Effective Web Telecommunications-Design for Effectiveness (Part I)
September 24, 2015

Introduction

Michael Lesiecki - Welcome everyone to today's webinar titled: Effective Web Telecommunications. Today September 24 and it's just now 3 p.m. eastern. I'm your host today Mike Lesiecki, I'll introduce myself more in just a moment. Let me show you a little bit about the system that we're using today for the webinar and tell you about our sponsors.

Webinar Details

Michael Lesiecki - For this webinar you're going to be in listen-only mode using your computer or your phone. And we invite you to ask questions via the question window, the chat window really. As I mentioned a moment ago for those of you that might have heard, this webinar is being recorded and you will be sent a recording link.

Brought To You By

Michael Lesiecki - Today's webinar is brought to you by Centers Collaborative for Technical Assistance with additional support by the ATE Collaborative Impact Project. And here's the disclaimer, the views presented today…the views present today do not represent the views of the National Science Foundation in fact they're pretty much my views and take them with lots of grains of salt.

The CCTA IS Led By

Michael Lesiecki - What is a CCTA thing, well it's brought to you by five different ATE centers as you can see their located at various parts around the country. And our centers tend to have experience developing technical programs at community colleges. And we're looking forward to the deeper connection with those of you that are coming from the TAACCCT side.

CCTA Purpose

Michael Lesiecki - The purpose of our thing is response to a request from the Department of Labor. And they thought, you know these ATE Centers have been around for a while. Why don't we have a mechanism by which there can be technical assistance that is provided to TAACCCT grantees? Things like success coaching, in-person convenings; a large one happened last summer in July at the HI-TECH conference, and of course this webinar series.

CCTA Activities are Relevant for:

Michael Lesiecki - These activities are relevant. Relevant for those of you that have Department of Labor grants; those of you that have National Science Foundation projects and centers, workforce programs and the wannabes. I don't mean wannabes in a bad way. I mean those of us that either have a NSF grant and would like to get a labor grant or vice versa, or for those who are new to the grant world.

Deliverables

Michael Lesiecki - One of the delivers of this project, well, Topical Webinars, like today, and teleconferences. Today is going to be a webinar. And they'll provide new solutions. They're all recorded; they're all archived; and there's other online media that will be generated as a result of this project that you see here.

Deliverables Continued
Michael Lesiecki - We hope to invite you to regional discipline-specific conferences. As I mentioned, the one was held in July where we did identify and document and discuss best practices across our community. And the CCTA wants to host these convenings as you see.

Tell us About You…
Michael Lesiecki - I'm getting ready now, because I've told you a bit about our project, I'd like you to tell, to tell me about yourselves. So if I can manage it here, I'm going to launch a poll and ask you to tell me your affiliation. So there it is, right on the screen, if you just go head and click those radio buttons and we'll see where people are coming from today. You can choose, obviously, an NSF grant a TAACCCT grant, both or neither. So I see people are, are logging in, I can see your percentages here. I'm going to display that in just a moment. Okay, most people have answered. Let's take a look and show the poll. And there's the results on the screen. So pretty interesting, right, about a third with the NSF grant, more than half with the TAACCCT grant and some others spreading. So that's a very interesting result there. Thank you for responding to that poll….Just want moment here, I'm going to close that poll down. There we go.

About the Presenter
Michael Lesiecki - Let me tell you a little bit more about myself. Again, my name is Mike Lesiecki and I've really had a privilege, I think, over years of being both, a principal investigator and a reviewer for NIH and NSF grants. Actually never been a DOL grant PI, I tried to be, but I wasn't. We'll talk about that in a minute. I do have a technical background in chemistry and physics with really a focus on lasers, applications, things like that. I was the principal investigator, the wannabe of a round 1 TAACCCT grant. And sometimes I thank my lucky stars that one didn't happen. I'm sort of joking about that, but other times we tried to put together a nine state regional consortium for that round, it didn't work. But I learn about tech quite a bit and we've supported our colleges in round 2, 3 and 4 grant applications.

Stats
Michael Lesiecki - Do have an experience here at my organization and myself in producing webinars. Pretty interesting, since 2009, we've produced 222 webinars or co-produced them, hosted them for others. And as we looked at our tracking sheets, over 10,000 people have registered for those webinars since 2009. It was horrible in 2009; we did not know what we were doing. The webinar world was brand new. Webinar software was terrible. We tried charging for webinars in the beginning, because we didn't know how we were going to fund that software. Everything has changed since then, people now understand webinars. They understand web telecommunications. So it's quite a different world today and hopefully we can bring you some of the results of our experience in today's discussion.

Web Telecommunications
Michael Lesiecki - I like this word, *web telecommunication*. Let's refer to it as the exchange of information over significant distances by means of the web. Now that sounds pretty cool. We'll use that definition.

Purpose
Michael Lesiecki - What's our purpose for today, we want to more effectively use web telecommunication to manage, manage our grant funded projects. If you got a TAA grant or NSF grant or no grant, you're typically dealing now with people that are more spread out. Collaborations are critical to these grants. So how do you this? There is a tendency, I know, sometimes to think, "We better meet

by face by face, cause it's going to be better." That's not always the case and I hope to show you that today as we have our discussion.

In Part I We Consider…
Michael Lesiecki - This is a II Part series. In Part I, we're thinking about team meetings. There either, somewhat, small teams, up to 6 people, or larger groups, let's call that 12 or more people. So those are where we have, we have action teams or project teams. In Part II of this webinar we're going to focus on webinars, itself. How to develop them for larger audiences; how disseminate the results of your project. It's quite a different approach the webinar versus a web teleconference. We'll emphasize that today. So Part I, we're focusing on these smaller sort of team meetings.

