NWREL PictureTalk Webinar Planning Guide

In This Document

Background

Web-based conferences, or "webinars," are an effective way to hold meetings and training sessions with colleagues and clients at a distance. In a webinar, each participant sits at his or her own computer, and is connected to other participants via the Internet. Web-conference software manages the connections of participants into the webinar, displays content, and provides interactive features such as collaborative editing, polls, and online chat.

To conduct our webinars, ETR makes available PictureTalk, a web-conferencing tool from Pixion (http://www.pixion.com/). At this time, we are limited to 20 "seats" for PictureTalk webinars, which means that no more than 20 computers can be connected into your webinar session (PictureTalk can allow more in, but we will then be charged for any extra seats used). This includes the computer(s) you and other presenters will use to run the webinar. Also, at this time we are unable to use the built-in audio feature of PictureTalk, and so must have participants also dial into our toll-free conference line for the audio portion of our webinars.

Although it requires less coordination and logistical support than a face-to-face meeting or training session, planning and hosting a webinar still takes a considerable amount of time and effort. Moreover, depending on your comfort with technology, interacting with people online and over the phone may prove more challenging than face-to-face meetings and trainings.

This guide was prepared to provide you with step-by-step instructions for preparing and hosting a webinar using PictureTalk, gleaned from the experiences of the LEARNS and 4CAST teams in their webinars during the past year. It combines instructions for managing the administrative tasks of coordinating a webinar with the technical details of using the PictureTalk tool itself. Key tasks in webinar development and delivery are listed in a checklist format and grouped within the general phases of webinar planning as they are likely to occur.

As this guide was developed within the context of and draws examples from the work of LEARNS and 4CAST, it may not necessarily capture all of the tasks and prerogatives you will face in coordinating your own webinars. Thus, you may ultimately decide not to follow the instructions precisely as provided here, or to make adaptations to suit your team's particular needs. However, we hope it can give you a head start in arranging and delivering successful webinars using PictureTalk.

General Tips and Strategies

- Unless your webinar is for a small, preselected group, you will need to control registration to keep from going over the 20-"seat" limit in PictureTalk. PictureTalk will allow more than 20 people to sign in; i.e., it does not cut off registration once the 20 "seats" are filled. As described in the Two or Three Weeks Before Webinar section, if you will be marketing to a large pool of potential participants, you will want to send out a general marketing message first and require people to get in touch with you directly to be sent the login details. This allows you to send out login details to the first 20 people that get back to you (be sure to let people know up front in the original message that registration will be on a "first-come, first-served" basis).

- Be sure to count yourself and any other presenters/guests (colleagues working remotely, contractors, program officers, etc.) who will connect into the webinar with their own computers among the 20 "seats" available for your webinar in PictureTalk; i.e., subtract from 20 the number of presenter/guest computers that will be connected in.

- If you know your webinar will attract a lot of interest, try to offer multiple sessions and/or set aside one or two back-up dates for additional sessions.

- If the number of "seats" allows, bring a laptop to the room where you will be hosting the webinar and connect it into PictureTalk as a participant. This allows you and other presenters in the room to see what participants are seeing on their screens (it will be somewhat different from what you will see on the computer from which the presentation is run).

- Develop a PowerPoint presentation or Word document to organize the presentation and display information to participants. Even if you plan on having a highly interactive session and/or have participants navigate an application or website with you, you will still want something to appear on the screen when participants first connect into PictureTalk so they know they have landed in the right place. The presentation or document can also be used to display the session agenda and list references and resources cited in the presentation.

- Appoint a team member or other VLC colleague with some PictureTalk experience to be "tech support" during the webinar. This person attends to technical issues you or the participants are having with PictureTalk, freeing the presenter(s) to focus solely on delivering the webinar content.

- Hold a "dry run" session of the webinar with PictureTalk a week before the actual webinar to acclimate presenters to the format, test the flow of the content, and identify technical challenges. Try to make the run-through as realistic as possible, including having colleagues and/or reviewers connect in remotely using PictureTalk and phone lines.

- Send a reminder email to participants that repeats the login information and housekeeping details a couple of days before the webinar. If you are using a PowerPoint presentation or other written materials in your presentation, send them to participants in PDF format in the reminder email. This benefits participants who would prefer to have session materials in hand, allows participants to take notes, and allows for a "Plan B" should you or participants have technical difficulties with PictureTalk during the webinar (you and/or they can read the handout and follow the discussion on the phone).

- If you are using AT Conference or other teleconference account for the audio portion of your webinar, include the teleconference connection details on the first slide or screen of your webinar (some participants may log into PictureTalk but forget to call in as well).

- During the webinar itself:
    - Start off the webinar with an opening "script" (see the first section of Appendix I for a sample) that sets participants' expectations for how the webinar will run and provides housekeeping tips.
    - End the webinar with a closing script (see the second part of Appendix I for a sample) that thanks the audience for their participation, reminds them to fill out the evaluation, and supplies them with information on how to get additional help after the webinar.
    - Be sure to address how questions will be taken – i.e., can participants blurt them out at any time or should they save them to the end. One option is to encourage participants to click on the "raise hand" icon at the bottom of their PictureTalk console, which then will display a hand icon next to the person's name in your own console. You can also have them use the "chat" feature of PictureTalk to pose questions. You will probably want to appoint a team member or other NWREL colleague to monitor and respond to raised hands and chats; it is challenging for the presenter to present the webinar content and monitor and respond to raised hands and chats by themselves. Alternatively, you can have participants email questions to you or a colleague in the course of the webinar, which you then address at a certain point in the presentation.
    - When moving between slides or screens in PictureTalk, periodically read out the slide number or slide/screen title to help participants know they are seeing the same thing you are.
    - If PictureTalk stalls in displaying your slides or screens (i.e., the **Capture Frame** does not turn from red to green), you can click the **Capture/Pause** button on your **Capture Frame toolbar** twice

One Month Before the Webinar

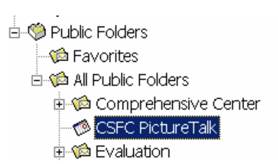
- [ ] Determine (or be told) a webinar is necessary or desired

- [ ] Determine which computer will be used to deliver the webinar, and have an Information Services staff member make sure that the PictureTalk client is installed on it
    - *Note: The presenter computer must have the full PictureTalk client installed; if you are using the computer in the Alaska Room, it is already equipped with the client*

- [ ] Work with team members to determine:
    - [ ] Target audience(s)
    - [ ] Specific goal(s)/learning objective(s)
    - [ ] Specific topics or content to be covered
    - [ ] Specific approach to be used (e.g., lecture style, group discussion, etc.)
    - [ ] Working title
    - [ ] Rough agenda and outline
        - *Note: Aim for a webinar of no more than an hour's length*
    - [ ] Guests/invitees (e.g., other Lab staff, representatives from the field)
    - [ ] Resources (i.e., products, PowerPoint presentations) to be presented or incorporated into the webinar content
    - [ ] Means by which the webinar will be marketed (e.g., national service listservs, database dumps, etc.)

