2008 ANNUAL AIEC CONFERENCE

How Online Communities Change International Education

HOUSEKEEPING

- **Around 50 minutes for the presentation and 25 minutes for discussion**

- **The presentation will be posted at <u>www.illuminategroup.com</u>**

- **Institutional functions covered by this presentation**

  - **Marketing and communication**

  - **Alumni and career services**

  - **(International) recruiting**

  - **Legal and risk management**

  - **Educational technology tools/channels**

Housekeeping

An Introduction to Online Communities

- **How familiar are you really with online communities?**
- **Key communities - And You**
- **Community user behavior and adoption**
- **Risk: To manage or not to manage**

Case Studies

- **LinkedIn: Professional networking at Caltech**
- **YouTube: UC Berkeley vs. MIT**
- **Blogs: How to get (your own) Lucky?**
- **Yahoogroups Plus: "Stealing" Ivy League brands**

Strategic Responses

Discussion

- **You've heard about Facebook. But who has an account?**

- **What in the world is Orkut?**

- **What accounts for the majority of interactions on Second Life?**

- **What is the largest online community?**

- **What is the community with the most daily usage?**

- **Who spends more than 30 minutes a day in communities?**

- **Have you been tweeted?**

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MySpace   More than 160 million accounts, a global town square

CyWorld   One-third of all South Koreans are signed up

YouTube   Sold for $ 1.65 billion at 21 months old, hundreds of millions of video views a day

Facebook   More than 110 million users since February 2004, 30+ million pictures uploaded daily

Flickr   More than 2.4 billion pictures (user generated)

Second Life   First real metaverse, 15.4 million "residents", IBM is investing $ 100s million in underlying technology

