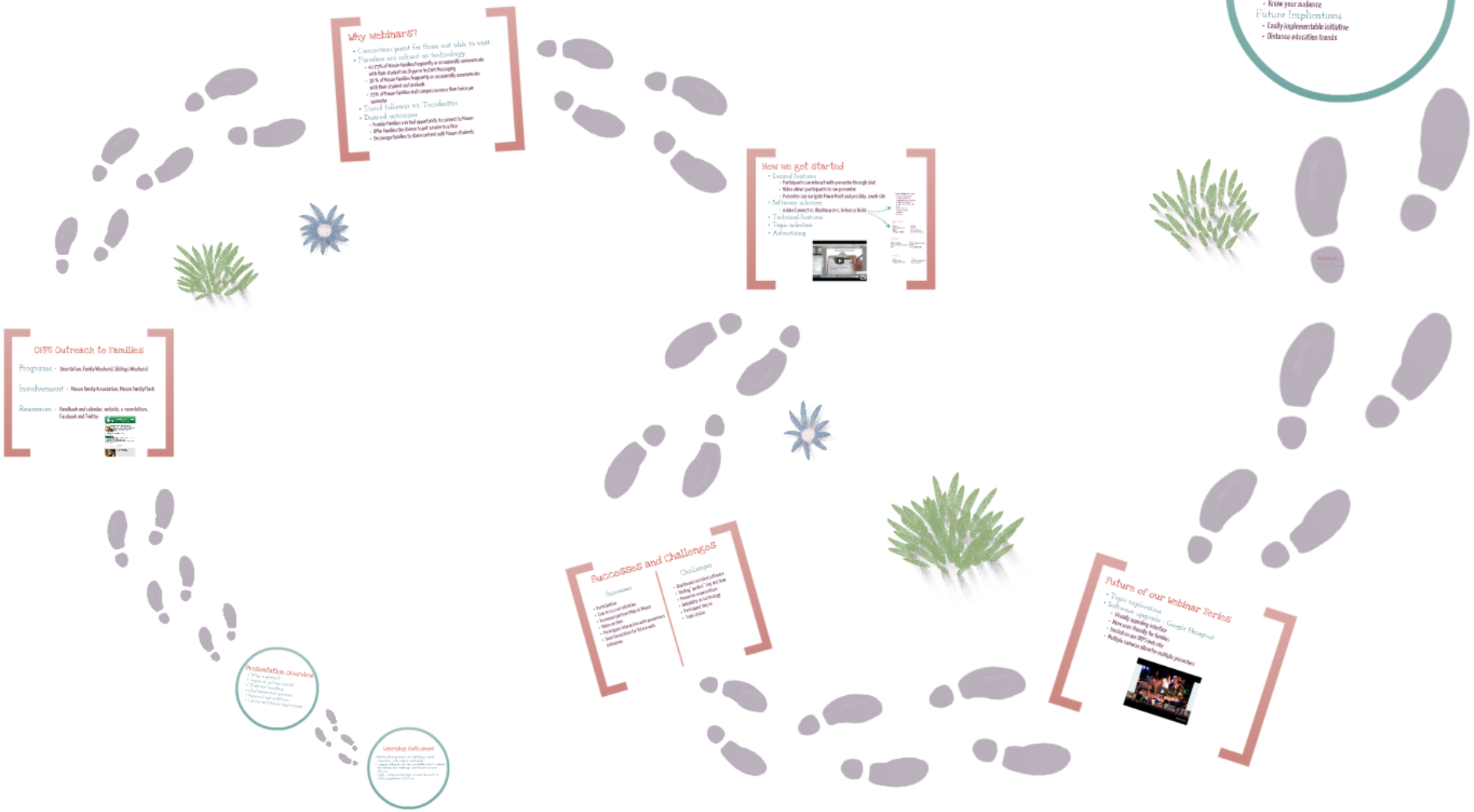
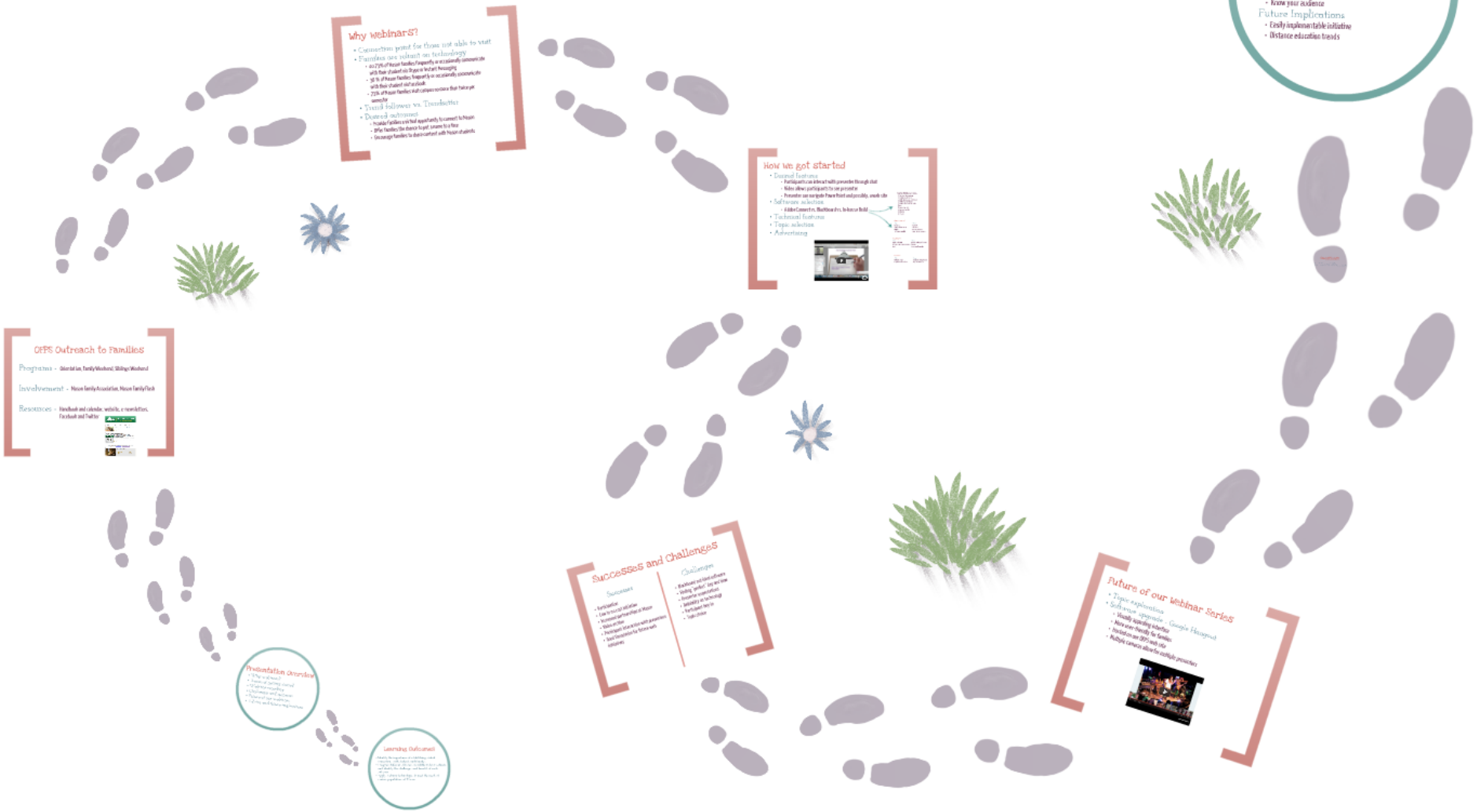
Increasing Your Virtual Outreach Through Webinars