- [ ] (Optional) Draft proposal containing agreed-upon webinar details and share with team members for review and revision (see Appendix A for a sample)

- [ ] Schedule webinar for a date and time agreeable to all team members, invited guests, and potential participants
    - *Note: 11 a.m. Pacific Time is a good time to schedule webinars that will target a national audience*
    - *Note: If you will use the Alaska Room or other Lab conference room to "webcast," be sure to reserve the space on Outlook; the same goes for laptops and projectors*
    - *Check the "CSFC PictureTalk" public calendar in Outlook to see if the PictureTalk account is available at the date and time you want; if it is, create an appointment reserving PictureTalk at the same date/time as your webinar (see Erich or Jerian if you have difficulty)*



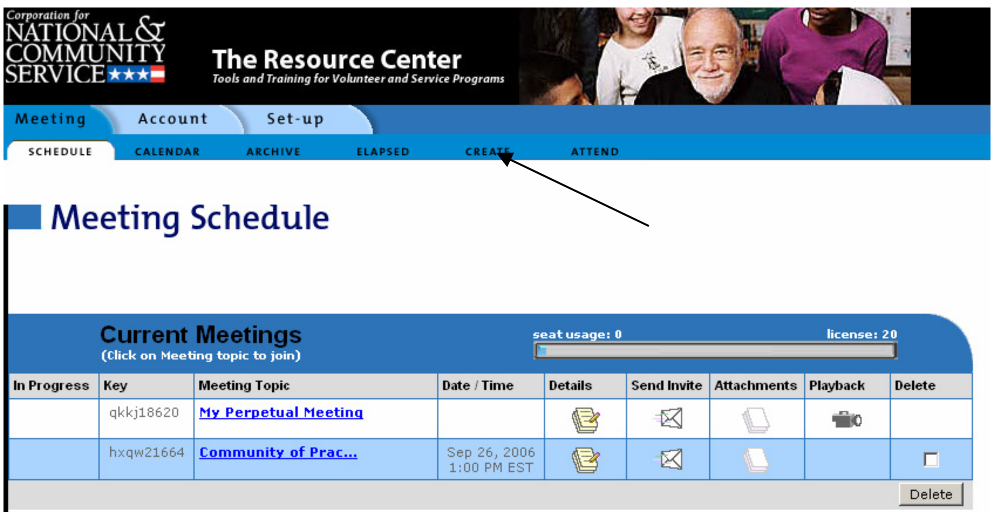
    - *Note: Build in at least a half hour before and after the official webinar time slot to allow for technology setup at the beginning and possible time overruns at the end*

☐ (Optional, but HIGHLY recommended) Schedule a webinar "dry-run" (practice session) at least one week prior to the live webinar at a date and time agreeable to the team members and guests who will be presenting at the live session

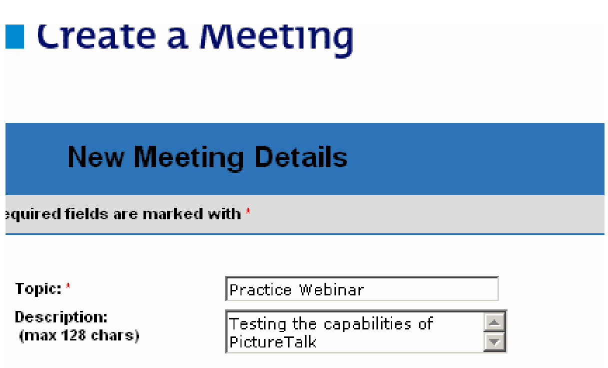
- *Note: This webinar dress rehearsal will help you discover any kinks in the content, presentation format, or technology prior to the live webinar, and will help you gain confidence with the presentation tools*
- *Note: The dry run should be run just as it would be for the live webinar, if time for sufficient development allows it*

☐ Log into the PictureTalk web-conferencing tool to schedule it for your use in your webinar (and optional dry run)

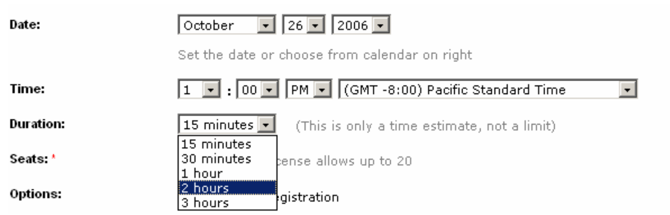
1. Go to http://meetings.picturetalk.com
2. Click on **Login**
3. Login with the username **[username]** and password **[password]**
4. Click on the **Create** tab



5. On the **Create a Meeting** page, type in the title (required) and a description of the webinar (optional)

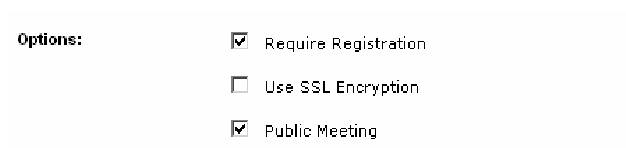


6. Set the **Date**, **Time**, and **Duration** for the webinar.



7. Provide the number of seats (individuals you expect to participate in the webinar)
   - *Note: ETR's license with Pixion limits us to 20 seats. More than 20 can participate; however, participation above 20 will result in charges of $0.35 per person per minute*
   - *Note: Be sure to count yourself and any other team members or guests that will need to log in to present*

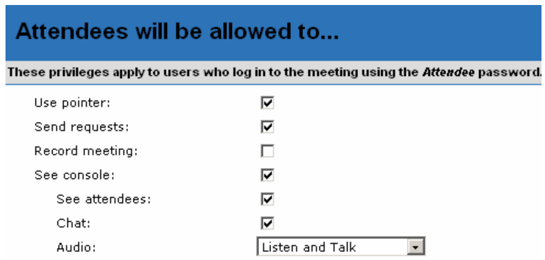
8. Mark if you would like to **Require Registration**, to **Use SSL Encryption**, or make the webinar a **Public Meeting**
   - *Note: Requiring registration causes participants logging in to PictureTalk to provide their names, titles, organizations, phone numbers, and email addresses; this can be helpful to make sure you capture participant data for later follow-up, and is recommended unless you will collect these data from participants beforehand*
   - *Note: By default,* ***Public Meeting*** *should be selected; this makes the webinar visible to other NWREL users (but not the general public), so as to avoid scheduling conflicts*



9. Set and confirm a password for both the presenter (you) and attendees

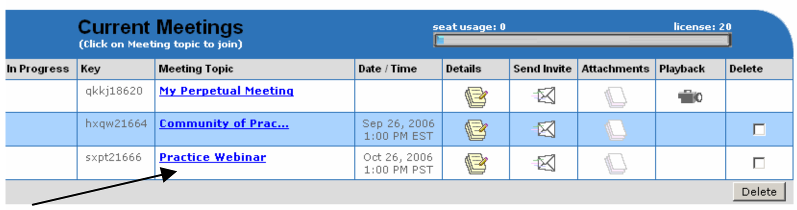
   - *Note: Consider using simple passwords for the attendees, such as "attend."*
   - *Note: Consider using a standard password for the presenter, in the event that the presenter is unexpectedly delayed or prevented from coming at the last minute, another colleague can log in to address the situation*

10. (Optional) If you would like to limit what participants can do within their screens while the webinar is live, click the **Edit Privileges** button and select the options you would like to enable or disable
    - *Note: You may wish to disable some of the webinar features to reduce potential distractions for participants, especially for audiences that are likely to be less tech-savvy*



