# Best Practices in Online Career Coaching

**Laura Pasquini**

Academic Counselor and Instructor, Office for Exploring Majors, University of North Texas

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## Laura Pasquini Bio

Laura Pasquini is currently an academic counselor and instructor for the Office of Exploring Majors at the University of North Texas. She just completed her term as the Global Community for Academic Advising (NACADA) Technology in Advising Chair and now serves as the elected NACADA Commission and Interest Group Representative. For the past ten years, Pasquini has worked in higher education in a number of roles including advising, tutoring, residence life, study abroad, and career counseling and has worked internationally in Canada, France, UK and the US. Pasquini has an MS.Ed. In Teaching Foundations and is working on her Ph.D. in Applied Technology & Performance Improvement. She has written a number of publications and delivered presentations and webinars centered on learning technologies to engage students, staff, and faculty in higher education. Her research and application of scholarship include blended learning, social media engagement, and formal/informal learning, training, and development. A self-declared geek and self-taught techie, connect and share with Pasquini at http://about.me/laurapasquini or email her at Laura.Pasquini@unt.edu.

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### Agenda

- How to Engage Students Online
- Finding Purpose for the Tools
- Current Practices for Online Coaching
- Challenge to Support
- Wrap Up: Q & A

## http://bit.ly/wiche13

# #wiche13

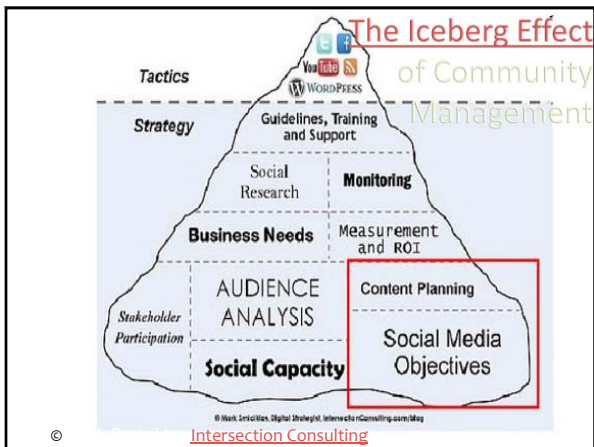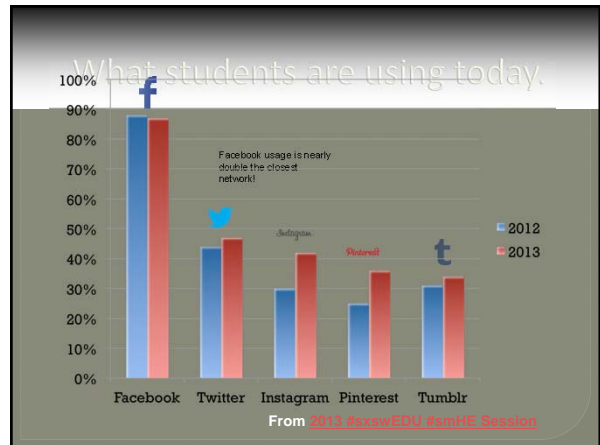### What expectations do our learners have for advising?

Technology gives our learners access to resources and increases the ability to track academic progress, connections to peers, and provides the opportunity to engage with other students in immersive learning experiences (Dahlstrom, de Boor, Grunwald & Vockley, 2012).

2012 ECAR Study from Educause



Web 2.0

#SocialMedia

Social Web

New Media

Transmedia

Emerging Tech

Image c/o Luke Mahan



What students are using today.

Facebook usage is nearly double the closest network!

- 2012
- 2013

Facebook  Twitter  Instagram  Pinterest  Tumblr

From 2013 #sxswEDU #smHE Session

The Iceberg Effect of Community Management

Tactics

Strategy

Guidelines, Training and Support

Social Research   Monitoring

Business Needs   Measurement and ROI

AUDIENCE ANALYSIS   Content Planning

Stakeholder Participation

Social Capacity   Social Media Objectives

© Mark Smiciklas, Digital Strategist, Intersection Consulting

2013 #sxswEDU #smHE Session

social media open unfiltered community anybody

collaborative created people instant

technology anything sharing

platform thoughts anywhere

internet everyone ideas content information feelings mobile

accessible virtual

## Social Media Definition:

"A virtual place where people share; everybody and anybody can share anything anywhere anytime" (Joosten, 2012, p. 6).

