SNAP THAT!
A SNAPCHAT EXPERIMENT IN AN ASYNCHRONOUS COURSE

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OLC ACCELERATE 2018
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Key Interests: Design and delivery of online education | Identifying, selecting, and implementing educational and career services-related technologies
WHAT IS SNAPCHAT?

Video/photo-sharing app
Text chat/Instant messaging feature
Offers effects, drawings, text, filter overlays on videos or images shared
Share with one, a few, or everyone who follows you
Images and video disappear after a set amount of time (Snap vs. Story)
EDU 557 – PROJECT MANAGEMENT FOR INSTRUCTIONAL DESIGN

• M.S. in Instructional Design program
• 8 weeks (Spring, Summer 2018)
• Completely online, asynchronous (no scheduled meetings)
• End of program, synthesizing program outcomes
• FAQs – career transition and advancement, jobs
MY GOALS

1. Enhance instructor presence
2. Interact with students outside of the course site as a professional network
3. Integrate frequently asked career questions; not part of curriculum
4. Move out of my (and their) social media comfort zone; professional development
TOOLS & MATERIALS
CREATED

Course Announcements
Student Guide
Activity Planning Matrix
Student Evaluation Surveys

• “Did participate”
• “Did not participate”
Hi all,

I am experimenting with Snapchat this year and invite you to join me. It should be an adventure as I learn more about the platform and explore how it might be useful for communication at a distance in an educational context.

For all of the details, please view my Snapchat Student Guide for EDU 557. Feel free to add any questions you have to the Google Doc as comments and/or contact me directly.

This is not required, I repeat, not required. But, I hope you'll consider at least following along.

Hope to see you there!

-MV
Snapchat Student Guide for EDU 557

Dr Venable

In my quest to try something new this year, and give myself the ability to accurately respond to questions about social media in online education … I’m trying Snapchat in the online classes I teach.

Why am I doing this?

It’s a great question. And one that requires an understanding of the Technology Twins. My mentor and colleague Debra Osborn, Assistant Professor at Florida State University, and I are in the relentless pursuit of knowledge related to technology, teaching, and career development. We call ourselves the “Technology Twins” and you can find our adventures on our blog (linked above), as well as Twitter, and at professional conferences. This year the challenge we’ve decided to address is - Snapchat.

Wanting to use technology and being able to determine if it’s useful or not in a learning context requires a plan. My goals for using Snapchat include:

- Goals
- Expectations
- Initial Plan
- How to Get Started
- What’s in it for you?
- Resources
### Weekly Plan:
- Monday/Tuesday
- Thursday
- Friday

### Activities - Spring 2018

<table>
<thead>
<tr>
<th>Week/Module</th>
<th>Announcement (Monday/Tuesday)</th>
<th>Reminder (Thursdays)</th>
<th>Career Tip of the Week (Fridays)</th>
<th>Weekend Misc.</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>1 - Intro to ID</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Shared Student Snapchat Guide and invitation to participate</td>
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<tr>
<td>2 – Project Start-up and Scope</td>
<td>- Welcome - Student Snapchat Guide</td>
<td>First Case Study Due</td>
<td>Professional Associations - student and new/professional rates</td>
<td>Farmer’s Market – get outside!</td>
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<tr>
<td>3 – Scheduling, ROI</td>
<td>- Time Management Look ahead to next week – System review</td>
<td>Interview Assignment – check rubric before submitting</td>
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<tr>
<td>4 – Budgets, Systems</td>
<td>Almost halfway through! Keep up the momentum...</td>
<td>Project Management System Review</td>
<td>Always be learning! You never know who you’ll meet or what seemingly random topic might inform your next project. (leadership course)</td>
<td>Rainy days are good for catching up with grades.</td>
<td></td>
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<tr>
<td>5 – Scope Change, Conflict Management</td>
<td>Staying on task</td>
<td>RFP proposals - status</td>
<td>Share your expertise! – Submit a conference proposal</td>
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<td>6 – Quality</td>
<td>Proposal Writing – Book recommendation</td>
<td>Reflection journals (many students behind w/ these)</td>
<td>Career Resources for MSID Google Doc (attached link)</td>
<td>Second invite for remainder of course. – Wendy P. signed up!</td>
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<td>7 – Evaluation</td>
<td>Time to make RFP</td>
<td>Review your</td>
<td>Network, Network,</td>
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Welcome to Week 3! Time management is key. Look ahead to the assignments due this week and next - early in the week.

Welcome to Week 4! Keep up the momentum...

Week 8! It's time to reflect - peer reviews & course evals.
Getting ready to submit your interview assignment? Stop and check the rubric (in the syllabus) before uploading!

*Week 6* How are the proposals coming along? If you think you’ll do this kind of writing in the future... I recommend this book - now in its 6th edition.
Career Tip Examples …

CAREER TIP! Network, network, network … swipe up to learn more about my favorite online group for those in higher ed (and consider joining).