11. Click **Create Meeting**

12. Locate the newly scheduled webinar in the **Meeting Schedule** page



<u>Two or Three Weeks Before the Webinar</u>

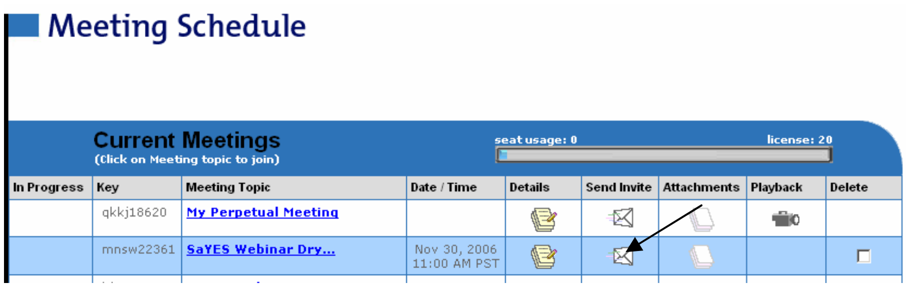
☐ Determine how registration for the webinar will be handled

☐ Option 1: A marketing message with connection details is sent to potential participants who sign into PictureTalk at the time of the webinar (with or without registering in PictureTalk, depending on if you required registration when you set up the webinar)
- *Note: Good for webinars targeting a small group of preselected participants*

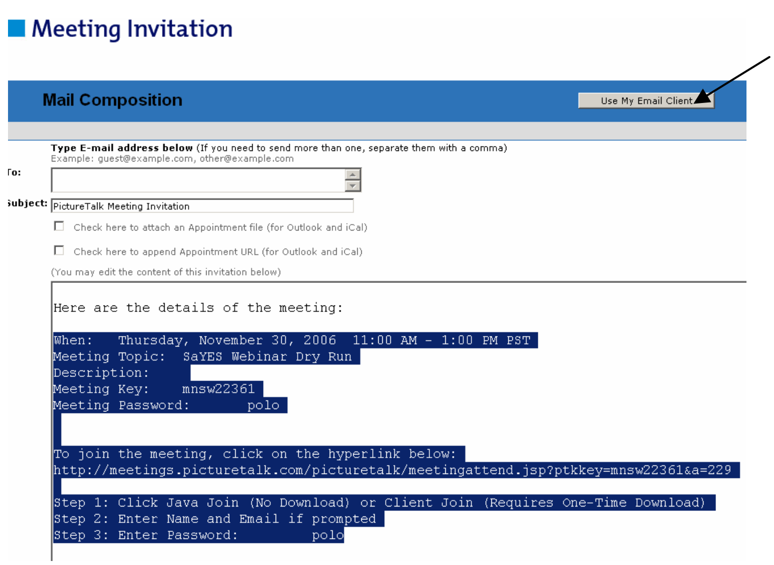
☐ Option 2: A marketing message with general webinar information—but no connection details—is broadcast to potential participants, who must then contact you or another team member directly to get connection information
- *Note: Good for webinars when you expect a large response and must control registration to keep the number of participants under the limit of 20*
- *Note: If you choose this option, you will probably want to create a tracking sheet to record people who are registered or put on a waiting list; a sample can be found in Appendix B*

☐ Craft a marketing message/invitation detailing the scheduling and agenda of the webinar (see Appendix C for an example)

- ☐ If you are sending login information with the initial invitation, include the following three pieces of information; if you are controlling registration and asking people to get in touch with you before you give them connection details, skip to the next step
  - ☐ Webinar login details from PictureTalk
    1. Log into PictureTalk
    2. Find your webinar in the **Meeting Schedule** page and click on its **Send Invite** (envelope) icon



    3. When the **Mail Composition** page is displayed, highlight the relevant details and copy and paste them into your marketing text
       - *Note: You can send invitations to your webinar through PictureTalk from the **Mail Composition**, but we have gotten error messages using this method for internal NWREL staff due to the firewall interpreting the invitation as spam*
       - *Note: You can also click the **Use My Email Client** button in the **Mail Composition** screen, which will open up an Outlook message and drop the text into the message body*



  - ☐ Teleconference number and participant code
  - ☐ Tips on ensuring a successful webinar (see Appendix D)

- ☐ Launch/distribute marketing message through designated channels

☐ If you are controlling registration and asking people to get in touch with you before you send them connection information, prepare a confirmation notice (see Appendix E for an email example) containing the following pieces of information to send as people respond and request to be registered:

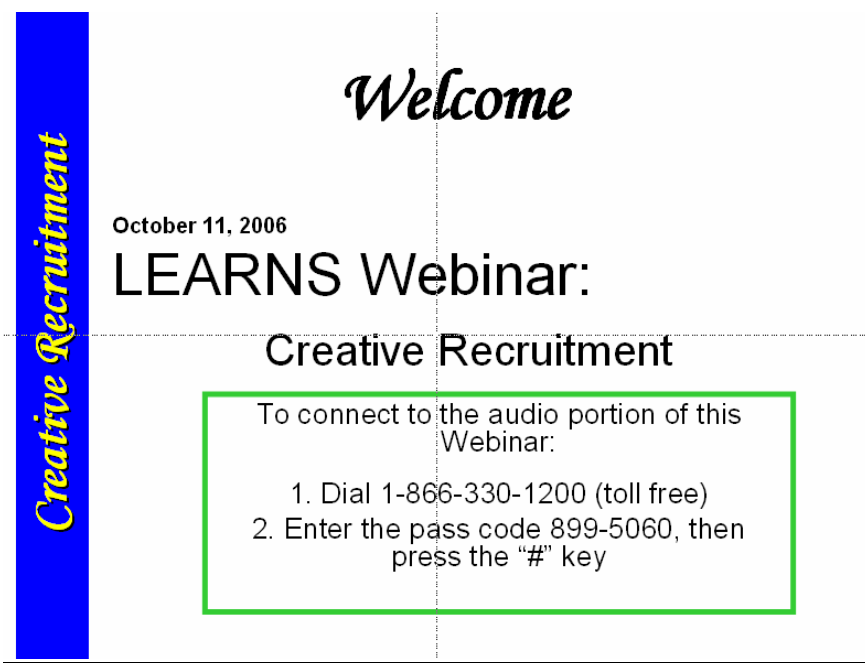
- ☐ Brief restatement of the webinar topic and date/time
- ☐ Webinar login details from PictureTalk (see instructions two steps above)
- ☐ Teleconference number and participant code (see instructions two steps above)
- ☐ Tips on ensuring a successful webinar (see instructions two steps above)
  - *Note: You may also have to prepare a "webinar-full" notice for people who do not request to be registered in time (see Appendix F for an example)*
  - *Also be sure to record registrations in your tracking form, if you created one*

☐ Manage registrations and/or troubleshoot participant issues

One Week Before the Webinar

☐ Finalize presentation and roles and responsibilities with staff and other presenters

- *Note: Identify a team member or other VLC colleague with some PictureTalk experience to be "technical support" during the webinar to handle technical issues and allow the presenters to focus on delivering the content of the webinar; this person can also be tasked with monitoring and responding to "raised hands" and "chats"*
- *Note: If using AT Conference or another teleconference system for the audio portion of your webinar, include on the first slide or screen of your webinar the phone connection details (see sample below); some participants log into PictureTalk but forget to also dial in*



