

2010 CAIE CONFERENCE

**Utilizing Web 2.0 Platforms and Communities:
Opportunities, Best Practices, and Pratifalls**

Housekeeping

Introduction

Case study: YouTube EDU (UC Berkeley)

Case study: Connect2Canada

Case study: Powered by Orange (Oregon State University)

Case study: Recruiting & Admissions (Yale, Tufts, Oxford, Wageningen)

Discussion

- **Around 20 minutes for each the presentation, followed by a brief discussion**
- **A summary discussion of 25 minutes after all case studies have been presented**
- **The presentation is available at www.illuminategroup.com**

Housekeeping

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Discussion

- The workshop draws on the *Web 2.0 Tools, Platforms, and Communities* report
- ICG will commercially release the report in early November 2010
- The 300+ pages report encompasses 18 case studies, including an extensive data/methodology discussion
- Themes covered:
 - Marketing
 - Recruiting
 - Outreach
 - Admissions
 - Alumni
 - Fundraising
 - Teaching and Learning

- **Co-author: Dr. Daniel J. Guhr, Managing Director, ICG**
- **Co-author: Abigail Kimbell, Princeton University and ICG Summer Intern 2010**
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- **Research: ICG Research Team Berlin**
- **Hours: About 1,600 total**

Housekeeping

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Discussion

Introduction: UC Berkeley and YouTube

UC Berkeley YouTube Channels

UC Berkeley Lecture Channel

Conclusion

- **UC Berkeley's main campus was established in 1868 in Berkeley in the San Francisco Bay Area, California (USA)**
- **More than 35,000 students attended UC Berkeley in the fall of 2009**
- **Ranked 3rd in 2009 Shanghai Ranking (ARWU 2009)**
- **Leader in the adoption and development of online content dissemination and learning technologies**
 - **Publishing video- and audio-lectures online via webcast.berkeley.edu since 2001**
 - **Pioneered lecture podcasting in 2005**
 - **YouTube early adopter since 2006 (previously on Google Video)**

YOUTUBE

Today's Most Popular Video-Sharing Platform

- **Launched in December 2005 and acquired by Google in October 2006**
- **Designed as an open video-sharing platform**
- **YouTube EDU, a portal dedicated to educational institutions' videos, inaugurated in March 2009**
- **YouTube in 2010**
 - **Most popular video-sharing platform**
 - **2b videos watched every day**
 - **24h of content uploaded by users every minute**
- **YouTube EDU in 2010**
 - **300 universities offer 65,000 free videos**
 - **350 full courses available**

