Building a Better Webinar:
a view through experience and research into best practices

Webinar for CFICE
March 9, 2017
3-4pm EST

Presenters: Jeannie An and Jill Bedford
Agenda

• Introduction to Building a Better Webinar
  • The Benefits of Webinars (Jill)
  • Best Practices (Jeannie/Jill)
  • Challenges (Jill)
  • Tools We Used (Jill)
  • Conclusion (Jeannie)
• Question Period
On the Spot: A Tested Model for Training Library Staff

August 14, 2014, 2 PM EST
A Personal Look at the Experience of Creating Our First Webinar
ZOMBIE APOCALYPSE

What Happens When The Webinar and Audience Don’t Match
What is a **Webinar**?

Definition of Webinar:
A *live online educational presentation during which participating viewers can submit questions and comments* (definition from Merriam-Webster)
Poll

Who is our audience today?

- Academic
- Community Group Staff
- Volunteer
Agenda

• Introduction to Building a Better Webinar
• The Benefits of Webinars
  • Best Practices
  • Challenges
  • Tools We Used
• Conclusion
• Question Period
Benefits of Webinars

- Presentations can be delivered to many people at the same time, across geographic boundaries
Benefits of Webinars

• Cost effective
  Travel costs
  Meeting costs
  Travel time
  Staff time

• Recordings available after session
Benefits of Webinars
Benefits of Webinars

• Convenient
  – Distance no longer a factor
  – Can participate at work, home, anywhere
Benefits of Webinars

**Affordable training** option (low-cost or free)

- access to experts in the field
- exposure to new ideas
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When we were asked to make our first webinar I was ecstatic; then terrified! It seemed like there was so much I had to learn. Having partners, and using learning tools made it a lot easier & fun. Lots of practices meant that on the day, it was easy.
Jill B.
Current Best Practices
Webinar Best Practices

• Purpose
• Scope
• Budget
• Put it in writing
Webinar Best Practices
Interact...Interact...Interact

- Poll
- Handouts
- Chat
- Brainstorm Session
- Raise Hands (Adobe Connect specific)
- Whiteboard (Adobe Connect specific)
- Other?
Webinar Best Practices

• Audience Engagement is key to a successful webinar
How do you learn?

Learning Styles:

- Visual
- Auditory
- Kinesthetic

More Important factors to consider:

- Background knowledge
- Level of participant interest
- Using variety in presentation modes
Understanding Your Audience

Audience Personas
• Who is your webinar for?
• What’s in it for them?

a fictional profile created by you as a result of user research, that represents your ideal audience.
Webinar Best Practices

• Attention grabbing title

ZOMBIE APOCALYPSE
What Happens When The Webinar and Audience Don’t Match
Webinar Best Practices

- Stay focused
- May need to cover less
Webinar Best Practices

• Optimal length of webinar
Webinar Best Practices

• Include an Agenda
Agenda

• Introduction to Blended Services Training Committee (BSTC)
• Purpose, Goals, Structure
• Assessment
• Challenges and Solutions
• Conclusion
Agenda

• Introduction to Blended Services Training Committee (BSTC)
• **Purpose, Goals, Structure**
• Assessment
• Challenges and Solutions
• Conclusion: what we learned
Agenda

• Introduction to Blended Services Training Committee (BSTC)
• Purpose, Goals, Structure
• **Assessment**
• Challenges and Solutions
• Conclusion: what we learned
Agenda

• Introduction to Blended Services Training Committee (BSTC)
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• Introduction to Blended Services Training Committee (BSTC)
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• Conclusion
Webinar Best Practices

• Selecting speakers

• Number of speakers
Webinar Best Practices

• Include handouts

• Practice, practice, practice!!!
Interact...Interact...Interact

- POLL
- HANDOUTS
- CHAT
- BRAINSTORM SESSION
- RAISE HANDS
  (Adobe Connect specific)
- WHITEBOARD
  (Adobe Connect specific)
- OTHER?
Poll: What types of training are you using?

