



ATECENTERS

Effective Web Telecommunications

September 24, 2015

The Webinar Begins at 3 PM Eastern

Webinar Details

- For this webinar you will be in listen only mode using your computer or phone
- Please ask questions via the question window
- This webinar is being recorded – you will be sent a recording link

Brought To You By

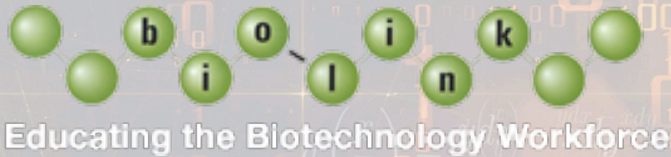
CCTA | CENTERS COLLABORATIVE FOR TECHNICAL ASSISTANCE

With Additional Support by the ATE
Collaborative Impact Project

ATECENTERS

Disclaimer: This material is based upon work supported by the National Science Foundation under Grants # 1205077 and # 1261893. Any opinions, findings and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.

The CCTA IS Led By



- **National Center for Convergence Technology (CTC)** based at Collin College in Frisco, TX (lead)
- **South Carolina ATE National Resource Center (SCATE)** based at Florence Darlington Technical College in Florence, SC
- **Florida ATE Center (FLATE)** based at Hillsborough Community College in Tampa, FL
- **Bio-Link Next Generation National ATE Center for Biotechnology and Life Sciences (Bio-Link)** based at City College of San Francisco in San Francisco, CA
- **Networks Resource Center** based at the Maricopa Community College District in Phoenix, AZ

CCTA Purpose

- Respond to a request from the Department of Labor (DOL) to the NSF to have ATE Centers provide technical assistance services to DOL TAACCCT grantees
 - Success coaching
 - In-person convenings
 - Knowledge management /best practices
 - Peer-to-peer learning

CCTA Activities are Relevant for:

- Department of Labor grants
- National Science Foundation Projects and Centers
- Workforce-oriented programs of all kinds

Deliverables

- Topical Webinars and Teleconferences On
 - Existing and new solutions
 - Live/recorded with attendee Q&A
 - Archived on www.atecentral.net
- Other online media including videos and transcripts

Deliverables Continued

- Invitations to regional discipline-specific conferences
- Identify and document best practices
- Host convenings

Tell us About You...

- What is your affiliation?
- I am involved with an NSF grant
- I am involved with a TAACCCT grant
- Both
- Neither

About the Presenter

- I have had the privilege to be a PI and Reviewer for both NIH and NSF grants since 1989
- My technical background is Chemical Physics with a concentrated focus on applications of laser technology in science and medicine



Stats

- 222 Webinars since 2009
- Over 10,000 registered participants

Web Telecommunications

Exchange of information over significant distances by means of the web



Purpose

We want to more effectively use web telecommunications to manage our projects



NSF-EID Lyme Gradient Project;

http://lymegradient.blogspot.com/2010_11_01_archive.html

In Part I We Consider...

- A team meeting
 - Up to six people
- A large group meeting
 - 12 or more people
- In Part II we focus on webinar development

Convening a Team

- A Teleconference is fine but....
- Web conference allows an audio bridge to be enhanced with images and jointly viewed documents
- And its recording can be useful

Convening the Team by Web Telecommunications

- Assumptions

- They will not read or save your first email
- They will lose your second email
- They will not test their system for compatibility
- They will panic 10 minutes before the start of the meeting when they can not log in

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Oh and their dog will bark
In the background



Poll: Audio Disruption

How many times have you heard an audio disruption on a conference or web call?

- Once
- More than once
- Often
- Never

Good Practices

- Hit them with connect information on top of the agenda over and over and...
- Remind them within one hour of the start by text or email

One Page Agenda Starts With

Log-in. Call-in

1. Please join the meeting, Jan 22, 2015 at 1:00 PM EST.

<https://global.gotomeeting.com/join/750186325>

2. Use your microphone and speakers (VoIP) - a headset is recommended.
telephone.

Dial [+1 \(213\) 493-0604](tel:+12134930604)

Access Code: 750-186-325

Audio PIN: Shown after joining the meeting

Meeting ID: 750-186-325

MEETING OBJECTIVES:

In Spite of Everything

- People still want the option of phone or VoIP, you just can't force them



Good Practice

- Require a log-in for your team, to the web conference system
- Provide a phone or VOIP option for audio
- Help your team by suggesting options
 - Macbooks with integrated audio
 - A quality USB head set
 - Speaker phone?

