

# Using Social Media (among other things) to Increase Student Engagement



Rensselaer Events Annual Colloquium on Teaching and Learning: "Social Networking – The Power of Many"  
Monday & Tuesday, May 23 & 24, 2011  
Rensselaer Polytechnic Institute  
<http://colloquium.rpi.edu>

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student engagement  
is a process

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student engagement  
is a process

social media  
is just a piece of that process  
(not even necessarily the most important piece)

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# social media

is not a silver bullet



on the way to the holy grail of  
student engagement

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# Student Engagement: it's a process



- using social media
- "analog" methodologies
  - such as "please" and "thank you"
- knowing student names



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# Student Engagement: it's a process that social media can support

- starts BEFORE the course
- strengthens DURING the course
- continues AFTER the course

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## Student Engagement: it's a process

- **starts BEFORE the course**

- Course Design & Redesign
- Course Marketing & Enrollment

- strengthens DURING the course

- continues AFTER the course

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## Student Engagement: it's a process

- starts BEFORE the course

- **strengthens DURING the course**

- connecting stakeholders
- learning the material & co-creating the material
- material presented and created through social media
- assessment and assignments using social media

- continues AFTER the course

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## Student Engagement: it's a process

- starts BEFORE the course

- strengthens DURING the course

- **continues AFTER the course**

- self-assessment and course feedback
- formal evaluations
- word-of-mouth for future courses
- POP (Proof of Performance) a culminating event or document

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## students & social media

- be where they are
- use techniques they are comfortable with
- introduce them to new material via new portals

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## students & social media

### • be where they are

- PHONES
  - texting & MMS
- ONLINE
  - Facebook & YouTube
  - email & Ping (AOL, FB, Skype)
  - Google & Wikipedia
  - Blog, Twitter
  - Flickr, Tumblr, Hipstamatic, Instagram
  - Humor sites
  - Downloads & File sharing
  - Personal web sites



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## students & social media

### • use techniques they are comfortable with

- let them **text** you if they will be late for class or absent
- **email** students recaps of class activities and assignments
- show **YouTube** clips to illustrate points
- watch **movies** in-class with commentary
- post assignments to class **blogs** for peer feedback and comments
- share links and articles via a class **Facebook** page

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# students & social media

## • introduce them to new material via new portals

- find talks about your topic on TED.com
- find presentations on SlideShare.net
- find documentaries on DocumentaryHeaven.com
- create a class Netflix account
- send them links to articles in popular magazines and newspapers
- assign online readings instead of textbooks, using primary sources and industry standard sites

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# traditional methods

of student engagement

- Before the course
  - Classes for majors
  - Required classes
  - Course descriptions
- During the course
  - Course syllabus
  - Lectures
  - Midterms & Finals
- After the course
  - Evaluations



student engagement as a by-product  
-- a low priority

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# alternative methods

of student engagement

- Before the Course
  - class design
  - interdisciplinary & special topic classes
  - course advertising & web examples
- During the Course
  - initial student surveys
  - connecting to students, and connecting students with each other
  - course structure with built-in flexibility
  - midterm "temperature taking" survey
  - course co-creation
  - midterm presentations
  - final portfolios
- After the Course
  - self assessment (and course feedback)
  - formal evaluations
  - POP - proof of performance (that is, a culminating event or document)



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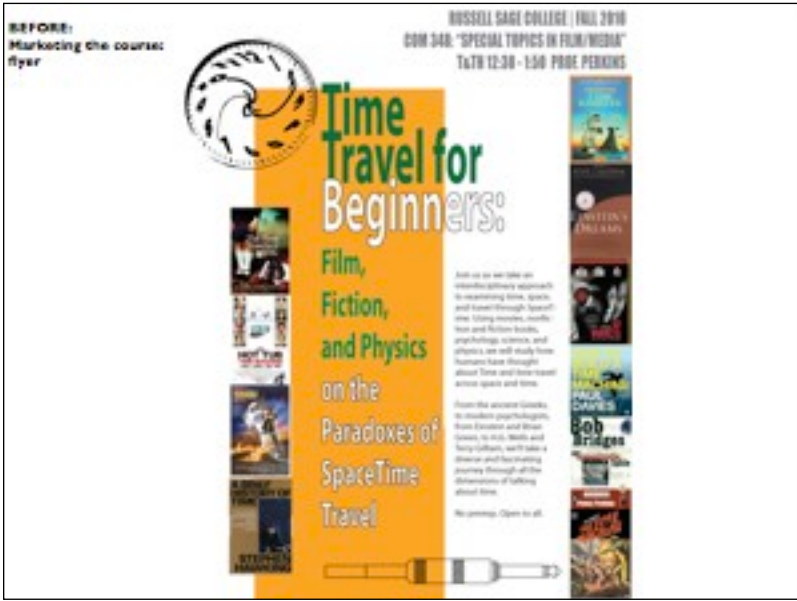
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**BEFORE:**  
Marketing the course:  
email with flyer

