

Building Digital/Social Media Skills for Global Work Environments



**National Association for Workforce Improvement
45th Annual Conference
Old Town Alexandria, Virginia
21 April 2010**



**Virtually all jobs in the
information age economy
require some level of
IT skills.**

- Building a Digital Workforce
National Policy Association

Access

Define

Manage

INFORMATION

Integrate

Communicate

Evaluate

Create

Basic IT User Skills

Communications & Productivity

- ❖ PIM/Productivity
- ❖ Collaborative/Groupware
- ❖ Electronic Mail
- ❖ Internet
- ❖ Writing/Publishing
- ❖ Presentation

Equipment

- ❖ Computer Operations
- ❖ Computer-Based Equipment

Analysis

- ❖ Spreadsheet
- ❖ Database
- ❖ Geographic Positioning/Geographic Information Systems (GPS/GIS)

Students come into our programs highly skilled users



of many electronic/digital devices...

Do you use or have you used...

- ❖ Facebook
- ❖ Linked-In
- ❖ Twitter
- ❖ YouTube (Posted a video)
- ❖ Blogged

What is **SOCIAL MEDIA**?



Tools to share information
over the web

Highly accessible and scalable
web-based publishing techniques



Digital-Social Media Tools

Which ones are important for...



today's workplace environments?

Examples of New Media in the Workplace

Facebook

- Employers checking out applicants' pages
- Small businesses creating fan pages

Linked-In

- Important for B-to-B world
- First place employers look for candidate to hire

New Media in the Workplace Cont'd

You-Tube (Video)

- Best tool for marketing
- Creating critical mass

Twitter, Yammer (Micro-blogging)

- Open, real-time forum
- Searchable – anyone can find you

New Media in the Workplace Cont'd

Blogging

- Takes more time
- Way to establish subject matter expertise
- Do on regular schedule
- Keep posting: Optimize your content by becoming more “popular”
- Benefits: archived, searchable, findable

PROFICIENCY . . .

What does “_____” look like
when it is done well?

-
-
-
-

Rubrics: Developing a Strong Assessment Tool

1. Identify skills to be assessed
2. Establish 2-3 most important things learner needs to be able to do for each skill
3. Identify a continuum or progression of skills
4. Define what **proficiency** is for the skill
5. Align with validated skill sets
6. Use technical language of the industry

Optimizing Rubrics: Ways to Use Them

- 1. Check for assessment gap between curriculum and proficiency level of rubrics**
- 2. Benchmark technology skills requirements against proficiency level of the rubric**
- 3. Framework to review student output**
- 4. Observe students using the technology**
- 5. Student self-evaluation: Circle what things they can do**
- 6. Can be used for student portfolios**
- 7. Elevates student placement with employers for internships and jobs**

Integrating New Media tools into the classroom

How have you used in your classes?

- Twitter Backchannel (similar to polling)
- LinkedIn - electronic resumes, network connections
- Student produced videos posted on YouTube (projects)

Other innovative uses...

- Facebook/YouTube/PBWiki/etc as LMS with external FERPA gradebook



[IT Across Careers]

Agriculture
Architecture & Construction
Arts/AV Technology/Communications
Business Management & Administration

Education & Training
Finance
Government & Public Administration
Health Science

Hospitality & Tourism
Human Services
Information Technology
Law/Public Safety/
Corrections/Security
Manufacturing
Marketing/Sales/Service
STEM
Transportation, Distribution,
& Logistics

**An integrated approach to teaching IT “core” applications
across career programs of study.**

ITAC Library of Resources and Tools

Rubrics to Assess Basic IT User Skills

Customizable Scenario-Based IT Skills Lessons

Authentic Workplace Problem Scenarios

IT in Action

Resources on “Delicious” by Cluster & Technology

<http://delicious.com/ITAcrossCareers>

ITAC Network of College Partners

Arapahoe Community College

Brookdale Community College

Bunker Hill Community College

Cecil Community College

Central Piedmont Community
College

Century College

Dakota County Technical College

Fox Valley Technical College

Holyoke Community College

Hudson Valley Community College

Husson College

Illinois Valley Community College

Kirkwood Community College

Kentucky Community & Technical College
System

Lansing Community College

Lorain County Community College

Morgan Community College

Northampton Community College

Northern Essex Community College

Pennsylvania College of Technology

Rochester Institute of Technology

Scottsdale Community College

Skagit Valley College

Springfield Technical Community College

NATIONAL SCIENCE FOUNDATION



Springfield Technical Community College
Springfield, Massachusetts



Education Development Center, Inc.
Newton, Massachusetts

Advanced Technological Education (ATE)

WE'D LIKE TO HEAR FROM YOU...

Joyce Malyn-Smith/Linda Scott
Learning and Teaching Division
Education Development Center, Inc.
jmalynsmith@edc.org - lscott@edc.org
<http://itac.edc.org>

Gordon Snyder
Executive Director
National Center for Information and
Communication Technologies at
Springfield Technical Community College
gordonfsnyder@gmail.com
<http://www.ictcenter.org/>



Springfield Technical
Community College

© 2010 Education Development Center, Inc.
Newton, Massachusetts
All rights reserved.