Hundreds of millions of community users in target demographic
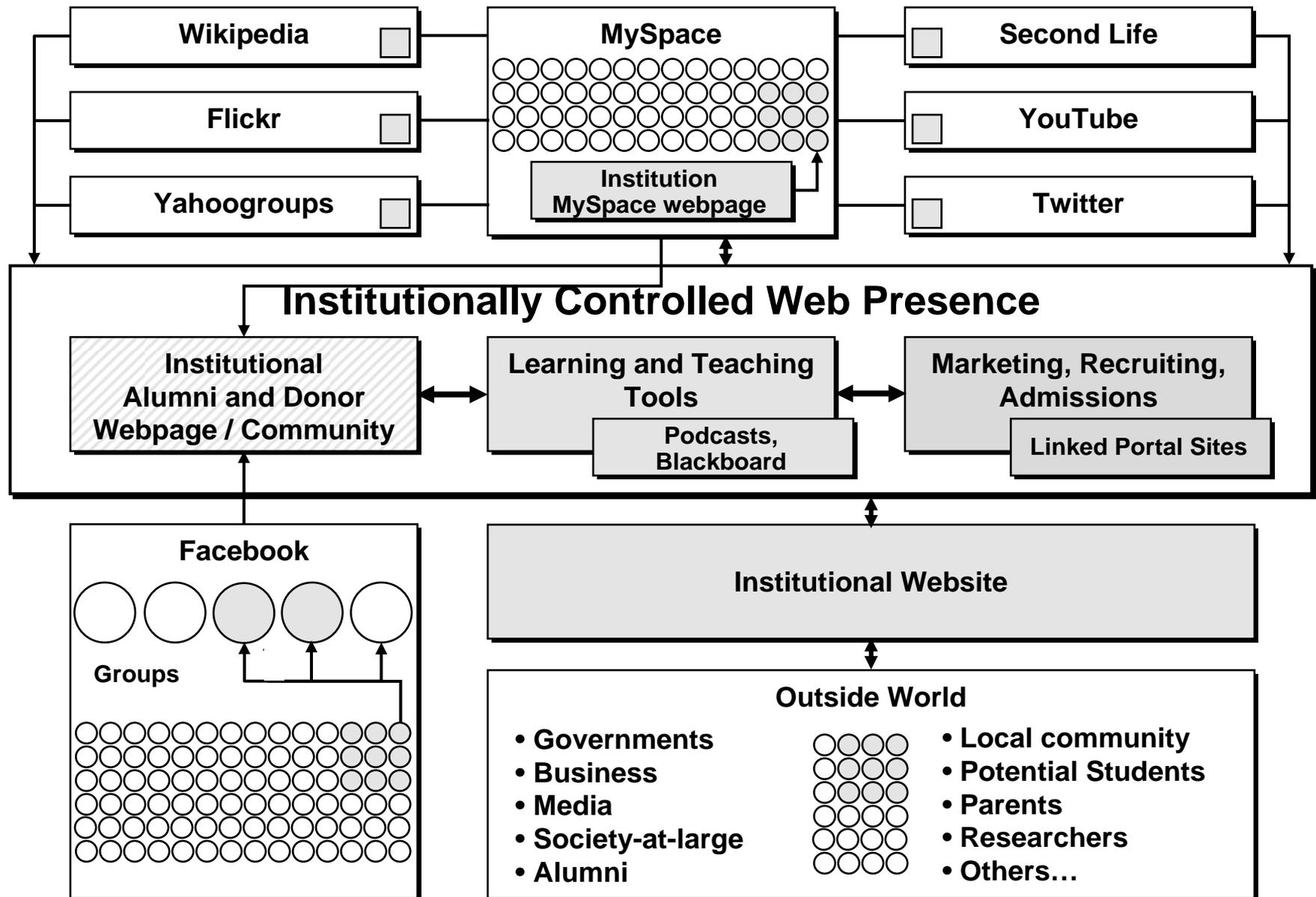
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BY THE TIME STUDENTS ENTER HI ED, THEY ARE ALREADY DEEPLY IMMERSED IN MULTIPLE COMMUNITIES
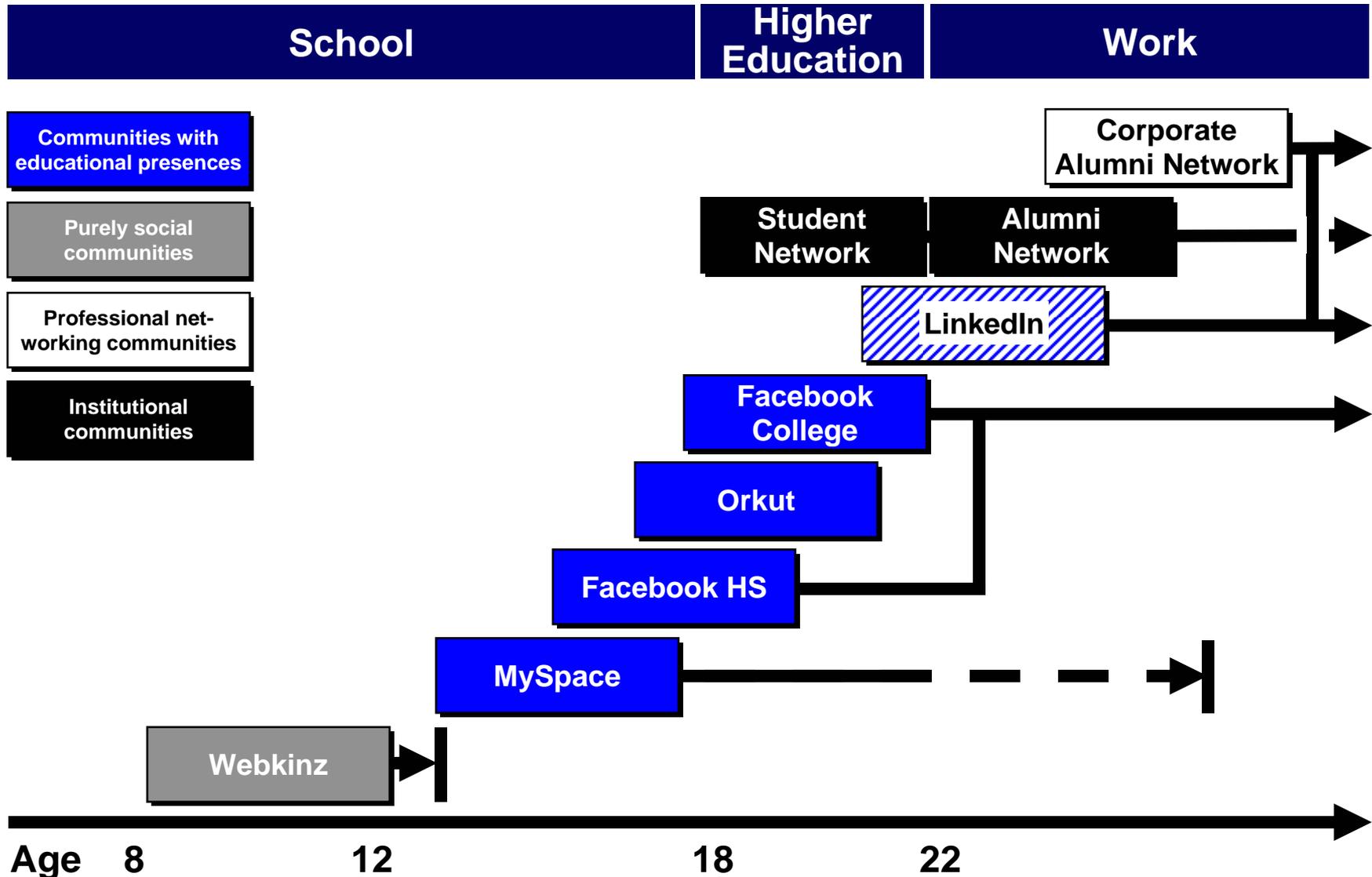
TARGET AGE COHORTS ARE BY FAR THE MOST ACTIVE ONLINE COMMUNITY USERS