From **2013 #sxswEDU #smHE Session**

## Why is Social Important

- 95.1% of 18- and 19-year-olds use social media, primarily Facebook on a daily basis (Salaway, et al., 2009)
- 96% of undergraduates reported using Facebook (Smith & Caruso, 2010)
- 43% of undergraduate use Twitter (Smith & Caruso, 2010)
- 90% use mobile devices to receive and send text messages (Smith, 2010), over 1600 a month (Neilson, 2010)
- 92% of college-aged students watch YouTube (Moore, 2011)
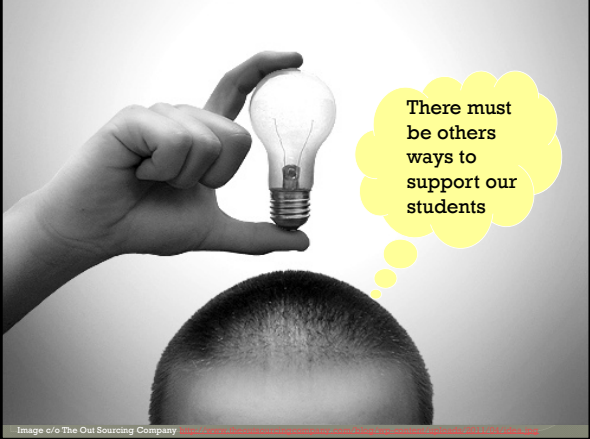
From **2013 #sxswEDU #smHE Session**

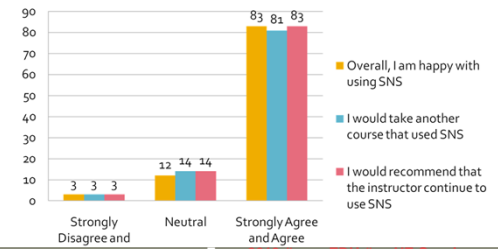"Focus on connecting with the people, and the tools will all make sense."

~Chris Brogan

Flickr photo c/o noodlumper

There must be others ways to support our students

Image c/o The Out Sourcing Company
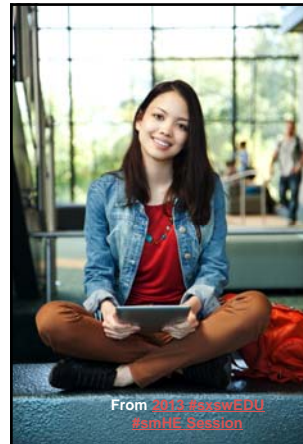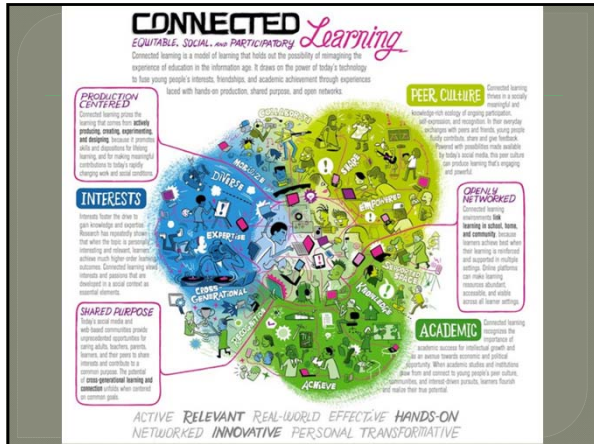
## I like social media for learning

90 ... 0

- Overall, I am happy with using SNS
- I would take another course that used SNS
- I would recommend that the instructor continue to use SNS

Strongly Disagree and: 3 3 3
Neutral: 12 14 14
Strongly Agree and Agree: 83 81 83

From **2013 #sxswEDU #smHE Session**

"Students experience an increasing need for connectivity and digital access to excel beyond the higher education learning environment. They must access and interact with information, learning materials, and colleagues from around the globe."