Introduction: UC Berkeley and YouTube

UC Berkeley YouTube channels

UC Berkeley lecture channel

Conclusion

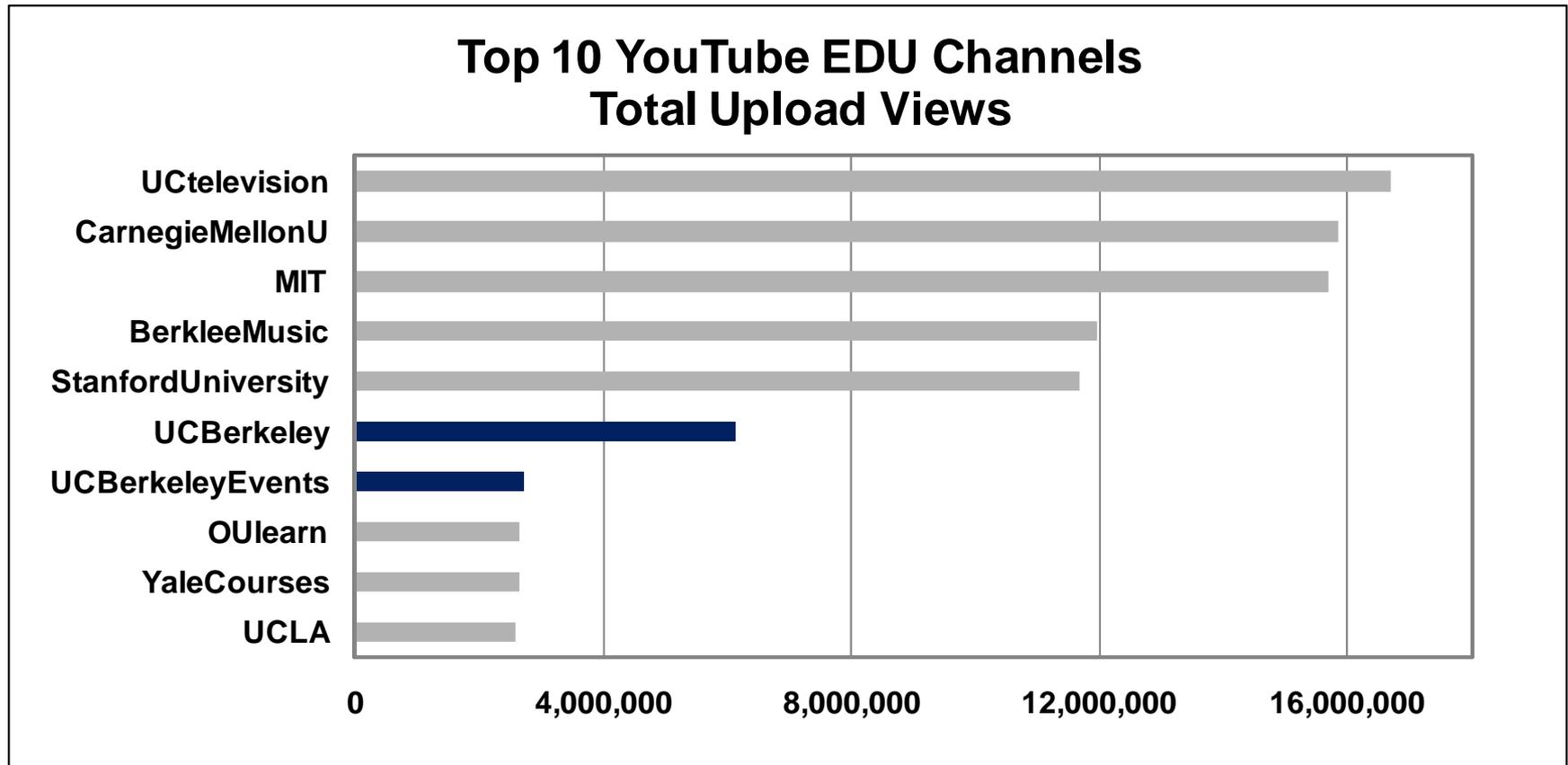
UC BERKELEY YOUTUBE CHANNELS

Leading Contributor to YouTube EDU

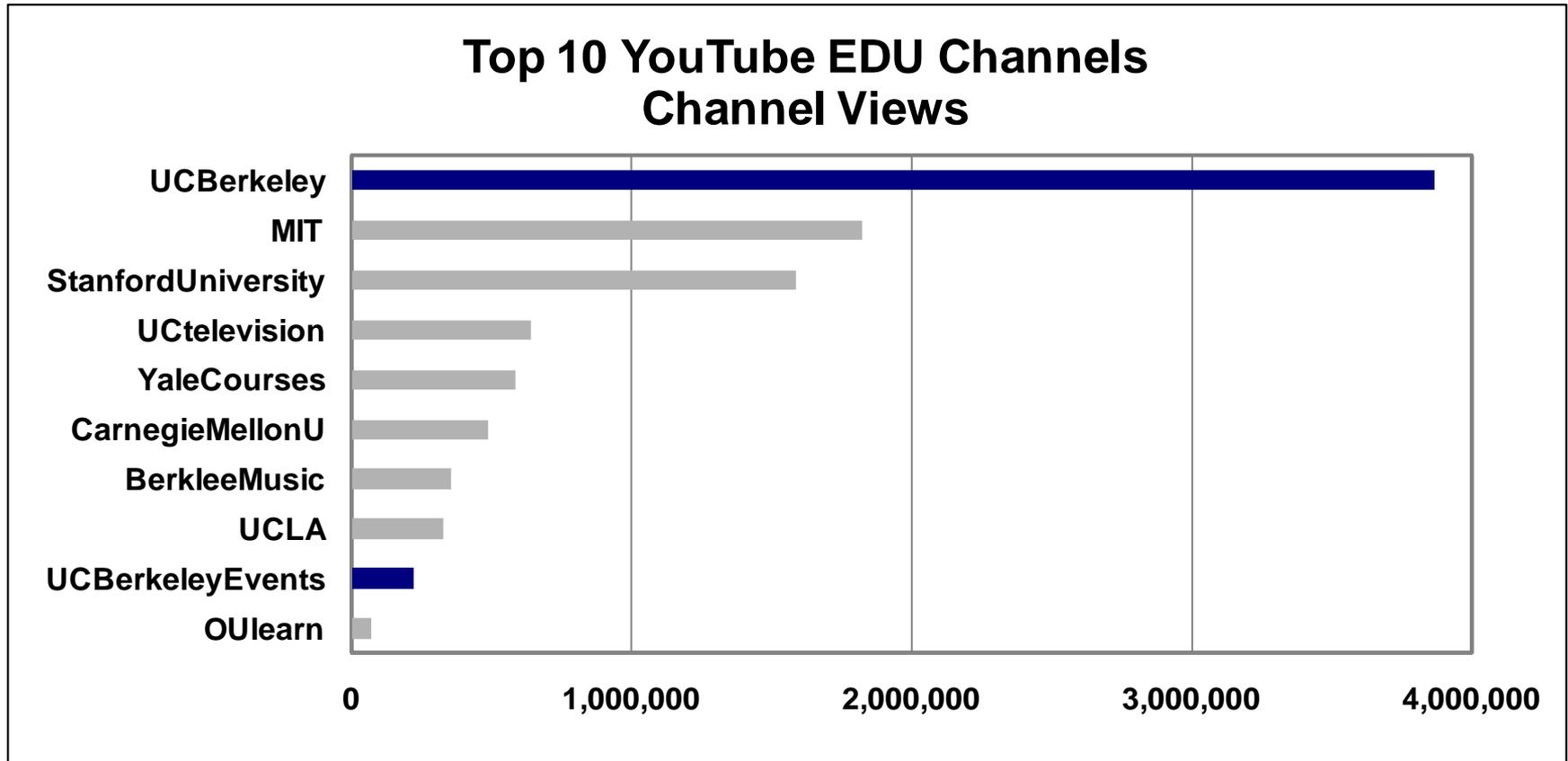
- **Five channels featuring lectures, athletics, student life, public events and student activities**
- **Two UC Berkeley channels feature in YouTube EDU top 10 channels by “total upload views” (viewed videos) and by “channel views”**
- **The lecture channel is UC Berkeley’s top performer**
 - **Ranks sixth overall with 6.1m videos’ views among all YouTube EDU channels**
 - **Sustains the most “channel views” among ALL YouTube EDU channels**
- **Publication of free content online as a way to fulfill UC Berkeley’s public service mission as a publicly supported institution**

UC BERKELEY YOUTUBE CHANNELS

Two Berkeley Channels Feature in YouTube EDU Top 10 List



Excluding UCTV and BerkleeMusic, Berkeley's channels rank 3rd and 4th



Berkeley disseminates information to a large audience

Introduction: UC Berkeley and YouTube

UC Berkeley YouTube Channels

UC Berkeley Lecture Channel

Conclusion

- **The channel layout recalls UC Berkeley's website**
- **775 videos including 27 lecture series among which several feature entire semester-long courses**
- **Lectures contribute to 45.5% of all views sustained by channels associated with UC Berkeley, equal to 6.1m video views (July 2010)**
- **Six “star lecturers” courses make up 72.2% of total views for the lecture channel (e.g. Integrative Biology, Physics)**
- **Users posted 737 comments - overwhelmingly positive - on the channel's homepage**

UC BERKELEY LECTURE CHANNEL

UC Berkeley Home Page Header

The image shows a screenshot of the UC Berkeley website header. At the top left is the Berkeley University of California logo. To the right are navigation links for MAP, CALMAIL, and a search bar with a GO button. Below these are radio buttons for Berkeley web, Directory, and NewsCenter. A horizontal menu lists Students, Prospective students, Faculty, Staff, Cal Parents, and Alumni. A vertical navigation menu on the left lists various categories like About Berkeley, Applying to Berkeley, Academics, Research, Teaching, Working, Campus life, Public service & community, Visiting & getting around, and Administration & services. A central photograph shows students in a library setting. To the right of the photo is a list of links including Schools, colleges & departments, Academic calendar, Courses, Schedule of classes, bSpace, TeleBears, BearFacts, International student services, Jobs, Career Center, Diversity, equity & inclusion, Libraries, Museums, Computing, Blu, Bookstore, Cal gear, Rec Sports, Health services, and Emergency preparedness. At the bottom of the page are four yellow buttons: GIVE TO CAL, ATHLETICS, VIDEO & PODCASTS, and ONLINE TOUR.

Berkeley
UNIVERSITY OF CALIFORNIA

MAP | CALMAIL | SEARCH: **GO**

Berkeley web Directory NewsCenter

Students | Prospective students | Faculty | Staff | Cal Parents | Alumni

About Berkeley
Applying to Berkeley
Academics
Research
Teaching
Working
Campus life
Public service & community
Visiting & getting around
Administration & services

Schools, colleges & departments
A-Z index of websites
Academic calendar | Events
Courses (General Catalog)
Schedule of classes | Summer
bSpace | TeleBears | BearFacts
International student services
Jobs | Career Center
Diversity, equity & inclusion
Libraries | Museums
Computing | Blu
Bookstore | Cal gear | Rec Sports
Health services (Tang Center)
Emergency preparedness

The CAMPAIGN
for BERKELEY

GIVE TO CAL **ATHLETICS** **VIDEO & PODCASTS** **ONLINE TOUR**

Source: UC Berkeley. <http://www.berkeley.edu>, accessed 12 July 2010

UC BERKELEY LECTURE CHANNEL

UC Berkeley Lecture Channel Layout

The screenshot displays the UC Berkeley YouTube channel interface. At the top, the channel name "Berkeley University of California" is prominently featured in a large, gold, serif font. To the right, navigation links for "Courses", "Campus Life", "Events", and "Cal Athletics" are visible. A "Donate" button is also present, with the text "Donate now to support UC Berkeley on YouTube".