Percentage of U.S. Online Users by Age Group

Categories

| | 12-17 | 18-21 | 22-26 | 27-40 | 41-50 | 51-61 | 62+ |

Creators
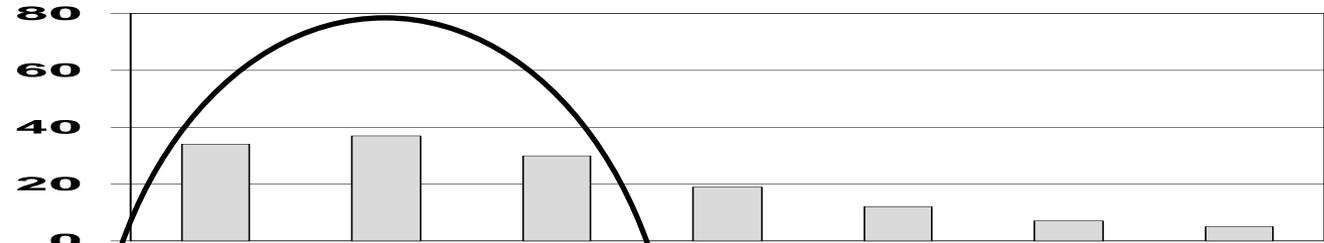
Critics
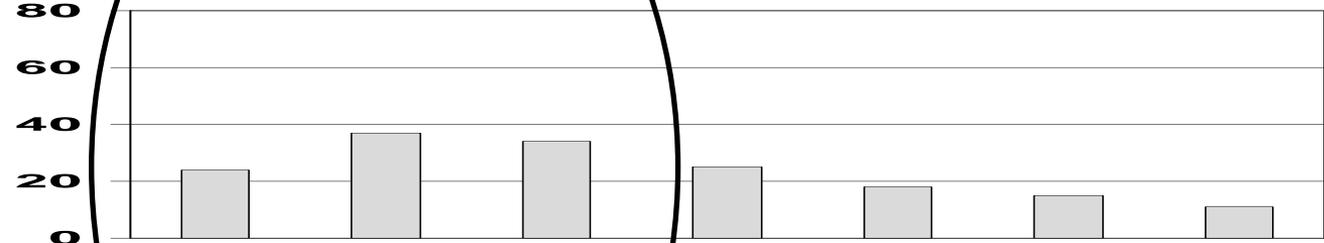
Joiners
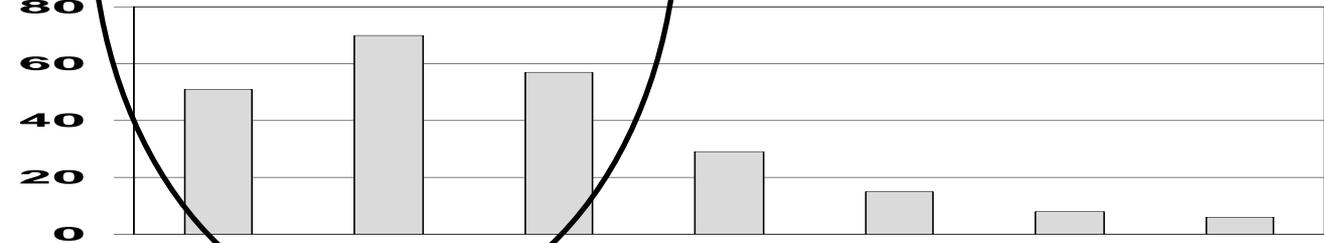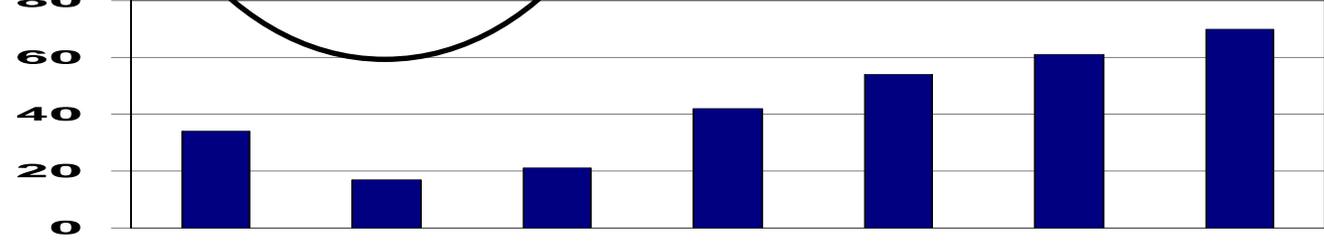
Inactives

Community Usage by User Age Cohort

Undergraduate   **Graduate I**   **Graduate II**

Legend: ■ 14-17 ■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 □ 55-64 ■ 65+

Categories (top to bottom): LinkedIn, Flickr, Classmates, Friendster, Hi5, Facebook, Myspace, Bebo

