

WWW: Workshops the Wired Way

**A presentation by
Joanne Kaattari &
Vicki Trottier**



**Community Literacy
of Ontario**

**World Volunteer
Conference,
Amsterdam**

January 2001

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"This workshop was an
opportunity to "attend" a
workshop even though I
am far away in Northern
Ontario and isolated from
many colleagues"



82.5% said that they
would like to take another
online workshop!

Community Literacy of Ontario (CLO)
is a literacy network of 108 literacy
programs in Ontario, Canada



Ontario has a population of 11
million with a total area of just
over one million km²


CLO is funded by the Ontario
Ministry of Training, Colleges and
Universities

Our online workshops were funded
by the National Literacy
Secretariat

CLO delivered two online workshops

Board / Staff Relations


- ✓ October – December 1998
- ✓ 8 workshop modules
- ✓ 75 participants



Beyond Recruitment

- ✓ April – June 2000
- ✓ 6 workshop modules
- ✓ 117 participants


Set clear workshop goals



1. To deliver a professional development workshop
2. To provide literacy agencies with online & print resources
3. To provide an online forum for information sharing
4. To increase CLO's knowledge of the delivery of online workshops
5. To increase the comfort level of participants with technology

Set clear roles and responsibilities

- ✓ Leadership
- ✓ Planning
- ✓ Research
- ✓ Technical
- ✓ Marketing
- ✓ Writing the course content
- ✓ Facilitation
- ✓ Evaluation



Build the right online team!

- ✓ Curriculum development
- ✓ Facilitation skills
- ✓ Research
- ✓ Experience with online learning
- ✓ Project management
- ✓ Compute / technical
- ✓ Writing & communication
- ✓ Partnership development
- ✓ Marketing skills
- ✓ Expert advice



Know your target audience!

- ✓ Motivations
- ✓ Goals
- ✓ Needs
- ✓ Technical skills
- ✓ Technical access
- ✓ Time commitment




Marketing the online workshop

- ✓ Define your audience
- ✓ Attract the right people
- ✓ Be very clear about what you are offering
- ✓ Have strong content & great facilitation in place
- ✓ Online marketing via list servs, newsgroups & online newsletters
- ✓ There is a huge market out there - be careful what you wish for!
- ✓ CLO spent only 20 hours (4% of our time) marketing
- ✓ Very cost effective



getting registrants is easy - keeping them is the 2nd half of the battle

Sample module posting

Module Two - The New Volunteer 

Why do people volunteer?

Understanding what inspires or motivates people to contribute their time can provide valuable insights for organizations.


The 1997 *National Survey of Giving, Volunteering and Participating* (<http://www.nsgvp.org>) found that:

- ✓ 96% of people volunteered because they believed in the cause of the organization
- ✓ 78% volunteered to use their skills
- ✓ one out of four people volunteered because their friends do so
- ✓ one fifth said it was to improve job skills
- ✓ nearly half of youth were volunteering to gain skills to find a job

- used color + graphics to designate "info" from "discussion," etc.

- lots of white space

Sample resource posting

Module Four - Resources 

OMAFRA factsheet "Recruiting Volunteers" <http://www.gov.on.ca/OMAFRA/english/human>

Graff, Linda L. *Beyond Police Checks - The Definitive Volunteer & Employee Screening Handbook.*

Huebner, Fiona. *A Guide for the Development of Policies and Procedures.* Barrie: Community Literacy of Ontario, 2000.

McCurry, Steve and Rick Lynch. *Essential Volunteer Management.* Heritage Arts Publishing, 1999.

Street, Lorraine. *The Screening Handbook: Protecting Clients, Staff, and the Community.* Ottawa: Canadian Association of Volunteer Centres, 1996.

Volunteer Interviewing Techniques. CASAnet at http://www.casenet.org/volunteer_management/olint.htm

← participants added during time ← dynamic flexible

Sample discussion group question



- 1) What are some methods that you use to recruit new volunteers? Can you suggest any new & innovative recruiting techniques?
- 2) Does your agency currently screen volunteers? If not, why not?
- 3) If you have an effective screening process in place, how did you develop the process?
- 4) What is involved in your volunteer orientation & training process?

Participant Feedback

"I liked the interrelated module content and discussion. Each component was useful, but the whole was greater than the sum of its parts."



Overview



Workshop #1 – Search / Staff Retention

- ✓ 8 modules / 2 months
- ✓ Timelines included introductions, evaluation & closure
- ✓ 57% indicated postings were too frequent

Workshop #2 – Volunteer Recruitment

- ✓ 6 modules / 2 months
- ✓ Additional time allowed for registration, introductions, evaluation and closure
- ✓ 48% indicated postings were too frequent

The role of the online facilitator



- ✓ Creates a welcoming environment
- ✓ Encourages participation
- ✓ Moderates the discussion
- ✓ Shares information & resources
- ✓ Keeps the discussion focused
- ✓ Clarifies questions & comments
- ✓ Acts as a neutral commentator
- ✓ Provides limited technical support
- ✓ Provides closure to workshop

Tips for creating a welcoming environment

- ✓ Use a personal touch
- ✓ Send a welcome e-mail
- ✓ Help with registration
- ✓ Help with initial posting
- ✓ Active facilitation
- ✓ Respond quickly to postings
- ✓ Send regular follow-up e-mails
- ✓ Send e-cards
- ✓ Set & enforce the ground rules
- ✓ Enforce netiquette
- ✓ Accept lurkers!




importance of the
initial period — must
be welcoming

← welcoming e-mail

respond to postings → new posters may
not feel anyone read what they
said

Lurkers!



