Engaging prospective students, students, alumni, and community members via interactive online events at Columbia University
ENGAGING PROSPECTIVE STUDENTS, STUDENTS, ALUMNI, AND COMMUNITY MEMBERS VIA INTERACTIVE ONLINE EVENTS AT COLUMBIA UNIVERSITY
Thursday November 16, 2017 - 1:30 PM to 2:15 PM
Concurrent Session 8

BRIEF ABSTRACT
Online events can engage multiple audiences, from prospective students through alumni and community members, by showcasing alumni achievements and faculty expertise. This session will share examples from Columbia University School of Social Work’s online events, including the planning process, methods for engaging participants, and challenges when running live online events.
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Who else was inspired by @MatthewLuhn’s keynote?
From California & went to public schools

+ Two and a half years of primary school in Hong Kong
+ A middle school summer in South Korea
+ College in Atlanta
+ Study abroad in England

= Opportunity to experience many kinds of education
After college, taught English as a Foreign Language in South Korea
• BUT the Asian economic crisis hit and the English academies closed

Then taught EFL in Spain
• BUT felt it was time for a “real job”

Moved to NYC and worked in a nonprofit
• BUT felt it was time to pursue a “real career” by going to grad school

Earned an MSW at Columbia
• BUT it was during the days of dial-up Internet, so didn’t have experience with ed tech
Became a trainer at a nonprofit & loved leading face-to-face workshops
- BUT received a grant for online training

Learned about elearning via ASTD, and our new hybrid online & in-person training won an award from *Training Magazine*

Then moved to the for-profit sector
- BUT wanted mission-driven work

Moved to Columbia’s School of Professional Studies, which helped launch the School of Social Work’s Online Campus
- BUT CSSW was on the other side of the table

Then a position opened up at CSSW
Columbia University School of Social Work’s Online Campus

http://socialwork.columbia.edu/the-student-experience/online-campus/

- Master’s of Science in Social Work
- Online & residential MSSW programs are integrated
- Primary model: Synchronous classes in Adobe Connect + asynchronous homework in Canvas
  - Courses have an instructional team: Instructor, associate/TA, live support specialist
  - Chapter describing early model: [https://www.igi-global.com/chapter/instructional-strategies-for-synchronous-components-of-online-courses/148897](https://www.igi-global.com/chapter/instructional-strategies-for-synchronous-components-of-online-courses/148897)

http://socialwork.columbia.edu/ #OLCAccelerate
First graduates in May 2017

Source: Twitter #CSSW2017
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Also inspired by @MatthewLuhn’s workshop
What if hosting online events could solve a number of problems?

- Online students want to connect to campus & each other
- Alumni want to stay connected, but live around the world and are busy
- Alumni want to know about the new Online Campus
- Prospective students want a sense of the school expertise & community
- Prospective students want to know what our online classes are like
- Partners, instructors, field agencies, etc., want to feel like part of the community

http://socialwork.columbia.edu/  #OLCAccelerate
Once upon a time

CSSW, founded in 1898, was happy with its on-campus MSSW program.

BUT the world was changing, and the School decided to launch a new Online Campus.
And every day

The School ran a high quality online program, and shared the news with its community.
Until one day

The School realized that it was getting many of the same questions over and over from alumni, faculty, students, prospective students, and the broader community:

• How can you possibly teach social work online?

• How can we stay informed about & connected with CSSW if we live outside NYC and/or don’t have a lot of time?
And because of that

The Communications and Online Campus teams decided to try out offering an online event
And because of that

People joined from all over the country & world:

9. Where are you joining us from?

Answer Key:
0. West Coast
1. East Coast
2. South
3. Midwest
4. International
5. Other (please type into chat)
Until finally

CSSW decided to create a series of live online events
And since that day

The audience for our online events has steadily grown and feedback has been positive:

• Went well and informative as always. Thanks!
• Very useful for people who are busy and can't physically attend a meeting
• Excellent resources given in the chat
• Thank you very much--interesting and insightful conversations
• This was great - loved the conversation back and forth
CSSW’s series of live online events has won a **2017 Silver Marketing Award** from the University Professional & Continuing Education Association (UPCEA)
<table>
<thead>
<tr>
<th>Live streaming online event title &amp; summary</th>
<th>URL of on-demand recording</th>
<th>URL of event sign-up</th>
<th>URL of email invitation</th>
<th>URL for on-demand continuing education credits (where applicable)</th>
<th>Event visual for the email invitation, sign-up page, social media, and event slides</th>
<th>Sample social media posts with event invitations &amp; on-demand recordings</th>
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<tr>
<td>Extending the Reach of Clinical Services: Tele-Health and Clinical Practice</td>
<td>What’s a social worker doing...offering tele-behavioral therapy/counseling to their clients? Join us for a lively discussion of the impact, both actual and potential, of digital disruption on existing models of clinical practice, with two members of the clinical community at the Columbia School of Social Work. Does technology hinder or facilitate client-practitioner interaction? Does it supplement therapeutic care or replace it? Is it secure? And can it actually enhance a therapist’s ability to help clients change their lives? These are just a few of the questions our experts will address.</td>
<td><img src="https://youtu.be/AHJdUEOAuE" alt="YouTube Video" /></td>
<td><img src="https://www.eventbrite.com/e/Extending-the-reach-of-clinical-services-tele-health-and-social-work-tickets-31259844035" alt="Event Registration" /></td>
<td><img src="http://us10.campaign-archive2.com/?u=de4f41fb21bdc2e654fed88&amp;id=074561dd7" alt="Email Invitation" /></td>
<td><img src="image.png" alt="Event Visual" /></td>
<td><img src="image2.png" alt="Sample Social Media Posts" /></td>
</tr>
<tr>
<td>Online Therapy &amp; the Clinical Social Worker</td>
<td>What’s a clinical social worker doing...offering Web-based self-help therapy? with alumna Laurie Marsden, LCSW</td>
<td><img src="https://youtu.be/7hmems8g0KM" alt="YouTube Video" /></td>
<td><img src="https://www.eventbrite.com/e/online-event-web-based-self-help-therapy-and-the-clinical-social-worker-tickets-25216383883" alt="Event Registration" /></td>
<td><img src="http://us10.campaign-archive1.com/?u=de4f41fb21bdc2e654fed88&amp;id=dfbc18371b" alt="Email Invitation" /></td>
<td>N/A</td>
<td><img src="image2.png" alt="Sample Social Media Posts" /></td>
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### Global Social Work: Paths to Service in Africa

What's a social worker doing driving social change in Africa? Join us for a discussion of what it means to do social work in Africa with an alumnus who has created an organization for improving lives and communities in Burkina Faso, Senegal and Ethiopia; and a professor who is leading research related to trauma, mental health and HIV in sub-Saharan Africa.

[https://youtu.be/X4JdYRw8RUI](https://youtu.be/X4JdYRw8RUI)


[http://us10.campaign-archive2.com/?u=de4f41fb21bdcc3ef654fed88&id=2dc6a083e1](http://us10.campaign-archive2.com/?u=de4f41fb21bdcc3ef654fed88&id=2dc6a083e1)

N/A

### Join the Action: The Call for Social Work in Post-Election America

A major change is coming to Washington soon. A CSSW student leader and an advocacy professor discuss the implications for the social work profession.

[https://youtu.be/ZbSMY3MFRs8](https://youtu.be/ZbSMY3MFRs8)


[http://us10.campaign-archive1.com/?u=de4f41fb621bdc3e654fed88&id=40730ed703](http://us10.campaign-archive1.com/?u=de4f41fb621bdc3e654fed88&id=40730ed703)

N/A

### Challenges Facing Psychotherapists in the New Political Climate

One of our alumni, an experienced clinical social worker/therapist, and one of our leading professors, a world expert on grief, discuss how to respond to clients’ politics-induced distress. With the change in the political climate in Washington, mental health professionals around the country, especially those working in Democratic strongholds, have been noticing high levels of politics-induced emotional distress in their clients—particularly those from vulnerable groups.


N/A
### Veterans and Homelessness

**Can a non-veteran provide support services to veterans?**

Rachel Waltz (MSW’07) describes her experience of working with homeless vets.

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<td>Video 1</td>
<td><a href="https://youtu.be/4IaLDkgWaVc">https://youtu.be/4IaLDkgWaVc</a></td>
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<tr>
<td>Website</td>
<td><a href="https://www.eventbrite.com/e/online-event-veterans-and-homelessness-tickets-28015676643">https://www.eventbrite.com/e/online-event-veterans-and-homelessness-tickets-28015676643</a></td>
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### Veterans and PTSD

**Why Is It So Hard for Veterans to Seek Treatment for PTSD, and What Impact Does It Have on Their Families?**

In this Webinar, Michael Day (MSW’10), who served in the Marines and was among the first troops deployed to Iraq, will tell his personal story of suffering from PTSD, treating other veterans who have PTSD, and working on an about-to-be-released film on the topic. He will then be joined by Lt. Col. Franklin Swayne, a professional military social worker who teaches in the Columbia School of Social Work’s online campus.