**Implications for use of technology in advising 2011 NACADA National Survey**

CONNECTED *Learning*
EQUITABLE, SOCIAL, and PARTICIPATORY

Connected learning is a model of learning that holds out the possibility of reimagining the experience of education in the information age. It draws on the power of today's technology to fuse young people's interests, friendships, and academic achievement through experiences laced with hands-on production, shared purpose, and open networks.

PEER CULTURE

PRODUCTION CENTERED

INTERESTS

SHARED PURPOSE

OPENLY NETWORKED

ACADEMIC

ACTIVE RELEVANT REAL-WORLD EFFECTIVE HANDS-ON NETWORKED INNOVATIVE PERSONAL TRANSFORMATIVE

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"I want reviews on colleges from real live students who go to them."

"I want to see fun things about going to school there, school news, advice from current students. I'd much rather see it on their social media site than have it clog my e-mail."

"I would love to see more links to students that currently go to the college. if I had any questions, I think they would answer more truthfully than say, an admissions counselor."
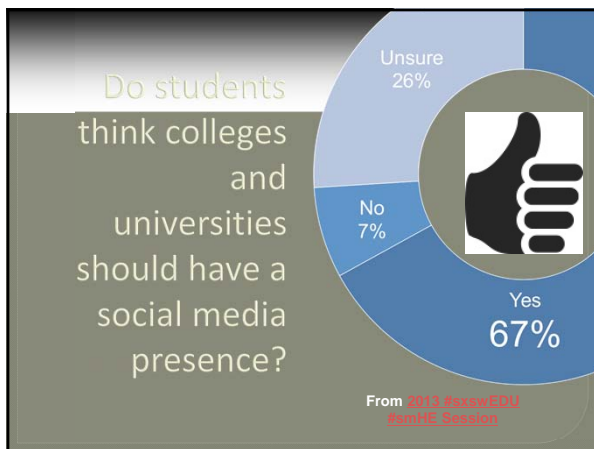
"Real information. Less fluff."

From 2013 #sxswEDU #smHE Session

What students said

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# It's not about the technology, it's all social

Tanya Joosten (@tjoosten) Larry Johnson,

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# Start the Conversation

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Do students think colleges and universities should have a social media presence?

Unsure 26%

No 7%

Yes 67%

From 2013 #sxswEDU #smHE Session

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facebook
facebook.com

-You choose your friends
-Network
-A very social space - family, friends, etc.
-You choose "Likes"
-Users share content
-Groups & messages
-Fan Pages
-Updates on wall
-Newsfeed

## Develop an Identity



Iz be in ur Facebooks
Addin teh strangers.

Do you like spam? Students don't either. What is your office brand? What information do you need to convey to students? Start with these questions, and then add in personality and variety.
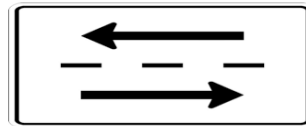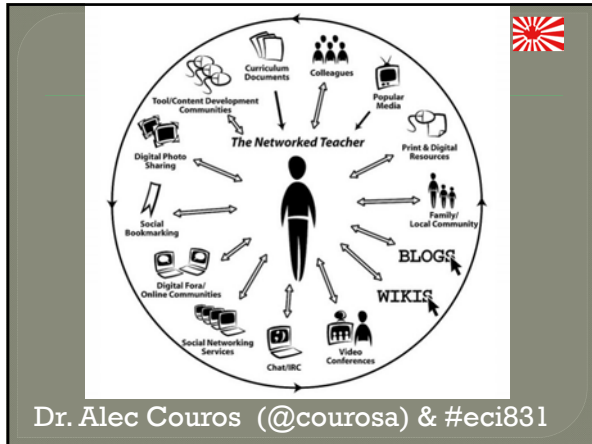
@julieclarsen



## There's a Meme for That



MEMES,
MEMES EVERYWHERE



BRACE YOURSELVES
FOR THE LAST FEW WEEKS OF THE SEMESTER

THE SUSPENSE IS TERRIBLE...
WHEN WILL YOU MEET YOUR ADVISOR TO PLAN SUMMER & FALL 2013 CLASSES?