- [ ] Prepare webinar evaluation forms for use by participants after the session (see Appendix G for a sample evaluation form)
    - *Note: For faster development and deployment of evaluations, you can create online surveys and distribute them to participants via email; there are two survey tools on the web you can use for free (with some restrictions on their use): SurveyMonkey (http://www.surveymonkey.com and Zoomerang (http://www.zoomerang.com)*

- [ ] Prepare opening and closing remarks for the webinar (see Appendix I for an example)

- [ ] (Optional but HIGHLY recommended) Secure access to a second computer (preferably a laptop) that you will be able to bring into the room from which the webinar and optional dry run will be run; if you have enough space (i.e., "seats") in the webinar, you can connect this second computer as a participant so that you can see what the participants see (it is not exactly the same as what you'll see on the computer running the presentation)

- [ ] (Optional but HIGHLY recommended) Hold a webinar dry run with available staff/presenters to run through the presentation and troubleshoot any technical problems; see the instructions for "Day of the Webinar" that follow below for setting up and running the dry-run webinar

- [ ] Continue to manage registrations and/or troubleshoot participant issues

Two Days Before the Webinar

- [ ] Have a NWREL graphic designer convert any PowerPoints, Word documents, or other written materials you will be using in the webinar to PDFs for distribution via email to participants
    - *Note: Sending PDFs of the presentation materials beforehand helps participants prepare and allows them to take notes; it also allows you to have a "Plan B" for working through the presentation if you or participants are having technical difficulties with PictureTalk*

- [ ] Send a reminder notice to registered participants that resupplies login details and webinar housekeeping items and includes any PDF presentation materials (see Appendix H for a sample)

- [ ] Continue to manage registrations and/or troubleshoot participant issues

Day of the Webinar

30 Minutes Before Webinar (or earlier)

- [ ] Set up the room and technology for your webinar
    - [ ] Set up, turn on, and log into the computer you will be using to present the webinar
    - [ ] If using the recommended second computer to log in as a participant (to see what participants see), set up, turn on, and log onto it

☐ (If applicable) Set up and turn on the LCD projector or display board you will be using
  - *Note: Have Mal or other Information Services staff member turn on the computer and projector in the Alaska Room, if using*

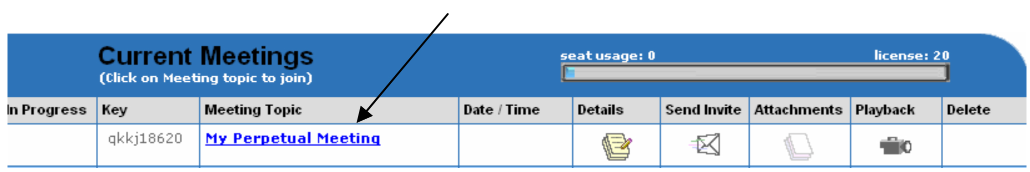
☐ Pick up a Polycom SoundStation conference phone, plug it in, and test it for dial tone and volume

☐ If using a PowerPoint presentation, Word document, or other item during the presentation, find the file on your computer or on the network and open it up
  - *Note: If you are running the webinar from a different computer than your own, download the file(s) you will use onto the desktop of the presentation computer for easier access and assurances the file(s) will open*

☐ Gather together the following materials to have on hand during the webinar (make copies for other presenters with you in the room)
  - ☐ A hard copy of the presentation and other materials that will be presented during the webinar
  - ☐ Hard copies of the registration list (if available) for taking attendance
  - ☐ Connection information for logging yourself as the presenter into PictureTalk and the AT Conference system

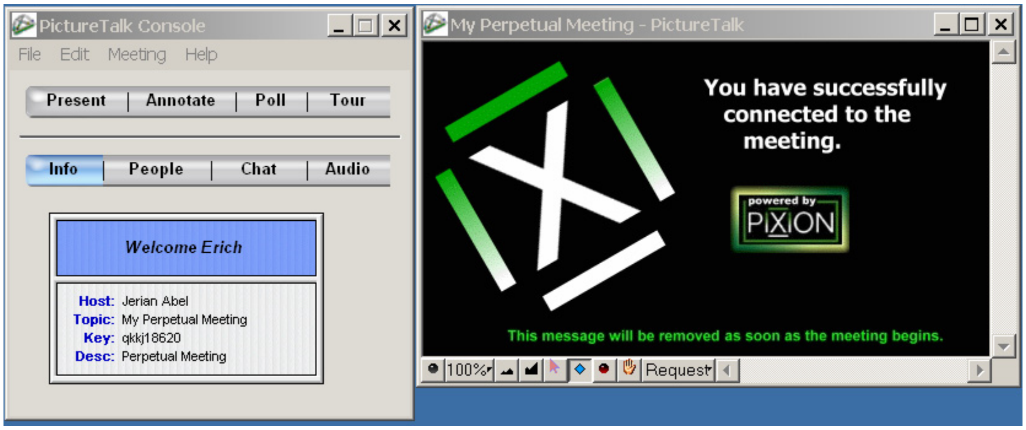
15 Minutes Before the Webinar

☐ Log the presenter computer into PictureTalk
1. Go to http://meetings.picturetalk.com
2. Click on Login
3. Login with the username **[username]** and password **[password]**
4. In the **Meeting Schedule** page, find your webinar and click on its link



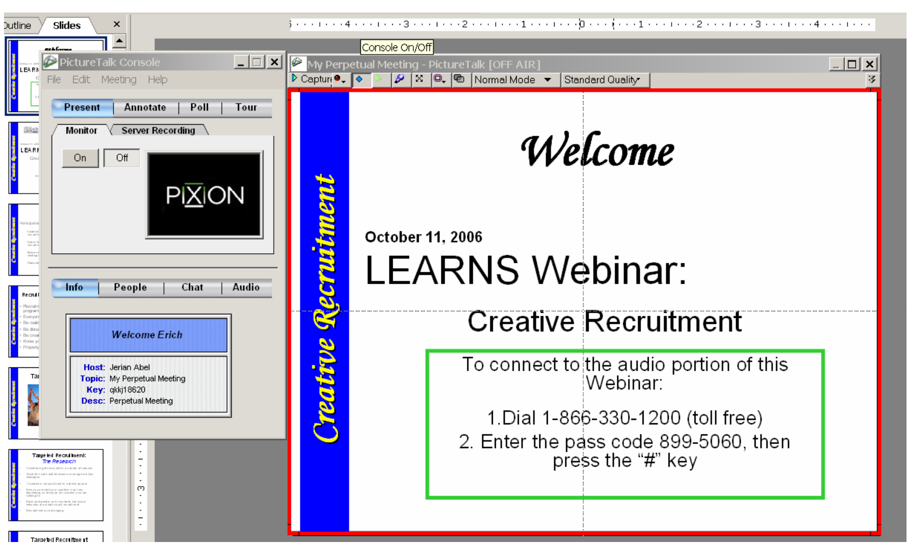
5. In the **PictureTalk Login** dialog box, enter your presenter password and click **OK**