Kaitlin Oyler - Assistant Director, Family Programs and Services
Rebecca Kurihine - Graduate Assistant, Family Programs and Services



Increasing Your Virtual Outreach Through Webinars

Kaitlin Oyler - Assistant Director, Family Programs and Services
Rebecca Kurihine - Graduate Assistant, Family Programs and Services



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

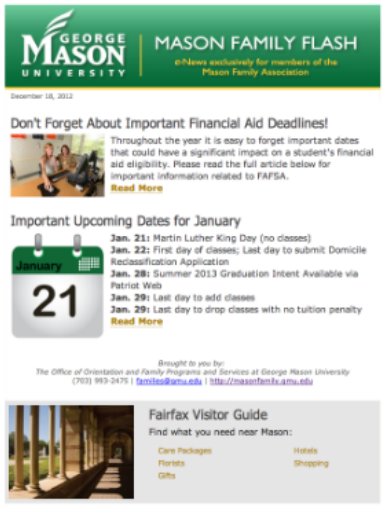
- Why webinars?
- Process of getting started
- Webinar recording
- Challenges and successes
- Future of our webinars
- Advice and future implications

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, 2012

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

January 21

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) 993-3475 | families@gmu.edu | http://masonfamily.gmu.edu

Fairfax Visitor Guide
Find what you need near Mason:
Care Packages
Florists
Gifts
Hotels
Shopping

witter

GEORGE MASON UNIVERSITY

MASON FAMILY FLASH

*e*News exclusively for members of the Mason Family Association

December 18, 2012

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

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 | families@gmu.edu | http://masonfamily.gmu.edu

Fairfax Visitor Guide

Find what you need near Mason:

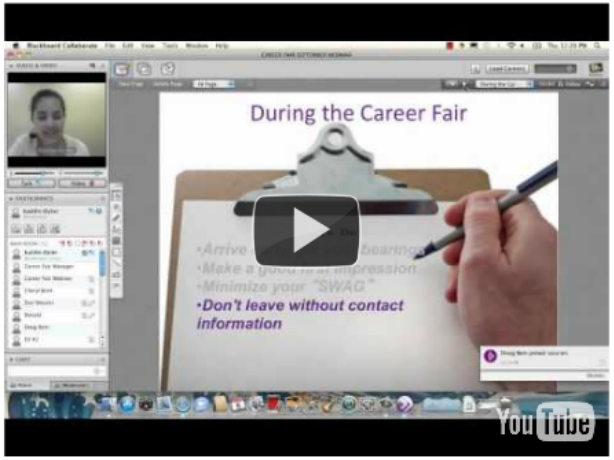
- Care Packages
- Florists
- Gifts
- Hotels
- Shopping

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	Cons
Easy set up	Expensive
Smooth video and audio	Contracted
Reliable	Licensing Procedure
Tech support available	Cannot request additions

Blackboard

Pros	Cons
Supported by Mason	Require tweaking with certain browsers
Set up and maintenance assistance	Not as visually appealing
Free!	

In-House

Pros	Cons
Flexible interface	Audio/echo feedback issues
Integration with web site	Huge time investment

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

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	Cons
Easy set up	Expensive
Smooth video and audio	Contracted
Reliable	Licensing Procedure
Tech support available	Cannot request additions

Blackboard

Pros	Cons
Supported by Mason	Require tweaking with certain browsers
Set up and maintenance assistance	Not as visually appealing
Free!	

In-House

Pros	Cons
Flexible interface	Audio/echo feedback issues
Integration with web site	Huge time investment

10) rugma

Adobe Connect

Pros	Cons
Easy set up	Expensive
Smooth video and audio	Contracted
Reliable	Licensing Procedure
Tech support available	Cannot request additions

lackboard

Tech support available

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

In-House

Pros

Flexible interface

Integration with web site

Cons

Audio/echo feedback issues

Huge time investment

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	Cons
Easy set up	Expensive
Smooth video and audio	Contracted
Reliable	Licensing Procedure
Tech support available	Cannot request additions

Blackboard

Pros	Cons
Supported by Mason	Require tweaking with certain browsers
Set up and maintenance assistance	Not as visually appealing
Free!	

In-House

Pros	Cons
Flexible interface	Audio/echo feedback issues
Integration with web site	Huge time investment

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

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

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?

Kaitlin Oyler - koyler@gmu.edu
Rebecca Kurihine - rkurihin@masonlive.gmu.edu