

Social Networking as a Teaching Tool

Presented by:

- **Janice Amos**
- **Suzanne Demers**

Florida State College at Jacksonville

Today's Key Take Aways

1

- One way to combine Social Networking with Traditional Teaching Methodologies

2

- Review of our process to Plan, Research, Develop and Launch a Bb Community using Social Networking

3

- Key factors in assuring success

The Challenge

The Mission:

- You have less than two weeks to create an online celebration for Constitution Day...
- So with a very short planning timeframe, with no budget allocation and limited resources for the project this year...

"I love a challenge! Ready, get set, go!"





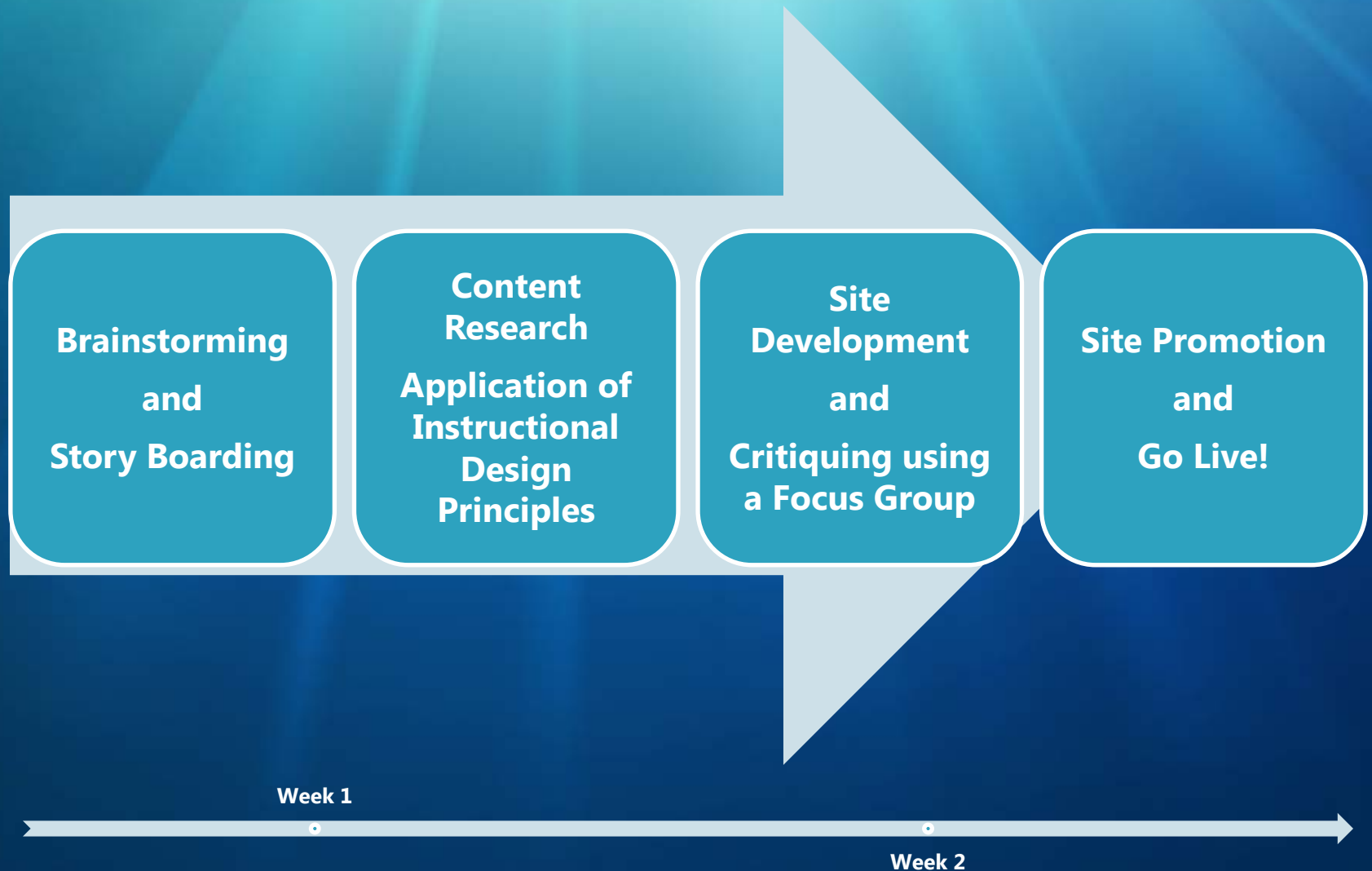
Constitution Day



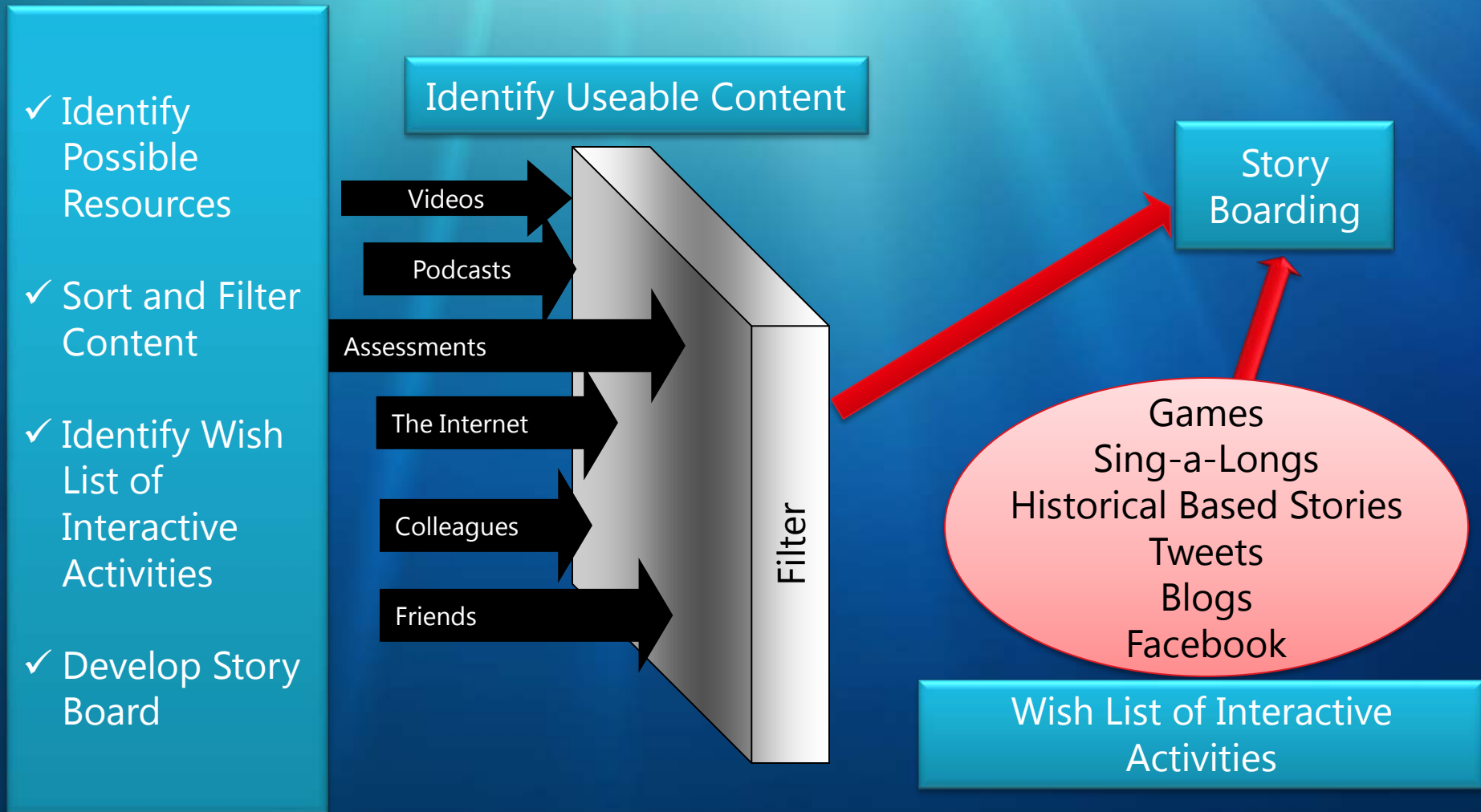
Constitution Day is actually part of Constitution week, which begins each year on September 17th. This is the date in 1787 that the original Constitution was signed.

Senator Robert C. Byrd of West Virginia added a statement into the Consolidated Appropriations Act of Fiscal Year 2005 stating public schools & government offices had to have educational programs to help people understand their Constitution. September 17th is that designated day. This provision is linked to federal funding.

