Welcome to the session. Please answer the following question:
How long have you been a director?

A. 0-1 years
B. 1-5 years
C. 5-10 years
D. 10-20 years
E. 20+ years
Introduction slide

- Jason Bocarro, Ph.D.
- Associate Professor
- Charlie Morris
- Instructional technologist

Today’s Webinar

- Technology success/Failure stories
- Logical steps in choosing/evaluating a technology
- Examples of applying technology
  - Focus on Facebook and Twitter as examples
- 5 free types of technology that may be useful to you
- Questions
Overarching Questions of the Day

1. Why should an organization or supervisor adopt a technology?
2. You start using a new technology:
   1. What are the costs?
   2. And what are benefits?
3. How do you logically make the decision to adopt or not adopt?

Are you knowledgeable about the following?

A. Social Media (e.g., facebook, twitter, blogs)
B. Online collaboration (google docs, skype)
C. All of it
D. Haven’t a clue
“You have no choice but to operate in a world shaped by globalization and the information revolution. There are two options: Adapt or die.... You need to plan the way a fire department plans. It cannot anticipate fires, so it has to shape a flexible organization that is capable of responding to unpredictable events.”

Andrew S. Grove, Intel Corporation

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Boom or Bust?

- Thinking back over the last 3-4 years what have been the most successful and unsuccessful technologies?
Second Life: Boom

- **3D WORLDS? YES. LET'S MAKE ONE!**

Second Life: Bust

- **Wired** argues Madison Avenue is wasting millions
- **Time labeled** Second Life one of the “5 Worst Websites”
- "a case of some CEOs trying too hard to be hip."
- Companies that have pulled out:
  - AOL, American Apparel, Starwood Hotels, Wells Fargo, Nissan and... NCSU

*source*
Bad reasons to adopt a technology:

- All the cool kids are doing it.
- If I don’t, I’ll look like an idiot.
- It seems/feels like a good idea.
- It will magically make money.
- It’s new and therefore better.
- Steve Jobs told me to.
- Katrina Alexander from Mt. Airy. "tweeted" me
Missing thought

- If it doesn’t help an organization achieve mission and goals is it worth it?

Technology success stories

- Facebook
- Twitter
- WordPress
- iPhone
- Others?
Why did so many organizations fail with technology?

- Was it really the technology?
- Was it the way they went about it?
- How could this have been avoided?

“Growth for the sake of growth is the ideology of the cancer cell.”

-Edward Abbey
The idea

- Let’s figure out a way to help us choose whether it’s worth it or not to adopt a technology. How?
  - Start with a need/problem to solve
  - Understand the technology
  - Analyze it’s value to you
  - Use it wisely, stick to a plan
  - Constantly evaluate and scan

1. **Start with a need/problem to solve**
2. Understand the technology
3. Analyze it’s value to you
4. Use it wisely, stick to a plan
5. Constantly evaluate and scan
1. Start with a need

<table>
<thead>
<tr>
<th>“Doing the right thing is more important than doing the thing right”</th>
<th>“If you don't know where you're going, any road will get you there.”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peter Drucker</td>
<td>Louis Carol</td>
</tr>
</tbody>
</table>

- Use technology to do “the right thing”
- Don’t commit “random acts of social media”

Do you use Facebook?

A. Yes, and it's a success
B. Yes, but it falls under the “random acts of social media” category
C. No
An example of starting with a need

Taken from a mission statement…

“It is the mission of the Town Parks, Recreation & Cultural Resources Department to serve, educate, and enhance life for the citizens of Town.”