Subject: Need an interesting humanities class for Spring 2011? Try COM 448 - Special Topics on The Cinema of Dreams 7/Th 11:00 - 12:30

Date: Sat, May 16, 2010 10:11 PM EDT

From: Anna Perkins <perkins@lehigh.edu>

To: perkins@lehigh.edu

CC: perkins@lehigh.edu

Attachments: 1. COM448\_Cinema\_of\_Dreams.doc

If you need an interesting elective for Spring 2011, **THAT ALSO FULFILLS A HUMANITIES REQUIREMENT**, consider this special topics course in communications:

• COM 448 - Special Topics: Cinema of Dreams, meeting on T/Th from 11:00 - 12:30 in Gurley

Themes the class will explore:

- dreams as a dream
- dreams as a metaphor for meaning
- reality v. dreams
- myths v. dreams
- dreams and narrative
- dreams as therapy
- last dreaming (i.e., answering the needs of your mind)

Here's the description from the attached poster:

Join us as we take an interdisciplinary approach to examining dreams and the dreamscapes created by and depicted in movie pictures. Hollywood has often been called "The Dream Factory" or "The Dream-Factory." How and why does that relate to dreams and dreaming?

Using movies, history, psychology, & neuroscience, we will study how humans have thought about dreams, and how dreams and dreaming are depicted in cinema.

From the ancient Greeks, to modern psychologists, from Sigmund Freud and Jung, we'll see a diverse and fascinating journey through many dimensions of dreams, dreaming, and cinema.

**No pre-reqs. Open to all.**

For the program, here's a good link!

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**BEFORE:**  
Marketing the course:  
YouTube description

Christine White  
3316@lehigh.edu/lehighprofessor/chrwhite/05/23/10

**THE CHRONICLE**  
of Higher Education

Monday, May 23, 2010

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Lehigh Professor Advertises Course on YouTube

Apr 16, 2010, 1:00 pm  
by Mary Helen Miller

Jeremy Littau wanted to generate some buzz about the multimedia reporting course he'll teach next fall at Lehigh University, so he made a YouTube video about it. Mr. Littau, an assistant professor of journalism and communication, put the video up last week, before registration started, so far the advertisement seems to be working.

A browser through YouTube suggests that relatively few instructors promote their classes there, and that many of those who do are teaching online courses. In some videos, professors talk straight into the camera and give an overview of the course. Others show still and moving portions of the subject matter. Mr. Littau's video uses interviews with

Boost retention, graduation rates and alumni development with analytics.

ANALYTICS

CLICK HERE FOR MORE PAPERS

SAS

Each day on Wired Campus, The Chronicle's technology

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**BEFORE:**  
Marketing the course:  
YouTube description

YouTube

Search Browse More

**JOUR 198 promo video**

@jeand 9 videos

Subscribe

1:10 / 1:10

1,932

Uploaded by jeand on Apr 9, 2010

Why take JOUR 198 Multimedia Reporting at Lehigh University? Students from Jeremy Littau's spring '10 class take you inside the course.

Category: Education

Tags: multimedia-reporting lehigh journalism

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Monday, May 23, 2011

DURING:  
Connecting students:  
Facebook page



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DURING:  
Connecting students:  
Online posting of assignments



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DURING:  
Connecting students:  
Assignment blogs



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**DURING:**  
Connecting  
students:  
Assignment blogs



WritingforMassMedia-Potyrala

This is a student blog for one of my college courses.

