Engaging Students through Webinars

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Introductions
Agenda

1) Current Status
2) Best Practices through Webinars
3) Professionalism in the Virtual World
4) Q&A
During the Pandemic: What does Lynn Look Like?
In reaction to the pandemic, it is more significant now than ever to engage students in meaningful and purposeful content.
Webinars

• Partnered with Center for Career & Alumni Connections
• Moderators for several webinars featuring multiple alumni and industry experts with more than 250 students and alumni participating
How: Basic Logistics

1) Title
2) Invite Guests that are Appropriate to Present
3) Have Moderators Chosen
4) Choose Date
5) Invitation Email
6) Webinar rehearsal with organizer, presenters, and support staff prior to webinar

*** Be mindful of technology, audio, agenda, timeframe, and what you want to achieve
Helpful Tips to Ready

- Sample Questions Ready
- Conversation Based
- Call People Out by Name
- Canned Questions
- Canned Answers and Narratives from Moderators if there is a Lull
Webinars

• Job search tricks in this new era: Why what you’re doing now matters more than ever.

• Resilience - Withstand adversity, bounce back and grow despite life’s twists and turns

• Springboard your Career - How one job/experience leads you to another
Webinar 1: Do you know how to set yourself apart in today's Job Market?

Panelists:

Carla Conde, Former Vice President Discovery Communications, Latin America and

Suzanne Boyd, TV News Veteran, TV Show Creator, Podcast Host, Author

Alex Flugel, Producer and Director BrandStar and Lynn alum
Why?

- Broaden Skills
- Stronger Understanding of Field of Interest
- Skills to Complement Field of Study
Benefits to Implement for Communication Students

- Convenient
- Cost-Effective to Reach Large Audience
- Educational
- Encouraging
- Engaging for Students to Augment their Connections
Professionalism in a Virtual World
1. CAMERA ANGLE
Place the camera slightly above eye level for the most flattering angle. If you’re using a laptop, you may need to raise it up by putting some books underneath it — just ensure it’s stable and won’t move once your session begins. When it’s your turn to speak, look directly at the camera (right above the person(s) on screen). When someone else is speaking, look at them.

2. SOCIAL DISTANCING
(on Zoom tool) Position yourself a comfortable distance from the camera, approximately 3 feet. Avoid leaning in too closely. You can gesture as you normally would, but don’t bob around too much, which can be distracting for viewers.

3. LIGHTING
Avoid being backlit (no window or bright light behind you), so you don’t look like a dark silhouette. Position yourself so that your face is evenly lit with natural light (overhead light that’s not too harsh), if possible.

4. AUDIO
Remove yourself from an environment with ambient noise. Use your computer’s built-in speakers for quality and ease. If using a phone, put it on speaker, don’t hold it up to your ear — and be sure the computer mic is turned off to avoid interference.

5. BACKDROP
Use this opportunity to say something about yourself, but keep it professional. Be creative, but don’t use too distracting or a wall painted with a solid color, which are good backdrops to consider.

6. RELAX AND SMILE
Get comfortable in front of the camera and let people see you are happy to be there!

7. INTERNET CONNECTION
Always check your connection before joining a meeting. Make sure you’re connected to Wi-Fi and located near the router for the fastest connection. Keep your phone handy in case.

8. REMOVE DISTRACTIONS
(and potentially sensitive material) — Close out of all documents, email and other applications before you join the meeting.

9. FIST BUMPS
For meetings with colleagues and employees, virtual fist bumps go a long way to build unity and togetherness.
Questions