6. Observe the **PictureTalk Console** and **Meeting Window** that are displayed



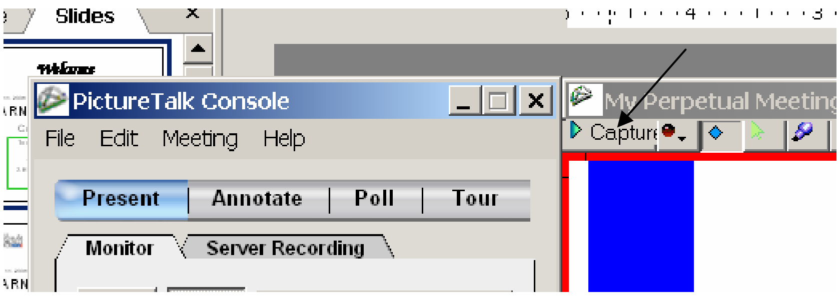
7. In the **PictureTalk Console**, click the **Present** button to convert the **Meeting window** to a **Capture Frame** and display the **Capture Frame toolbar**

8. Pull up the first presentation slide, document, or website you would like participants to see when they log into PictureTalk
9. Place or resize the **Capture Frame** around the screen area of the slide or screen
   - *Note: Manipulate the* ***Capture Frame****, re-size windows,* and *move the* ***Console*** *around until you have the desired amount of screen captured; this may take some time*



10. Click the **Capture** button on the **Capture Frame toolbar**

- *Note: You will see the **Capture Frame** turn yellow and then green, indicating the webinar is live and participants can see what you have displayed; when the presentation is running, you will see the **Capture Frame** change colors as you move through slides or take actions on the screen—to ensure that all participants see what you see, you must wait for the **Capture Frame** to turn green*
- *Note: After you click **Capture**, it changes to a **Pause** button, which freezes whatever you have on screen at the current time and takes you "off the air" until you click the button (which has turned back to **Capture**) again; you can pause and re-capture screens if PictureTalk seems to be running slow in loading a particular slide or screen*



- *Note: Click on "Monitor On" button in the console to display the image that the participants will see. This is particularly useful in monitoring the image loading times for participants especially if you do not have a second computer set up as a participant for observation purposes*

10 Minutes Before the Webinar

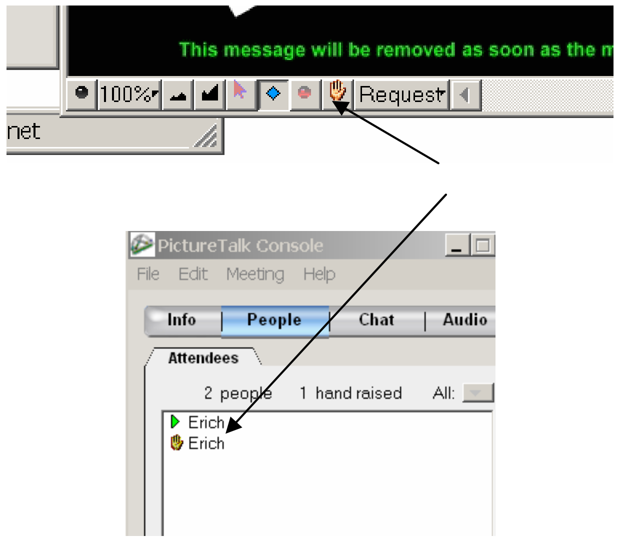
☐ Dial into the teleconference system

☐ Greet participants already on the phone, acknowledge participants as they connect into the teleconference and PictureTalk, and troubleshoot any difficulties participants are experiencing.

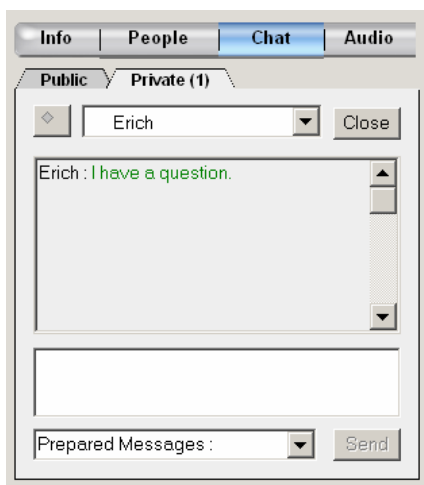
During the Webinar

☐ Formally welcome participants and read through the introductory script (see the first part of Appendix I for a sample opening script)

☐ Unless you have built-in question times in your presentation, encourage participants to click the "raise hand" icon at the bottom of their own version of the **PictureTalk Console** (see first picture below), which will display a hand icon next to their name in your **Console**



- *Note: You can also have participants use the "chat" feature of PictureTalk to text questions and comments to you (see picture below), or have participants email them to you or a colleague for you to address later in the presentation*

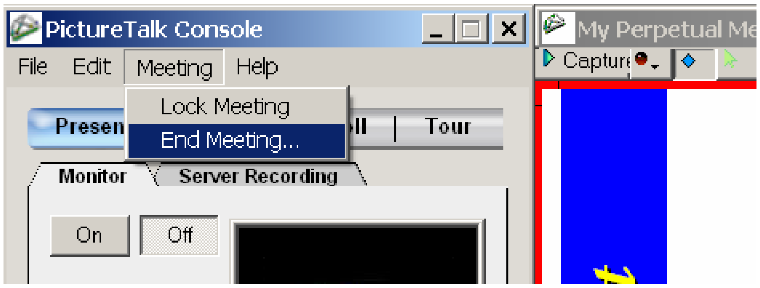


- *It will be easier for the presenter if a colleague monitors the raised hands, chats, or emailed questions/comments to allow the presenter to stay on track; this can be the same person who is serving as the webinar's "tech support"*

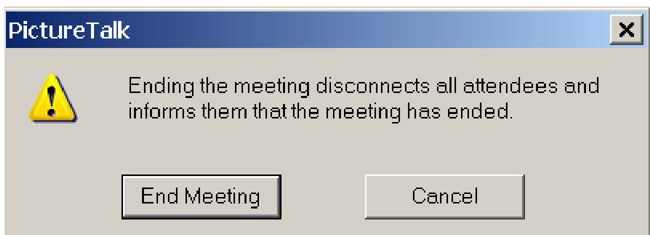
- ☐ Conduct the webinar, running through slides/screens in PictureTalk while interacting with participants over the phone

- ☐ At the end of the formal presentation, read through the closing script (see the second part of Appendix I for a sample closing script)

- ☐ When finished with the webinar, click the **Meeting** menu in the **PictureTalk Console**, then select **End Meeting**



- ☐ In the confirmation dialog box that is displayed, click **End Meeting**



- ☐ Hang up on the teleconference line

- ☐ Shut down computer(s) and clean up the room

Day After the Webinar

- ☐ Prepare a "thank-you" message for distribution to participants that includes any additional resources or materials promised to participants in the course of the webinar discussion and instructions for completing the post-webinar evaluation

- ☐ Clean up any registration list(s) you created for the webinar for entry into any database or other reporting system you are required to update

- ☐ Follow up on any one-on-one training to technical assistance promised to specific participants in the course of the webinar

Week After the Webinar

- ☐ Collect participant feedback from the post-webinar evaluations and discuss with your team to glean best practices for the next webinar

Appendices

Appendix A: Sample Webinar Proposal

LEARNS Webinar Proposal

Title

I Can Do Math! Making Math Fun for Children and Members/Volunteers

Description

Math skills are practical and increasingly important skills for children to have. With the right motivation and resources, members and volunteers can provide positive reinforcement of math concepts for children. In this webinar, staff from LEARNS and the Northwest Regional Educational Laboratory will present tips and tools to make math education meaningful and enjoyable for both adults and children.