Convening a Team
Michael Lesiecki - All right, you got convene your team, right. You do this routinely, once a month, once a week, whenever you need to, more often than, than perhaps than you would like. And sometimes we say, let's just do a teleconference, well that's fine "but," notice there's some dots after the "but." The web conference takes that audio bridge; it still has the audio bridge. And it allows enhancement with images that can be jointly viewed, images, documents, you know, excel spreadsheets. You can share those amongst your group so everybody can see them. Now you're thinking, "Well, why is that different from a face to face?" Well, of course, because you don't have to bring people from distances. And sometimes people forget that the advantage of these things today is they can be recorded so just like this event is being recorded, that can be part of your archives, part of your documentation of your project or you may want to revisit it. It's worth doing. There's ways that web conferences can be better than face to faces.

Convening the Team by Web Telecommunications
Michael Lesiecki - Alright, let's convene our team and let's make some assumptions. You're going to laugh at these, you send out an email, "Okay everybody, we're having a team meeting next Monday." Number one, they probably won't read and they won't save it. They'll sort of register in their mind somewhere. Well, it does help if you put a calendar link in there and they click on the calendar. Number two, you send them a reminder, a second email. They're going to lose it, it's going to disappear from their inbox by some unknown method; it's going to drop below the level of the screen. Number three, for sure, they will not test their system, their web conference system for compatibility. There's these nice little links that says, you know, "Click here to test if you got the right software installed." They, they, well I'm going to say, they not necessarily won't do it, but they probably won't do it. They won't get around to it. So now, it gets, their calendar pops up, their message pops up, its 10 minutes to go before the start of the meeting; and my God they've forgotten everything. They don't know where your e-mail is; they haven't tested their system, their panicking. "I've got to get in!" You can imagine this happening. Maybe it has happened to yourself. So how do we manage these sort of facts of life, right? Oh and I forgot, they forgot to take their dog out the room and their dog starts barking in the background. There's a picture of a barking dog. It's just, isn't it funny these facts of life for these webinars?

Poll: Audio Disruption
Michael Lesiecki - Oh let's do another poll. Let's see if I can't launch this other poll. Pull this up there. Here's the question for you…alright, there we go. How many times have you heard an audio disruption on a web call? On a conference or a web call? You know, it doesn't have to be a web thing could be a teleconference. I mean, I've heard barking dogs; I've heard phone ringing's; I've heard, you know, equipment, you know, construction equipment in the background. How many times have you done that? So go ahead and answer this one. Alright, lots of people have responded. Let's see what the, what

the results are. I'm going to close the poll and then, share it with you. There we go....oh, often. Okay, you're just like me; most of us have certainly heard it more than once in many cases often. Let me hide these poll results here. It's just a reality of life, isn't it, how do you manage that?

Good Practices

Michael Lesiecki - Alright, let's talk about some good practices of convening your team. You want to hit them with connect information over and over again. And the way we do it is we take our agenda, which is like typically a one-page Word document or could be an email, and right at the top of that agenda you got the connection information. Remind them within one hour of the start, because now it's going to be in the view. They'll see it in their email. It's sort of at the top; it'll say "Hey, we're starting in one hour." We always do a 60 minute reminder, it helps people. You would think, "Aw, we don't have to remind them," but you do.

One Page Agenda Starts With

Michael Lesiecki - Here's what it looks like, here's actually the, I copied this right out of an agenda. There's our login, you can use your, your microphone and speakers or you can call in. And then, it proceeds with the meeting objectives, just like you would for a normal meeting. So put that right up front, you're trying to prevent people from saying, "Aw, I lost the connection information."

In Spite of Everything

Michael Lesiecki - You know in spite of everything today, I would say, you know, I look back at the meetings we've run over the last couple of years, I would think the world has moved to Voice over IP, V-o-I-P, and then, the next time I think, gee, everyone still wants to use the phone. I cannot force people in to this one way or the other, you just can't force them. Half the world is phone, the other half does skype, it's all, it's all crazy.

Good Practice

Michael Lesiecki - So, don't worry about it. But here's the thing, thing that you should do. I think you should require your team to login. Right, I've had people saying, "Oh, I, I, can I just join by phone, I don't want to have to connect," and they got all kinds of reasons. Don't except those reasons for your team. Say, "I want you to login; I want you to login to the web interface." And sure they can come in by phone or voice, VoIP rather, Voice over IP, either one, that's fine. Help your team, not many of them, some them will have struggles with this, others, it will be second nature. If they got a MAC book, it's easy, right, it's got integrated audio and video, the speakers and microphone are all right there. You don't have to do a thing. I really like to suggest, and I'll talk more about in a moment, that quality USB headset is worthwhile for your team. You know, help them at the beginning of your team meeting; just help them get setup here; help them get over any problems that they have. What about a speaker phone? Well, I think many of you already know the answer to this. Depending on the quality of the speaker phone, there can be a real hollowness to the person's voice. A good one tends to eliminate that, but none the less, you can be in a room; you can be here picking up sounds; if you got a couple of people in the room, their shuffling their papers. I would say speaker phones aren't your best options, but all of us have been on these sort of things where people are using speaker phones. Now that's just my own opinion there.

Disclaimer

Michael Lesiecki - Okay, here's my disclaimer, I do not have any investments or stock in Plantronics or any of those people. But this is the headset that we use here at our organization, its Plantronics, whatever name it is you can find it on Amazon. I like the thing; it's very high quality; it's easy to use; it

works. Sometimes when we work with our collaborators, we might ship one these headsets to them and say, "Here, why don't you go ahead and use this one." People will say, "Oh, I can borrow my friends headset and they got one for $19.95." Well, those aren't as good, it's one of those that you pretty much get what you pay for, right? So my advice is fit yourself with a decent USB connected headset and just find one and buy it. It's not that big a deal.