The channel header includes the UC Berkeley logo, the channel name "UC Berkeley UC Berkeley's Channel", and buttons for "Subscribe", "Uploads", and "Playlists". A search bar is located in the top right corner of the channel page.

The main content area features a large video player showing a "2010 Commencement Convocation" video. Below the video player are controls for play, volume, and progress, along with options for "Info", "Favorite", "Share", "Playlists", and "Flag".

To the right of the video player is a list of recommended lecture videos:

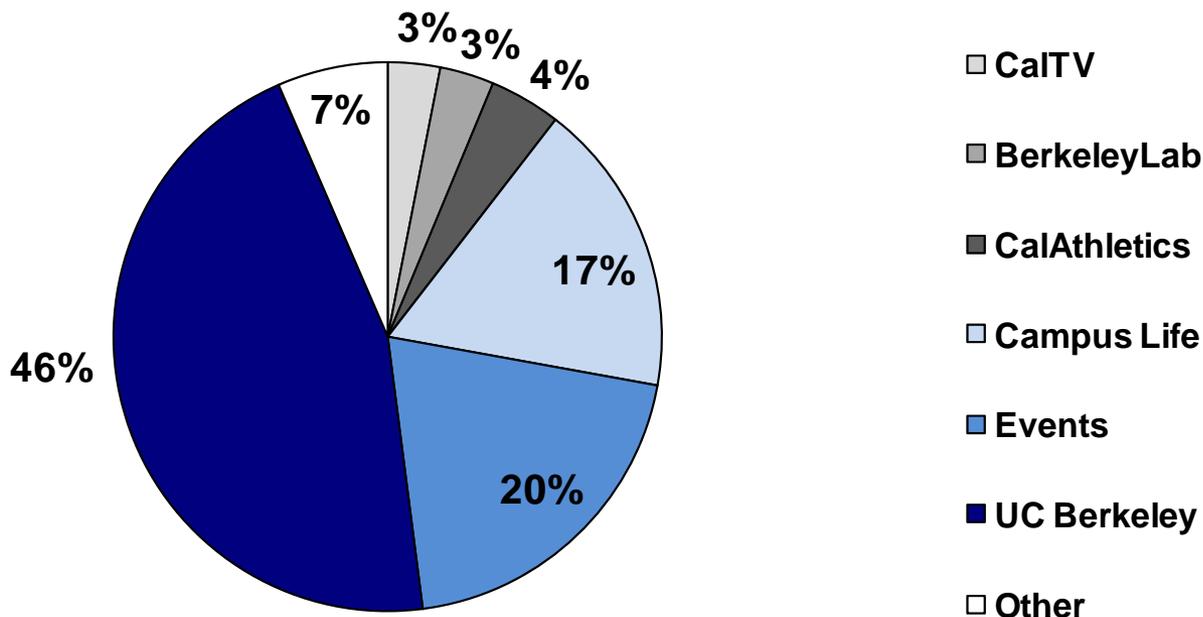
- Computer Science 162 - Lecture 14 (1:21:26, 2 views - 13 hours ago)
- Biology 1A - Lecture 22: Gene Structure (49:59, 112 views - 19 hours ago)
- Biology 1B - Lecture 23: Species and (47:39, 72 views - 20 hours ago)
- Computer Science 10 - Lecture 14: How (50:43, 93 views - 20 hours ago)
- Chemistry 1A - Lecture 23 (50:57, 45 views - 21 hours ago)

The background of the channel page features a dark blue sky with a starburst effect and a tall, illuminated tower on the right side.

The lecture channel mirrors UC Berkeley's homepage layout

Source: YouTube, accessed 9 July 2010.

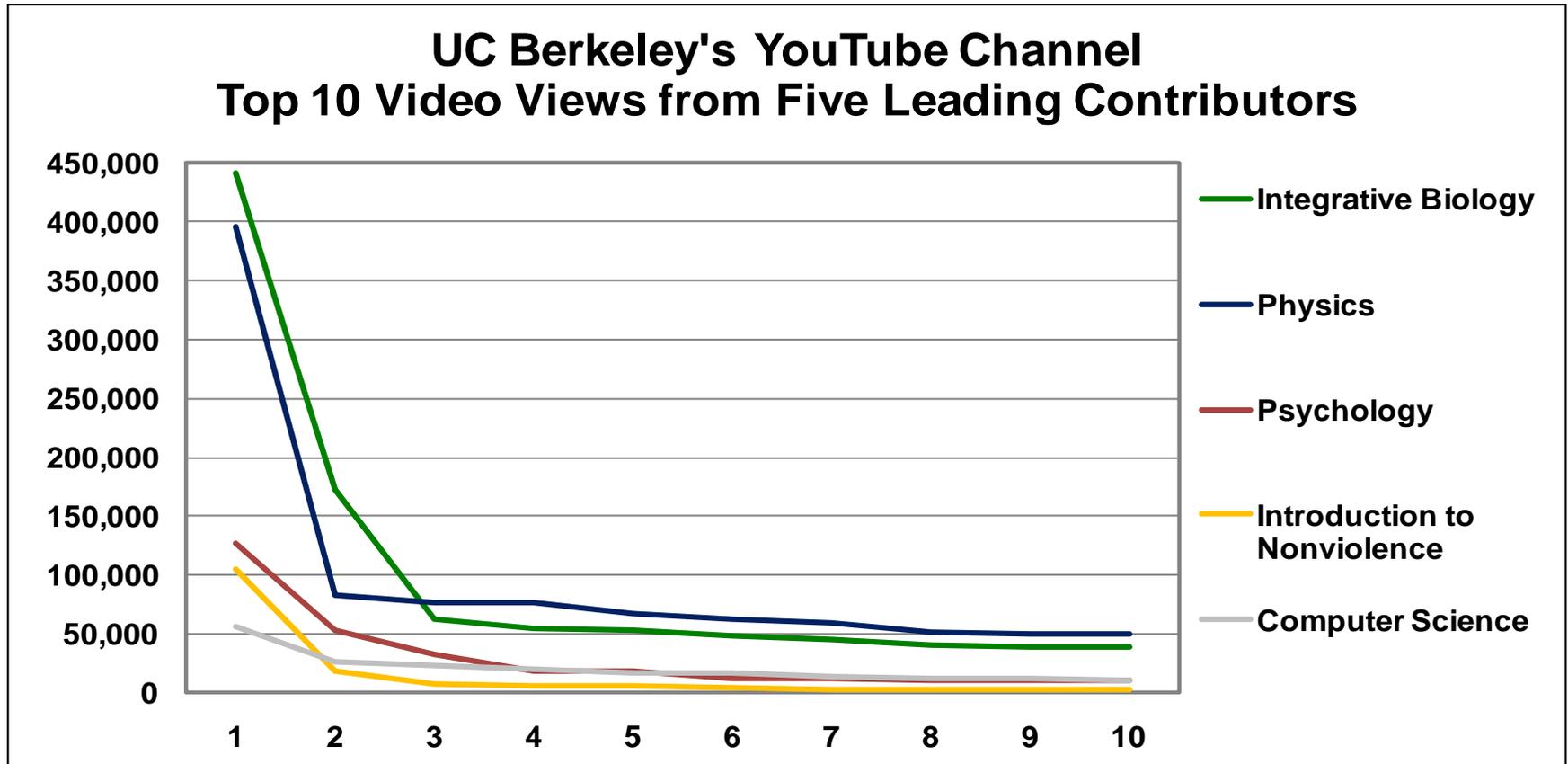
UC Berkeley Channels, Share of Total Upload Views



Lectures sustain more views than traditionally popular sectors

UC BERKELEY LECTURE CHANNEL

Views for Top 5 Leading Contributors



Video views are unevenly distributed but follow the same pattern

Source: YouTube and ICG elaboration, accessed 12 July 2010.