When They Panic Trying to Join

Good Practices

- Start on time regardless
- Do not let someone trying to connect “disrupt” the meeting
- You might add a help line, call to someone knowledgeable in your office
- If they miss any part, there is the recording they will receive post webinar

As A Manager

- You must manage the web telecommunication effectively and exert absolute control over the audio visual elements
- Have you ever been on a call with 11 people simultaneously on an open phone?

Manager Best Practices

- Start on time
 - Don't let someone's troubles distract or delay you
- Welcome and round robin audio check
 - Use this opportunity to personalize
 - Don't ask who is there
 - Identify though voice
- Remind everyone of the **mute rule**



A CONFERENCE CALL

REAL LIFE

Tripp Crosby... has joined the meeting.

SUBSCRIBE
TRIPP
TYER

0:07 / 4:04



https://www.youtube.com/watch?v=DYu_bGbZiiQ



More Best Practices

- Establish a “talking” mechanism
- Establish a question/comment mechanism
- Run a tight agenda
- Have your materials available for show
 - Don’t rummage around on your desktop
- Pause for questions
 - Go around to everyone
 - Keep them on their toes
- End on time

Poll: Web Meetings

It is more important to...

- Start on time
- Finish on time
- Both

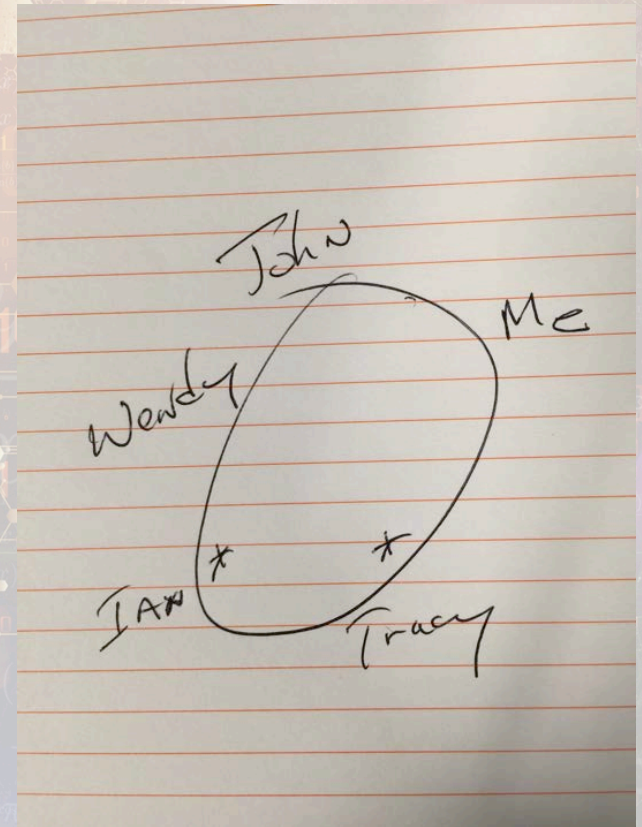
As a Participant

- Etiquette

- Be on time
- Mute your audio when not speaking
- Unmute your audio
- Control possible background noise
- Raise your hand to be called on
- It is OK to step away

Hybrid Meeting: Manager Best Practices

- The biggest, biggest problem is focusing on those in person only
- Draw a sketch for yourself of participants around the table
- Routinely call on everyone



Meeting Details

- Disable that annoying ding when someone enters or leaves
- If you have a “ding” on hand raise - it is not a bad tool
- Ok to use the Chat



Using the Chat

- This is not bad
- It is ok for people to ask a question in chat even if they have audio
- It is ok for someone to respond
- The manager should not be distracted by the chat

Don'ts

- Don't try to give a tour of a web site
- Don't try showing a video from your desktop
 - Ok to use something like YouTube
 - But it is not perfect
- Don't stress on audio problems if they occur



Audio Problems

- Yours
 - Don't apologize
 - Check your test machine
 - Have a backup plan
 - Use the Chat – experiencing difficulties
 - Never apologize
 - You are utterly calm



Audio Problems

- Theirs
 - Don't get distracted by them
 - Check your test machine
 - Announce or chat “Audio is ok”
- Invest in as high a quality audio bridge feature as you can possibly afford
 - Sorry FreeConferenceCall.com

Making It Perfect

- Rehearse your stuff
- Rehearse your interface
- Work on the transitions
- Make sure you can see what they see

See What They See



Making It Perfect

- Engage
- Timing
- Keep it light

As Seen on Craig's List "Custom Shoe Rack"



Questions?

