

# **2009 EAIE ANNUAL CONFERENCE**

## **Recruiting and Branding in Online Communities: What Works and What Does not Work**

## Housekeeping

**A brief conceptual overview**

**Institutional perspectives on online communities**

**Case studies: What works and what does not work**

**Discussion**

- **Around 60 minutes for the presentations and 30 minutes for discussion**
- **No handouts**
- **The presentations will be posted at [www.illuminategroup.com](http://www.illuminategroup.com), [www.alumnifutures.com](http://www.alumnifutures.com), as well as on the EAIE website**
- **The session's focus is on providing attendees with**
  - **A theoretical framework**
  - **An institutional / expert's view**
  - **Case studies**

## Professional

- Executive Director, California Institute of Technology Alumni Association
- Alumni relations professional at Brown University and the University of Michigan

## Education

- B.A. Brown University
- Currently pursuing M.A. at Claremont Graduate School

## Alumni Experience

- 20 years as an alumni relations professional
- Trustee, Council for the Advancement and Support of Higher Education (CASE)
- Chair of the Alumni Commission, CASE
- Author of the blog [www.alumnifutures.com](http://www.alumnifutures.com), a highly influential and widely read blog on alumni relations
- Various articles, book chapters, essays on higher education issues
- 100+ presentations at conferences worldwide

## Professional

- **Managing Director of ICG**
- **Director of Business Development with SAP in Silicon Valley**
- **Consultant with the Boston Consulting Group**

## Education

- **D.Phil. in Education and M.Sc. in Research Methodology from Oxford**
- **M.A. in Political Science from Brandeis**
- **Political science studies at Bonn and Harvard**
- **Research at UC Berkeley & the Max-Planck-Institute in Berlin**

## Alumni Experience

- **Council member, Universitätsgesellschaft Universität Bonn (2006 - 2009)**
- **Alumni interviewer, Harvard College (2004 - date)**
- **President, Oxford University Society, San Diego Branch (2003 - 2006)**
- **30+ presentations, seminars, workshops, reports on alumni issues worldwide**

- **Role**
- **Kind of institution**
- **Who is charge of online community issues**
- **Who is active on Facebook / LinkedIn / Bebo / ChinaRen**
- **Online community strategy**
- **Hoped for learning experience**