Key steps to success



The Planning Process



Social Network *Defined*

**social network – so-cial
net-work / sôshəl
nétwærk / n.**

a virtual “electronic”
interactive community
for people sharing a
common interest
enabled by various
technologies including,
VOIP, instant messaging,
video conferencing,
blogs and email over the
Internet.

Popular examples:

- Facebook
- Myspace
- Friendster
- Twitter
- Skype conferencing
- LinkedIn
- Plaxo
- Classmates
- Google Buzz
- Hi5

Building the Community

Imagine if you would...

**We built a community in
Blackboard**

**The layout was very
simple, just like setting
up a course**

**We added menu buttons
as we organized the
materials**

Develop and organize the site content

- Performed research
- Identified key web links and wrote link descriptions
- Organized the flow and navigation of information
- Added discussion forums
- Applied instructional design principles

But wait there was something missing...

...Artistic Design

This banner was designed and created by Amanda Bauch, a good friend and great supporter of the event.



We're almost there...

Action Items For "Go-Live" on Blackboard

1

•Identified a focus group to critique the site

2

•Verified all the links

3

•Tested all the materials

4

•Quality Checked the community

5

•Open site to the focus group

6

•Compiled the focus group feedback and make recommended changes

Send out the Invitations!

- ✓ Send out the announcement to all the online instructors announcing the community and it's purpose
- ✓ Get the instructor's to send their student's emails and post an announcement offering extra credit to participate
- ✓ The count down has begun...just a couple more days until September 17th...

Promotion, promotion, promotion!

Ready, Get Set, Launch Site!

- ✓ Make the Community available to users
- ✓ Check the Community Self-enrollments
- ✓ Monitor the Discussion Forums
- ✓ Monitor Twitter, Facebook and the blog

Provide oversight consistent with acceptable use practices

Constitution Day Site on Blackboard

The screenshot shows a Blackboard interface for Florida State College at Jacksonville. The top navigation bar includes links for Home, Help, and Logout. Below this, there are tabs for Courses, Community, My Content Collection, Library, and System Admin. The main content area is titled "OC CONSTITUTION > ANNOUNCEMENTS" and features a large banner for "Constitution Day 2009" with an image of the Statue of Liberty and the text "We the People". Below the banner are filters for "VIEW TODAY", "VIEW LAST 7 DAYS", "VIEW LAST 30 DAYS", and "VIEW ALL". The "All Announcements" section displays a message from Nancy Cooley, Ph.D., Open Campus President of Florida State College at Jacksonville, dated August 11, 2009. The message discusses the challenges of the 21st century and the role of the Constitution in maintaining justice and freedom.

OC CONSTITUTION > ANNOUNCEMENTS

Constitution Day
2009

VIEW TODAY VIEW LAST 7 DAYS VIEW LAST 30 DAYS VIEW ALL

All Announcements

A Message from Nancy Cooley, Ph.D. Open Campus President Florida State College at Jacksonville Posted by: Jan

As we celebrate Constitution Day in 2009, our world faces many challenges that our Founding Fathers envisioned and worked to address in the Constitution. How do we ensure justice and the general welfare of our citizens? How do we promote peace while keeping ourselves safe and defending our citizens from danger? How do we maintain checks and balances to prevent abuses of power that would threaten our freedoms? The Constitution provides a brilliant framework for life in a democracy, including assurances that justice and freedom will prevail. Each of us should be aware of the provisions of the Constitution, understand the implications of any actions that challenge these provisions, and work to preserve our constitutional rights.

Local intranet

This is how the home of the community looked to the students.

Facebook

Facebook | FLSTColl Open Campus

FLSTColl Open Campus [Become a Fan](#)

Wall Info Photos Discussions Reviews +

What's on your mind?

Attach: Everyone [Share](#)

FLSTColl Open Campus + Fans **FLSTColl Open Campus** Just Fans [Settings](#)

FLSTColl Open Campus The National Constitution Center has many events and activities to explore on this day.

