLASH

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Fairfax Visitor Guide

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Why webinars?

- Connection point for those not able to visit
- Families are reliant on technology
 - 40.73% of Mason families frequently or occasionally communicate with their student via Skype or Instant Messaging
 - 38 % of Mason families frequently or occasionally communicate with their student via Facebook
 - 73% of Mason families visit campus no more than twice per semester
- Trend follower vs. Trendsetter
- Desired outcomes
 - Provide families a virtual opportunity to connect to Mason
 - Offer families the chance to put a name to a face
 - Encourage families to share content with Mason students

How we got started

- Desired features
 - Participants can interact with presenter through chat
 - Video allows participants to see presenter
 - Presenter can navigate PowerPoint and possibly, a web site
- Software selection
 - Adobe Connect vs. Blackboard vs. In-house Build
- Technical features
- Topic selection
- Advertising

Top Ten Webinar Softwares

- 1) VIA3 from VIA3 Corporation
- 2) GoToMeeting from Citrix
- 3) WebEx Meetings Center from Cisco
- 4) LiveMeeting from Microsoft
- 5) Acrobat Connect Pro from Adobe
- 6) iLinc
- 7) Connect from AT&T
- 8) Sametime from IBM
- 9) WiredRed
- 10) Yugma

Adobe Connect

Pros
Easy set up
Smooth video and audio
Reliable
Tech support available

Cons
Expensive
Contracted
Licensing Procedure
Cannot request additions

Blackboard

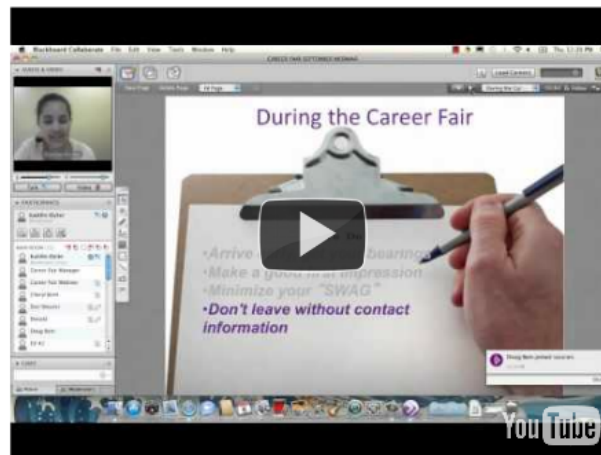
Pros
Supported by Mason
Set up and maintenance assistance
Free!

Cons
Require tweaking with certain
browsers
Not as visually appealing

In-House

Pros
Flexible interface
Integration with web site

Cons
Audio/echo feedback issues
Huge time investment



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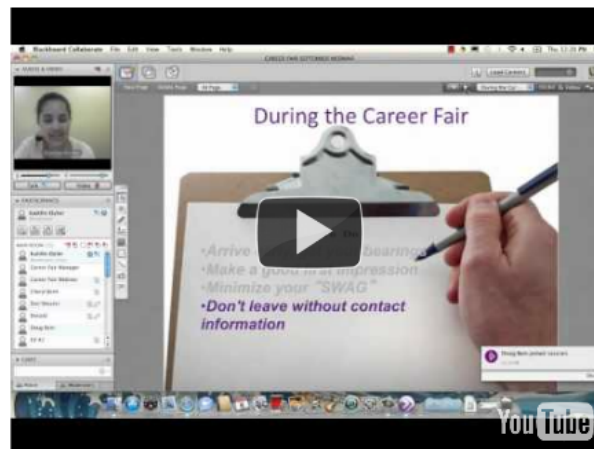
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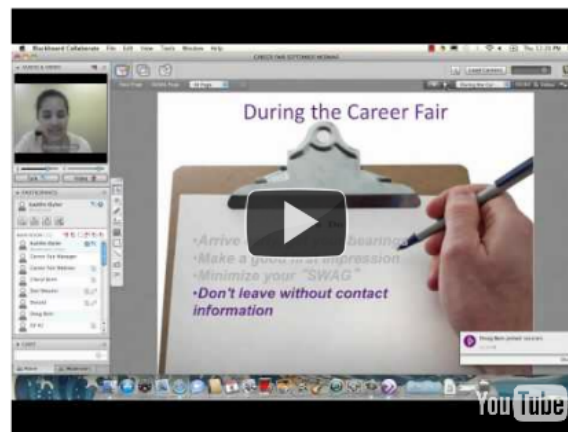
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Successes and Challenges

Successes

- Participation
- Low to no cost initiative
- Increased partnerships at Mason
- Video archive
- Participant interaction with presenters
- Good foundation for future web initiatives

Challenges

- Blackboard not ideal software
- Finding "perfect" day and time
- Presenter expectations
- Reliability on technology
- Participant buy-in
- Topic choice

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- Participant buy-in
- Topic choice

Future of our Webinar Series

- Topic exploration
- Software upgrade - Google Hangout
 - Visually appealing interface
 - More user-friendly for families
 - Hosted on our OFPS web site
 - Multiple cameras allow for multiple presenters



Advice and Future Implications

Advice

- Explore software, if money is available
- Test, test, test!
- Don't forget the details
- Know your audience

Future Implications

- Easily implementable initiative
- Distance education trends

Questions?

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