Target Audience

1. Managers of national service education and youth-development programs that provide remedial and/or enrichment tutoring to school-aged children
2. Members of national service education and youth-development programs that provide remedial and/or enrichment tutoring to school-aged children

Pre-Session Activities

1. Determine if other NWREL staff who collaborated on the *Tutor* are available to sit in and provide support
2. Verify final number of registrants to determine if an interactive or lecture-style approach needs to be taken and modify outline/format accordingly
3. One week prior to meeting, send confirmation email to registrants with:
   a. Login information
   b. Copy of the Spring 2006 *Tutor*
   c. Any additional materials/documentation

Outline

I. Housekeeping/Warmup
   A. Welcome participants
   B. Introduce selves and key participants
   C. [If fewer than 10 participants] Allow participants to BRIEFLY introduce themselves, their organizations, and their experience and familiarity with math topics
      1. If one or more participants has extensive math experience, invite them to serve as a resource during the call for content knowledge or tutoring/mentoring practice

D. Note webinar housekeeping items
   1. Mute phone to reduce background noise
   2. How to ask questions [depends on number of participants present]

II. Topic Introduction
   A. Like literacy, "numeracy" (math proficiency) and logical problem solving are fundamental and essential skill sets for school-aged children to develop
      1. They are utilized in multiple daily activities of adults
      2. They are becoming increasingly important skills in the 21st century workforce
      3. Schoolchildren are subject to high-stakes math assessments
   B. National service tutoring, mentoring, and youth development programs can play an active and vital role in supporting children's acquisition of math skills
   C. Math coaching may not be as widely implemented in national service programs as literacy, for a variety of reasons:
      1. Literacy often has priority in the minds of funders and programmers, as it is the foundation on which all other learning rests
      2. Math can sometimes be a more challenging content area for coaching, resulting from real or perceived anxiety or difficulty in learning/teaching math on the part of:
         a. Children:
            i. Pressures of high-stakes math testing
            ii. Overcrowded classrooms with little time for one-on-one support
            iii. Unsupportive family and peer environments; "math is boring"
         b. Adults coaches:
            i. History of math instruction based on rote memorization rather than comprehension
            ii. Old assumptions about math as innate skill
            iii. Distance from childhood math instruction
            iv. Lack of interest in teaching math versus literacy and other topics; "math is boring"
   D. With the proper resources and support, adult members and volunteers can provide math coaching that is engaging and productive

III. Preparing Coaches for Math Instruction
   A. Coaches should be trained in how math has changed since they learned it as children
      1. Emphasis on problem solving; multiple approaches to a problem; "getting there" as important as right answer
      2. NRC model (Engaging, Understanding, . . .)
   B. Help coaches overcome any anxiety or concern regarding their abilities in math
   C. Prepare coaches to address math anxiety/reluctance on the part of the children
      1. Be careful how you respond to statements like "I don't get it"
         a. Provide "Encouraging Comments" box from *Tutor*, p. 3
   D. Equip coaches with general approaches to making math engaging and relevant
      1. Encourage coaches to look for opportunities to demonstrate to children how the concepts they are learning are relevant in life

        a. Examples from their own lives, making sure they do not involve too-advanced concepts for children's abilities or education levels (e.g., geometry involved in painting a house)
        b. Asking children to describe a time they used a concept, or make up a scenario in which they would use it
    2. Help coaches model a problem-solving and methodical approach to a problem or question; breaking a problem into steps and comparing it to what the student already knows can reduce anxiety
        a. Use guiding questions provided on *Tutor* p. 13
    3. Identify sources of games and activities that reinforce math concepts that coaches can incorporate into their tutoring and mentoring. These include:
        a. Math workbooks, activity books, and manipulatives programs have
        b. Math workbooks, activity books, and manipulatives schools have
        c. Math specialists (if accessible)
        d. Online resources
        e. Activities described in the next section

IV. Sample Activities and Games for Reinforcing Basic Math Concepts
  A. Addition and Subtraction
    1. Dice
        a. Use example from *Tutor* p. 5
    2. Money
        a. Use example from *Tutor* p. 5
    3. Everyday objects
        a. Use example from *Tutor* p. 5
    4. Finish the 10
        a. Use example from *Tutor* p. 11
    5. Go Fish for 10
        a. Use example from *Tutor* p. 12
  B. Multiplication
    1. Grid
        a. Use example from *Tutor* pp. 7–8
  C. Place value
    1. Index cards
        a. Use example from *Tutor* p. 5
  D. Fractions
    1. Cardboard pizza
        a. Use example from *Tutor* p. 5
    2. Chocolate bar
        a. Use example from *Tutor* p. 5
    3. Folding Strip
        a. Use example from *Tutor* p. 14

Resources

1. LEARNS Spring 2006 *Tutor* newsletter
2. Judith's list of reading books that incorporate math concepts
3. Vetted list of math and math-tutoring websites

Appendix B: Sample Webinar Registration Tracking Sheet

Name	Position	Organization	City	State	Phone Number	Email	Date/Time Registered	Questions	Notes

Appendix C: Sample Webinar Marketing Text (Email)

SUBJECT: Free Online Training: Intergenerational Service-Learning Success with SaYES Course

The Northwest Regional Educational Laboratory (NWREL) is pleased to offer a free webinar on the Seniors and Youth Engaged in Service (SaYES) "Making the Connection" online course. You are receiving this email because you provided input or expressed interest in this tool at some stage during its development. If you are seeking to establish or improve intergenerational service-learning initiatives, especially by involving youth and Baby Boomers, you will not want to miss this introduction to the features and uses of this innovative online tool.

The Making the Connections" course (available at http://www.servicelearning.org/resources/sayes/index.php) was created by NWREL and ETR Associates with funding from the Corporation for National and Community Service to help connect age 50+ adult volunteers—particularly Baby Boomers—to service-learning efforts in schools. The course provides tools and resources for programs creating partnerships for intergenerational service-learning. It is organized into three content areas:

1) Creating Partnerships
2) Strategies for Schools To Engage Older Adult Volunteers in Service-Learning
3) Strategies for Volunteer Organizations To Find and Keep Age 50+ Adult Volunteers

This introductory webinar will be hosted by Nicky Martin, Kirk deFord, and Jean Spraker of NWREL, and will be offered at the following dates and times. The webinar will last no more than one hour.

1) Tuesday, December 5th, 11:00 a.m. Pacific/2:00 p.m. Eastern
2) Wednesday, December 6th, 8:00 a.m. Pacific/11:00 a.m. Eastern
3) Thursday, December 7th, 11:00 a.m. Pacific/2:00 p.m. Eastern

To participate, you will need both a reliable Internet connection and a phone line to connect to a toll-free teleconference number. Space is limited to 20 participants signed up on a first-come, first-served basis, and preregistration is required. To register and receive connection information, please contact Erich Stiefvater by phone at (800) 361-7890 or by email at stiefvae@nwrel.org. Be sure to provide your contact information and specify which of the three offered dates/times you would like to attend.

Thank you, and we hope you will join us.

Best regards,

NWREL, ETR Associates, and Corporation for National and Community Service

.