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<td>Video 2</td>
<td><a href="https://youtu.be/pLDcDmh45w">https://youtu.be/pLDcDmh45w</a></td>
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<tr>
<td>Website</td>
<td><a href="https://www.eventbrite.com/e/webinar-on-veterans-and-ptsd-tickets-21456227153">https://www.eventbrite.com/e/webinar-on-veterans-and-ptsd-tickets-21456227153</a></td>
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N/A
CSSW also hosts 30-minute live streaming virtual events called Virtual Coffee Chats with on-demand event recordings available afterwards.

<table>
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<tr>
<th>VIRTUAL COFFEE CHAT: How legalizing marijuana affects adolescents</th>
<th><img src="https://example.com/cffeat" alt="Virtual Coffee Chat Flyer" /></th>
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<tr>
<td>Please join an informal half-hour online conversation with Steven Schinke, Director of the Online Program and D’Elbert and Selma Keenan Professor at Columbia University’s School of Social Work. Prof Schinke will share his recent research findings concerning the impact of legalizing marijuana on its use by adolescents. His study involves a national sample of 1,310 adolescents from 48 U.S. states. He compares the youths’ rates of marijuana use with the marijuana legalization status in the states where they live.</td>
<td><img src="https://example.com/cffeat" alt="Virtual Coffee Chat Flyer" /></td>
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<td><a href="https://youtu.be/FC3rGidizMI">Virtual Coffee Chat Link</a></td>
<td><a href="https://docs.google.com/forms/d/e/1FAIpQLScAPiz0R5y1ACVVuSiQdv1Rlh1BiErHm2gBNOsnMUiL84fA/viewform?c=0&amp;w=1">Virtual Coffee Chat Link</a></td>
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<th>VIRTUAL COFFEE CHAT: Professor Amy Werman and her licensed therapy dog Gussie the Pug on animal-assisted therapy</th>
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<td>Please join a half-hour informal conversation with Amy Werman, DSW, a Columbia Social Work alum, family therapist, and Lecturer for CSSW’s residential and online campuses. In her private practice, Werman co-facilitates with Gussie the Pug, her licensed therapy dog. They also provide stress-reduction sessions at universities. Werman will share the story of how she got into animal-assisted therapy, discuss what the work entails, and talk about some of the research around the effectiveness of animal-assisted therapy.</td>
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<td><a href="https://www.eventbrite.com/e/virtual-coffee-chat-animal-assisted-therapy-with-professor-amy-werman-her-therapy-dog-gussie-tickets-26103219432">Virtual Coffee Chat Link</a></td>
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VIRTUAL COFFEE CHAT: Columbia alums on school-based mental health programs

Please join a half-hour informal conversation with Johanna Creswell Baez, PhD, LCSW ('06) and Kristen Renshaw, LCSW ('06), two alumni who met at Columbia School of Social Work and went on to open Wediko New York in 2011 as Co-Directors. Their program started with one school and three staff, and is now in 20 NYC public schools with 35 staff.

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<tr>
<th>Link</th>
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<th>Notes</th>
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<td><a href="https://youtu.be/0mNeK75cWjk">https://youtu.be/0mNeK75cWjk</a></td>
<td><a href="https://www.eventbrite.com/e/virtual-coffee-chat-columbia-alums-on-school-based-mental-health-programs-tickets-25273345256">Virtual Coffee Chat</a></td>
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Streaming on-campus events

• Livestream with chat
• Audience members who ask questions must be on mic (or speakers can repeat the questions for the virtual audience)
• Staff member must set up audio-visual equipment, zoom/pan camera between speaker, audience, and slides
• Staff member must monitor the chat and voice virtual audience questions

http://socialwork.columbia.edu/ #OLCAccelerate
Example streamed on-campus event
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Turn & talk

• What problems might live online events solve for you?
• If you already host live online events, what successes and challenges have you encountered?
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What if online events could be designed to build community, including among people who have never met in person?