**Followers**

Follow with Google+ Friend Connect

Followers (2)

Already a member? Log in

**Blog Archive**

▼ 2011 (3)

- ▼ March (3)

- Scrimshaw Press Release
- Wilson Wildlife Park and Preserve Photo Release
- Wilson Wildlife Park and Preserve Herpetology

**About Me**

CORYPOTYRALA

View my complete profile

Sunday, March 29, 2009

**Scrimshaw Press Release**

PR011 RELEASE

Contact Info:  
Jaelyn Potyrala  
Tel:(918) 248-8102  
E-mail: jpotyr@hsop.edu

**FOR IMMEDIATE RELEASE**

**Dr. Susan C. Scrimshaw Appointed President of Sage Colleges**  
A "21st century" college is in the making

Troy NY (March 25, 2009) -- *The Sage Colleges* would like to announce Susan C. Scrimshaw, Ph.D., as their ninth president. Sima Estess, chair of the board of trustees, accepted the recommendation of the search committee today before a group of students, faculty and staff. Dr. Scrimshaw, 63, succeeds Dr. Jeanne H. Neff who retired after serving as president of the colleges for 13 years.

Dr. Scrimshaw has been serving as the colleges interim president since July 2008. In less than a year she has increased the advertising, admissions, applicants, and enrollments for both campuses.

Before moving to Troy, Scrimshaw served as president of Simmons College in Boston. Prior to her position at Simmons College she held the title of dean at the School of Public Health at the University of Illinois at Chicago for 12 years. Scrimshaw worked her way up the ladder by starting out as an associate dean of public health and professor of Public Health and Anthropology at the University of California in Los Angeles.

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**DURING:**  
Connecting with students:  
offering your cell phone number



Mar 3, 2011 8:56 AM

Hi penny. I just woke up  
To go to class but i won't  
be able to make it. i have  
strep and thought i'd be  
better by today and i'm  
not. Can you please jus

I email ne what i miss

Mar 3, 2011 10:01 AM

Sure. Feel better.

Thank you

May 5, 2011 5:21:16 PM

What room is our final in?

Froman 204 SCA Albany

See you there?

Ok. Thank you. See you  
soon.

Cool.

Its our final. I have to go.  
Haha

Har har.  
:-)

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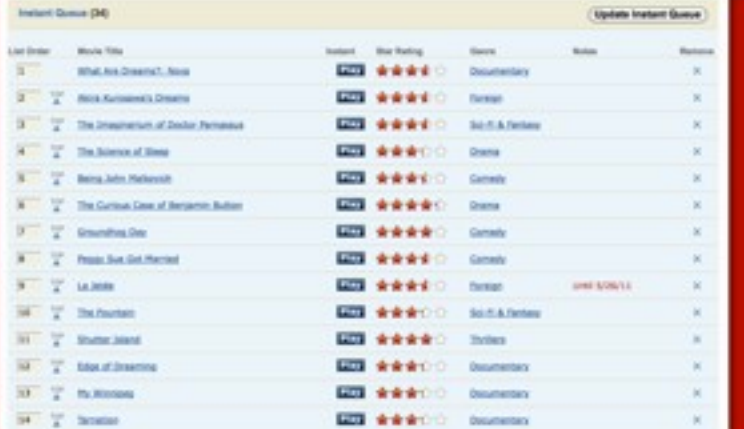
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**DURING:**  
student supplemental material:  
class Netflix account



Instant Queue (24)

Update Instant Queue

List Order	Movie Title	Instant	Your Rating	Genre	Notes	Remove
1	What Are Dreams?, Steve	Play	★★★★★	Documentary		X
2	Black Kitten's Dream	Play	★★★★★	Foreign		X
3	The Impression of Doctor Penelope	Play	★★★★★	Sci-Fi & Fantasy		X
4	The Science of Sleep	Play	★★★★★	Drama		X
5	Being John Malkovich	Play	★★★★★	Comedy		X
6	The Curious Case of Benjamin Button	Play	★★★★★	Drama		X
7	Groundhog Day	Play	★★★★★	Comedy		X
8	Primo Susi Got Married	Play	★★★★★	Comedy		X
9	La Jette	Play	★★★★★	Drama	DRY SCORE!!	X
10	The Fourtards	Play	★★★★★	Sci-Fi & Fantasy		X
11	Shutter Island	Play	★★★★★	Thriller		X
12	Edge of Tomorrow	Play	★★★★★	Documentary		X
13	My Windows	Play	★★★★★	Documentary		X
14	Decision	Play	★★★★★	Documentary		X