## Housekeeping

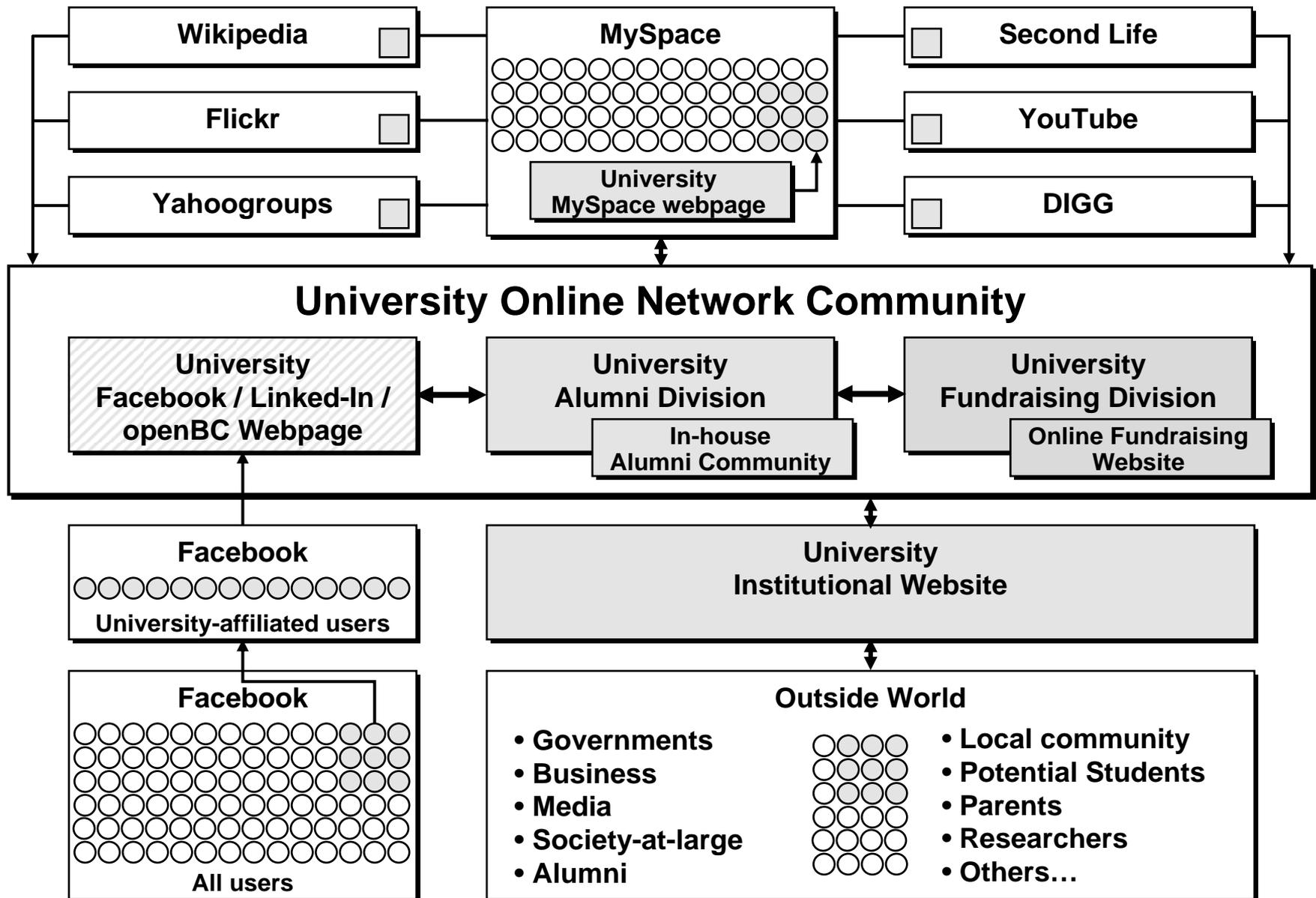
### A brief conceptual overview

## Institutional perspectives on online communities

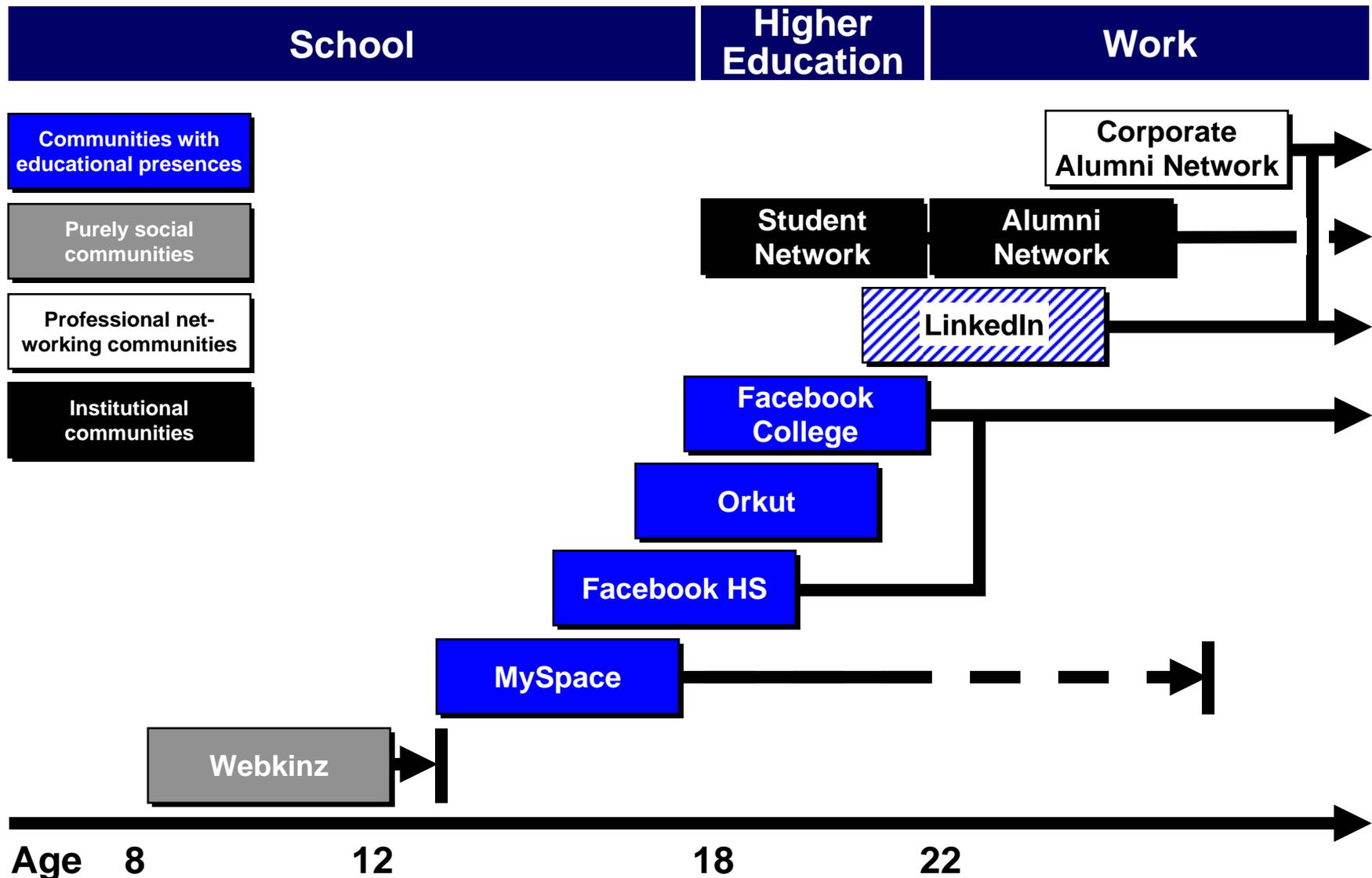
## Case studies: What works and what does not work