ONE WAY

Notifications

News source

Noise



Conversation

Emphasize quality over quantity

Mutually beneficial

**Slide 1:**

The Networked Teacher

Curriculum Documents
Colleagues
Popular Media
Tool/Content Development Communities
Print & Digital Resources
Digital Photo Sharing
Family/Local Community
Social Bookmarking
BLOGS
WIKIS
Digital Fora/Online Communities
Social Networking Services
Chat/IRC
Video Conferences

Dr. Alec Couros  (@courosa) & #eci831

**Slide 2:**

## Principles of Connectivism

**George Siemens** (http://www.connectivism.ca/)**:**
- Being connected
- Learning from others
- Connecting information
- Various online interaction
- Diverse opinions & ideas
- Capacity to know more
- Nurturing connections
- On-going learning
- Making choices & decisions

**Slide 3:**

# Sense of Belonging

**Slide 4:**

## Communities of Practice

DOMAIN we care about
COMMUNITY
PRACTICE
PLAN TO EVALUATE

| Problem solving |
| Requests for information |
| Seeking experience |
| Reusing assets |
| Coordination and synergy |
| Discussing developments |
| Documentation projects |
| Visits |
| Mapping knowledge and identifying gaps |

http://www.ewenger.com/theory/
Wenger, 2006

**Slide 5:**

## The Power of the Hashtag

theburgerman Last of the Apollo 11 factoids
about 1 hour ago from TweetDeck

digitmedia google silences news feedback h
#googlenews #google
about 1 hour ago from Ping.fm

BreakingNews U.S. Marines are involved in
Helmand, Afghanistan according to a U.S. co

renailemay OK, time to finish work and go ho

#hashtags

**Slide 6:**

## What is a hashtag good for?

MLS CTCX
SAgrad SAchat NACADA
Fb training ECI831
learning LearnTechEdChat LAK11
FYE phd SAReorg eBook K12
NACADATech PD educause eLearning onlnie
UNT BreakDrink NASPACPA HR HigherEd OCW
SAjobsphdchatLT EdTech AcAdv
ACPA WLSalt Irnchat ATPI ELI ASTD
CCK09 NASPA LFC OER
PLE SAdoc PLN
SM

## Give & Get Support

I ♥ #AdvTech

## Develop a Community





Follow: #AcAdv & @AcAdvChat



**@KLoseyWilliams**
Kristin

@AcAdvChat I'm looking forward to returning to the @#acadv chat! Woo hoo!

**@gregsobie**
Greg Sobie

Was great to have an #acadv chat today...so glad you're back - and just in the nick of time! #refocused #motivated #invigorated

**@KellyJBailey**
Kelly J. Bailey

And once again, @AcAdvChat becomes the most valuable pro dev I get! Thanks for the resources, #acadv pals!

**Low Impact:**
Read chat transcripts

**Medium Impact:**
Set up a Twitter account
Search for #_____ hashtag
Post advising-related content as you wish
"Lurk" during a chat time

**High Impact:**
Set up a Twitter account
Search for #_____ hashtag
Chime in with your thoughts/opinions/experiences     during a chat time
Connect with peers beyond Twitter Chats