Appendix D: How To Ensure a Successful Webinar (for Participants)

1) Please try to test your connection to the PictureTalk webinar application at least one day prior to the session to troubleshoot any technical issues.

2) Please connect to the webinar and teleconference line several minutes before the start time.

3) If you are in a noisy place, please use your phone's "mute" or "mic" button so that you can hear the speaker and help reduce noise. Alternatively, if you don't have a mute or mic button, you can mute your phone during the webinar by pressing "*6" on your phone. To un-mute, press "*6" again.

4) Please do not use the "hold" button on your phone during the webinar, as it will play hold music or beeps audible to other participants. Instead, use your phone's "mute" or "mic" button. If there is an emergency, feel free to hang up and call back.

5) Should you be kicked out of the webinar or teleconference, simply log or dial back in using the details provided in the "Connection Information" section above.

6) We will be conducting our webinar using PictureTalk, an online conferencing tool that supports multiple computer operating systems and Internet connection speeds. The PictureTalk screen is intuitive and easy to figure out, but if you are unfamiliar with it or webinars in general, keep the following in mind:
A) Make sure Java is enabled in your Web browser (PictureTalk is a Java-based application).
B) With multiple people connecting to the webinar with different computers and Internet connection speeds, you may notice slight delays in how fast presentation material loads. The presenter will adjust his or her pace to ensure that everyone is caught up before proceeding.
C) We recommend you do not use the webinar tools you will see on the bottom of your viewing window, unless directed to do so by the presenter.
D) For optimal viewing of the presentation, we suggest you set the resolution of your monitor to 1024 x 768. However, the presentation can be viewed with lower settings (e.g., 800 x 600); you will see scroll bars to the right and bottom of your viewing screen to view the parts of the presentation that may be off-screen.

Appendix E: Sample Webinar Confirmation Notice (Email)

Hi [Name],

Thank you for your interest in our Creative Recruitment for Youth-Serving Programs webinar on October 11. This email will serve as confirmation of your registration, and also provides connection details (see below).

We know you have likely developed or come across creative approaches to recruitment. We would love to be able to pass them along during the webinar. If you're willing to share your tips and ideas, please send them to me by phone or email before next Wednesday so we can incorporate them into the presentation.

We look forward to having you join us, and please let me know if I can be of any additional assistance.

Regards,

Erich Stiefvater
(LEARNS) 800.361.7890
(direct) 503.275.0761
stiefvae@nwrel.org

>>>>>

This email confirms your registration for the following LEARNS webinar:

Topic: Creative Recruitment
Date: Wednesday, October 11, 2006
Time: 11:00 a.m. Pacific/12:00 p.m. Mountain/1:00 p.m. Central/2:00 p.m. Eastern

Please see the connection and participation information and tips provided below to ensure your participation is smooth and enjoyable. Should you have questions before the event starts, please contact Erich Stiefvater at 800.361.7890 (LEARNS), 503.275.0761 (direct), or at stiefvae@nwrel.org.

Thank you, and we look forward to "meeting" you on October 11.

--The LEARNS partners

CONNECTION INFORMATION

To join the webinar, you will need both a reliable Internet connection and a telephone line to dial into a toll-free teleconference line.

1) To connect your computer to the webinar website:

A) Click on the following hyperlink (or copy and paste it into the Address bar of your Web browser):

http://meetings.picturetalk.com/picturetalk/meetingattend.jsp?ptkkey=ymbz21749&a=229

B) Click Java Join (No Download)
C) Enter the registration information requested (if prompted)
D) Enter Password: recruit
E) If you are testing the connection early (which we recommend), you will see a screen notifying you that the meeting is not being held at this time. Simply reconnect at the time of the webinar using instructions A through D above (if required, the meeting key is ymbz21749).

2) To dial into the toll-free teleconference line:

A) Call [number] (or if international: [number])
B) Enter participant code: [code]

HOW TO ENSURE A SUCCESSFUL WEBINAR

1) Please try to test your connection to the PictureTalk webinar application at least one day prior to the session to troubleshoot any technical issues.

2) Please connect to the webinar and teleconference line several minutes before the start time.

3) If you are in a noisy place, please use your phone's "mute" or "mic" button so that you can hear the speaker and help reduce noise. Alternatively, if you don't have a mute or mic button, you can mute your phone during the webinar by pressing "*6" on your phone. To un-mute, press "*6" again.

4) Please do not use the "hold" button on your phone during the webinar, as it will play hold music or beeps audible to other participants. Instead, use your phone's "mute" or "mic" button. If there is an emergency, feel free to hang up and call back.

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LEARNS is a partnership of the Northwest Regional Educational Laboratory and the Bank Street College of Education. We are funded by the Corporation for National and Community Service to provide training and technical assistance to projects focused on tutoring, mentoring, literacy, and out-of-school time.

For additional tools, training, and information visit The Resource Center at www.nationalservice.gov/resources and the National Service-Learning Clearinghouse at www.servicelearning.org.

Appendix F: Sample Webinar-Full Notice (Email)

Hi [name],

Thank you for your interest in our Creative Recruitment for youth-serving national service programs webinar on October 11. Unfortunately, we had already filled our limited number of slots before we received your response.

If you like, I can add your name and email address to an outreach list to notify you if we are able to arrange additional sessions of this webinar or offer it again in the future, and/or to receive copies of the session materials. I'd also direct you to some of the recruitment resources we have drawn upon in developing the webinar:

1) Volunteer recruitment resources at the Resource Center:
http://search.nationalserviceresources.org/index.php?q=volunteer%2520recruitment
2) "Recruiting Mentors," a selection of downloadable resources from our colleagues at the National Mentoring Center: http://www.nwrel.org/mentoring/topic_recruiting.html

We're sorry we won't have the opportunity to "meet" you on October 11, but please let us know if there's anything else we can do to assist you.

Yours in service,

Erich

****
Erich Stiefvater
Program Advisor
Volunteer Leadership Center
Northwest Regional Educational Laboratory
101 SW Main St., Suite 500
Portland, OR 97204
LEARNS: 800.361.7890
Direct: 503.275.0761
Fax: 503.275.0133
stiefvae@nwrel.org
www.nwrel.org

Appendix G: Sample Webinar Evaluation

Greeting

Thank you for participating in our “Principles of Quality Mentoring” webinar. Please take a moment to complete this brief, anonymous evaluation of the webinar. Your feedback is very important to us, and will help us improve this training and develop new ones. The evaluation will take about five minutes to complete.

Thank you in advance for your time and thoughtful responses.

--The LEARNS partners and the National Mentoring Center.

Questions

1) Please rate your satisfaction with the content of the webinar by indicating your level of agreement or disagreement with each of the following statements (1 = Strongly Disagree and 5 = Strongly Agree).
( ) The session met its stated learning objectives.
( ) The subject matter was presented effectively.
( ) The pace of the webinar was satisfactory.
( ) The duration of the webinar was sufficient for the material covered.
( ) The trainers were knowledgeable.
( ) As a result of this training, I gained new knowledge applicable to my work.
( ) I plan to apply what I learned in this webinar.