## Discussion

# WHETHER YOU WANT IT OR NOT, YOU ARE ALREADY EMBEDDED IN A GLOBAL META-COMMUNITY



# ONLINE COMMUNITIES WILL FUNDAMENTALLY INFLUENCE EDUCATIONAL DECISIONS EARLY ON



**Housekeeping**

**A brief conceptual overview**

**Institutional perspectives on online communities**

**Case studies: What works and what does not work**

**Discussion**

**Andy Shaindlin's presentation goes here.**

**Housekeeping**

**A brief conceptual overview**

**Institutional perspectives on online communities**

**Case studies: What works and what does not work**

**Discussion**

# CASE STUDIES

| Case Study             | Internal / External Community | Platform(s)              | Marketing / Recruitment / Networking / Learning | Direct / Indirect Model | Successful  |
|------------------------|-------------------------------|--------------------------|---|-------------------------|-------------|
| MIT                    | External                      | YouTube                  | Learning, M & R (a bit)                         | Indirect                | Yes         |
| UC Berkeley @Cal       | Internal                      | Affinity Circles         | Networking                                      | Neither                 | No          |
| UC Berkeley YouTube    | External                      | YouTube                  | Learning, Marketing                             | Direct and Indirect     | Yes         |
| Waikato                | External                      | Bebo                     | M & R (a bit)                                   | Direct and Indirect     | No          |
| Meet Lucky / U Florida | External                      | UF website, private blog | Recruitment – sort off                          | Indirect - possibly     | Could be... |

# YOUTUBE: A 5 MINUTE VIDEO = A GLOBAL LEARNING AND RECRUITING COMMUNITY

The screenshot shows a YouTube video player for a video titled "MIT sketching". The video is currently playing at 1:10 out of 4:43. The video content shows a person's hand drawing a diagram on a whiteboard. The diagram consists of a large rectangle with a smaller rectangle inside it, and a red 'X' is drawn on the whiteboard. The video has 5,683 ratings (all stars) and 2,554,445 views. Below the video player, there are options to favorite, share, or play the video. There are also statistics and data sections, including video responses and text comments. The first comment is from "fingerbottom" (1 hour ago) and the second is from "everyonedoesit2" (1 week ago). The second comment says: "Not sure why this was in the 'recommended for you' section, but it's pretty cool but far from new. We had this stuff when i was doing my A-levels (4 years ago), came in pretty useful for physics. All done on interactive whiteboards, needless to say the science and IT teachers were the only ones that could actually use it effectively."