Introduction: UC Berkeley and YouTube

UC Berkeley YouTube Channels

UC Berkeley Lecture Channel

Conclusion

- **UC Berkeley has been successfully using YouTube (EDU) as a learning and marketing/outreach tool**
- **Despite YouTube's entertainment orientation, lectures constitute UC Berkeley's most popular channel**
- **High levels of view counts (300,000+ for a video) can be attributed to secondary media coverage and prominent placement on the channel**
- **The ability of “star lecturers” to engage the audience is a key factor in UC Berkeley lecture channel's success**
- **By providing free lectures, UC Berkeley fulfills its public service mission while promoting its brand**

Functions: Learning platform, outreach, and recruiting

Housekeeping

Introduction

Case study: YouTube EDU (UC Berkeley)

Case study: Connect2Canada

Case study: Powered by Orange (Oregon State University)

Case study: Recruiting & Admissions (Yale, Tufts, Oxford, Wageningen)

Discussion

Introduction: Connect2Canada

Connect2Canada Main Website

Connect2Canada Social Media Footprint

Conclusion

- **Web-based outreach project sponsored by the Canadian Embassy in Washington DC with two main goals:**
 - **Establish a friendly communication channel for the Embassy**
 - **Provide an online interaction platform for Canadians and “Friends of Canada”**
- **Outreach strategy broadened over time**
 - **Main website launched in July 2005**
 - **Social Media outlets added in 2009**
- **Expanding target audience**
 - **At first Canadians living in the US**
 - **Today Canadians and “Friends of Canada”**

Introduction: Connect2Canada

Connect2Canada Main Website

Connect2Canada Social Media Footprint

Conclusion

- **First element of Connect2Canada (C2C) communication strategy launched in 2005**
- **47,000 subscriptions as of October 2010**
- **Features a comprehensive portfolio of communication and interaction tools (newsletters, secure messaging, public calendar with events, photo- and video-sharing)**
- **Takes advantage of most recent web solutions to integrate social media and content-sharing platforms**

CONNECT2CANADA Main Website's Homepage

Government of Canada / Gouvernement du Canada

Canada

Canada's Network in the United States

CONNECT 2 CANADA
connect2canada.com

Français Home Contact Us Help Search canada.gc.ca

Home

About

Sign Up / Login

Ambassador Doer

Newsletters

Your Stories

Get Connected

Get the Facts

FAQ

Resources

Proactive Disclosure

SOCIAL MEDIA OUTPOSTS

Facebook Twitter Flickr Upcoming

Ninth Quarterly Report on Canada's Engagement in Afghanistan

On September 22, Lawrence Cannon, Minister of Foreign Affairs and Chair of the Cabinet Committee on Afghanistan, released the [Government of Canada's ninth quarterly report on Canada's engagement in Afghanistan](#). This report covers the period from April 1 to June 30, 2010, and highlights Canada's efforts to increase the Government of Afghanistan's capacity to deliver basic services to Afghans.

TAGGED AS Defence and Security Foreign Affairs Permalink / Read More >

C2C Podcast: Dr. Kenneth Lee

Dr. Kenneth Lee from Fisheries and Oceans Canada was in Washington for meetings with US partners to [discuss the clean-up response to the Gulf oil spill](#). We talked to him about how Canada contributed to this effort. [Listen](#)

Ask the Ambassador

Gary Doer, Canada's Ambassador to the U.S., wants to hear from you.

JOIN C2C

Get Connected, Get Updated, and Get Involved!

SIGN UP NOW!

C2C ON TWITTER

- Royal Bank of Canada to spend \$1.5B to acquire Britain's BlueBay Asset Management. <http://bit.ly/9vXA2C>
- Foreigners double Canadian bond

Intuitive layout and structure with functional social media integration

Source: Connect2Canada, accessed 18 October 2010, available at www.connect2canada.com/home-accueil

Introduction: Connect2Canada

Connect2Canada Main Website

Connect2Canada Social Media Footprint

Conclusion

- **Comprehensive set of Social Media and content sharing tools, including Facebook, Twitter, Flickr, YouTube, LinkedIn, iTunes**
- **Two goals with Social Media deployment**
 - **Provide information about Canada and US-Canada relations**
 - **Augment the Embassy's role as enabler for interaction between the Embassy and people interested in Canada**
- **Users show high degree of engagement across various platforms**
 - **Each post on Connect2Canada Facebook page received 9 comments on average (March-August 2010)**
 - **Users spontaneously created a C2C LinkedIn group**
 - **Canada Day Across America served as a reference point for the celebrations of Canada national holiday in the US**

CONNECT2CANADA Facebook Fan Page

facebook Home Profile Find Friends Account ▾

Connect2Canada / Lien Canada

Wall Info Boxes RSS/Blog

Connect2Canada / Lien Canada Ambassador Doer refutes myth about Canada-U.S. border.

Ambassador Doer sent a letter to Republican Senate Candidate Ms. Sharron Angle on October 18, informing her that her comments regarding the Canada-U.S. border were erroneous and misinformed. Ambassador Doer reassures Ms. Angle that there have been no terrorist atta...
See More

Speeches, Statements and Outreach
www.canadainternational.gc.ca
Speeches, Statements and Outreach

7 hours ago · Comment · Like · Share · Flag

18 people like this.

View all 7 comments

Harvey Reinblatt What about the arrest at the BC/Washington border where the terrorist was heading for the LA airport. The trunk was filled with explosives. I believe it was 10 years ago after 9/11
4 hours ago · Like · Flag

Stewart Ruskin Thank you Ambassador Doer for getting this Information out and debunking this myth. I work at Mccarran International Airport as an Airline groundhandler and directly work with Canadian Air Carriers. Canadian tourists put a roof over my head and food on the table.
3 hours ago · Like · 1 person · Flag

Write a comment...

Information

Founded:
July 1, 2005 - 1 juillet 2005

2,757 People Like This

Brad Pollock Marco Aurelio Socrates Cabrao
John A. Brown Ingles Tecnico Socrates Aldrabao

Create an Ad

Betabrand Clothing x
betabrand.com

Made in San Francisco and only sold online, we invent new ideas each week. Pants, jackets, bags, and more at www.betabrand.com

What Animal Are You? x
survey.qualtrics.com

Find Out! Take Our Free Personality Quiz.

Hail the Mighty Nickel x
bevmo.com

Connect2Canada / Lien Canada Check out 'Canada's Top 100 Employers'. After an extensive review of the more than 2,750 employers that started this year's application process, the winners emerge...

Small but highly interactive C2C community on Facebook

CONNECT2CANADA Twitter Feed

CONNECT2CANADA.COM

twitter

Have an account? [Sign in](#)

Get short, timely messages from Connect2Canada.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and [follow @connect2canada](#).

