

**WSSA Board of Trustees- Weed Science Communication Skills for the 21<sup>st</sup> century.  
Denver, CO. July, 2009**

These sessions are designed for small group instruction and may take more or less time depending on the adoption time of the participants and the amount of questions asked. We expect there to be continuing technical support via email and the listed technologies below for several weeks following the sessions. This is essential for proper adoption and troubleshooting of the technologies into personal and professional career settings.

**Speakers and Titles (Session start time is approximate)**

Where does technology fit into the marketplace of learning and outreach

3:00

1. "A vision of students' tomorrow" Playing of YouTube video. 5min. With short opening statement.

3:05

2. The power and pitfalls of social networking. (45 min.) Presentation and demonstration of Facebook online software. Establishing a social networking account, setting limits on the account, what to post, what not to post, and how others use/view their accounts. Discussion on using facebook and other social network tools for recruitment and selection of students as well as integrating the platform into your career. Subtitle, "How not to get fired using social networking tools."

3:50

--Question, answer, and break from session (10 Min.)

4:00

3. Twitter is not a bird, it is your key to relevance (30 min). Introduction and demonstration of the technology of Twittering. Participants will establish twitter accounts and begin to practice with tweets with the workshop participants. Twitter is a means to inform your peer group just what goes on during your day; what you find interesting, frustrating, funny, and anything else (almost anything) relevant to your life experience. Additional topics include: Integration of Twitter for monitoring your students (old and new), colleagues, shareholders, and family-friends into your day, without absorbing all of your time.

4:30

--Question, answer, and break from session(IF needed, for 15 Min.)

4:45

4. Blogs are not just for pundits. "Tying the web together as a gatekeeper." (45 min)

Creating and using a blog as a tool to disseminate relevant information about your career and life. Blogs have been hijacked by the shrill and semi-informed. This session will show you how to use your blog to reach your professional goals and master the skills of an information gatekeeper. Blogs are the tie that can bind together the previous techniques and software presented in this workshop.

--Discussion and group feedback (15 Min)

**Setting of time(s) to meet for troubleshooting and sharing throughout the meeting week.**

**Ending at 5:30 pm with subsequent individual instruction at supper or in the evening by request.**

## **2. The power and pitfalls of social networking. (45 min.)**

### **Goals: All members of the work shop will sign into Facebook,**

Build up a member profile with personal data(career data)

Upload a picture,

Send a Facebook-email,

Connect with the other members of the BOD using Facebook,

List “risk” issues for using Facebook (BOD, career, personal)

List benefits of using Facebook (BOD, career, personal)

Compare and Contrast stakeholders which may be impacted using Facebook

Using your cell phone with Facebook

Daily assignments. TBD, based on the training session.

Hands on workshop. All participants should have their personal computer, cell phone, notebook(pen or pencil), recording device(audio or video if you desire) and a list of 3 personal goal for the workshop and 3 reasons NOT to use Facebook. I will provide notecards.

## **3. Twitter is not a bird, it is your key to relevance (30-45 min).**

### **Goals: All members of the workshop will sign into Twitter,**

Build a member profile with personal data (career data),

Connect with other BOD members through the Twitter online network (email)

Upload an avatar,

Connect with Text messaging,

Double check the Cell Phone interface-personal computer interface,

Send a Tweet,

Receive a Tweet,

Figure out why this is so popular (using online examples and personal stories)

Daily assignments: TBD, based on the training session.

Hands on workshop. All participants should have their personal computer, cell phone, notebook(pen or pencil), recording device(audio or video if you desire) and a list of 3 personal goal for the workshop and 3 reasons NOT to use Twitter. I will provide notecards.

## **4. Blogs are not just for pundits. “Tying the web together as a gatekeeper.” (45 min)**

Creating and using a blog as a tool to disseminate relevant information about your career and life. Blogs have been hijacked by the shrill and semi-informed. This session will show you how to use your blog to reach your professional goals and master the skills of an information gatekeeper. Blogs are the tie that can bind together the previous techniques and software presented in this workshop.

### **Goals: All members of the workshop will create a Blog (temporary)**

Build a personal profile with personal data (career data),

Upload an avatar,

Design the Blog Space,

Double check the Cell Phone interface-personal computer interface,

Post a message on the Blog,

Add Twitter to your Blog,

Add Facebook to your Blog

Figure out why this is different from your web page(s) and why this is worth your time. (using online examples and personal stories)

Daily assignments: TBD, based on the training session.

Hands on workshop. All participants should have their personal computer, cell phone, notebook(pen or pencil), recording device(audio or video if you desire) and 4 goals you have for these technologies in your career.

At dinner we will expand our conversation in the areas of WSSA application of these technologies, using the remote technology while at dinner, and talk about recruiting-retention-support of weed scientists.