When They Panic Trying to Join
Michael Lesiecki - Now remember, we had this 10 minute thing, prior to the start when people are panicking trying to join your event. Here's some good practices, don't let yourself get distracted by this. You're the manager; you're running this meeting. You can't say, "Oh let's wait for Johnny to figure out his problems here." You should start on time regardless of what we're doing. So always keep that in mind, start on time regardless, they'll catchup. And by the way, they got a recording to listen to in case there's some problems. Sometimes people with problems will come on audio and say, "Oh, I can't get connected; my system doesn't work; my firewall, I'm being firewalled." Don't let that disrupt the meeting, let, be respectful of the other people who have logged in and got setup in time. You know what, at the same time, you should be there not only on time, but beforehand. Make sure you yourself or your team has got the system launched, you're there to welcome people as you came in. Today we opened up our system about 40 minutes before the start of the webinar and did our various testing. That gives people comfort as they come into the system. What we do and you might do, depending on your team, you might hire the help line. So we have someone here in our office whose particular knowledgeable. We give out their phone number and we say, "If you're having any problems connecting, just give Janet a call," and that helps. You can take the disruption of someone trying to connect, you can just say, "Hey, just call Janet and she work it, work it through with you." They might miss part of the webinar, but remember there's a recording their going to receive any how. So that's going to work for them. So use, you know, do this ruthlessly, right. Make sure you start on time and you get things going.

As A Manager
Michael Lesiecki - As a manager, you must manage this effectively. You have to exert absolute control over all of the elements that includes: the chat window, the audio, any web cam, things like that. You know, I remember being on a call relatively recently with one of our major projects, there was 11 people simultaneously on an open phone. I could hardly hear a thing, there was so much background noise, the manager hadn't, he hadn't instructed people about the muting functions. When you're not talking, you ought to be on mute. Then, we had one person put us on hold and the hold music started on. So there we were sitting wondering how do we get this person's hold music off so we can get on with the meeting. So you got to be absolutely ruthless when it comes to exerting your control over this.

Manager Best Practice
Michael Lesiecki - Did I say start on time? I think so. Make sure that you start on time, don't let someone's troubles distract you or delay you. Now we're at the beginning of the meeting, "Welcome everyone, would everyone like to tell us whose here?" No you don't say that, because you have people tripping over each other speaking at the same time. So you have your list of attendees and you say to them, "John, would you say hello to everybody? …that's good, thanks John, your audio sounds good. Ian, your turn. Say "hello" to everybody." So go around your list and as you do this people are starting to get to hear John and Ian's voice to personalize them so that during the conference if you're not using video, you can connect with the people there. Remember this is not a face-to-face meeting so were using this opportunity to make these connections. Third sub bullet, don't ask "Who's out there?" Take the approach of saying, "John, can you talk to us please?" Ian, can you talk to us, please?" Remember

the only identity we have, at this point, is through voices. And then, you beat everyone over the head with the mute rule, you say, when you're not talking you have to be on mute. If that happens during the meeting, if you hear background noise, just stop and say, "Could someone, let's all check our mute functions." You just got to do that and everyone will appreciate it.

A Conference Call (video)
Michael Lesiecki - Alright, now, we're try something a little different for this webinar today. We're going to launch a video; this one has an amazing number of hits on YouTube. It's called, "A Conference Call." I'm not going to play the whole 4 minutes of this, we might listen to the first minute or so, but it's going to teach us several things. It's going to, we're going laugh about the foibles of , of conference calls and also, you're can see how you might be able to play a YouTube video within your web meeting. So what's going to happen here now is I'm going to go on to mute. We're going to make our audio connections and then, I'm going to start play on the video. So you won't hear anything for just a moment. One last things, there are some connections, some colleges, some organizations that have a firewall that may not allow this video to be played so you may not see it, but I think most of you will. Okay here we go, going on to mute. Hang on for just a minute:

The video plays: https://www.youtube.com/watch?v=DYu bGbZiiQ

More Best Practices
Michael Lesiecki - So, hi, friends, I'm back live. So we played about a minute and thirty seconds of that one. When you have a chance, I put the YouTube link on that slide, when you get that back you can pass it along; or you could just, you know, google it on YouTube and you'll find it quickly. It's kind of fun, because all of us smile at the various foibles that happen there with connectivity and all of us have seen it. So again, as we talk about these mechanisms for managing these things. We focus on this first bullet here; it's called a "talking" mechanism. Now what I mean by that is for people online it's quite possible to talk over each other – as you saw a little bit there in the video – without realizing it. So, as I run our meetings, I try to work with people in the beginning saying that if you have a comment that you would like to make, why don't you raise your hand? So a lot of web interface systems have a hand raise function, it can sometimes be accompanied by a sound to let you know that someone's raised their hand. Now you as a manager, you're looking at your list of attendees, you can see when they got their hands raised. You might say, "Oh, I see that John has a question. Let's pause for a moment," or you can say, "John, hold on for a minute, we'll get your question in a moment." You can manage it that way. When I had our, we were working on that round one TAACCCT grant, that the one that wasn't successful. We had 19 people on a call, one of our first calls; it must have taken us 20 minutes in that first web teleconference to get this sorted out, to get people actually raising our hands. But you can imagine with 19 people, there had to be a mechanism for allowing people to talk. So that's one. Establish this question/comment mechanism – the other approach of doing it, besides raising the hand, is for you to call on them. We'll talk about that more in just a minute, but that's one way of keeping people engaged. You call on them; they might pass, that's fine, but we might see how that works. It's particularly important in these web teleconferences to run a tight agenda. You know, everybody says that, whether you have a face-to-face meeting or any kind of meeting. You ought to have a tight agenda that has timing marks on it. So if you know you're starting to run way overtime, you can reel it back in. You're attendees will appreciate you running a tight agenda. Now, on a web interface like this, you will often be sharing documents. Let's suppose you got a Word document or some images that you'd like to show. You can have these ready to go, staged on your desktop. Many of us have been on a conference like this that says, "Oh, excuse me while I pull this up from my e-mail." And now you watch the person navigate through four layers of things on their desktop. Well, okay, it's not the end of the world, but if

