



CREATING EXPERIENTIAL LEARNING USING SOCIAL MEDIA

October 25, 2013 :: 1:00 - 2:30 p.m. EDT

OVERVIEW

Social media tools, including Twitter, Facebook, Google+, and Pinterest are changing the way students and faculty members communicate, share ideas, and build networks. As with many other technologies, the educational community has harnessed the potential of these resources to improve teaching and learning.

Join us online as we showcase unique uses of social media in student learning. You will learn ways you can use social media to create experiential learning activities, improve student engagement that extends outside of the classroom, and develop community and professional networks.

LEARNING OUTCOME

After participating in this webcast, you will be able to create social-media-based experiential learning activities that improve student engagement.

WHO SHOULD ATTEND

Whether or not your institution is already using social media in the classroom, you will leave this webcast with a wealth of new ideas. The webcast content is especially pertinent for faculty members, faculty developers, instructional designers and technologists, academic computing services, and student computing services administrators.

A UNIQUE WEBCAST FORMAT

Throughout the webcast our expert instructors will be showing how social media tools can be applied to teaching and learning activities. We will show real-time examples of course activities that utilize different forms of social media.

In order to maximize your learning and engagement throughout the webcast, we encourage you to set up or login to your Facebook, Twitter, Pinterest, or Google+ accounts.

Learn how you can create social-media-based experiential learning activities that improve student engagement.



WHAT YOU'LL GET/FREE RESOURCES

As part of this webcast, we will send you a list of social media you can use in innovative ways for teaching and learning to better communicate, share ideas, and build communities. Additionally, you'll receive a pre-webcast recording of how to incorporate Instagram, Flickr, and Ustream in your learning activities.

AGENDA

FRIDAY, OCTOBER 25, 2013

1:00 - 2:30 P.M. EDT

- ➔ **Integration of social media into curriculum and privacy concerns**
- ➔ **Creating experiential learning using different types of social media**
 - Best practices and effective uses of social media
 - Live discussion
 - » Google+ for conducting office hours
 - » Google Hangouts for guest lecture/incorporating expert speakers
 - » Facebook
 - Streaming media
 - » Spreaker for experiential exercises
 - » SoundCloud for weekly podcasts updates
 - » YouTube
 - Content curation
 - » Pinterest/Scoop.it
 - » Storify
 - Real Time Networking
 - » Twitter
 - » Facebook



INSTRUCTORS



STEPHEN BALDRIDGE / Baccalaureate Program Director and Assistant Professor

Abilene Christian University

Dr. Baldrige has researched, taught, and implemented the use of mobile learning consistently over the past few years in his courses. In his work with the first-ever Mobile Learning Initiative on a college campus, he has established some of the current best practices for social media and mobile learning both in and out of the classroom. His research, presentations, and publications include areas surrounding mobile learning, remote teaching, and using social media to create learning communities. His current research project examines pairing mobile devices with social media to increase student interaction.



ALISA COOPER / Assistant Chair and Professor of English

Glendale Community College

In addition to being one of Academic Impression's most popular presenters, Dr. Cooper is an English professor at Glendale Community College. Alisa teaches hybrid and online freshman composition and literature courses. Alisa currently serves as an assistant chair/eCourses coordinator for the English department and works with faculty to create and/or improve their online/hybrid courses. She also evaluates all online/hybrid instructors and courses in the English department. For the 2012-2013 academic year, she will serve as eCourses faculty lead for the college, and she will be working on a research project on discussion tools in online/hybrid course as an MIL Fellow. Alisa briefly served as interim instructional technologist for the Title V grant at Phoenix College, working with faculty to develop hybrid and online course modules. Previously Alisa served as podcasting specialist for the district—providing a series of podcasting and vodcasting workshops throughout the year for the Maricopa Center for Learning and Instruction (MCLI).



IMPORTANT INFORMATION

LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. **If you have any technical or purchasing questions, please contact us at 720.488.6800.**

LIVE WEBCAST CONNECTION

With a single site connection you can invite as many people as you like to watch and listen to the webcast from the same computer. You'll also receive an electronic link to the presentation materials and handouts as well as additional resources referenced during the live event. Following the webcast you'll receive an email that contains a link to the recorded webcast (link active for 60 days). Additional site connections are also available for \$195.

CD RECORDING OF LIVE WEBCAST

We record the audio and visual portion of all live webcast events and make them available in two forms; as a CD or as an electronic download. CD recordings are mailed with a bound copy of the presentation materials and handouts approximately 10 business days following the live webcast date.

ON-DEMAND DOWNLOAD OF LIVE WEBCAST (180 DAY LICENSE)

We record the audio and visual portion of all live webcast events and make them available in two forms; as a CD or as an electronic download. On-demand downloads are available through an internet link sent via email approximately 10 business days following the live webcast date (links are active for 180 days).



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

REGISTRATION FEES

Make the most of the presentation: purchase a live connection and invite your whole team to participate from a single location at no additional cost. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you. **Register online at www.academicimpressions.com**

Best Value

Live webcast connection
+ CD recording - \$525 USD

Total _____

Live Webcast Connection

Live connection - \$350 USD

Additional connections:
____ X \$195 USD each

Total _____

Webcast Recording

CD-ROM recording - \$350 USD

180-day on-demand
download - \$350 USD

Total _____

TOTAL PRICE: _____

EARLY BIRD PRICING

Postmarked on or before October 18, 2013. After October 18, 2013, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by August 23, 2013. A \$75 processing fee will be assessed. After August 23, 2013 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only. Purchasing questions, please contact us at 720.488.6800.

By submitting this registration form, you agree to the terms and conditions of the above cancellation policy.

Visit our website to register online:

[NEED URL](#)



ACADEMIC IMPRESSIONS CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

WEBCASTS AND ONLINE COURSES

For webcasts and online courses, substitute registrants are welcome and may be named free of charge at any time prior to the day of the webcast. When available, you may also switch your webcast or online course order from a live connection to an on-demand download or CD recording (and vice versa) at no additional cost (shipping charges will apply to CD Recording orders outside the U.S. or Canada).

If you cancel 8 weeks or more prior to the webcast or online course date, you will receive a full refund, less a \$75.00 service charge. If you cancel within 8 weeks of the webcast or online course date, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not login to view the webcast or online course and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

REGISTRATION FEES

WEBCAST REGISTRATION

.....

Print Name Job Title

Institution/Organization

Address Fax

City State/Province Zip/Postal Code Country

Telephone Email

.....
How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.) _____

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

ADDITIONAL CONTACT INFORMATION

.....

Additional Contact Name Contact Phone

Additional Contact Email Additional Contact Title



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

CREDIT CARD



Name on Card		Account Number	
Billing Address		Billing City	Billing State
Billing Zip Code/Postal Code	Exp. Date	Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)	

CHECK/INVOICE

AMOUNT TO CHARGE: _____

- My check is included and covers _____ registration(s) Check # _____
- Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)



FREE HIGHER ED NEWS AND ANALYSIS

Each conference registration includes a subscription to *Higher Ed Impact*, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. *Higher Ed Impact* (HEI) includes:
(Check the boxes for the editions you would like to sign up for)

- HEI: Daily Pulse** - impactful news, trends, and practices, sent daily
- HEI: Weekly Scan** - the week's most critical news, with analysis of top stories and trends, sent on Fridays
- HEI: Monthly Diagnostic** - practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

List the names of the registrants you'd like to sign up:

Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.