National Constitution Center: Constitution Day
www.constitutioncenter.org
Resources to help celebrate Constitution Day and develop habits of citizenship in a new generation of Americans, presented by the National Constitution Center.
a few seconds ago · [Comment](#) · [Like](#) · [Share](#)

FLSTColl Open Campus Celebrate the Constitution Here is a fun interactive game to play to see how much you know about the U.S. Constitution

[Inside the Constitution](#) **Constitution Game**
teacher.scholastic.com
Constitution Day
about a minute ago · [Comment](#) · [Like](#) · [Share](#)

FLSTColl Open Campus Founding Father Quiz: Which founding father are you most like? Check out this interactive quiz to find out.

National Constitution Center: Which Founder Are You?
www.constitutioncenter.org
The U.S. Constitution was written in 1787 by a group of 55 men with one purpose and many

[Create an Ad](#)

SIU Carbondale Alumni [x](#)

Find out if you're eligible to be in the prestigious Cambridge Who's Who Registry. Apply Now! CambridgeRegistry.com
[Like](#)

Your City, Your Rules [x](#)

Grow and manage the coolest town in SocialCity. Play now!
[Like](#)

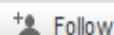
[Create a Page for My Business](#)

[Share](#) [+](#)

[Chat \(1\)](#)




FSCJOpen





Whoa, take a virtual tour of ALL of Paris in full-screen mode. OMG, it's amazing! <http://ow.ly/1i6oL>

about 1 hours ago via HootSuite

Help your community by volunteering to clean up Jacksonville's waterways next Saturday 3/20. No registration required!

<http://ow.ly/1i32s>

about 2 hours ago via HootSuite

"Literature Electric:" <http://ow.ly/1gxXU>

6:53 AM Mar 10th via HootSuite

RT @FlaStateCollege: Summer term registration is open to all students starting today. <http://ow.ly/1bl9t>

6:33 AM Mar 10th via HootSuite

Name FSCJ Open Campus
 Location Jacksonville Florida
 Web <http://www.distan...>
 Bio FSCJ's Open Campus offers courses worldwide to students pursuing online Associates, and Bachelors degrees as well as Continuing Education programs.

147 following 153 followers 2 listed

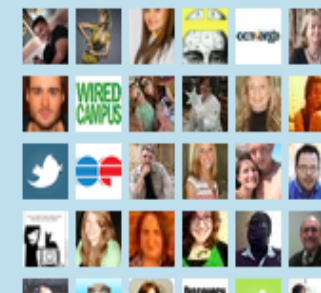
Tweets 144

Favorites

Actions

[block FSCJOpen](#)
[report for spam](#)

Following



Blog

Open Campus Constitution Day Blog

FLORIDA STATE COLLEGE
AT JACKSONVILLE™

Open Campus Constitution Day Blog

SEPTEMBER 11, 2010

What do you think?

After reading the Constitution which article do you think impacts your life the most? Which articles do you think are still most important? Have any of the articles lost importance through the years? Do you have ideas about any new articles that should be written?

Posted by DEMERS, SUZANNE L on September 11, 2010 12:07 PM | [Permalink](#) | [Comments \(0\)](#) | [TrackBacks \(0\)](#)

Read Your Constitution!

Check out these links to learn more about the U.S. Constitution.

The National Constitution Center's Interactive Constitution
<http://ratify.constitutioncenter.org/constitution/>

The National Constitution Center's searchable Bill of Rights
<http://constitutioncenter.org/education/the-bill-of-rights.aspx>

Search

Search this blog:

Recent Posts

- [What do you think?](#)
- [Read Your Constitution!](#)
- [Celebrate the Constitution \(Game\)](#)

[Subscribe to this blog's feed](#)
[What is this?](#)

Categories

Archives

Internet 100%

Today's Key Take Aways "Reviewed"

1

- One way to combine Social Networking with Traditional Teaching Methodologies

2

- Review of our process to Plan, Research, Develop and Launch a Bb Community using Social Networking

3

- Key factors in assuring success: **Planning, Research, Extraordinary Source Material, SME/Instructional Designer, Focus Group input, instructor buy-in and promotion strategy.**

Amazing Success!



**We had over
200
participants in
our
1st year!**

Start planning for next year...

Now It's Your Turn!

- 1 • Questions
- 2 • Comments
- 3 • Answers
- 4 • Shared Experiences

Thank you!

Contact Information

Janice Amos

Florida State College at Jacksonville

(904) 632-3211

Email: jamos@fscj.edu

Suzanne Demers

Florida State College at Jacksonville

(904) 632-5088

Email: sdemers@fscj.edu

This presentation is available for download at:
www.janiceamos.com