X-axis: 0% 30% 40% 70% 100%
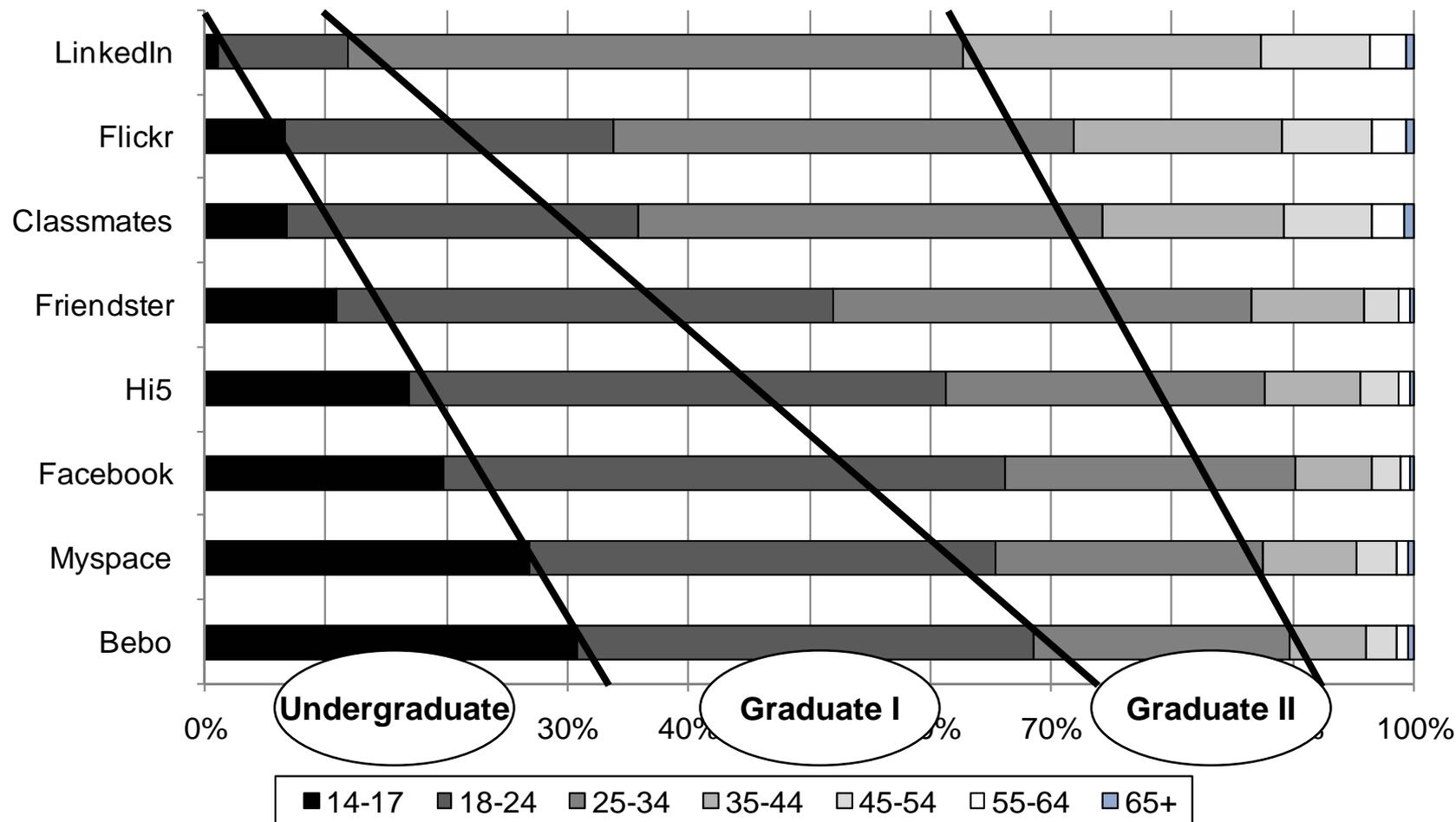
Source: Rapleaf, June 2008.

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RISK – TO MANAGE OR NOT TO MANAGE: IMPLICATIONS FOR EDUCATIONAL INSTITUTIONS

- **There is less critical risk than often presumed, but there is more non-critical and strategic risk than generally understood**

- **There is no way to eliminate risk. The lawyers need to come to grips with this fact of life on the web**

- **There are many risk areas which can be effectively mitigated if you have an integrated risk management strategy**

- **A key pillar of such a strategy is to use network-centric and community-based self-policing and controlling tools**

- **Many recruiting targets are quite sensitive to risk management measures**

- **Lastly, risk can be managed through positive credibility (by association)**

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There is not a lot to see from the outside…

Source: LinkedIn Caltech Alumni Association Group page, October 2008.