Content

- If you are jointly looking at documents, the web interfaces of today are just not up to 11 point font detail
- Send out your docs before hand and ask people to have them ready to view
- Show them on your screen for reference

This is what 11 pt looks like

Mfg Education Center's goals and outcomes are:

Goal 1: Improve advanced manufacturing education through current and relevant content.

Outcome: Responsive manufacturing education programs validated by industry.

Goal 2: Develop a coordinated regional approach to advanced manufacturing education.

Outcome: Regional implementation of resources developed under technology Hub concept.

Goal 3: Deliver professional development to enhance faculty knowledge, skills, and abilities.

Outcome: Faculty will integrate new information about manufacturing trends and technology into their programs.

Goal 4: Conduct strategic outreach, recruitment, and retention of traditional and underrepresented students in manufacturing-related career pathways.

Outcome: Increased student engagement, persistence, retention, and completion, leading to improved employability and a more diverse workforce.

Goal 5: Create a deep Industry/Education Alliance that supports student success.

Outcome: Industry recognizes the quality of our programs and advocates for our graduates, leading to increased workforce placement.

Following Up

- Send out the recording and any ARs
- Consider a private YouTube channel for your meeting recordings

https://www.youtube.com/watch?v=D58C3_ts0GM

- If you use your meeting host to store your archived recordings they can go away

AR = Action Required



What is a Good Web Conferencing System?

- Disclaimer



Adobe® Connect™



GoToMeeting
by **CITRIX**

Blackboard
collaborate™

Now to The Video Side



Web Conferencing is not Video Conferencing



Our Unit's Conference System



The Problem of Video In a Web Conference

- Do I have to turn on my camera?
 - Yes
- Solution: Control your own environment as the manager so you model the way

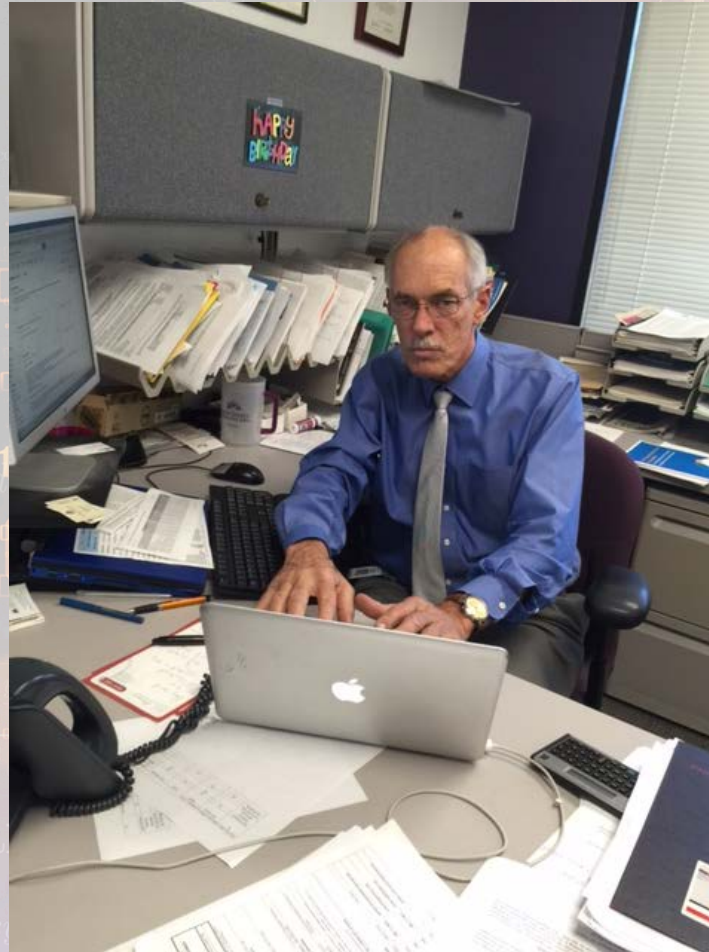
The Advantage of Video In a Web Conference