- One need: educate

1. Start with a need/problem to solve
2. **Understand the technology**
3. Analyze it's value to you
4. Use it wisely, stick to a plan
5. Constantly evaluate and scan
2. Analysis: Understand the Tech

- Before jumping head first, do some research
  - Google and Wikipedia
    - Ex: Google “social media content strategy”
  - Trusted web sources (CommonCraft, NYT, LifeHacker, etc)
  - Ask people (tech experts and people who already use it)
  - Find examples of it being used by others

1. Start with a need/problem to solve
2. Understand the technology
3. **Analyze it’s value to you**
4. Use it wisely, stick to a plan
5. Constantly evaluate and scan
3. Understand its value (Pros and Cons)

- As it applies to you, answer these questions:
  - What does it cost in dollars and time?
  - How hard is it to learn?
  - What are the benefits?
  - Why would it be useful?

Understanding Facebook

- How can Facebook be used?
  - NRDC
  - Dos Equis

![Facebook Logo](facebook.png)
## Exercise: Pro/Cons of Facebook

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>It's free to use</td>
<td>It's yet another thing to check: <em>information overload</em></td>
</tr>
<tr>
<td>Signing up for an account is easy</td>
<td>Could become another distraction</td>
</tr>
<tr>
<td>Promotes me</td>
<td>Things I say may be used against me or be misconstrued</td>
</tr>
<tr>
<td>By posting on a given subject I am advertising my expertise</td>
<td></td>
</tr>
<tr>
<td>It would help me stay up to date on the people and topics I care about</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Understanding Twitter

- Microblogging
- It’s simple, short
- Lots of celebrities use it
- Lots of companies use it
- UNC athletes use it...
- It might be egotistical and boring

1. Start with a need/problem to solve
2. Understand the technology
3. Analyze it's value to you
4. **Use it wisely, stick to a plan**
5. Constantly evaluate and scan
4. Use it wisely, stick to a plan

“Plans are only good intentions unless they immediately degenerate into hard work.”

Peter Drucker

Strategic Planning

- Strategic Planning
  - “know who you’re trying to engage with and what you want to achieve
  - define ways to gauge and measure your success, with frequent milestones to help keep you on track.
  - modify your plan as necessary in response to community feedback.”


Tactical Planning

- If something is everyone’s responsibility, it’s no one’s responsibility
  - Roles and responsibilities
  - One person in charge
  - Schedule for posting/updating/maintenance
  - Documenting responsibility

Anything wrong with this blog

Welcome to the Parks & Recreation blog!

About me: I’ve lived in Hammond almost all my life. I’ve been married for 21 years to a 13 year Hammond Police veteran (her perfect match, also from Hammond, and we have one son who is in college (360). I was graduated from Morton High School. Class of 1980, as was my husband); Class of 1977, 56 Class) and I have a wide variety of work experience. Enough about me.

Here are a few of the things I am currently working on:

- 2007 Hammond High with the Hammond Parks Foundation
- 2007 Hammond Holiday Parade
Example: Planning and Implementation

- **50 Social Media Tactics for Nonprofits**
  - Monitor your city’s Twitter hashtag for relevant information
  - Build real relationships by replying, retweeting, and joining discussions
  - Recruit new staff and volunteers via Twitter
  - Piggyback on trending topics that are related to your cause


1. Start with a need/problem to solve
2. Understand the technology
3. Analyze it’s value to you
4. Use it wisely, stick to a plan
5. **Constantly evaluate and scan**
5. Constantly evaluate and scan

“The most successful businessman is the man who holds onto the old just as long as it is good, and grabs the new just as soon as it is better.”

-Lee Lacocca

- Evaluate what you are doing
- Change as needed
- Scan for new technologies and ideas

Evaluate and Scan

Evaluate
- Setup ways to measure your activities before you do them
- Set benchmarks and checkpoints
- Solicit feedback from customers

Scan
- Attend conferences
- Read literature (both scholarly and blogs)
- Setup a Google Alert
- Follow leaders on Twitter

Adopt new or modify existing strategy and tactics based on these constant process
Top 5 List of Free Internet Technology

- Word Press/Blogs
- Google Collaboration Tools
- Skype/Google Talk
- Jing
- Delicious

WordPress/Blogs

- Alternate to traditional websites or used in conjunction
Welcome to Class


Upload/Insert

Draft saved at 11:41:49 am.