you've got it ready, boy does it make it look crisp. And you're really engaging your people; they feel like they're working with a team that got this under control. Now as you go through your meeting, pause for questions. All of us know that some people in meetings talk more than others, right, that's a natural thing. This is an advantage of a web teleconference. You can pause and say, "Let's just go around here, John do you have a question? 'No.' Ian, what about you?' " Ian gives you his question. "What about you, Jenny, do you got something?" So you cycle through the whole room. You're keeping people on their toes. Obviously you can't do it if you have too many people online, but if you have 6 or 8 people, pause, just cycle around. Do this, you know what? They're going to start paying more attention, engaging them more. They're not going to be checking their stock prices on their laptop on their iPad; instead their going to be, you know, paying a bit more attention. And we talked about timing, starting on time; end on time. It's amazingly, how much people appreciate that because, all of us are busy. Ending on time is critical, even if you're near the end; you got a few things to go. You can say, "Look, I know we're at the official end of our time just hang on for a minute. That's okay, but never let it run hugely long that's just something that will kill you.

Poll: Web Meetings

Michael Lesiecki - Here's our last poll. Now, to keep you engaged, I got a question for you. Let me go ahead and lunch this poll. Go ahead and answer, please folks. Is it more important to start on time, finish on time or both? All right, everyone's piling in. This is an easy one. Thank you very much for all those. I'm going to close the poll and we're going to see your results. And I'm going to share the results. There they are. All righty, everybody said both, good. Most everyone said both. See, what I did was [phone ringing]…holy cow, I just made a mistake, someone's making a call. Isn't that interesting, we're going to get back to that in just a minute. It's more important to do both of these things, right? Finish on time, start on time. See, what I just did was I used the polling mechanism to keep you on your toes. We just reviewed all these things about timing and so, I threw a pole at you and say, okay, let's see if you understand this. Obviously, you could do this with a more complicated concept, but you can use question polls to check for understanding, check for agreement. You know, I'm sitting here thinking he's going to ask me a question, I better pay attention. All of us use those mechanisms with our students to right, let them know they're going to be asked questions and hold them to it. So I'm going to close this poll now, thanks. Just did that deliberately to show you that mechanism. All right here we go.

Hybrid Meeting: Manager Best Practices

Michael Lesiecki - Hybrid Meeting: Manger Best Practices, let's talk about this and then, I'm going to get back to that phone call that just came in a few moments ago. What's a Hybrid meeting? Well, it's one where you have some of the people online and some on the phone. I think many of you would agree the biggest, biggest problem is you forget about the people online. You got two people in the room with you and two people online and you forget about them. You start talking to the people who are there with you. I was at a meeting recently, I won't name the meeting, it was downtown Phoenix. Get to the end of the meeting and everyone saying goodbye and the two people on the phone said, "Oh," and "goodbye." And we, you know, actually forgot for the last 20 minutes that they were even there. So this is what I do, I get a piece of paper, that's actually my piece of paper there, and I draw like a table and I say, "There's me and John and Wendy are in the room, and Ian and Tracy are online. And I have that in front of me as a reminder so I'm looking at that I'm saying, "Okay, Wendy, what do you think? What about you Ian, online, you know what – You've got any comment there," and I'm always involving them, always looping them in. Look at the third bullet; I'm routinely calling on everyone, routinely. Okay, so keep that in mind as you go through. There's a good best practice for you.

Meeting Details

Michael Lesiecki - Meeting details – hold on one second while we change our position right here. Just one second...okay, there we go. Disable that annoying ding for your system, when someone enters or leaves, right on teleconference or your system. When somebody comes in, it'll go "ding". That is the most annoying thing. Or, sometimes when they leave, "ding", disable that. You know, don't, may sure you know how to disable that. It's so annoying. You're hearing me speaking of course. But, suppose you've asked people to raise hands when they got a question for you, that's actually rather convenient, because you can hear in your audio system that little "ding" that cause your eyes to go look over at the participants' window and see has someone raised their hands. So that's cool. It is okay to use chat. People are saying, "Oh, it's so distracting to have people doing the chatting. I don't think it is, and here's why:

Using the Chat

Michael Lesiecki - Chat is not bad, it's okay even if you've got people connected by audio. They're on mute, they're thinking of a question. They don't want to throw it at you right now so they put it into the chat window. Pause for some of these things, glance at the chat windows. It's not bad. In fact, one of your other team members might respond to that question or that comment in the chat window that's good, it's not a bad thing, but don't let you as the manager, don't let you be distracted by the chat window. You, "Oh, what's going on there?" You find yourself losing the focus of your meeting if you're recording or looking at the chat too much. Often, I'll ask one of my project administrators to come in and actually run the meeting, run the interface so that I can pay attention to the chat and work the phones, the audio system, the visual system. It really works, to have a little team doing that.