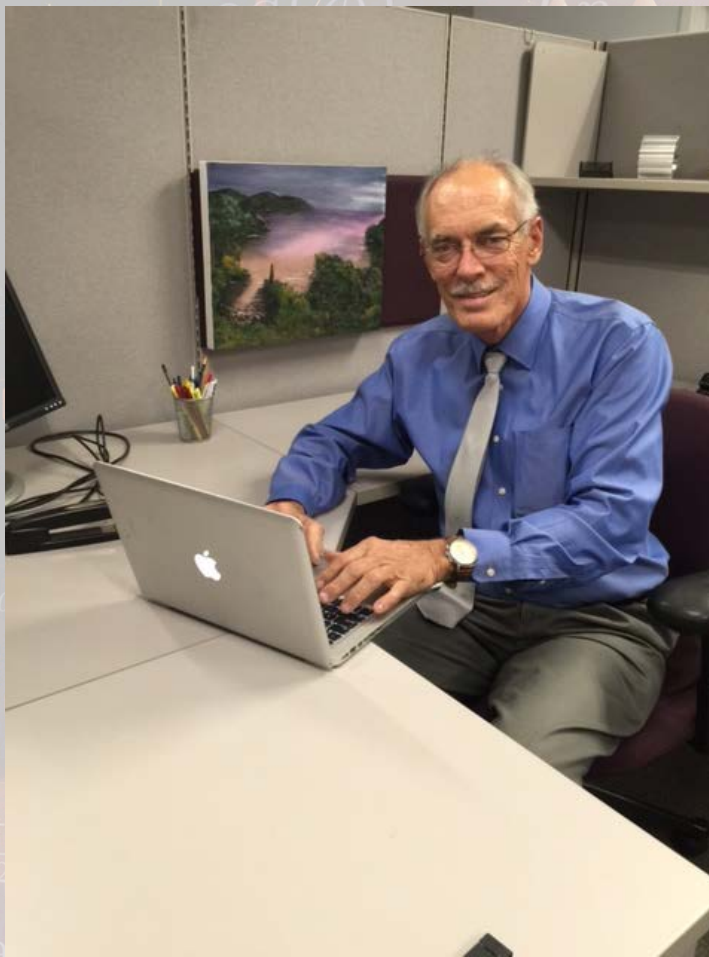
- Engagement goes way up
- Personalization occurs
- Smiles come through video, not so much audio
 - Frowns as well