[Sign Up](#) Get updates via SMS by texting follow connect2canada to 40404 in the United States [Codes for other countries](#)

connect2canada

Air Canada nut-free buffer zone gets OK. <http://bit.ly/cfMGmz>
about 3 hours ago via web

Carleton doctoral students' DNA dance a winner in New York. <http://bit.ly/aefUvz>
about 5 hours ago via web

One word for you: Terrific! Montreal-based Flatterme.ca, Started as a 'silly and wacky idea' and has spread like crazy <http://bit.ly/bvHDPB>
about 5 hours ago via web

Ambassador Doer refutes myth about Canada-U.S. border. <http://bit.ly/jcCPIZV>
about 7 hours ago via web

Nelly Furtado, filmmaker Sarah Polley, actor Eric McCormack and more inducted onto Canada's Walk of Fame. <http://bit.ly/aOLBBS>
11:00 AM Oct 18th via web

Royal Bank of Canada to spend \$1.5B to acquire Britain's BlueBay Asset Management. <http://bit.ly/8vXAZC>
10:43 AM Oct 18th via web

Foreigners double Canadian bond purchases. <http://bit.ly/aI2HU2>
10:35 AM Oct 18th via web

Bombardier announces new corporate jets; Global 8000 will be longest-range jet in its category; Hong Kong-NY non-stop. <http://bit.ly/b8KSIT>
9:40 AM Oct 18th via web

Name Connect2Canada
Location Washington DC
Web <http://connect2ca...>
Bio C2C is Canada's Network in the United States. Join us @connect2canada.com: Friends of Canada and Canadians in U.S.
1,717 following 2,030 followers 119 listed
Tweets 1,273
Favorites
Following
View all...
RSS feed of connect2canada's tweets

Constant updates to a large audience of followers (2,000+)

Source: Twitter, accessed 19 October 2010.

Introduction: Connect2Canada

Connect2Canada Main Website

Connect2Canada Social Media Footprint

Conclusion

- **The Canadian Embassy managed to project a friendly and engaging image**
- **C2C today serves as a key enabler for interaction for online and real life activities centered around Canadians living abroad and “Friends of Canada”**
- **C2C project demonstrates that governmental institutions can fruitfully take advantage of Social Media and engage key constituents**

Functions: Outreach

Housekeeping

Introduction

Case study: YouTube EDU (UC Berkeley)

Case study: Connect2Canada

Case study: Powered by Orange (Oregon State University)

Case study: Recruiting & Admissions (Yale, Tufts, Oxford, Wageningen)

Discussion

Introduction: Oregon State University

Powered by Orange (PbO) goals and structure

PbO implementation via online communities and Social Media

Conclusion

The screenshot shows the homepage of the Powered by Orange website. At the top left is the "POWERED BY ORANGE" logo. To its right is a "GET CONNECTED!" graphic with a hand-drawn arrow pointing to a row of social media icons for Facebook, Twitter, LinkedIn, YouTube, and RSS. The Oregon State University logo is in the top right corner.

The main content area features a large "Orange Spotlight" banner with the text "Nominate a Business". Below the banner, it says "Shine a spotlight on businesses. Send us your nominations." and includes a row of six small images of people and a hand holding a megaphone.

On the left side, there is a section titled "OSU Rally in the Square" with a Facebook icon and the text: "Come welcome the Oregon State class of 2014. Pioneer Courthouse Square Downtown Portland".

On the right side, there is a search bar and a navigation menu with the following items: ABOUT PBO, BLOG, ORANGE BUSINESSES, GET ORANGE STUFF, MAP YOURSELF, BE ORANGE, ORANGE SPOTLIGHT, OSU'S IMPACT, CAMPUS BANNERS, OSU ALUMNI ASSOCIATION.

Below the main banner, there are three columns of content:

- Our Impact:** Solving Global Problems: OSU is Oregon's leading research university, recognized nationally in the top tier of U.S. institutions for the depth and breadth of its research and graduate programs. Its contributions on issues such as alternative energy development, disease prevention and management, sustainable food systems, climate change and more both push the boundaries of science and inform the work of researchers at other world-leading institutions.
- ORANGE SPOTLIGHT:** Do you know a business that: Is owned by an OSU alum, Has lots of OSU alums working there, Supports OSU, Drives innovation, Supports economic growth, Serves in the community. Below this is a colorful graphic of Oregon filled with icons representing various industries and community aspects.
- From the PBO Blog:** September 10, 2010: Prof's op-ed causes a stir on the Huffington Post; September 9, 2010: OSU experts in the Gulf; September 1, 2010: The Long Shot.

At the bottom right, there is a "POWER UP!" graphic.

- **The Powered by Orange campaign grew out of the OSU Advancement office in spring 2009**
- **The campaign demonstrates an effective and comprehensive use of social media for marketing and outreach**
- **OSU is not a wealthy private institution and lacks extensive resources**
 - **18,067 undergraduate students**
 - **3,328 graduate students**
 - **Oregon's largest public research university**

Universities lacking large endowments can engage in outreach campaigns

Introduction: Oregon State University

Powered by Orange (PbO) goals and structure

PbO implementation via online communities and Social Media

Conclusion

- **The Powered by Orange campaign has three main goals**
 - To create pride
 - To inform
 - To engage
- **The campaign features three main themes**
 - Food
 - Energy
 - Water
- **PbO utilizes a variety of channels**
 - Websites
 - Blogs
 - Social Media
 - Multimedia

OSU strengthened its brand via a comprehensive media strategy

Introduction: Oregon State University

Powered by Orange (PbO) goals and structure

PbO implementation via online communities and Social Media

Conclusion

OREGON STATE UNIVERSITY: POWERED BY ORANGE Main Website

The screenshot shows the main website for Powered by Orange, an Oregon State University initiative. The header features the 'POWERED BY ORANGE' logo on the left and the 'GET CONNECTED!' slogan with social media icons (Facebook, Twitter, LinkedIn, YouTube, Facebook, RSS) on the right. The main content area is divided into three columns. The left column has sections for 'LEARN' (with a 'tell me more' link), 'CONNECT' (with an 'add a dot' link), and 'PARTICIPATE' (with a 'get your gear' link). The middle column features a large image of a man in a blue shirt, with a caption 'Three decades of Portland history for OSU alum-owned pub.' and a row of six small thumbnail images below it. The right column contains a search bar and a list of navigation links: ABOUT PBO, BLOG, ORANGE BUSINESSES, GET ORANGE STUFF, MAP YOURSELF, BE ORANGE, ORANGE SPOTLIGHT, OSU'S IMPACT, 2010 BANNERS, OSU ALUMNI ASSOCIATION. Below the main content are three additional sections: 'Our Impact' (with a sub-section 'Solving Global Problems'), 'ORANGE SPOTLIGHT' (with a sub-section 'Do you know a business that: Is owned by an OSU alum'), and 'From the PBO Blog' (with two blog entries dated October 2010).

Content is centered on the PbO website

Source: Powered by Orange, accessed 21 October 2010.