Don'ts

Michael Lesiecki - "Don'ts." Don't try to give a tour of a website. Now many of you have seen this. It's somewhat, I don't know, you sort of want to do it here. Let me show you our website, let me navigate through it. You start navigating through it and clicking here and the websites changing, but the problem is because of bandwidth reasons, your team members don't see it. There's a lag, they can't keep up with you. It stutters, it goes (makes noises). It's a terrible thing to do. When I show website things, I'll, beforehand; I'll do frame captures of individual pages and show them sequentially, just much better. Don't try showing a video from your desktop. Now, of course, what we did just a moment ago was show a video from YouTube, that was a YouTube video, right? I was using the bandwidth of YouTube, taking advantage of that. It's not a perfect thing because it doesn't always work through firewalls, but it isn't, it is an approach. Don't say, "Oh, look, I've got this little video. I'm going to show it to you from my desktop. I'm going to share my desktop," that can be problematic so watch out for that. What if you've got problems? Well, don't stress on audio problems if they occur because they will.

Audio Problems, Yours

Michael Lesiecki - Let's suppose the audio problem is yours, something goes wrong. I don't know, you lose internet connectivity for a minute or something happens, some audio glitch happens. Number one, don't apologize. Number two; check your test machine to make sure that you really do have an audio problem. You can see what your attendees are seeing, you can hear what they're hearing, make sure, in other words verify the problem. Number three, have a backup plan and the best one is chat. Just chat in, "Hang on a minute, experiencing some difficulties." One colleague group that we work with has a little Power Point slide that they can pull up quickly that says, "Technical Difficulties" one of those technical difficulty's slide just to let people know that you're working on it. Number four, did I say this? Never apologize. You don't say, "Oh, excuse us while we made this terrible thing," don't do that. Just say, "We're dealing with a problem here," and keep calm. You are utterly calm. A person from your group is

likely to come in and help you troubleshoot the problem until you get back on the air. Most audio problems we've had and we have had some, have typically been resolve in less than a minute. People hang on for a minute, they don't mind.

Audio Problems, Theirs

Michael Lesiecki - What if the audio problem is theirs? Suddenly, the chat window lights up, "I've lost audio!" Well, often it's a single person so you don't want to say, "Oh, I see Johnny is having audio problems." What you want to do is check your test machine to make sure audio is still coming through and then you can say, "Everyone the audio is still good," and continue on with the meeting. So Johnny or whoever it is has got to deal with his problem. He knows it's his problem. And here's my second bullet, good practice, get out your checkbook. Invest in as high a quality audio bridge feature that you can possibly afford. It's amazing the difference in quality. The system we're using today is, go to webinar, I'm talking to you by Voice over IP; some other people are logged by audio calls. It's pretty good; it's not a bad system. We used Adobe Connect, and we paid extra money to buy a dedicated audio bridge. Because it turns out, audio is the area where things can go wrong. And I'm sorry, I don't dislike FreeConferenceCall.com, but the audio quality and the robustness of it is just not there. I'm sorry, I don't think they intended it to be free; you get what you pay for, right? I'm not saying anything against FreeConferenceCall.com, but in a professional sense, don't use it.

Making It Perfect

Michael Lesiecki - Look, we want to make this perfect, right? I mean, how can we do that? You can rehearse. Rehearse the thing that you're going to do, don't stumble as you say, "Okay, what was I going to do next," use your agenda. Rehearse interface, we're using as I mentioned GoToWebinar today if you're not familiar with it rehearse it, because the transitions, notice how I was changing from the polls and I was hiding the polls. I'm not that great at it, but I try to take my time. I recognize you're going to be a little patient with me and make it happen. Transitions, especially if you have other presenters are important. Again, make sure you know this is the last bullet; make sure you see what your attendees see.

See What They See

Michael Lesiecki - So here's a picture, a screenshot of our webinar room in the center you can see those two monitors that are turned off, those are the presentation SM machine, the double monitor machine. So that's where the GoToMeeting is housed and where it's done. On the left is a pace, PC test machine so that's logged in as a participant, and on the right is a Mac test machine also logged in as a participant. So now I'm actually sitting here, and I can see what you see as participant from either the Mac or the PC world. That helps you because sometimes, remember, I don't see you. I can't see what's going on, but at least I can see what you see. It's not hard to set up a test machine. You don't have to have it as elaborate like this. You can see we got a couple of microphones, some of you might recognize the snowball on the right, the far right of the system. There's a studio mic set up in the center that we haven't quite figured out yet. But anyhow, this is our nice little webinar setup.

Making It Perfect

Michael Lesiecki - More about making it perfect. Use mechanisms to engagement your audience. I tried doing that today, right? I tried engaging you with some polls. I tried changing it up, making you look at a YouTube video. You can do timing, you can engage with timing. You can say, "Hey everybody, how we're doing? Oh, let's take a look; we're thirty-five minutes into the presentation. We're perfectly on time." You can make your webinar, your web meetings perfect if you pay attention to timing. And you

know what? You can keep it light too, right? These aren't such deadly, serious things; we can have fun with this stuff.

As Seen On Craig's List "Custom Shoe Rack"
Michael Lesiecki - Why don't we do that now? As seen on Craig's List, I ran across this the other day. A custom shoe rack As Seen on Craig's List. Okay, you shouldn't treat every meeting too lightly, but sometimes you need a break. And you can say, "Hey, look what I saw on Craig's List the other day."

