Basics of Webinars at TC

Slice of Tech: Episode 2

Presented by Academic Technology Services (ATS)
Housekeeping

👋 Type questions in the Q&A window during the presentation

💬 To chat with other participants, use the chat box

🎥 This webinar is being recorded & will be available for replay
Clare Berends
Educational Technology Specialist

Debbie Beaudry
Director of Academic Technology Services
Agenda

- What is a webinar?
- Examples of webinars at TC
- What do you need to offer a webinar at TC?
What is a webinar?
What is a webinar?

- Share information to wide audience.
- Allow audience members to communicate with one another and presenters.
- Use web conferencing tool (Zoom)
Roles

- **Webinar coordinator**
  - Plans, organizes, gets participants, reviews attendance, manages webinar recording (captioning, disseminating)

- **Host**
  - Introduces webinar & panelist
  - Controls polls

- **Panelist**:
  - Shares subject matter expertise
  - Can share webcam, microphone, and info via PowerPoint, videos, audio file

- **Participants**
  - Communicate via chat box, Q&A, or a poll
  - Cannot share webcam or microphone
Examples of Webinars at TC
TC webinars

Coalition for Educational Equity

Thinking Global, Educating Local

TC Press author talks

Grant writing information session
● **Purpose:** Innovative and non-traditional tool for research dissemination

● **Study:** “Benefits and Costs of Alternative Credentials”

● **Problem:** Traditional dissemination of research sometimes ineffective:
  
  Minimal policy impact

● **Question:** Can a webinar be an effective means for disseminating research?
Logistics

- Webinar pilot: Collaborated with Office of Digital Learning (ODL) & ATS
- Panelists included authors of the study and online education administrators
- Marketing
  - Individual emails
  - Email blasts
  - Social media posts
  - Institution's event webpage
- Panelists promoted at their institutions
- 90 minutes
CBCSE Webinar Team

Aasiya Kazi
Program Coordinator and Researcher at CBCSE

Fiona Hollands
Associate Director and a Senior Researcher at CBCSE
An interview with Aasiya Kazi
Questions for Fiona
TC Webinar Room
Teachers College Initiative for Sustainable Futures

- **Purpose:** To provide professional development to New York City educators who are interested in reducing the ecological footprint of their school and infuse environmental education.

- **Problem:** In the 2017/18 academic year, only 26% of sustainability coordinators participated in New York City Department of Education training on Education for Sustainability.

- **Aim:** To leverage technology to facilitate on-demand professional development for educators.
SOME HELPFUL RESOURCES

NASA/GISS Global Temperature Record
https://data.giss.nasa.gov/gistemp/

Moana Loa Atmospheric CO2 Data
https://www.esrl.noaa.gov/gmd/ccgg/trends/

What is Warming the World Animation

4th US National Climate Assessment
https://www.globalchange.gov/nca4

Sea Level Rise
https://sealevelrise.org
WHERE WE'VE BEEN

WHERE WE ARE GOING

0.3°C

4.8°C

SCIENTIFIC UNCERTAINTY

DECISION UNCERTAINTY

IPCC, AR5, 2013

Global surface warming (°C)

Year

1900 1950 2000 2050 2100

RCP 4.5 (32)
RCP 6.0 (17)
RCP 8.5 (30)

10 models, RCP scenarios
Sustainable Development

Social

Environment

Bearable

Equitable

Sustainable

Viable

Economic
Garbage Check

- As a part of our initiative to reduce plastic water bottle use, Team DOPE (Defending Our Planet and Environment) has revamped our garbage checking system.

- Team DOPE evaluates each of the three garbage bins (Trash, Mixed Paper/Cardboard, and Metal/Plastic) located in every classroom, biweekly, to determine if the garbage disposed in those classrooms has been sorted appropriately.

- To record their findings, the team uses a data sheet that tracks how well the citizens of each class have sorted their trash with a special focus on plastic water bottle use/disposal.

- Lastly, the team members evaluating the bins ask the classes to promise that they will start/continue to recycle correctly.
Questions for Carine
What do you need to do to host your own webinar at TC?
What do you need?

- Identify idea and goal
- Create a team: Significant investment of time
- Develop marketing strategy
  - Identify your target audience
  - Identify communication channels
- Consider cost
  - Captioning of video if sharing publicly
  - If offering more than 4 in a year, pay for portion of Zoom license
- Think about location
  - Off-campus
  - TC webinar room
- Someone to watch the chat box and Q&A
- Plan a meeting with ATS
Getting Started

About Your Webinar

1. Webinar title:
2. Webinar description:
3. Webinar date:
4. Webinar time:
5. Will you be using Zoom to register participants for your webinar?
6. Will you be recording this webinar?
7. Who will your Webinar co-hosts be?

Webinar Specific Details

6. Proposed target audience:
7. When will registration link need to be created by?
8. Who will create registration link?
Engaging Participants

During your Webinar

22. Will you or your panelist be sharing slides or their screens with participants?
23. Will anyone be sharing a video during your webinar?
24. Who will manage the Chat Box during your webinar (Co-Host)?
25. Will you be using Q&A?
26. Who will manage the Q&A (Co-Host)?
27. Will you be using Polls?
   a. Will you create Polls ahead of time?
   b. Will you be creating Polls during the webinar?
   c. Who will be deploying Polls during your webinar?
# Make your Schedule

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Wrapping it up

After your Webinar

40. Who will download
   a. Your Attendee list from Zoom?
   b. Poll Responses:
   c. Q&A Reports

41. Send out post webinar survey:

42. Who will be responsible for Webinar recording?
   a. Who will download the webinar recording?
   b. Who is responsible for getting closed captioning added?
   c. Where will your webinar recording be stored?
   d. Who will be responsible for distributing the recording?

43. Presentations from panelist
Available Resources & Support

- **ATS**
  - Webinar planning document
  - Training on Zoom webinar rooms
  - Practice session
  - Pre-webinar support

- **Media Services**
  - Make sure webinar room equipment is up and running
Questions!
Slice of Tech

● Episode 1: Teaching in an Enhanced Technology Classrooms: What’s Possible?
● Episode 2: Basics of Webinars at TC
● Episode 3: Free Software: What’s the real cost?
  ○ Friday, October 25th at 11:00 am

teacherscollege.edu/tcit

Help and Tutorials Section
Have an idea for Slice of Tech? Want to share your experience with TC tech?

Email us at: servicedesk@tc.columbia.edu
Contact us

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