2) How specifically will you use the information presented?
[Free-response]

3) Besides this one, how many web-based trainings have you participated in?
( ) None
( ) 1 to 3
( ) 4 to 6
( ) 7 to 9
( ) 10 or more

4) Please rate your satisfaction with the delivery method of the webinar by indicating your level of agreement or disagreement with each of the following statements (1 = Strongly Disagree and 5 = Strongly Agree).
( ) Webinars are an effective way for me and my colleagues to obtain training.
( ) I am interested in attending future webinars offered by LEARNS.
( ) The trainers responded to questions.

5) What did you like MOST about the webinar?
[Free-response]

6) What did you like LEAST about the webinar?
[Free-response]

7) From the list below, select the top three mentoring topics or issues you would be most interested in having additional training and technical assistance on (select up to three).
( ) Building community/school partnerships
( ) Delivering culturally/multi-culturally appropriate services
( ) Developing policies and procedures
( ) Developing/managing advisory boards
( ) Marketing your program
( ) Match retention and closure
( ) Mentor recruitment
( ) Mentor screening
( ) Mentor training
( ) Mentoring in rural areas
( ) Program evaluation

8) Which of the following best describes your program's national-service affiliation?
( ) AmeriCorps
( ) AmeriCorps*VISTA
( ) Senior Corps
( ) Learn & Serve
( ) State Commission
( ) CNCS State Office
( ) CNCS National
( ) State Education Agency
( ) Other (please describe): ____________________________

Appendix H: Sample Webinar-Reminder Notice (Email)

SUBJECT: Webinar Reminder and Presentation Slides

Hi,

This is a final reminder for our webinar on Intergenerational Service-Learning Success using the SaYES course being held tomorrow, Wednesday, December 6, at 8:00 a.m. Pacific (11:00 a.m. Eastern). I am resending connection details should you need them (see below). We encourage you to test the webinar software today or early tomorrow to fix any difficulties prior to the session. I have also attached a copy of the presentation slides we will be using in PDF format, should you prefer to follow along in hard copy, or should you be unable to connect in to our webinar software.

Please let me know if you require additional assistance, and I look forward to speaking with you tomorrow.

Erich Stiefvater
(LEARNS) 800.361.7890
(Direct) 503.275.0761
stiefvae@nwrel.org

>>>>>

CONNECTION INFORMATION

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1) To connect your computer to the webinar website:

A) Click on the following hyperlink (or copy and paste it into the Address bar of your Web browser):

http://meetings.picturetalk.com/picturetalk/meetingattend.jsp?ptkkey=dkyj22363&a=229

B) Click Java Join (No Download)
C) Enter the registration information requested (if prompted)
D) Enter Password: sayes
E) If you are testing the connection early (which we recommend), you will see a screen notifying you that the meeting is not being held at this time. Simply reconnect at the time of the webinar using instructions A through D above (if required, the meeting key is dkyj22363).

2) To dial into the toll-free teleconference line:

A) Call [number] (or if international: [number])

B) Enter participant code: [code]

HOW TO ENSURE A SUCCESSFUL WEBINAR

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2) Please connect to the webinar and teleconference line several minutes before the start time.

3) If you are in a noisy place, please use your phone's "mute" or "mic" button so that you can hear the speaker and help reduce noise. Alternatively, if you don't have a mute or mic button, you can mute your phone during the webinar by pressing "*6" on your phone. To un-mute, press "*6" again.

4) Please do not use the "hold" button on your phone during the webinar, as it will play hold music or beeps audible to other participants. Instead, use your phone's "mute" or "mic" button (or "*6", as described in #3 above). If there is an emergency, feel free to hang up and call back.

5) Should you be kicked out of the webinar or teleconference, simply log or dial back in using the details provided in the "Connection Information" section above.

6) We will be conducting our webinar using PictureTalk, an online conferencing tool that supports multiple computer operating systems and Internet connection speeds. The PictureTalk screen is intuitive and easy to figure out, but if you are unfamiliar with it or webinars in general, keep the following in mind:
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Appendix I: Sample Webinar Opening and Closing Remarks

Opening Remarks

- We've reached a quorum, and so we'll begin. People will probably continue to connect in on the Web and on the phone over the next few minutes, but since we have a lot of material to cover and so that we can let you folks get back to the good work you're doing, we'll go ahead and get started.

- Good morning or good afternoon, depending on where in the country you're joining us from.

- Welcome to Principles of Quality Mentoring, a Web-based training presented by LEARNS and the National Mentoring Center. We're glad you can join us today.

- I'm Erich Stiefvater, and I think I've spoken or corresponded with everyone on the phone or over email. I'm going to give a quick overview of LEARNS and also walk through some housekeeping items. Then I'll turn it over to our featured presenters, Mike Garringer and Amy Cannata, who will introduce themselves and the National Mentoring Center and start the presentation.

- We're "web-casting" today from Portland, Oregon, from the Northwest Regional Educational Laboratory, where both LEARNS and the National Mentoring Center are based.

- LEARNS is the Corporation for National and Community Service's training and technical assistance provider for national service programs in education and youth programming. We have resources you can download from our website or order from us, which are free to you if you are a national service project or other nonprofit organization. If you haven't heard of us before, please do visit us on the web at the address provided at the end of the presentation.

- Amy and Mike will present their material--a copy of which you should have received in PDF format in an email I sent yesterday—and then we'll take questions. We'd ask that you hold questions until the end of their presentation. Some of you responded to my email inquiry asking for questions in advance, and we'll try to address them in the course of the presentation or in the Q&A section at the end.

- I should mention that the content of this webinar is necessarily broad, and we've constructed it to provide high-level concepts and details that we thought would be of interest and use to a broad swath of mentoring programs. We know that some of you may have questions or issues related to more specific topics or circumstances in which you find yourselves and your programs. We'll do our best to address these within the webinar, but we can also follow up with you directly later on to put resources more specific to your needs in your hands.

- I will also be distributing to you via email an online evaluation of this webinar. This will give you a chance to evaluate this session, and also suggest additional mentoring topics for which you would like to see trainings developed. Your feedback is very valuable to us, so please do take five minutes of your time to complete the survey when it lands in your inbox.

- A few brief housekeeping items:
    - If you are having trouble with the webinar software, check to see if Java is enabled, and you have any pop-up blockers disabled. If you are still not able to get the webinar software to work, pull up the PDF I emailed you, which you can then use and follow along with just the audio portion of the conference.
    - If you can connect to the webinar and the audio portion but get kicked off at any time, just reconnect using the instructions I've provided.
    - Background noise is a big problem on these types of conferences, so please use your "mic" or "mute" button on your phones to make sure the rest of us can't hear any sirens or conversations or cell phone ringers in the background. If you don't have a mute or mic button, you can mute your phone by pressing "*6." Again, you can mute your phone by pressing "*6." To un-mute, press "*6" again.
- With that, I'll go ahead and turn it over to Mike and Amy . . .

Closing Remarks

- Well, that ends our webinar. Thank you to our speakers for their time and willingness to share their information and experiences. Also, thanks to all of you who participated. We're glad you could join us, and hope the session was helpful for you.
- Just a reminder that I will be sending an evaluation to you via email in the next day or two. Please do take a few moments to complete it when it arrives, as it will help us improve our webinar.
- (If applicable) I will also be emailing you the additional resources we discussed in the course of the webinar.
- Finally, please know that we're available for additional technical support after this webinar. Please feel free to contact me by phone or email if we can be of additional assistance.
- Thank you again, and enjoy the rest of your day.