OREGON STATE UNIVERSITY: POWERED BY ORANGE Twitter

The screenshot shows the Twitter profile for 'poweredbyorange'. On the left, there is a vertical banner with the text 'POWERED BY' and a large orange circle containing the word 'ORANGE.com'. The main profile area includes the Twitter logo, a 'Sign Up' button, and a promotional message: 'Get short, timely messages from Powered By Orange. Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. Join today and follow @poweredbyorange.' Below this is a 'Sign Up' button and a note about getting updates via SMS by texting 'follow poweredbyorange to 40404 in the United States' with a link for 'Codes for other countries'.

The profile header for 'poweredbyorange' shows a profile picture (an orange circle), the name 'poweredbyorange', and bio information: 'Name Powered By Orange', 'Location Oregon, beyond', 'Web http://www.powe...', and 'Bio Telling Oregon State University's story in Portland.' Statistics show 546 following, 784 followers, and 58 listed. The profile has 505 tweets.

The tweet feed includes:

- A tweet from @ThisSquirrel: 'Orange looks good on you. http://yfrog.com/mu3vrmj' (12:40 PM Oct 12th via Twitter for iPhone).
- A reply from @ThisSquirrel: 'we think so as well. Hmm will have to order extra small sizes. #heweb10' (12:11 PM Oct 12th via Twitter for iPhone in reply to ThisSquirrel).
- A retweet from oregonstateuniv: 'Please "RSVP" to #OSU's Campaign for Understanding, a statement of support for Rutgers Student Tyler Clementi. http://bit.ly/aHbgDV' (10:27 AM Oct 4th via web, retweeted by poweredbyorange and 1 other).
- A retweet from oregonstateuniv: '#OSU student Neha Neelwarne organized a Bollywood dance flash mob to kick off Diversity Month. Video is awesome! http://bit.ly/aQUuUo' (3:05 PM Oct 1st via web, retweeted by poweredbyorange and 3 others).
- A retweet from oregonstateuniv: 'Congratulations to #OSU's Kelly Benoit-Bird, one of 23 MacArthur "genius" fellows for 2010! http://bit.ly/dv07oL' (10:43 AM Sep 28th via web, retweeted by poweredbyorange).
- A tweet from Oregon State's Kathleen Dean Moore: 'blogs on climate change for @Powells this week. http://bit.ly/bu2mXo' (11:48 AM Sep 24th via web).

On the right side of the profile, there are sections for 'Favorites', 'Following' (a grid of user avatars), and an 'RSS feed of poweredbyorange's tweets'.

PbO Twitter feed appeals to a larger community

Source: Twitter, accessed 20 October 2010.

flickr® from YAHOO!
Home The Tour Sign Up Explore | Upload

You aren't signed in [Sign In](#) [Help](#)

Search |

Actions | Share this |

← Newer | Older →



OSU By Oregon State University
No real name given

This photo was taken on January 8, 2010 using a Canon EOS Digital Rebel.

25 views

This photo belongs to

[Oregon State University's photostream](#) (2,432)



This photo also appears in

[Power Up Challenge](#) (set)

Tags

Oregon State University • Power Up Challenge • fitness • health • exercise

License

© All Rights Reserved

Privacy

This photo is visible to everyone

thumbs

Power Up teammates try to figure out if they've successfully completed a nonverbal challenge. Date: Jan. 8, 2010 (photo: Theresa Hogue)

Want to comment on this photo?

[Sign up](#) for a free account, or [sign in](#) (if you're already a member).

PbO presence on Flickr links to real-world action

Source: Flickr, accessed 4 August 2010.

OREGON STATE UNIVERSITY: POWERED BY ORANGE YouTube

The screenshot shows the YouTube channel page for Oregon State University. The main video is titled "What it means to be Powered by Orange - Oregon State University" and has 16,482 views. The video player shows a wind turbine in a field. The channel page includes a search bar, navigation links for "Powered by Orange", "Campus Life", "Events", "Courses", and "Athletics", and a "Subscribe" button. A sidebar on the right shows search results for "what it means" with several video thumbnails and titles.

What it means to be Powered by Orange - Oregon State University Like

From: OregonStateUniv | August 14, 2009 | 16,482 views

Commercial highlighting what it means to be Powered by Orange. A campaign at Oregon State University that works to connect students, staff, faculty, alumni and friends. Telling the story of people who are connected to OSU and how they are making a positive impact on Oregon and Beyond. Music provided by Stateside.

Search results for "what it means":

- OregonSta... - 305 views
- Online Chemistry Lecture - Relative OregonSta... - 5,220 views
- Andy Sinclair is Powered by Orange OregonSta... - 261 views
- Honors College Students are OregonSta... - 212 views
- Katie Parker is Powered by Orange OregonSta... - 447 views
- What it means to be Powered by Orange - OregonSta... - 6,482 views

PbO on YouTube covers all the campaign's targets

Source: YouTube, accessed 19 October 2010.

OREGON STATE UNIVERSITY: POWERED BY ORANGE Facebook

facebook Search Home Profile Find Friends Account

Powered by Orange Like

Wall Info Welcome Video Photos Boxes >>

CLICK ON THE BUTTON ABOVE

I MAKE A POSITIVE IMPACT ON THE ECONOMY, ENVIRONMENT AND COMMUNITY.

I TURN OSU'S ENDURING PURPOSE INTO ACTION.

I AM POWERED BY ORANGE.

CLICK FOR VIDEO

We would love to hear your story. Record a quick video (doesn't have to be HD) telling us why you are Powered by Orange. You can then send it to us in a variety of ways. Upload it to YouTube and then post the link to our Facebook page. You could also upload it directly to Facebook and then share the link. Lastly, if you want to email a link to us, or even the video file itself, we will add you to the collection of Beavers doing great things! To send in your videos or if you need help sharing your story contact Web.Communications@oregonstate.edu

Featured Videos

Students

Faculty and Staff

Alumni

Create an Ad

Betabrand Clothing x
betabrand.com

Made in San Francisco and only sold online, we invent new ideas each week. Pants, jackets, bags, and more at www.betabrand.com

Hail the Mighty Nickel x
bevmo.com

The BevMo 5¢ Wine Sale is on! Buy one wine and get the second for just 5¢ on over 200 wines. At BevMo! the nickel is King.

Expandable Design Seat x

Expandable bench seat for up to 16 people – stretches like an accordion. Save up to 80% off retail prices!

Harley Farms Goat Dairy x

Harley Farms is a restored 1910 dairy farm, with 200 alpine goats on nine acres of pasture in Pescadero, California.

PbO on Facebook is multi-purpose driven and encourages real life action

Source: Facebook, accessed 19 October 2010.

OREGON STATE UNIVERSITY: POWERED BY ORANGE

Real World Events

The screenshot shows a Flickr page for a photo taken by user 'ahubertus'. The photo depicts a person in a mascot costume (Benny the Beaver) standing on a snowboard on a snowy slope. The snowboard is yellow and black, and the person is wearing a dark jacket with '00' on the back. The background shows a snowy landscape with trees and a building.