**Do you have something to talk about?**



http://bitly.com/TwitterChatSchedule
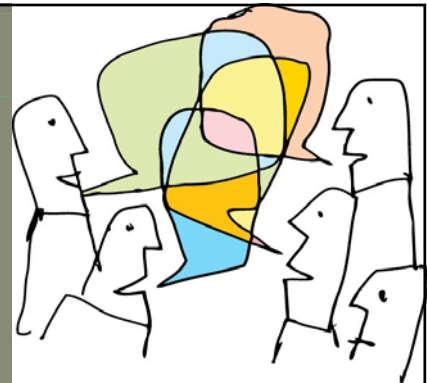
# Consider Learning Styles
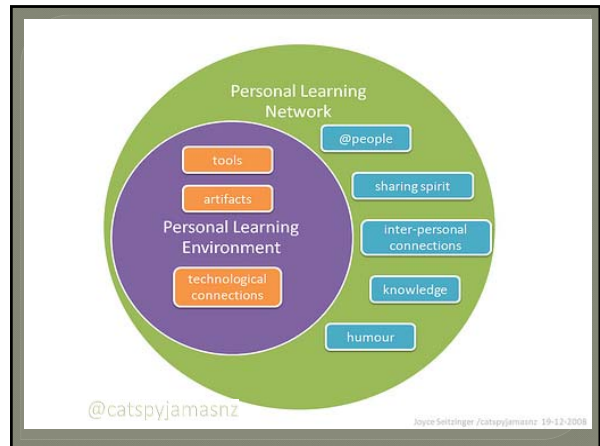
Revolution or Evolution on Campus?

Social Media is about Relationships

Video created by @Ekutsko & @equalman

Presentations & Document Sharing

slideshare.net

ATTD 6100 Paper Presentation - Jodi Mata

Podcasting



# Networked Learning & Engagement

Get a pulse for what's happening on campus.



Cultivate an Active Network on Campus

## Nurture the Hashtag (#)
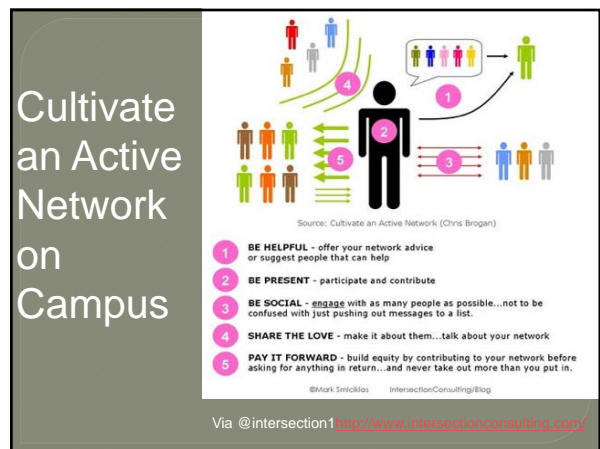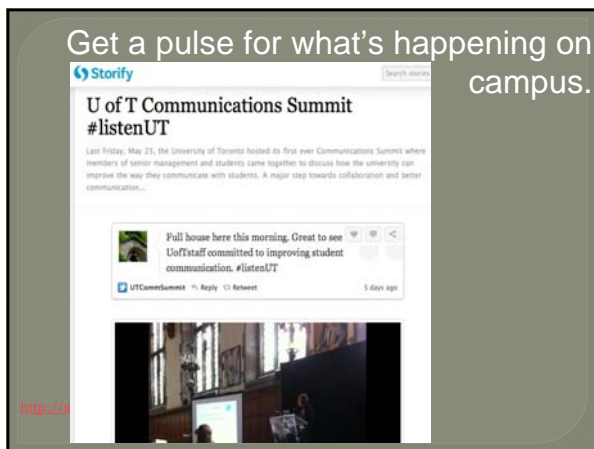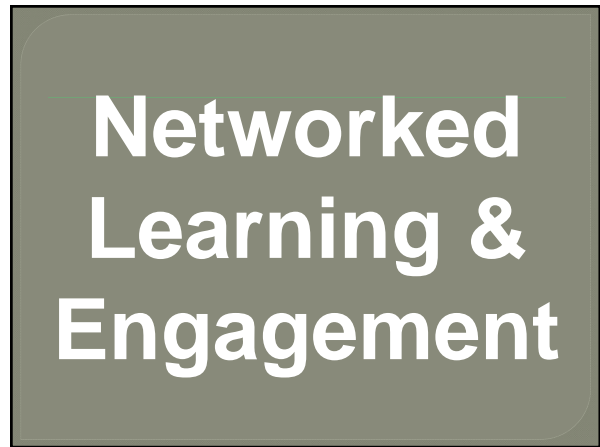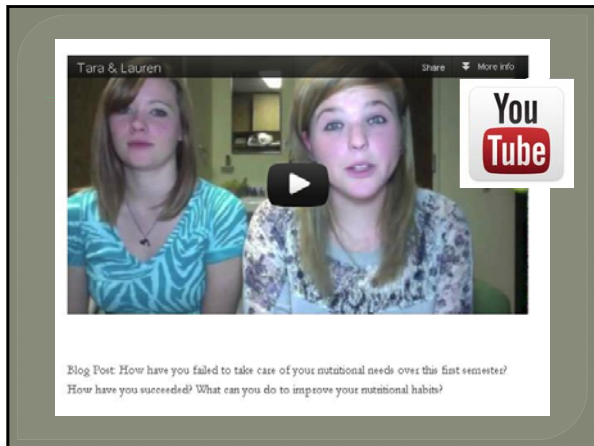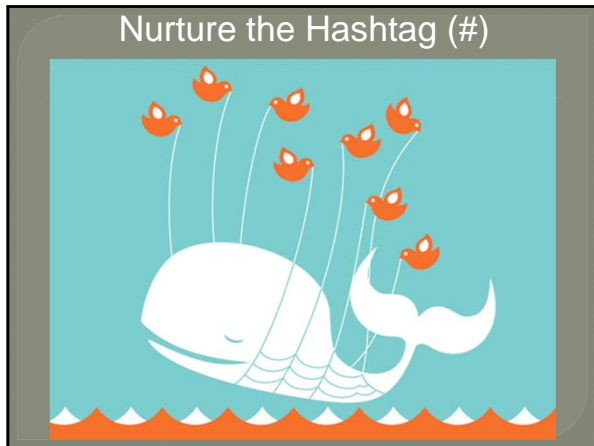