Except

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ac sapien.

Word count: 0

Send trackbacks:

/post/

Categories

Add New Category

Post Tags:

Add New Tag

More to Track

Features

General

In the News

News Releases

Uncategorized

HTML

Publish

Save Draft

Visibility: Public

Publish immediately

Add

Generating new tag with name & values

Santa Barbara Parks & Recreation

Fun For All Ages

TUESDAY, APRIL 12, 2011

A Ticket, A Task: Eggstravaganza on April 23

Bring your toddler to 8 year old to the biggest egg hunt in town on Saturday, April 23 at noon sharp! Egg hunters are organized by age group into four separate hunt areas at the Great Meadow in Chase Park, 533 E. Cabrillo Blvd. Participating need to bring a basket and be on the alert for plenty of chocolate eggs. Working in cooperation with the City’s Parks and Recreation Department, the Police Officers and Fire Fighters Associations volunteer and hand this annual event. Firefighters bring a fire engine, give tours and pass out hats and stickers. You’ll want to arrive early for a photo opportunity with the Bunny, Firefighters and fire engine.

High School volunteers who wish to earn community service should be at Casa Las Palmas, 525 E. Cabrillo Blvd., on Saturday, April 23rd, at 9:30am for an orientation and to assist with the event. For more information, please call 884-5493.

POSTED BY SANTA BARBARA PARKS & RECREATION AT 2:32 PM 0 COMMENTS

TOPICS

Adult Recreation Activities (5)

dance (5)

egg hunt (5)

Facility rentals (5)

Free Parks and Recreation activities (3)

golf course (5)

Info (5)

New Classes (5)

classes (5)

Parks and Recreation Activity Guide (5)

Santa Barbara Recreation (5)

Santa Barbara Community Foundation (5)

Santa Barbara Community Garden (5)

TUESDAY, MARCH 22, 2011

New Activity Guide Just Published Online
WordPress: Getting Started

- **Almost Free**: Host it yourself, see [wordpress.org](http://wordpress.org)
- **Totally Free**: Get a free WordPress site at [wordpress.com](http://wordpress.com)

Google Collaboration Tools

- Google Docs
- Google Calendar
- Google Talk
Google Docs

- What is it? Online office software with built-in collaboration features.
- Word processing, presentations, spreadsheets, forms, drawings, calendar, etc
- docs.google.com
- What can you use it for?
  - aid collaboration
  - replacement for costly desktop software
  - online storage of documents

Share interface

Example of a document:
Google Calendar

- Easily share with others
- Even embed on existing web pages
- Uses: In lieu of registration software

Google Talk/Skype

- What is it? A means to have textual and voice chats.
  - [www.google.com/talk](http://www.google.com/talk)
- What can you use it for?
  - A way to have more personal and meaningful interactions with other colleagues (over email)
  - Instant messaging with colleagues not within earshot
  - Save on long distance calls
Delicious

- [http://www.youtube.com/watch?v=HeBmvDpVbWc](http://www.youtube.com/watch?v=HeBmvDpVbWc)
  (source = Common Craft)
- Why would this be good for you?
Jing

- What is it? A desktop software for recording screenshots and screencasts.
- 5 minute limit per video, 2 GB limit per account
- jingproject.com
- Video stored at screencast.com
- What can you use it for?
  - Training
  - Answer common questions (e.g., sign up)
  - Introductions
  - Others???

Understanding Twitter continued

- Facebook and Twitter at the same time.
  - Add Twitter to Facebook
  - Add Facebook to Twitter
Information...

- Is the result of collection, manipulation and analysis
- Has a cost, a value & a shelf life
- **Has no value unless someone needs it**
- Increases in value if in multiple forms
- Must be **correct, accessible & timely**

Thanks!

- Any parting words?
- Thoughts?
- Questions?