It is about branding – which applies to alumni, students, and recruits

Source: LinkedIn search results page, July 2008.
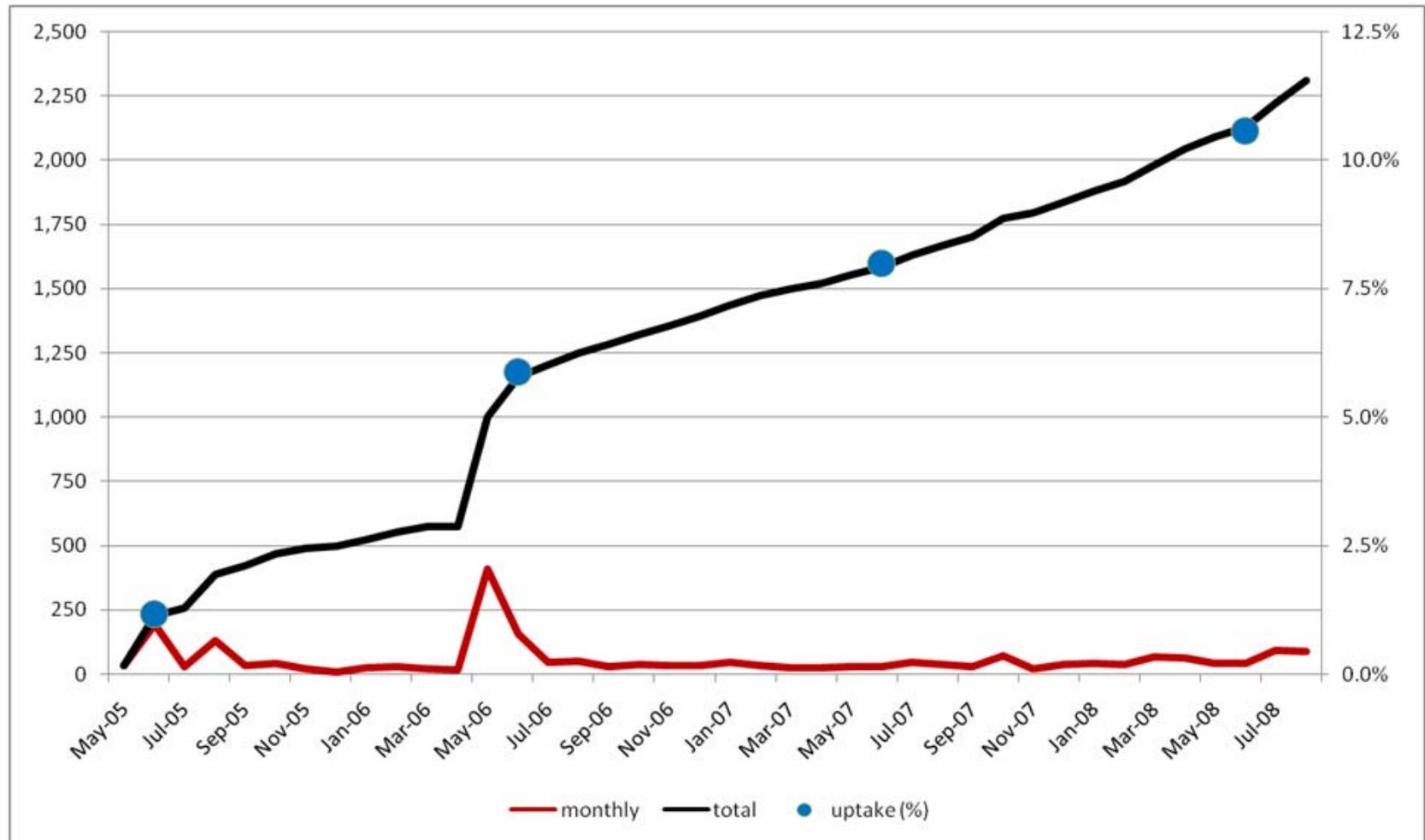
Sustained growth – despite LinkedIn not appealing to many Caltech alumni

Source: Caltech Alumni Association, September 2008.

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More than 1.9 million channel views since October 2007

Source: www.youtube.com/user/ucberkeley.

More than 2.4 million views (and it is not even a YouTube channel)

Source: http://youtube.com/watch?v=NZNTgglPbUA

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Let's remember this gentleman

Lucky's blog started eight months ago, now reaches up to 1,500 hits/day

Source: http://boardingarea.com/blogs/onemileatatime

Three and a half year of community participation: 21,197 posts

Source: "Lucky's" profile on www.flyertalk.com.

Not a CEO. Not a consultant. A college student…

What kind of Web 2.0 / community recruiting features does UF employ?

Source: www.ufl.edu/admissions.

- **Nice**
- **Clean-cut**
- **Good looking**
- **But are they real?**
- **And who are they?**
- **And why should an applicant care?**

Here's a hint: This is not community or Web 2.0-based recruiting

How do you get (your own) Lucky?

Source: www.ufl.edu/admissions (sort of).

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Wait. There's more.

Source: Yahoo Groups hardvard-bay-area webpage as of 12 July 2008.

A high social capital alumni community in 5 minutes: Copy, paste, done

Yet another copy-paste high social capital alumni community

Oh what a tangled web you weave…

Source: http://harvard-sf.blogspot.com / http://harvardsf.org.