CAREER TIP! Break out of your networking comfort zone. Look for groups and events in your local area and jump in. :)

CAREER TIP! ABL = always be learning. Spending today at a local civil leadership course. You never know who you’ll meet or how a seemingly random topic will inform a future project.
Weekend Fun Examples …

Good morning from the farmers market! Hope the weather is good where you are. Get outside!

Rainy days are good for catching up with grading … (and perhaps a lot of email :).

Enjoying an evening of good weather. Hope all is well where you are today!
WHAT HAPPENED?
email and chat netiquette does not fit the formality that is expected in these conversations. Your responses must add information to the discussion, raise further and related questions to move the discussion forward, provide a different perspective based on course content, or show evidence of deep reflection. Responses such as “I agree” or “I think you are right about...” will not be considered an acceptable level of interaction.

1. **Project Management System Reviews (125 points) (1b, 22c)**
   Each student will select an online project management system to review and present, through asynchronous means to the class. This may be a system that is new or familiar to the student and will include pros, cons, and recommendation for project managers that may be considering adopting the system for use.

2. **Project Manager Interviews (125 points) (1a, 1c, 1h, 1j)**
   Each student will interview an individual who has experience with the project management role of a certain company. The interview will be scheduled with the professor to ensure that interviewees are selected randomly. The interview will be assessed based on the student’s ability to ask thoughtful questions and to conduct the interview effectively.

3. **Peer Reviews (50 points) (BSTPI 11, 22)**
   Several assignments require your peers to provide group submissions. This end-of-course review provides constructive feedback on team members’ work and contributions. Use the checklist provided in the Assignment section.

**ID Team:** You will be working in small groups or teams on several assignments during the term. Select your team members (up to 4) by the end of the first week.

1. **Case Studies (250 points) (BSTPI 1f, 22)**

It says there is a checklist in the assignments section for the peer reviews. Where can I find that? Thank you.

**Jennifer Franklin**

**Ahh!** Just use the rubric/matrix in the syllabus. And thanks - I need to update this wording.

**Jennifer**

Ok so do you also want us to write up something with it or just points?

**ME**

Comments are always appreciated, but not required.
JENNIFER
Looks relaxing. My son had a band concert tonight that was pretty good.

Enjoying an evening of good weather. Hope all is well where you are today!

ME
Looks like fun!! I’ve been known to dress a similar part.

JENNIFER
Very cool. Just found this. Still learning how this communication works back and forth

ME
I’m learning, too! May get brave enough for some video next week. ;)

YOU TOOK A SCREENSHOT OF CHAT!
Rainy days are good for catching up with grading ... (and perhaps a lot of email :). 

I'm doing the same today. Doing lesson plans and finishing grading. Progress reports go home this week.

So true. Pace yourself. Lol!!
Thanks for your participation and feedback in EDU 557! Final grades are now posted.

Thank you!! I really enjoyed the course and your feedback. I've enjoyed chatting with you on Snapchat.
Snapchat Participation - Spring 2018

Share your thoughts via this (very) brief survey! Swipe up to access.

Thank you for participating. Thank you for your suggestions. Thank you!

WENDY

COOL

ME
WHAT DID THE STUDENTS THINK?

Hello Everyone,

Please consider sharing your thoughts about Snapchat (whether you use it or not) through the linked surveys below. They are very brief - just a few questions that should take less than 5 minutes to complete. They are also anonymous and, of course, not a requirement of the course.

If you did use Snapchat in the course: https://www.surveymonkey.com/r/73JIH5VW

If you did not use Snapchat in the course: https://www.surveymonkey.com/r/9KN2RZF

Thank you!

-MV
Their Experience

- 50% - No Snapchat account before the class
- 100% - Found Announcements, Reminders, Tips “Useful”
- 50% - Found Weekend Posts “Fun”, “Useful”
- 50% - Found Attachments “Useful”

My Goals

- Enhanced instructor presence – 100% “Strongly Agree or Agree”
- Addressed relevant career topics – 50% “Agree”
- Impact on student engagement – 50% “Strongly Agree”
- Intro to new platform – 100% “Strongly Agree or Agree”
DID NOT PARTICIPATE

Their Experience

• 100% - No Snapchat account before the class
• 100% - Not interested in Snapchat, but might have tried something else.
  • Would be willing to try … Facebook

“I would be willing to learn something new if I wasn’t taking 2 courses and working fulltime.”
MY LESSONS LEARNED

• Know your audience – time, platform
• Allow for a learning curve
• Invite people to join … and keep asking
• Include a call to action
• Share your expectations
• It’s okay to move off script
• Ask for feedback
POSSIBLE SNAPCHAT ACTIVITIES

- Attachments
- “Our Story”
- Incorporate current events
- Send congratulations
- Add a sense of humor, memes, etc.
- Ask a question, FAQs, Q&A session
- Run a contest or “challenge”
- “Day in the Life”
- Student Takeovers, Employer Takeovers
THANK YOU!

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