In the evaluation, 79% told us that they were comfortable participating in the workshop discussion.

"I was comfortable with the environment, but still I didn't participate. I just wanted to read the answers and discussions posted by others".

personal learning styles
(not everyone speaks at
a face-to-face workshop)

Delivery software options



- ✓ Commercially available
- ✓ Created by / for your project
- ✓ Range of features
- ✓ Cost factor
- ✓ Ease of use
- ✓ Technical support
- ✓ Hosting

"Blackboard" software

"Interwise" ← live courses
must check in 24 hrs
ahead

Audience Needs


- ✓ Software
- ✓ Hardware
- ✓ Experience levels
- ✓ Browser
- ✓ Operating platform
- ✓ Modem speeds
- ✓ Enhancements (video, audio)



test on different
browsers
MAC / PC differences

General technical considerations

- ✓ Online readability
- ✓ Links that work
- ✓ Graphics that download quickly
- ✓ Clear instructions
- ✓ Consistent "look"
- ✓ Printing



avoid complicated backgrounds

Benefits of online training

- ✓ It's fun!
- ✓ Self-paced / self-scheduled
- ✓ Balance training with home / work
- ✓ Cost savings
- ✓ Elimination of travel time
- ✓ Able to reach a larger audience
- ✓ Uses new technology
- ✓ Permanent archive & transcripts
- ✓ Access to vast information
- ✓ Can link people easily over huge areas
- ✓ Easy access to subject experts
- ✓ Reduces biases
- ✓ Easy to update
- ✓ Any time, anywhere
- ✓ Offers a variety of delivery options

reaches
← larger audience + can involve "outsiders" (like me)


archived permanently

reduces biases because it's totally text based - no assumptions as to age, race, gender, etc.

Disadvantages of online training 

- ✓ Participants need appropriate hardware / software
- ✓ Participants need computer literacy
- ✓ Technology can be very daunting & frustrating
- ✓ Can be impersonal
- ✓ Tends to lack group dynamics
- ✓ Cannot communicate with body language & visual clues
- ✓ Does not suit all learning styles
- ✓ Participants must be highly self-directed
- ✓ Often poorly facilitated.....


no captive audience —
can just leave

Key factors driving e-learning 

- ✓ "Time shifting": people want to learn now
- ✓ "Time compression": people need to learn quickly, efficiently, flexibly
- ✓ Easy to re-access and upgrade training
- ✓ Reduced training costs!
- ✓ Ability to serve a large geographic area and more people
- ✓ Global village

can take (or not)
whatever modules you want

can go back & re-read

Delivery options for online training 

- ✓ Synchronous
- ✓ Asynchronous
- ✓ Combination
- ✓ Offer in conjunction with face to face training

live ("synchronous") —
but can be archived

online training not useful
for things requiring
physical doing — is mostly
theoretical

Available features

- ✓ Chat
- ✓ Video
- ✓ Audio
- ✓ Whiteboard / flipchart
- ✓ Private Conversations
- ✓ "Rooms"
- ✓ List servs
- ✓ E-mail
- ✓ Archiving
- ✓ Links
- ✓ Guest experts
- ✓ Attendance monitoring
- ✓ Assignments / tests



← attendance monitoring →
 can tell who's logging
 on —
 — e-mail notification (automatic)
 — registration (optional)

Want to know more?

- ✓ Contact us
- ✓ Visit our archived workshops
- ✓ Read "Tips & Tools" and "WWW"
- ✓ Join a list serv
- ✓ Lots of websites to visit
- ✓ Check our resource list
- ✓ Imagine the possibilities!



The last word...



"I liked the up-to-date info, the links, the resources and the feedback ... and the fact that it was ONLINE!"

"Can we do this again?"

Finding Our Resources:

CLO's course manual for "Online Workshop on Board and Staff Relations" can be accessed at:
www.nald.ca/PROVINCE/ONT/volman/training/training.htm

CLO's course manual for "Beyond Recruitment: An Online Workshop on Volunteer Recruitment" can be accessed at:
www.nald.ca/PROVINCE/ONT/CLO/resource/resource.htm

"Tips & Tools for Developing & Delivering an Online Workshop" can be accessed at:
www.nald.ca/PROVINCE/ONT/volman/training/training.htm

"Workshops the Wired Way" will be available on CLO's website at www.nald.ca/volman.htm in February 2001



CLO's online courses are archived on AlphaPlus. Please follow the following links:

Click on: <http://alphacom.alphaplus.ca/alphacom>

Click on: "English Public Discussions"

Click on: "Beyond Recruitment" – or –

Click on: "Board / Staff Relations Workshop"

"e-moderators" listening for those doing online learning -

Contact Information:

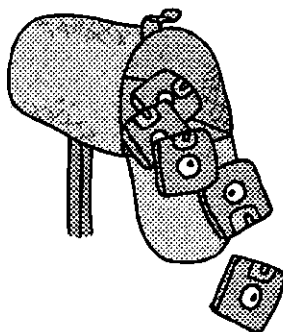
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