Questions
Michael Lesiecki - All right, let's pause a second and take a look and see what questions that we might have that we can address. And we do have some that have come in, and let's just turn the page. All right, I have a question from the audience, "Are webinar systems expensive?" web teleconference things, this came in by e-mail. Are they expensive? Actually, we will address that in just a minute. I got a slide that talks about these different web questions. Second question, "How do I deal with people that don't want to turn on their camera on my team?" Well, that's actually an important thing. I think one way you can do it is by modeling the way that's an important way of dealing with that particularly question. One more here that I see, a final one. How do I deal with Firewall issues and installing the right software? What if my team members don't have the right software installed?" You know there's only one way of really dealing with that, being proactive with them in the first place. Offering to setup a test session, "Hey, let's get online the day before the event and just double check things." Yeah, and we've also had is, we have people who test perfectly and then the day of the event they're using another machine and it doesn't work. And also watch out for things like that, I'm sure you'll do it. You know, in the interest of time we're probably going to keep moving here. Keep your questions coming into the chat window and we will deal with them as we're doing this.

Content
Michael Lesiecki - Okay, content. If you're jointly looking at documents, the web interfaces of today are not up to an eleven point font. I tend to send out documents beforehand, and then I'll do something like this, I'll pull up this document. Here's what an eleven point font looks like, and nobody wants to read this on the screen. I'll put it up there, I'll say, "Okay, now, hold, get this document in your hand," I'll say that to my folks. I'll say, "Let's talk about goal one, goal four," things like that. So that's my approach.

Following Up
Michael Lesiecki - After the event, you can send out recordings and any ARs that you have. What are ARs? Action Requires. So after the meeting, go ahead and follow up and say, "Here's some actions from today." What we do is post a recording sometimes on our private YouTube channel. So it's not searchable by the world. We do that routinely. Here's a link, you can see our YouTube channel there. And if you use your meaning hosts to store and archive your recordings, be careful because suppose next year you don't renew your contract with GoToMeeting, well, you've lost access to the stuff on their servers. So we tend to convert our recordings, and put them on our own YouTube server. It's pretty easy to do. So a few tips there.

What is a Good Web Conferencing System?
Michael Lesiecki - Let's answer that question – What's a good web conference system? Disclaimer says, "I am, I don't have stock in any of these things. We just do the best we can and make our decisions." We started years ago with WebEx. Moved quickly away from them and joined Elluminate, which became Blackboard Collaborate in the lower right. Not saying anything against Blackboard Collaborate, but they weren't giving us the systems we needed to make things happen for us. We switched over and now

today we use both GoToMeeting that's what we have today and Adobe Connect. We use both of those systems. How much does it cost? Let me give you a very ballpark figure, fifty bucks a month, fifty dollars a month, six hundred dollars a year could be 480, could be 720. It's something like that. That's not a ton of money; most of your projects can handle that sort of software license purchase. Make sure, though, that you things can support both Voice over IP and phone options and they should be designed for mobile applications today. That's my own impression, just our own experience there are other systems as well. Go ahead and ask questions about that if you have.

Now To The Video Side
Michael Lesiecki - And now to the video side, that's me, alright. We don't often do this, but I'm going to turn on the camera…and there we are! Hi everybody! This actually is a live event for today, and you can see me and me there in both things. You know as you're running your cameras, I'm going to talk about this more in a moment, but you want to do things like making sure you're in the center of the screen. It's probably not a good idea to talk to people with your camera oriented like that. Well, that's just for fun. The problem with using video in a presentation like this is you can probably tell that my voice is not keeping up with the image, that's a bandwidth issue. So often if I got a smaller meeting like six people, we'll use the cameras and we'll deal with it, but for a larger meeting, I'm typically going to turn off my live video. I'm going to turn it off now. There I go, I'm gone. Let's talk about video.

Web Conferencing is not Video Conferencing
Michael Lesiecki - First, web Conferencing is not video Conferencing. So here's an image I got from this place called Life Size, and they sell web conferencing gear.

Our Unit's Conference System
Michael Lesiecki - It's where you go into a room like this one, here's our web conferencing system at our units office. It costs, I don't know, about four thousand dollars. People do use it, not as much as you might think probably because these simpler systems have really come along today. So it's not a web conference. This is good if you've got a team of six meeting with a team of six in the other part of the state and you're all in a room. What we're talking about today is where people are sitting in front of their individual machines so make that distinction.

The Problem of Video in a Web Conference
Michael Lesiecki - Alright, here's a problem, a video on a web conference. I can't tell you how many times I've, people call me and say, "Do I have to turn on my camera?" Do I have to turn on my camera? The answer is yes, you have to turn on your camera. Well that seems a little severe, but the solution here is really control your own environment and model for people what it means to turn on a camera.

The Advantage of Video in a Web Conference
Michael Lesiecki - It's not bad not a bad thing. There is advantages of video in a setting like this, engagement goes way up; personalization occurs. And you know something like smiles come through. If you're just listening to voice, right, you can imagine me smiling, but you can't see it. You don't have those cues. You also can see the frowns as well, right? So video really adds to it in a lot of ways that you might not think.

Manage Your Video Presence
Michael Lesiecki - People sometimes have objections to these things so let's manage our video presence. Just like any other meeting, people say, "Oh wait a minute that means I have to come in from home in my bathrobe on camera. I don't want to be in my bathrobe on camera." Isn't that strange?

Anyhow, manage your attire; it's just a business meeting. We talked about camera frame a minute ago and also the background and food. I'm going to talk about food; it's not going to be fun.

Control Your Visuals
Michael Lesiecki - Let's control your visuals. There's me, what do you folks see in this visual here? You don't have to put it in the window in the chat window, but a number of you could type in things like messy and cluttered and…So that's what my camera is going to see when I turn it on, right? It's going to see me, my attire is pretty good, but the backgrounds crummy. Ah, now I'm controlling my background, right? So I'm in a clean environment, I've got just a nice little picture in the background to give it a little bit of a look. Let's compare these two. So what do you think it'd be better for a web presence, right? The guy on the left, he's better, he's smiling. The guy in the right is frowning, I guess that's because he's not happy being in that cluttered environment.