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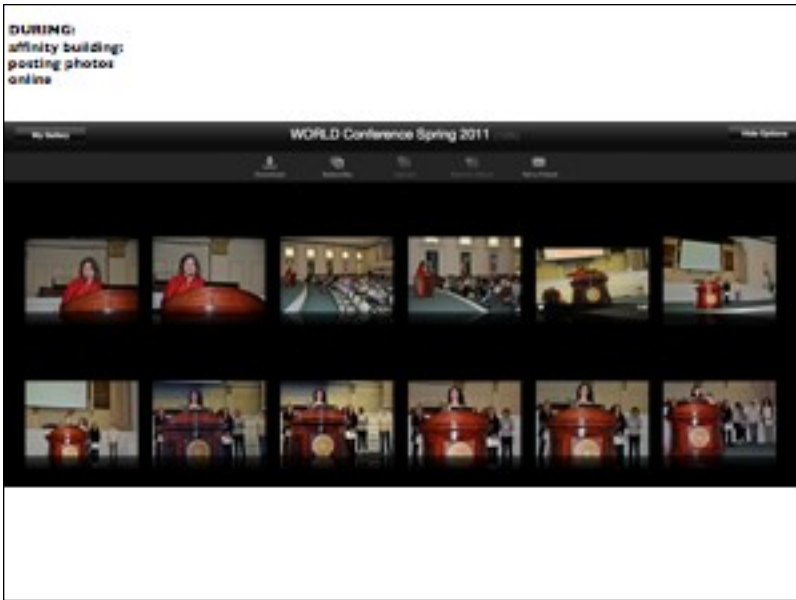
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Monday, May 23, 2011

**AFTER:**  
Proof of Performance student work



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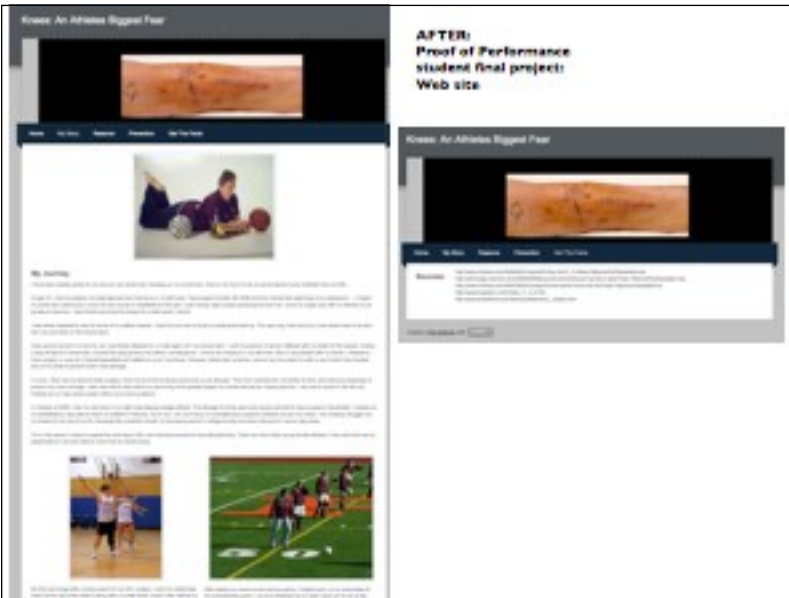
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**AFTER:**  
Proof of Performance class group work  
Class Web site



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**AFTER:**  
Proof of Performance class web site and student final projects

## Sage.edu students design their futures by building their personal brands with online platforms and social media

Home - What is ID 303?

What is Platform Building?

Components of Platform Building

Student Platforms

Student Reflections on Learning

The Course: "Information Design 303 - The Web 2.0"

### General Overview of the Course:

ID 303 is a hands-on Web 2.0 theory and production course that focuses on creating branding identities for students (also known as "platform building") using the social media aspects of internet communication.

The class also explores the implications of digital media, social media, the Internet, and other electronic communication (e.g., cellphones, MP3 players) in our lives, our thinking, and our habits.

Students will explore the history, structure, function, and social impact of the Internet, especially Web 2.0 and social media, as well as digital media and other electronic communication



• <http://sageifd303.weebly.com/>

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## Questions? Comments?

- Penny Perkins
- Assistant Professor, Communications
- Russell Sage College | The Sage Colleges
- [perkip@sage.edu](mailto:perkip@sage.edu)
- <http://pennyperkins.weebly.com>
  - copy of this presentation under "teaching"

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## This presentation

- <http://pennyperkins.weebly.com/student-engagement.html>
- <http://files.me.com/pennyperkins/c8x6dd>

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