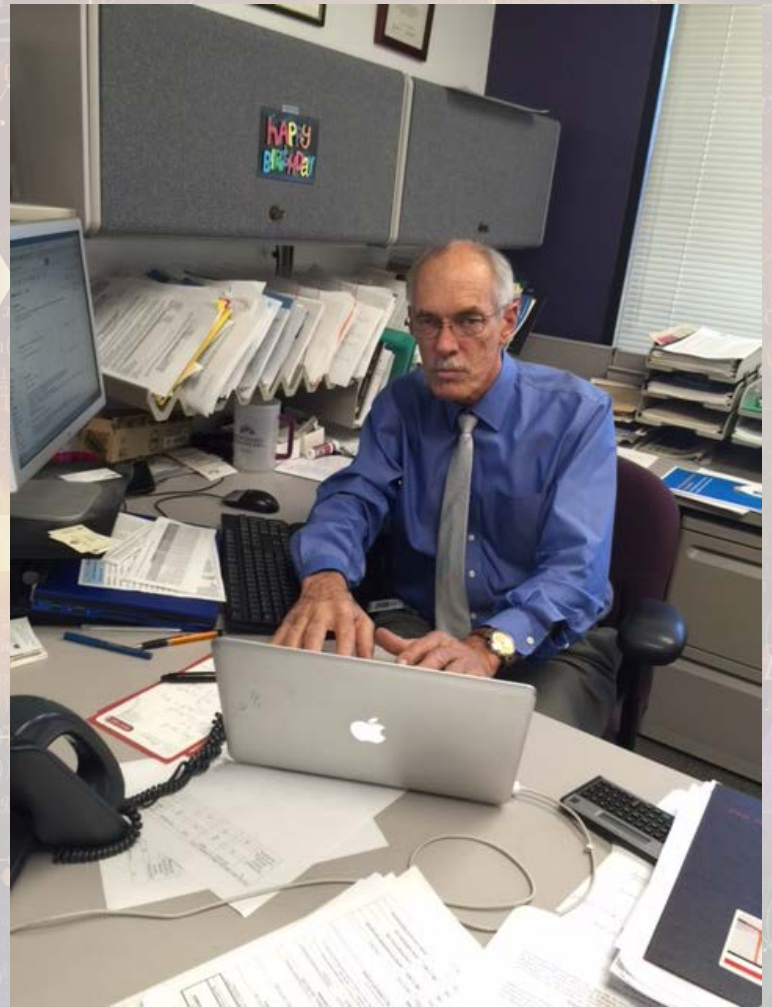
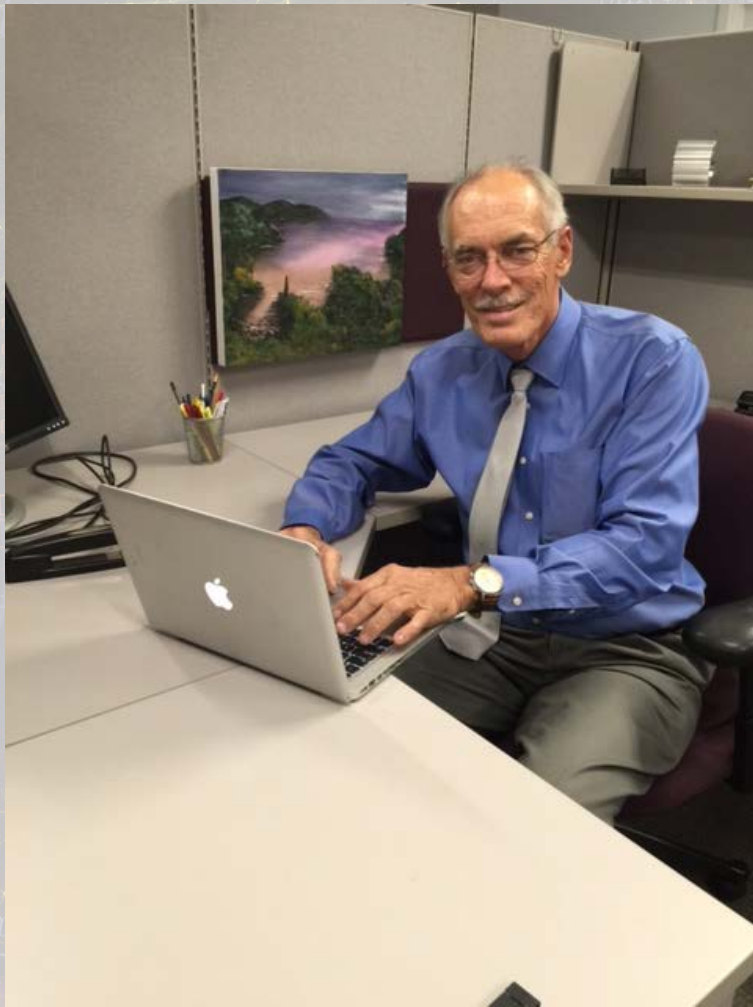
Manage Your Video Presence

- Attire
- Camera frame
- Background
- Food

Control Your Visuals







As a Participant

- Video Etiquette
 - Control background (audio as well)
 - Control camera frame
 - Attire
 - Food
 - It is OK to turn off the camera to take care of something
 - Don't use your lap for your laptop