- **Blog**
  - **harvardsf.org**

Yahoogroups	**Focus**	**Member Count**
harvard-sf	Cities	2
harvard-la		433
harvard-dc		108
harvard-houston		19
harvard-austin		25
harvard-chicago		59
harvard-nyc		1,637
harvard-bay-area	Metro Areas	1,613
harvard-sf-la-collegesinvitelist		139
harvard-cambridge-boston		203
harvard-china	Countries	238
harvard-australia		22
harvard-india		51
harvard-africa	Continents/Regions	37
harvard-europe		216
harvard-middleeast		54
harvard-alameda-educators	Special Interest	43
harvtechforum.org		244
Total of 18 Yahoogroups		**5,143[1]**

This is just harvard- Yahoo Groups. Not LinkedIn, ushow2.org, others

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Source: Various websites/webpages as of 12 July 2008.
(1) Membership counts are not verified. The alumni status of signed up group members is not verified and at least partially highly questionable.
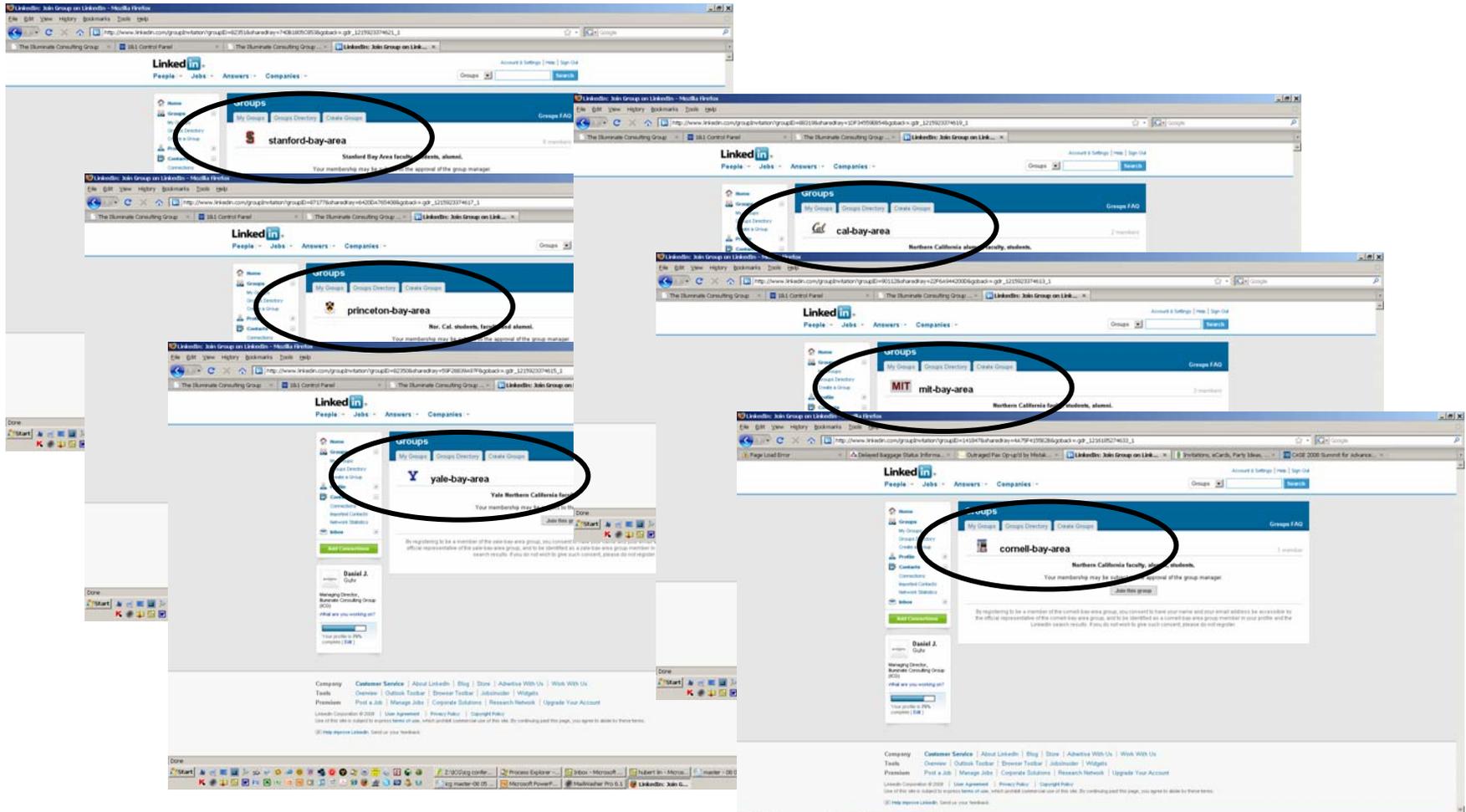
…but also Stanford, Princeton, Yale, Cal, MIT, and Cornell

Source: LinkedIn webpages as of 13 July 2008.

From: harvard-bay-area-bounces@ushow2.org on behalf of perry.gregg@post.harvard.edu <harvard-bay-area-bounces@ushow2.org> Sent: Sat 2/16/2008 8:06 PM
To: harvard-bay-area@ushow2.org
Cc:
Subject: [harvard-bay-area] Fwd: Could you use a Perry?