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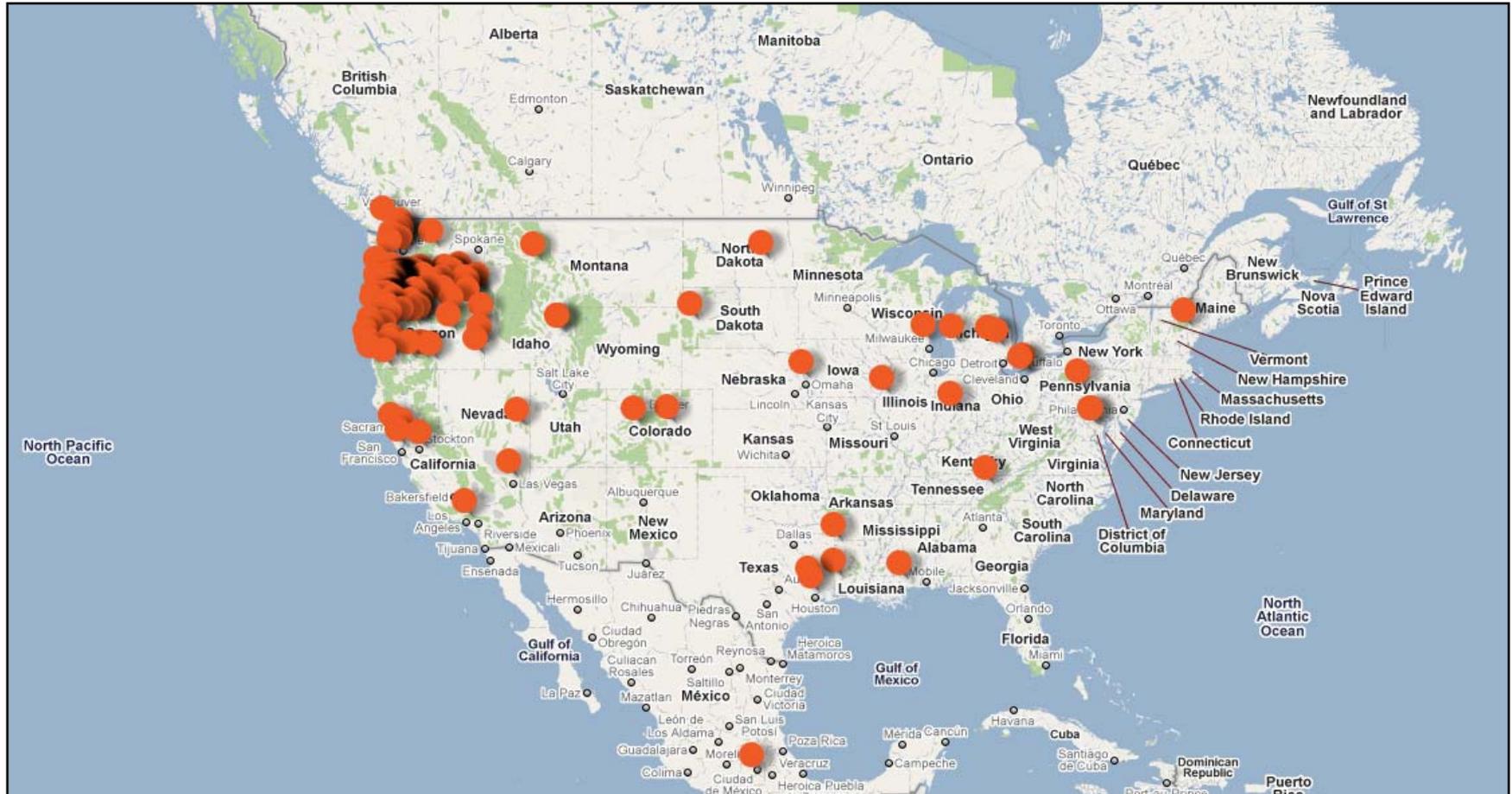
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PbO presence on Flickr also encourages real-life action

Source: Flickr, accessed 19 October 2010.

OREGON STATE UNIVERSITY: POWERED BY ORANGE

“Map Yourself”



The PbO “Map Yourself” section shows the reach of the campaign

Source: PbO/Google, accessed 19 October 2010.

Introduction: Oregon State University

Powered by Orange (PbO) goals and structure

PbO implementation via online communities and Social Media

Conclusion

- **Effective outreach and marketing via social platforms, combined with traditional events**
- **Moderate to high traffic on all online platforms, users contributing photos, videos, comments**
- **Balance between institutional control and “bottom up” efforts by audience**
- **Indirect influence over fundraising and alumni and student relationships**

- **OSU researched its communication needs and target audience before launching PbO**
- **OSU's integrated social media strategy enabled the campaign's message to spread and successfully balanced control with bottom-up efforts**
- **PbO adjusted its strategy over time, updating content to include alumni, students, faculty members, and staff members**
- **PbO asked little of its audience but offered many incentives to engage with the campaign**

Functions: Marketing, Outreach, Alumni

Housekeeping

Introduction

Case study: YouTube EDU (UC Berkeley)

Case study: Connect2Canada

Case study: Powered by Orange (Oregon State University)

Case study: Recruiting & Admissions (Yale, Tufts, Oxford, Wageningen)

Discussion

Introduction: College Admissions

That's Why I Chose Yale – Yale University

Video Application Supplement – Tufts University

Wall of 100 Faces – Oxford University

Wageningen University – Lipdub

Conclusion

- **Traditional admissions procedure relied on paper-based communication and followed a codified set of rules**
- **Communication never involved two-way interaction**
- **With the popularization of Internet-based technologies the nature of admissions process has been shifting towards a more interactive model**
- **Institutions are now running student-centric campaigns**
- **Prospective students are offered the chance to market themselves as individuals via non-conventional channels (e.g. video)**

Introduction: College Admissions

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Conclusion

- **Yale is globally known for the quality of its research, academic programs and the selectivity of its admissions process**
- **Recently Yale Admissions Office circulated institutional videos (“Yale and the World”)**
- **In 2009 a new approach resulted in the YouTube video “That’s Why I chose Yale”**
 - **Long musical (16 minutes) starring (volunteer) Yale students and faculty**
 - **Low budget video directed by a Yale student**
- **National media (NYT, Chronicle, Washington Post) covered the launch and viral spread of the video in winter 2010**

THAT'S WHY I CHOSE YALE – YALE UNIVERSITY YouTube Caption

The image shows a screenshot of a YouTube video player. The video is titled "That's Why I Chose Yale" and is from the "Yale Campus" channel. The video shows a man in a suit standing on a grassy lawn at Yale University, with his arms raised in a celebratory gesture. The video player includes a search bar with the text "why", a search button, and a list of search results for "why". The search results include:

- 2009 Yale Commencement (9,669 views)
- Aerial Views Of Yale University (1,652 views)
- Prometheus: Poem of Fire (1,386 views)
- West Campus Reports: September 2010 (298 views)
- AYA Video: Day Of Service (2,232 views)
- That's Why I Chose Yale (705,848 views)

The video player also shows the video title, description, and a link to view comments, related videos, and more.

The video depicts a genuine and friendly image of the Yale community

Source: YouTube. <http://www.youtube.com/watch?v=tGn3-RW8Ajk>, accessed 19 October 2010.