Distracting Background



Scary Close



Answering Emails on Another Computer



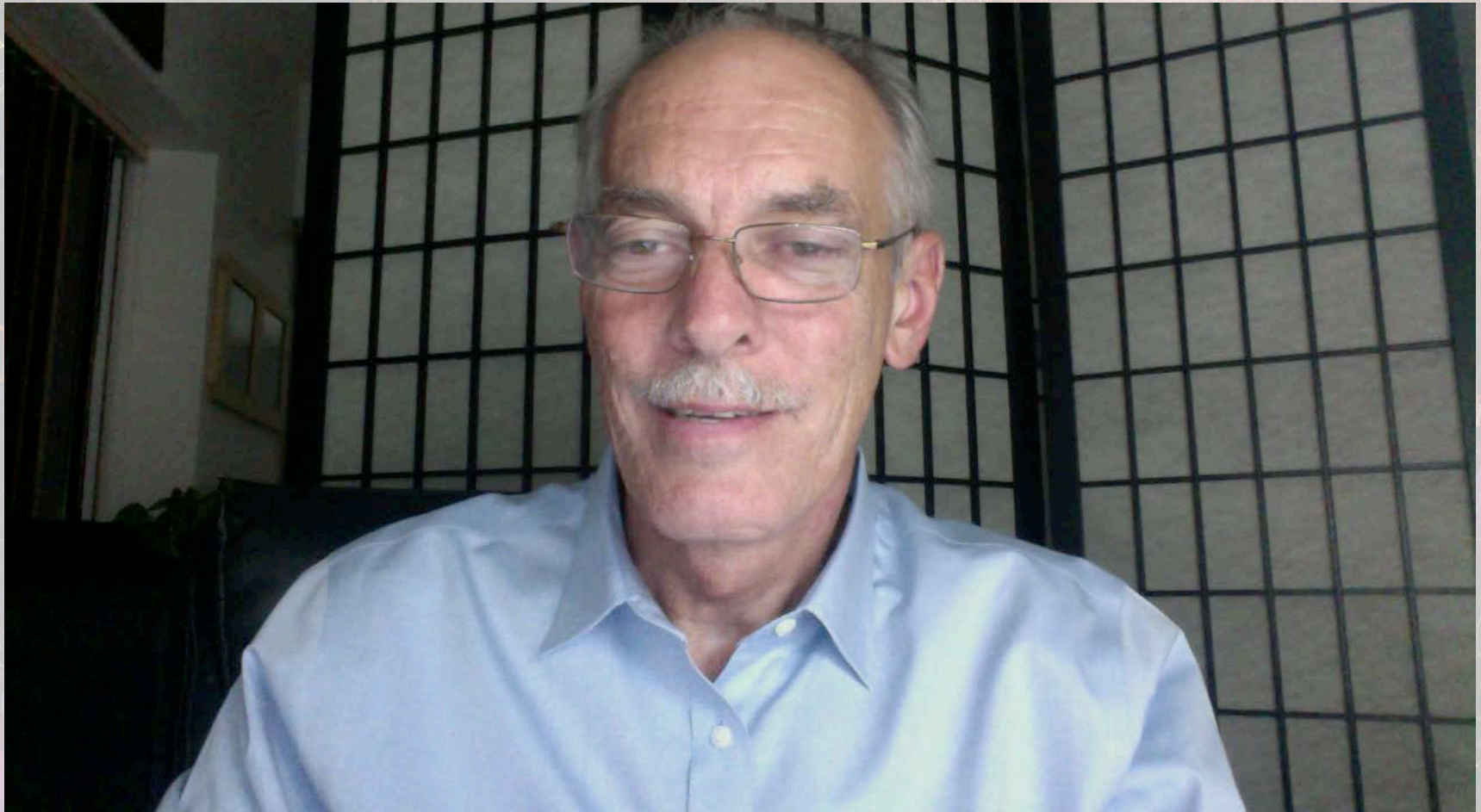
Don't



Out of Frame



Better



What About Video Gear

- Disclaimer
- Logitech Pro Web Cam C920



You May Encounter Phobias

- Use the chat window please

Phobias You May See

- I will drive across town before I turn on that damn camera
- I am just no good on camera
- I can never get the interface to work

Overcoming the Phobias

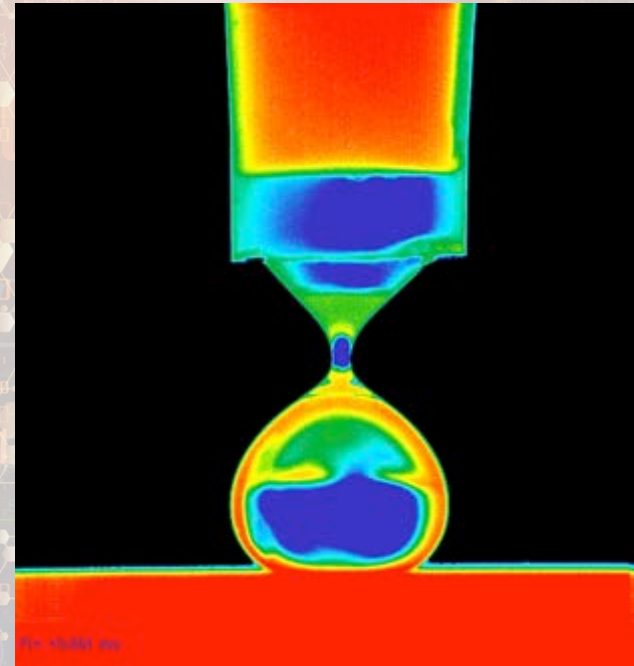
- Make your first meeting a Face to Face
- Schedule a practice session with reluctant users
- Use peer pressure