- Librarian led: 13 sites
- Tours: 6 sites
- Peer to peer: 13 sites
- Games: 5 sites
- Vendor led: 9 sites
- Assessment as learning: 2 sites
- Outside educational partners: 10 sites
- Other: 4 sites
## Stakeholders Exercise

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<th>Stakeholders</th>
<th>Role(s)</th>
<th>Benefits</th>
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**Communication Strategies**
Are you still awake?
Standards and Guidelines

- NISO and ISO: standards on abstracts
- ALA: standards on teaching and learning
- Peer Review of Instruction: best practice
- NISO Recommended Practice Alternative Outputs in Scholarly Communications. NISO RP-25-201x-2C
Standards and Guidelines

Plain language standard guideline (American)
http://www.plainlanguage.gov/howto/quickreference/checklist.cfm
Agenda

• Introduction to Building a Better Webinar
• The Benefits of Webinars
• Best Practices
• **Challenges**
  • Tools We Used
• Conclusion
• Question Period
Challenges - Software

• Learning webinar software
Wanted: Webinar Computers

3 computers in close proximity but separated by walls

Ability to download & hold software and/or cookies
  – preferably individual staff computers
  – not shared staff computers
  – not public computers

Hardline connections
Challenges - Computers

- Wireless vs Hardline
Challenges - Computers

Computers

• PCs vs Macs
Challenges - Audio

Audio
Sound Check:
Background noise
Volume
Echoes
Challenges – Shared Document

• Juggling PPT slides
  
  Scripting / Timing
  
  Saving the work
  
  Versions
Challenges - Time

• Finding The Time to Work Together
Challenges - Audience

• Working **without** an audience
Challenges - Assessment

How do you know people have learned?

What we want to do: “...the systematic collection, review, and use of information ...undertaken for the purpose of improving”

Challenges – Surveys

• Please take the next couple of minutes to fill out the survey provided
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Physical Tools

• Computers
• Headphones
Primary Software Tools

Microsoft PowerPoint

Adobe Connect

Lynda.com
Resources

Lynda.com
• Webinar Fundamentals with Sally Norred
• Adobe Connect Essential Training with Garrick Chow
  – Available for free through most public libraries
  – or 10 day Free trial (must cancel or will be charged)

Adobe Connect
  – free trial
    http://www.tryadobeconnect.com/
Secondary Software Tools

- Bitstrips
- Microsoft Excel
- Microsoft Publisher
Resources

• Photos
• Clip Art
Resources

• Look to limit your search by license

Google Image Search  Creative Commons
Pixabay            Flikr        Wikimedia
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Make it Interesting
Same rules as a presentation

• Practice – a lot
• Be yourself
• Do a webinar on something that interests you
• Accessibility

• Tell them what you’re going to tell them;
  Tell them ; Then tell them what you told them
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• Question Period
Please use Chat and we will answer as many questions as we can.

If you have a question for a specific person, please start your question using that person’s name.
Contact info

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Making a webinar


Best Practices for Webinars or Online Meetings Using WSU Extension’s Adobe Connect.  
http://ext.wsu.edu/pd/documents/BestPracticesforWebinarsorOnlineMeetingsUsingWSUExtAdobeConnect.pdf


References


An, Jeannie; Jill Bedford and Rodney Howland. A personal look at the experience of creating our first webinar. Special Library Association West meeting. Feb 2015

An, Jeannie; Jill Bedford. Zombie Apocalypse : What happens when the webinar and audience don’t match.

References – Standards & Guidelines

Association of College and Research Libraries Standards for Proficiencies for Instruction Librarians and Coordinators
http://www.ala.org/acrl/standards/profstandards


Alternative Outputs in Scholarly Communications. NISO Recommended Practice NISO RP-25-201x-2C

Penn State University Library. Guideline UL-ING01 Peer Review of Instruction https://libraries.psu.edu/policies/ul-ing01

Plain language standard guideline (American) http://www.plainlanguage.gov/howto/quickreference/checklist.cfm

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Adult learners: The LEAF Project, Modern Languages @ FLCC - Costa Rica 2012
https://www.flickr.com/photos/76708317@N02/6963474202/in/photostream/

Adult Students in Business Class: Newman University, 2012


Big data image: infocux Technologies on Flickr

Eye: Adrian https://www.flickr.com/photos/aditza121/239314415/ cropped

Headphones Graffitti: Daniel McAnulty http://www.flickr.com/photos/demcanulty/1328003372/


Candy Apples. Microsoft Office Clip Art. Dec 2014

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http://www.youtube.com/watch?v=BVGAlds-gms

*L'Arrivée d'un train en gare de La Ciotat* Directors: Auguste and Louis Lumière Year: 1896

Home Office. Steve Wilson. https://www.flickr.com/photos/125303894@N06/14202195290

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