Up Close and Personal with Technology:
Virginia Tech Case Study

Janice Austin, Graduate Admissions & Academic Progress
Dannette Beane, Recruitment & Diversity Initiatives
Jeremy Sippel, Information Technology
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CGS Annual Meeting, December 2014
Web 1.0  ~1993

"...an early stage of the conceptual evolution of the World Wide Web, centered around a top-down approach to the use of the web and its interface."

"...users could only view webpages but not contribute to the content of the webpages."

"...users simply acting as consumers of content."

"...information is not dynamic..."

http://en.wikipedia.org/wiki/Web_1.0
Web 1.0 as metaphor for graduate schools

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Web 2.0 as metaphor...

“...web sites that use technology beyond the static pages of earlier web sites....

“...it does not refer to an update to any technical specification, but rather to cumulative changes in the ways software developers and end-users use the Web....

...a 2.0 site may allow users to interact and collaborate with each other in a social media dialogue as creators of user-generated content in a virtual community, in contrast to websites where people are limited to the passive viewing of content. Examples of Web 2.0 include social networking sites, blogs, wikis, video sharing sites, hosted services, web applications, mashups...”

Graduate School

Technology enhanced strategies

- Hobson's (recruitment)
- Electronic signature system
- Online chats
- Wiki use (resource for graduate coordinators)
- Facebook (public and private)
- Graduate Catalog
- Virtual GLC
- Blogs
- iTunesU
- YouTube
- LinkedIn
- Twitter
- Website
- By the numbers
social media.....
Social Media Landscape 2013

Publishing
wikia
Mahalo
TypePad
LiveJournal
WordPress
Blogger
overblog
LinkedIn
viadeo
XING
TAGGED
bedoo
mixi
Reddit
morenren
Reddit
StackExchange

Sharing
Facebook
Google+
Pinterest
Fancy
Flickr
Spotify
myspace

discussing
Quora
gitter
github

Networking

FredCavazza.net
web 2.0 and beyond

blogs
Twitter
websites
wikis
podcasts
YouTube
Facebook
Plan for today

Overview

Roundtable discussions

Wrap up, Q&A
Janice Austin - digital processes - admissions & progress
Dannette Beane - recruitment
Karen P. DePauw - social media and beyond
Jeremy Sippel - interactive catalog, data visualization +
digitally enhanced processes

ESS - electronic signature system
recruitment strategies++

coordinated school visits
interactive graduate catalog

data visualizations - by the numbers
social media and more
Roundtable discussions

25 minutes each

break at 3:15

wrap up at 4:15ish
social media.....

connections  engagement & interaction

news/information sharing  build community

audiences
social media.....

voice

tone

intentionality
different uses

frequency and consistency
multiple users

principles & guidelines
social media.....

immediate, conversational, brief, sharing info

“live” tweeting & subject matter enthusiasts

twitter account follow and following, favorite, retweet
social media.....

share and like

posting stories and photos

website
social media.....

professionally focused

alumni, graduate students, public

website
Blogs

Expectations for graduate study

Interdisciplinary graduate education

global perspectives program
examples
global perspectives program:
an example
https://www.facebook.com/GlobalPerspectivesProgramVirginiaTech
http://www.flickr.com/groups/globalperspectivesprogram/
http://www.linkedin.com/groups/Global-Perspectives-Alumni-4758880
wrap-up