As a Participant
Michael Lesiecki - Let's talk about as a participant. Video adequate, etiquette, excuse me. Okay, now I'm not the managing it, but I'm participating. You want to control your video background and as well as your audio, control that as well. Control your camera frame, your attire. Food, yes, you got to pay attention to that, and this is important. It's okay to turn off your camera to take care of something. Just click your camera off that's, that's quite allowable in a viewable meeting. You put in the chat window, "Turning off for second," that'll be fine. And here's something if this sounds funny, don't use your lap for a laptop. If your cameras built into the frame of your laptop and you're holding it on your laptop, it's jiggling around through your natural motions. So don't use your lap for your laptop. Now, deliberately, a few minutes ago, I had one of my colleagues' call my cell phone, and I left it on. I deliberately left the cell phone on, and you all heard it ring. How embarrassing was that? So that means controlling your audio background. We did that deliberately just so you could see what it was like when a presenter forgets to turn down their cell phone. I actually did that on purpose, I mean I, we did this on purpose so you could hear what it sounded like. So control your audio background as well.

Distracting Background
Michael Lesiecki - Let's take a look at Mike, what do you see here? Well, I guess I'm giving you a clue. That's a pretty distracting background isn't it? That's distracting.

Scary Close
Michael Lesiecki - Oh, this is terrible. He's too; he's scary close to the camera. Have you folks seen people do this? Yes, so try to pay attention and not get too close to the camera, sorry.

Answering Emails on Another Computer
Michael Lesiecki - Oh, now Mike is answering emails on another computer. You've probably seen this, right? Instead of paying attention to the camera, I've turned to the side, I've got my other machine there and I'm answering emails. Come on Mike, give me a break.

Don't
Michael Lesiecki - Uh oh, I'm sorry to show you this one. Don't do this, don't eat food during a videoconference, I'm sorry. What else do you see in this picture? Everyone is laughing I hope. There's an arrow right in the middle of the frame pointing at his nose. You sometimes forget that your cursor is in the middle of this screen. And make sure your own cursors are not floating around there. Let's get this off the screen, it's making me sick.

Out of Frame
Michael Lesiecki - Mike is out of the frame, he's forgotten to turn the frame here. Ok, I know we're laughing, but nonetheless, all of us is sort of seeing these behaviors as we go through.

Better
Michael Lesiecki - Now just a little bit better, right? Look, I've changed my attire, I don't know if you've noticed that, but I'm dressed a little bit more for business casual. A little frame in the background, see that screen behind there, it's controlling my environment. It took me just a few seconds to setup that. Just worth doing, right? So, I'm modeling the way, right? I'm modeling what we're doing here.

What About Video Gear
Michael Lesiecki - Hey, what about video gear? People say, "What should I use for a camera?" Well here's my disclaimer: I don't have any stock in Logitech. I don't know, I like this camera. It's one of those ten eighty cameras. It's a wide one, it, I buy it from Amazon it cost sixty bucks. You can buy them for fifteen dollars, you can spend more money. It does have speakers and a microphone built-in; although, I don't use those, I use my Plantronics setup. Nobody asked me, but if you wanted to use this, go ahead.

You May Encounter Phobias
Michael Lesiecki - You may encounter phobias. What does that mean? Has anyone had a team that's afraid of going on to web, webinars? Would you use the chat window and just type in what message you had about phobias? Wait for a second, while people are wildly typing in. Team members that you've encountered, you know, they're afraid of appearing in their bathrobe, and they don't want to be on camera and stuff like that. While you're typing in, I'll show some of the results on the screen here.

Phobias You May See
Michael Lesiecki - Here's a phobia, I've talked with people. One guy said, "I'll drive across town to go to that meeting before I turn on that damn camera. Isn't that funny? There's just this this resistance to cameras, I don't know what it is. Another person said, "Oh, I'm just not photogenic. I'm just no good on camera." Well look, a face-to-face meeting you're still sitting there, right, in front of everybody in a way you're on camera. You're visually connected with everybody. Well, I don't know, I can't get that interface to work. I hear people saying this all the time and so, there's this reluctance. Well let's get over it, that's what I say.

Overcoming the Phobias
Michael Lesiecki - One thing you can do as you convene your teams make your first meeting a face-to-face. Make those connections with people. Number two; schedule a practice session with your reluctant folks, right? Just say, "Ok, let's do this, let's work it out." And use peer pressure, right? If your first meeting is six people and five of them on video and the sixth one has just called in, use a little peer pressure and maybe the next one you can move them towards it. Anyhow, do things like that.

Web Meetings for 12 or More
Michael Lesiecki - Let's talk about web meetings for if you got more than 12 people.   As we get near the end of our time today. You've got to be in control now, you're going to have to actually take control and mute or unmute participants themselves. Sometimes you might have to require Voice over IP to do that. You've got to be able to, now you've got 12 or more, 19. Number two, forget the video for everybody. The system won't handle it, typically six or seven is about the most video feeds they can do before they choke. So, whoever's speaking should then pause and say, "Let me turn on my camera, and I will speak." You'll just have to manage it a little bit more. In those larger meetings, you should practice

the handoffs, say "Okay John, It's now your turn. I'm going to put the screen share over to you. Let's make sure your audio is okay. Go ahead, John." Stuff like that. If you do have presenters in these larger meetings, say you're going to have a report out from three of your key members, schedule a rehearsal with them. Make sure their systems work, check their audio. You'd be amazed how that pays off in the end. It does take more time, but it does pay off. It's really worth it.