Web Meetings for 12 or More

- Control audio, unmute/mute participants
- Forget the video for all, speaker turns camera on
- Important to practice hand-offs and transitions
- It is likely you will have 1-3 speakers, or presenters – schedule a rehearsal with them

With A Small Amount of Experience

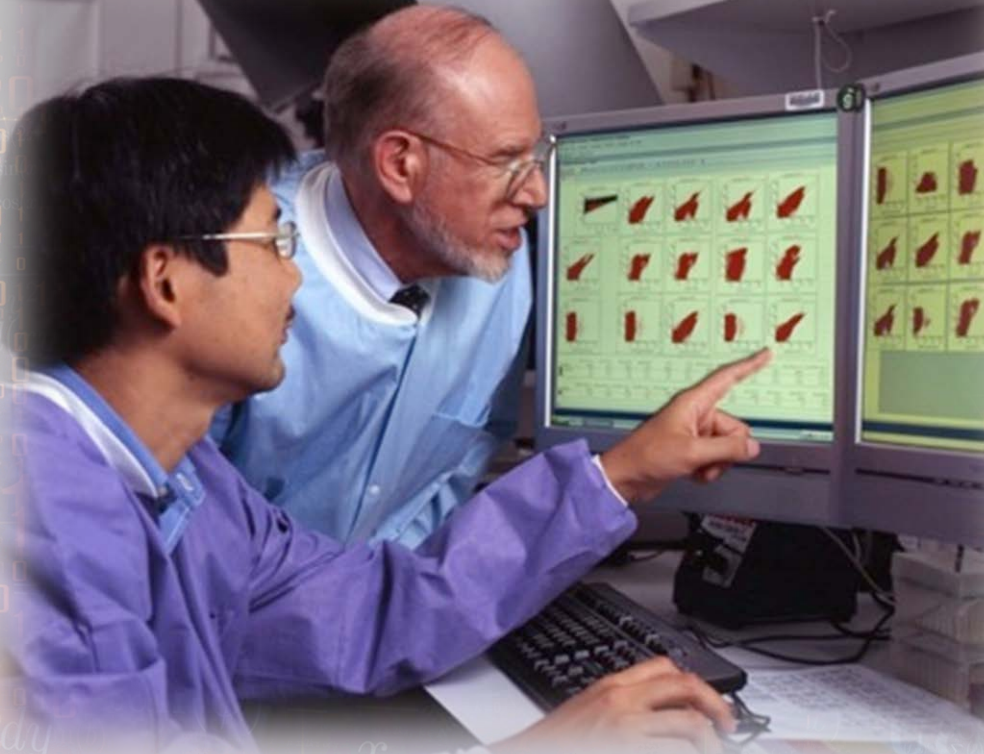
- You achieve a face-to-face and more...
- You are more agenda focused
- You have a recording



And

- You are adapting to your team's style
- You are formulating your team dynamic
- Mobile is now an option
- The technology and software are now available, affordable and easily accessible
 - There is a good chance your college may have a system you can access

Questions?



In Part II

We Focus on Webinar Development

- Designing content for the webinar format
- Planning and scheduling rehearsals
- interactivity
- Managing presenters, attendees and time
- Orchestrating the live webinar event
- Producing your own webinar

Join Us

- **October 15, 2015** — Effective Web Telecommunications-Design for Effectiveness (Part Two)
- **November 19, 2015** — Bridge Learning Communities
- www.atecenters.org/ccta

Thank you for attending today's webinar. If you have any other questions regarding webinars, please feel free to contact me at:

michael.lesiecki@domail.maricopa.edu

Help us to become better...

Please take a moment to complete the brief survey following this webinar.