- Engage participants so they stay focused throughout
- Encourage participants to connect with each other

http://socialwork.columbia.edu/  #OLCAccelerate
Our two types of live online events

1. Formal, high-production: One-hour live online events
2. Less formal: 30-minute Virtual Coffee Chats

http://socialwork.columbia.edu/  #OLCAccelerate
How audience members participate

• Typed chat throughout
• Polls before, during, and at end of event
Our collaborative internal team for live online events

- **Office of Marketing & Communications** – decide on topics, secure speakers, create media assets, introduce & interview speaker, market & follow up on event

- **Office of Professional Excellence** – secure speakers, focus on substantive content, manage continuing education credits, answer questions in chat

- **Online Campus** – set up & support technology, coach speakers on online presence, focus on audience engagement, serve as Master of Ceremonies

http://socialwork.columbia.edu/ #OLCAccelerate
On-camera roles for live online events

- Speaker
- Discussant
- Director of Communications as introductory interviewer
- Master of Ceremonies
Our live online event agenda template

• 12:30 – Tech check for all
• 12:30-1:00 – At least one person on camera - engage participants in chat as they arrive - play lobby video
• 1:00-1:02 – MC welcome & open, basic intro to Adobe Connect
• 1:02-1:12 – Dir of Comm introduces self and then speaker, including video and 3 questions from non-specialist perspective
• 1:12-1:13 – MC intros discussant
• 1:13-1:18 – Discussant mini-lecture
• 1:18-1:19 – Discussant welcomes speaker back onto camera
• 1:19-1:24 – Poll 1 and discussion
• 1:24-1:29 – Poll 2 and discussion
• 1:29-1:34 – Poll 3 and discussion
• 1:34-1:39 – Poll 4 and discussion
• 1:39-1:54 – Q&A (MC read out questions from chat)
• 1:54-2:00 – Wrap up – final polls, thanks you’s
• 2:00-2:20 – Informal taking of additional questions after event ends

http://socialwork.columbia.edu/  #OLCAccelerate
Pre-event lobby with polls & media
Pre-event lobby with polls
Welcome & quick tech intro

Feel free to type questions/comments in the chat pod throughout this webinar. We want to make this a conversation.
Brief interview with the speaker
(If possible, include CSSW graduation pics of the speaker)
Video of the speaker
Mini lecture from the discussant
Poll 1 and discussion
Poll 2 and discussion

What are the 3 most important things to consider when preparing for global social work?

- Understand your motivation: 72.0% (49)
- Learn about how development and social work: 22.0% (15)
- Understand your responsibility to the people and nation where you're working: 67.6% (46)
- Develop cultural humility: 73.5% (50)
- Other (please type into chat): 2.94% (2)
Poll 3 and discussion
Poll 4 and discussion
Moderated Q&A

Q&A
Wrap-up
At least three rehearsals per event

1. Initial meeting
2. Dress rehearsal #1
3. Dress rehearsal #2

Also, the speakers and various members of the team meet in between the full-group rehearsals
Media assets designed for each live online event

1. PowerPoint slides
2. Video featuring the speaker
3. Media for the lobby
4. Custom visual for the event invitation, social media
5. Custom visual for the on-screen banner throughout the event

http://socialwork.columbia.edu/ #OLCAccelerate
Marketing our live online events focuses on our existing community

- Email
- Social media
- Flyers in our elevators
- Sometimes: a small amount of paid Facebook advertising
Event follow-up to continue connection

- Get recording captioned
- Post recording on YouTube
- Share recording and any resources via email, website, social media

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Connect with us & join us at our online events

Matthea Marquart, Director of Administration, Online Campus; Lecturer:
• Twitter @MattheaMarquart or msm2002@columbia.edu

Columbia University School of Social Work:
• Twitter @ColumbiaSSW
• Join our email list at bottom of web page: https://socialwork.columbia.edu/
• YouTube: https://www.youtube.com/user/columbiassw
• Livestream: https://livestream.com/columbiassw
• Online Campus: https://socialwork.columbia.edu/the-student-experience/online-campus/
• Eventbrite: https://www.eventbrite.com/o/columbia-school-of-social-work-10681780696
All of you for joining us!

- Columbia University’s School of Social Work
- Mary-Lea Cox Awanoahara
- Natasha Dachos
- Dorothy Robinson

- David Licata
- John Bohn
- Sam Richman
- Stephanie Schafer
- Steven Schinke
- Kristin Garay
- Rebecca Chung
Session Evaluations Contest

• Download and open OLC Conferences mobile app
• Navigate to specific session to evaluate
• Click “Evaluate Session” at the bottom of session details screen
• Complete session evaluation*

*Each session evaluation completed (limited to one per session) = one contest entry

Five (5) $25 gift cards will be awarded to five (5) individuals
Must submit evals using the OLC Conferences mobile app or website
OLC Accelerate
ACCELERATING ONLINE LEARNING WORLDWIDE

#OLCAccelerate