Imagine days from now when I report landing in a sr. mgmt. position you helped me secure. No one gets anywhere without the good will of others.

Thank you so much for the whirlwind of opportunities that have come my way in the past 15 days since the post below! Keep 'em coming. Want to see what happens when I get to unleash my 'chops' with the right team? Best,

Perry

---------- Forwarded message ----------
From: Perry Gregg <perry.gregg@sbcglobal.net>
Date: Thu, 31 Jan 2008 09:02:12 -0800 (PST)
Subject: Could you use a Perry?
To: undisclosed-recipients-from <perry.gregg@post.harvard.edu>

My talents are on the senior tech management side, internet development, commercial software all forms, portals, hardware, IT, et al. I've managed engineers, engagements and project teams in China, Canada, Israel, Australia, Europe, India, Pakistan, South America, the US and former Soviet block countries. It needs to be OK with the hiring company that I pursue ushow2, Inc. as a side hobby.

Have a current full-time gig, looking to make a change for the right opportunity. If you act now, you get a Perry bonus of a few contacts around the world, sales, Board and public speaking chops. Would it be useful to you to have me join your team? I've spent the past 5 years in a downsizing environment. I'd like to join a story with an upside. Travel is fine. Would you care to see how far I can carry the ball with a chance with the right team? Best,

Perry Gregg

cell: (510) 684-4152

email: perry.gregg@post.harvard.edu

P.S. Bio at http://ushow2.com 'more about us', and http://perrygregg.name for non-profit activities.
* * *

Recommend this list to students, faculty and grads interested in the Bay Area, California.

harvard-bay-area is on LinkedIn. Select,

https://www.linkedin.com/e/gis/976/709FE96DA9A5/

to join.

Entrepreneurial? Or Deceptive?

All Harvard alumni apparently care about is Astroturf…

From: perry.gregg@gmail.com on behalf of Perry Gregg [perry.gregg@post.harvard.edu] <perry.gregg@gmail.com>   Sent: Thu 3/6/2008 8:18 AM
To: undisclosed-recipients-from
Cc:
Subject: You applied recently to join harvard-bay-area …

on LinkedIn. To be approved and be able to post on a list of 1700 Bay Area grads, pay the $20 annual dues with this link.

http://hbadues.notlong.com

Best,
Perry
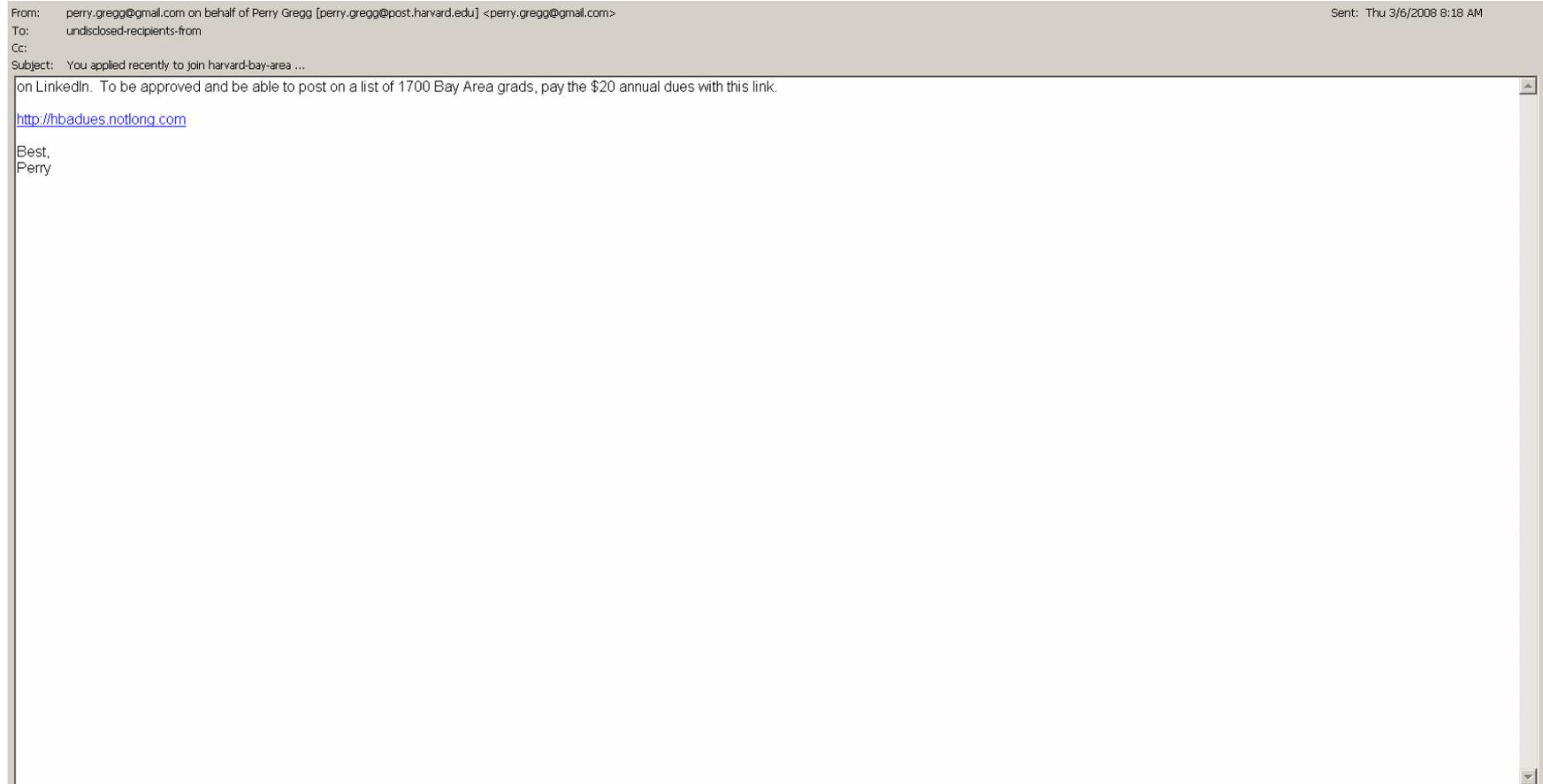
Pay $ 20 "to be approved" as an alum