THAT'S WHY I CHOSE YALE – YALE UNIVERSITY

Analysis and Metrics

- The video was widely praised as innovative but also faced criticism
- While there was mixed feedback, Yale achieved three objectives
 - National media coverage, thus benefiting from a large-scale, free advertisement campaign
 - Engaging key internal constituencies
 - Conveying an unconventional and friendly message
- Metrics confirm the video's success
 - “That’s Why I Chose Yale” totaled 150 times more views than the previous admissions video “Yale and the World” (as of July 2010)
 - The video represents 11.7% of all YouTube Yale-affiliated videos’ views counts across 31 channels and 1,956 uploaded videos

150 times more views than the previous Yale admissions video

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Conclusion

- **Tufts University**
 - **Medium-sized and selective liberal arts university**
 - **Based in Medford, MA, USA**
 - **Around 10,000 undergraduate and graduate students (2009)**
- **In 2003, Tufts' president outlined five strategic goals, among which one was to work across traditional boundaries**
- **In 2009, Tufts crossed one such “traditional boundary” by offering applicants the option to submit a supplementary video with their application**
- **Around 1,000 (of the 15,400) applicants chose to submit a video, mostly via YouTube**

VIDEO APPLICATION SUPPLEMENT – TUFTS UNIVERSITY

Amelia Downs' "Math Dances: Tufts' Optional Essay: 6b"

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Math Dances: Tufts' Optional Essay: 6b

downsamelia 1 videos Subscribe

Box and whisker plot

0:46 / 1:00 360p 144,627 views

downsamelia | September 19, 2009
Hello Tufts Admission person! This movie shows me performing my math
As Seen On: charlotteobserver.com

Like Add to Share Embed

Uploader Comments ([downsamelia](#))

[ismini14](#) 6 months ago you were also on newsweek's website this week! did this girl get in???????????????

[@ismini14](#) Yes I did!
[downsamelia](#) 6 months ago 4

[flexirulers](#) 6 months ago awkward that you thought it was cotangent...

Suggestions

- Here I Am - Tufts University Application Video by DrawmaticOne 6,753 views Featured Video
- Tufts Rap.mov by shelbylistokin 5,223 views
- In My Shoes- Tufts Application Video by redheadliberal 36,732 views
- Tufts Admissions Video for Haley Cottrell by hmc1207 15,824 views
- Hayley Grunebaum - Original Rap for Tufts appl... by Hayleyg46 7,461 views
- Tufts University: Danali H. by CollegeClickTV 9,240 views
- Sam Zuckert Presents: Tufts Optional Essay 6a by zooksofazzard 18,915 views
- Color -- A Tufts Supplement Stop Motion by Bett... by bettygoesboop 24,393 views
- Tufts Admissions Optional Essay Parody

The most popular video totaled more than 135,000 views on YouTube

Source: YouTube. <http://www.youtube.com/watch?v=CNPXUWsMdlo>, accessed 19 October 2010.

- **Concerns about “fairness” of the video submission procedure are unfounded**
 - **Two-thirds of the videos came from financial aid applicants**
- **Tufts’ video supplement provided prospective students the opportunity to express their talents beyond the limits of a paper application**
- **Tufts showed openness to innovative admissions procedures that received positive feedback from students**

Introduction: College Admissions

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Wageningen University – Lipdub

Conclusion

- **Oxford University**
 - **Top research university in the UK and recognized global brand**
 - **Around 20,000 undergraduate and graduate students (2009)**
- **In fall 2008 the university appointed a team chaired by a professional film producer to convey the “real” image of the average Oxford student**
- **The project ran over eight months and collected short video interviews with students describing their activity and experience at Oxford**

WALL OF 100 FACES – OXFORD UNIVERSITY

Caption from Oxford's Site

UNIVERSITY OF OXFORD

› Staff
› Students
› Alumni
› Media

Enter search term Pages Contact People

Quick links

ADMISSIONS DIVISIONS COLLEGES VISITORS & FRIENDS INTERNATIONAL RESEARCH ENTERPRISE ABOUT THE UNIVERSITY

Home > Videowall >

Only show me

- Undergraduate
- Graduate
- Study
- Outside of study
- International

Play all videos

SHARE

Other walls

- › Wall of Global Alumni
- › Wall of Staff Faces

The Wall features an accessible and interactive design

Source: www.ox.ac.uk/videowall/, accessed on 14 September 2010.

- **As of August 2010, the Wall received 100,000 visits with around 250-300 views per day**
- **Despite the relative success, the page lacks the authenticity observed in other cases where content was user-generated (Tufts and Yale)**
- **Although the project attempts to dispel stereotypes around Oxford, the Wall has perpetuated a contrived image, thus failing to reach its main objective**

Introduction: College Admissions

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Conclusion

- **Wageningen University (WU)**
 - **Small Dutch university (5,000+ students)**
 - **Research strengths in “healthy food and environment”**
 - **International students represent 24% of the student body (2009/2010)**
 - **54% of all students are female (2009/2010)**
- **In spring 2010 WU recorded a lipdub video featuring the song *Tik Tok* (by Kei\$ha) involving hundreds of WU students**
- **Video is part of a broader multi-channel recruitment and outreach campaign**
- **More than 40,000 views on YouTube in three months (July to mid-October 2010)**

YouTube Search Browse Upload Create Account Sign In

Wageningen University WageningenUniversity's Channel **Subscribe** All Uploads Favorites

Wageningen University Lipdub
From: WageningenUniversity | July 01, 2010 | 40,253 views
This Lipdub shows what studying at Wageningen University in the Netherlands is all about...

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Google TV SONY make.believe
Sony® Internet TV
The world's first HDTV powered by Google TV™
Learn More ▶ Replay ⌂ Intel Inside

Uploads (8)

- Wageningen University Lipdub**
40,253 views - 3 months ago
- Making of Lipdub Wageningen**
117 views - 12 hours ago
- Study at Wageningen University**
295 views - 3 months ago

Well executed and entertaining

Source: YouTube, accessed on 19 October 2010, available at <http://www.youtube.com/watch?v=tuX-vrOrZWk>.

- **Good technical execution given the involvement of hundreds of students in the video shoot (all in once)**
- **The video builds on an established practice (HEC Business School – Paris, Faculté du Droit – Montreal and others)**
- **The message appears authentic and engaging**
- **However, the video has been accused to overlook cultural and/or religious sensitiveness, and thus be a less effective recruitment tool**
 - **Clothing choices**
 - **Display of alcohol**
 - **“Unconventional” behavior (e.g. pole dancing)**

The video is authentic and engaging

- **143 comments posted by YouTube users, of which 89 positive (~62%)**
- **Potential cultural sensitiveness issues**
 - **Carolineeeee - “Stripping while in school? Everything in possible in Holland...”**
- **International students largely missing**
 - **Sophialoren1 – “why are they all white? isn't it an INTERNATIONAL university?”**
 - **lidaxiake21 – “I found some Asian friends in the video, but no so many. I was there in Forum that day, but I did not know.. Probably, next time we can have a more international one:)”**

Positive feedback but diversity and cultural sensitivity issues

Introduction: College Admissions

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Conclusion

- **Universities are progressively embracing video communication in admissions and marketing**
- **A risk for institution-sponsored video campaigns lies in the potential lack of authenticity**
- **Genuine videos are more likely to be received favorably by the target audience – mostly students –**
- **Top-down campaigns that do not involve key constituencies (e.g., students, alumni, students' parents) are unlikely to be successful**
- **University-sponsored recruitment videos must take into consideration (some) cultural sensitiveness to be successful internationally**

Functions: Recruiting and Marketing

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