With A Small Amount of Experience

Michael Lesiecki - You know with a small amount of experience and talking about some of the practices that we've used today. You can achieve a face-to-face; you can achieve something that's better than a face-to-face meeting, something that's more than a face-to-face meeting. It tends to make you more agenda focus, right? You got to hang into that agenda; you got a time with the agenda; you got to respond to that agenda. And number three, you've got a recording and that can be very valuable for not only archiving reasons, but as you turn to your evaluation of your project and your formative aspects that can help out.

And

Michael Lesiecki - This is a little bit harder to quantify, but you can use this sort of stuff to adapt to your team style. You could say, "Hey folks, instead of driving from across town or across country or wherever for these meetings, why don't we try this webinar. Let's see what works for us. You don't always have to have your video cameras on, right? Sometimes you can come in at the beginning, and you can say, "You know, we're just going through these documents. Why don't you folks feel free to shut down your video cameras," and you can adapt to your team's style. You're actually formulating the way your team is going to work together. I've seen it work, I've seen people come on and just be so natural on screen, once they've gotten over these couple of things. And you're giving them some flexibility, right? Mobo is now an option to go to meetings that Adobe Connects work on mobile devices, and you have to worry about them holding a mobile device in their hand as their connecting with you, but you can do it. The technology and software are now, you know, their much more available. They're, I don't know, they're affordable. Is fifty dollars a month affordable? I think so...I think so. There's a good chance though that your own college may have system that you can access. Funny thing happened here, we have adobe connect on our campuses and we said, "Can we borrow it," and they said, "No, we're really full, we got a lot of users. Why don't you go and buy your own." So we ended up buying our own, but there may be can't times on your own campus where you can use this.

Questions?

Michael Lesiecki - Okay, so let's turn now to some more questions that might have come into the chat window here. Let's, let me pull up the chat and take a look at what we're seeing here. Just a second. Okay. Hold on a second. Notice how I don't, I'm not worried about you not hearing me as I adjust the chat window up and down here. And thank you for the questions, just one more moment. Okay, there we go. All right, let's look at some of the question webinars here. Here's a good one, how many times do you actually have control over your environment? Well, it really depends a lot on your project. I would say often you may have to go off site to control your environment that's a possibility for a webinar so or web meeting. Keep that in mind, it's true you don't always have control and sometimes as happened to me, I had perfect control. The janitor came in as he always does, he knows he can, came in emptied the trash and suddenly appeared in my camera field. There's just no way of preparing for that one so that was good. What about in-house webinars versus contracting with a producer to deliver. I think that comes down to money in a way, it's a good question. You'll see that in the question window. Can you discuss in-house webinars versus contracting for a producer? We know organizations that have contracted with producers. They actually stopped because they weren't getting the responsiveness that

they wanted to and it does take an investment to time to do it yourself, but I think it's worth it in the end. I suppose the write contractor can give you what you need, but in general I'm saying it might be worth a try because you can get control for it. I, also, thank you for some of those that said my ringtone came in loud and clear. It did and so that was sort of funny. Here's another question, "Can I practice my look? Like before the webinar starts, is there a way of practicing how I actually look on screen." Sure, if you have a Mac for example, you can turn on FaceTime, and then you can see how your camera's adjusted you can see how you appear. You can adjust the lighting, things like that. You can turn on any application that does that. I'm less familiar on the PC with how your cameras come on and things like that, but it works pretty well. So yeah, there's a lot of different ways you can do that. One more question. I've been disappointed with the quality of my video images that I'm seeing. What should I do?" I think the answer here is get a better camera. I have used some older video cameras, and their quality is not very good. I think the quality of the image that were; that we've seen today from my quick video thing is really pretty good. So today, it's better. I appreciate those questions in your comments. Let's go ahead.

In Part II We Focus on Webinar Development
Michael Lesiecki - You know sometimes, I wonder if you just heard me turning a page there. You have to control your environment, I got to remind myself not to be flipping and shuffling papers around because sometimes the audio can pick that up so watch out for that. Part two of this series is coming up and we're going to focus on webinar development and that series particularly about how we design content for webinar. It's quite different than a, the other type of formats. So how do we design content for the webinar format? How we plan and schedule rehearsals and what about interactivity that's a key aspect of webinars. How do you manage your presenters? How do you manage your attendees? How do you orchestrate those live events, and how do you produce your own webinar? I think that'll answer some of the questions we had today. A lot the, the best practices, the good practices we had today will carry forward into that.

Join Us
Michael Lesiecki - I'd like to invite you to join us for that event on October fifteenth, effective web telecommunications part two, all about webinars. I guess you could call it that. And my Colleague Elaine Johnson from Bio-Link will be presenting on November nineteenth about her, really cool stuff about bridge learning communities. They've been doing that for seven years, and have really found a lot of things at work. By the way, to, I don't know if you know this, but atecenter.org/ccta that's how you get to these things.

Thank you
Michael Lesiecki - Let's do a time check. Oh, I sort of love to do this…holy cow, we are perfectly on time. Thank you for attending today's webinar. You know, I'm very happy if you write to me. It's sort of a crummy e-mail isn't it, michael.lesiecki@domail.maricopa.edu. That's district office mail. Maricopa is our county here. We're the Maricopa Community College's dot edu, michael.lesiecki@domail.maricopa.edu.

Help us become better…
Michael Lesiecki - Help us become better, as you log out of the web seminar today, as the system shuts down a survey will pop up. Just some radio buttons, I bet you could it in less than 90 seconds, and that'll help us be better. It'll help us demonstrate to our funders that people actually are saying that they, they see the value in these materials, we appreciate that a lot. It's been my pleasure today, I think you could

tell that I sort of like doing this webinar stuff. I get excited, I like thinking about how to make our web telecommunications better. I hope you'll join us for part two. That officially ends our webinar today. Thanks for joining.