# #ugstJOUR



> **Jake**
> @JB_UGST
>
> what is the best thing about your major?
> what makes you want to do it? #ugstJOUR

Student Panel Q & A

> **Camara McCowan**
> @CamUGST
>
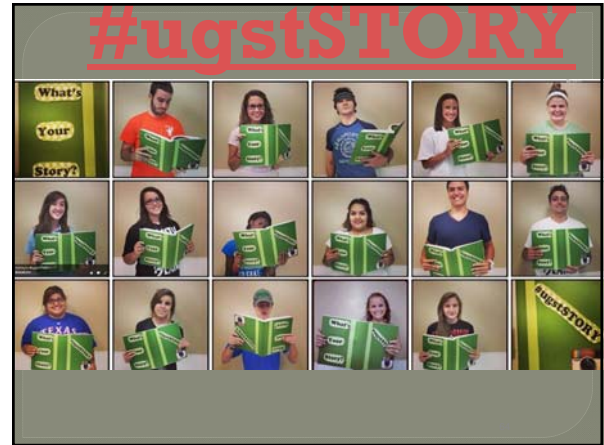> What is the most challenging part of your
> major? #ugstJOUR



> **melody evans**
> @melodyhereUNT
>
> I may forget how 2 take perfect notes but I'll
> never forget the importance of a group of
> friends trying 2 achieve a goal together.
> #ugstJOUR
>
> Reply  Retweet  Favorited  Storify  Buffer  ••• More

# Digital Story Telling

What's your story?