- **Nothing Mr. Gregg does serves Harvard, or any other institution he is "covering"**

- **Mr. Gregg uses institutional brands and networks for his own gains**
  - **To find himself a job**
  - **By attempting to charge $ 20 to list members for the "approval" of their alumni status**
  - **To propagate ideas and concepts which are at times solely used to create controversy**
  - **To create mailing lists he can further monetize**

- **Alumni are bound to be disappointed – with their alma mater not protecting them from such an obvious misappropriation of their brand**

- **By not counteracting Mr. Gregg's endeavors properly, Harvard created grounds for an (ever) expanding empire of brand/network properties**

This is arguably the most far reaching case of alumni network abuse

From:
To:
Cc:
Subject: FW: [Mitbay] Warning - unauthorized "MIT" site

Sent: Fri 7/11/2008 1:48 PM

---------- Forwarded message ----------
From:

Date: Thu, Jul 10, 2008 at 9:41 AM
Subject: [Mitbay] Warning - unauthorized "MIT" site
To: mitbay@mailman-alum.mit.edu

MIT Alums,

I just wanted to call your attention to an unauthorized LinkedIn site called "MIT bay-area". The site owner is a non-alumnus named Perry Gregg and he has been charging $20 to join his site - something he has been doing for other schools including Harvard. This IS NOT RELATED TO MIT CLUB OF NORTHERN CALIFORNIA AND HAS NOT BEEN SANCTIONED BY THE MIT ALUMNI ASSOCIATION OR MIT, and in fact this site is run by an individual with no affiliation with MIT.

_____

"MIT Alums,

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This IS NOT RELATED TO MIT CLUB OF NORTHERN CALIFORNIA AND HAS NOT BEEN SANCTIONED BY THE MIT ALUMNI ASSOCIATION OR MIT, and in fact this site is run by an individual with no affiliation with MIT."

MIT alumni took the lead

- **LinkedIn shut down all of Mr. Gregg's groups**

- **As a result, he lost the main membership traffic driver and any potential professional value for list members**

- **Mr. Gregg subsequently ported the -bayarea groups onto Facebook**

- **This move has been an abject failure. Months later, some groups have membership levels in the single digits**

- **Why did the move to Facebook not work? Because the group identity shifted from institutional brand to Mr. Gregg's circle of friends**

- **Yet in the absence of pro-active community strategies, there is no barrier to this situation being repeated**

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Strategic Responses

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- **For international recruiters**

  - **Soon nearly all target pools will participate in communities, revealing deep personal information but also acquiring specific knowledge about institutions. Response: Survey, observe, gently engage, and never push against a community's culture and tonality**

- **For alumni relations staff and career services**

  - **Communities have become a transactional meeting ground for alumni of all institutions – which challenges traditional service and communication models. Response: Connect, communicate, leverage**

- **For marketing and communication staff**

  - **Communities are on their way to become the most important (but not only) channel to reach students, while at the same time inducing a new intra-network dynamic. Response: Seeding, encouraging, and monitoring**

- **For educational delivery (learning/teaching) staff**

  - **Web 2.0 tools and platform are fundamentally altering the way and modes of how teaching and learning is taking place. Response: You have to get in front**

- **Educate all relevant units on campus (alumni, fundraisers, marketing, communication, admissions, faculty leadership, legal, IT, etc.) on what is happening and the existing tactical and strategic challenges**

- **Analyze the implications for your institutions. Map challenges and opportunities. Break rules and cross internal silos**

- **Devise an integrated strategic response and educate and train relevant units on campus**

- **Test. Implement. Test some more. Map and measure. Revise. Change**

- **Repeat Steps One to Four**

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