A Moment in An Instagram



Alternative Spring Break UNT



#ugstSTORY



Live Tweets to take Notes

Samantha Petty
@SammypUNT

"Happiness is a terrible word to use" -Rainn Wilson #ugstSTORY it's a choice you make on a daily basis to be filled w/ gratitude
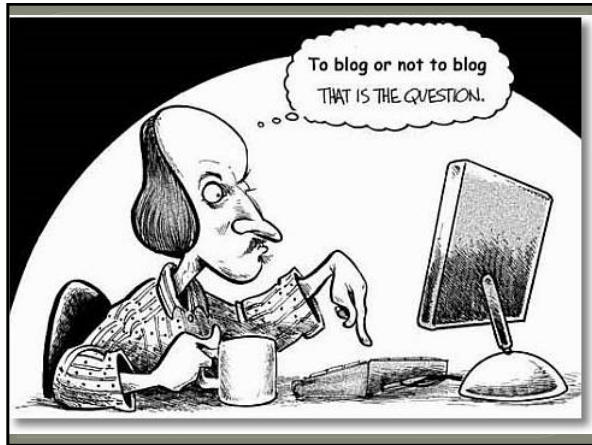#amen

Brendin Axtman
@starsfan24

Live each day to the fullest because you never know when it will be over.
#ugstSTORY



Jade Marriott
@JadeMarriott4

Reality Check with the crew! #ugstSTORY
pic.twitter.com/64bVYFA3u6

Gregory Wheeler
@Gkw217          Follow

Look at what you need or want now. Start saving and preparing now. To make it possible then. #ugstSTORY

← Reply   ⇄ Retweet   ★ Favorite   ≋ Buffer   ↻ Storify   ••• More   HootSuite
5:48 PM - 26 Sep 13





To blog or not to blog THAT IS THE QUESTION.



Souvenirs of Canada

## Blogs

○ Easy to writing and edit
○ Integration of other tools
○ Short posts – bullets with links
○ Dynamic content
○ Embed photos, video & presentations
○ Reflective learning
○ Exploration of ideas
○ Comments & sharing with community



UTSC Academic Advising & Career Centre

Critical Thinking



Reflection

Be Involved.

## Ways to Connect

Optimize Current Resources

Encourage Study Inquiry & Exploration

Share Information & Ideas

**Online Career Coaching**

New Ways to Meet & Connect

Deeping Involvement & Interests

## Impacts for Coaching Delivery

- Connect to students
- Current resources
- Academic support in multiple ways
- Out of the box ideas
- Purposeful & intentional career coaching

## The Direction for Online Support

- Share experiences for effective online advising delivery
- Get involved & contribute to initiatives
- Review some key digital/online advising resources
- Introduce online advising projects examples
- Connect you to some savvy online academic advisors

Play = "the tension between the rules of the game and the freedom to act within those rules" (Thomas & Seely Brown, 2011)

Image c/o http://www.tannisthena.com/wp-content/uploads/2009/09/xi.jpg

## How will you get started…

○ Lurking is learning (at first)
○ Give credit where it is due
  Be creative!
○ Engage & participate
○ Share resources openly
○ Note the "rules" of netiquette
○ Use the tools differently
○ Communities will look different
  • both the medium & message

## Participate

1. Be social

2. Respond

3. Share

4. Pay it forward

5. Start the conversation

6. Keep it going: make time

furiousgeorge81

## Create Your Community

⊙ Allow participants time to lurk & explore
⊙ Be active - post updates & send messages
⊙ Engage with participants
⊙ Look at resources shared
⊙ Encourage #SoMe mentoring on your team
⊙ Ask questions & share challenges
⊙ Use the tools for group development
⊙ Identify progress and milestones
⊙ Challenge yourself to learn (& play!)
⊙ Review your campus #SoMe goals & objectives from time to time

#edusocmedia

Social Media for Educators
STRATEGIES AND BEST PRACTICES

**@tanyajoosten**
http://tanyajoosten.com/

#AcAdv Chat

#edtech

#careerchat

#sachat

#highered

#SocialMedia

#edchat

**Stay connected…**

Laura pasquini
engaging.learning.collaborating.researching.connecting.innovating

A PhD Candidate & Higher Ed professional interested in collaboration, research, learning & innovation for Student Affairs, Academic Advising, Ed Technology & Academia.

http://techknowtools.wordpress.com/

Dallas, TX
University of North Texas
phdchat EdTech HigherEd Elearning socialtech socialmedia culture AcAdv

Latest Posts
What Was in The Mix for #Simm13
TechKNOW Tools

## http://bit.ly/wiche13

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