YouTube  
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MIT sketching

albbu  
September 19, 2006  
(more info)  
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Sydra
- Magic of Physics  
1,194,664 views

Statistics & Data  
Video Responses (0) Sign in to post a Video Response  
Text Comments (3,110) Options Sign in to post a Comment

fingerbottom (1 hour ago)  
The video is 3 years old, so the fact that you've seen it 4 years ago does not mean much.

everyonedoesit2 (1 week ago)  
Not sure why this was in the 'recommended for you' section, but it's pretty cool but far from new. We had this stuff when i was doing my A-levels (4 years ago), came in pretty useful for physics. All done on interactive whiteboards, needless to say the science and IT teachers were the only ones that could actually use it effectively.

More than 2.5 million views (and it is not even a YouTube channel)

The screenshot shows the @cal great minds online website interface. At the top, the logo reads "@cal great minds online" with the tagline "UC Berkeley's online alumni community". Navigation tabs include Home, People, Groups, Careers, and Discussions. A search bar is prominently displayed with the text "Find People: enter name, company or hobby, etc." and a "Search" button. Below the search bar, the results are sorted by "Most Connections" and show a grid of 12 user profiles, each with a small photo and name/graduation year. To the right of the grid is a "Find People By" sidebar with various filters including Keywords, Relationship, Class Year, Major, Degree, Region, State, Country, Job Function, and Industry. The page indicates "1 to 20 of 511342 people" are found.

| Name                 | Year     |
|----------------------|----------|
| Erin Proudfoot       | B.A. '97 |
| John Kercheval       | B.S. '88 |
| Duc Pham             | B.S. '02 |
| Erik Bluemel         | B.A. '00 |
| Maya Goehring-Harris | ATU '97  |
| Jason Simon          |          |
| Andrew Capule        | B.A. '99 |
| Matt Aguiar          | B.A. '05 |
| Misha Leybovich      | B.S. '05 |
| Jerry Miller         | B.A. '01 |
| Randy Parent         | B.A. '77 |
| Melchior Ochoa       | B.A. '98 |

**511,342 records, maybe 2,000 “active” users, dead community**

Source: <http://calcafe.berkeley.edu/berkeley/home> (password protected).

The screenshot shows a LinkedIn group page for the "Cal Alumni Association | UC Berkeley". The navigation bar includes "People", "Jobs", "Answers", and "Companies". The search bar shows "Engineer at IBM - Internet - Senior Consultant". The group page has tabs for "Overview", "Discussions", "News", "Jobs", and "More". The "Discussions" tab is active, showing a "Discussion" section with a "Follow" button and a "Back to all discussions | Start a discussion" link. A featured discussion is highlighted, titled "UC Berkeley's free alumni community. Here is how you can join! Just go to: <https://atcal.berkeley.edu/registration.php>." Below the featured discussion are 16 comments. The first two comments are deleted by the author. The third comment, by Niels Voorhoeve, says "It's kind of a turn-off when you like to a page that doesn't have any info on the community and also has no links to other parts of the site." The fourth comment, by John Turner, says "Hey, pretty cool. I have not tried the links or such, and just have been making a small donation yearly without alumni status..."

**Cal alumni called AR staff on their “bluff” and got told off. A good idea?**

# UC BERKELEY WAS THE FIRST UNIVERSITY TO UPLOAD ENTIRE COURSES ONTO ITS YOUTUBE CHANNEL

The screenshot shows the UC Berkeley YouTube channel interface. At the top, there is a search bar and navigation links for Home, Videos, Channels, and Courses. The main header features the UC Berkeley logo and a 'Donate' button. Below the header, the channel name 'UC Berkeley' is displayed with a 'Subscribe' button and tabs for 'All', 'Uploads', and 'Playlists'. The central video player shows a press conference with three individuals at a table. The video title is 'UCPD Discusses Its Actions Leading to Garrido Arrest' and it has 21 ratings. To the right of the video player, there is a list of uploads, including 'Lecture 12: State Initiatives', 'Lecture 11: Current Federal Statutes and', 'Lecture 10: Putting a Price on Carbon - Cap &', 'CS 61B - Data Structures - ... (39)', 'CS 61B Lecture 1 - Course Overview', 'CS 61B Lecture 2: Using Objects', 'CS 61B Lecture 3: Defining Classes', and 'Integrative Biology 131 - G... (39)'. The background of the page features a night view of the Sather Tower at UC Berkeley.

**2,470,358 views / 30,775 subscribers / 3 channels**

# A STAR IS BORN: PROF. MARIAN DIAMOND TEACHES INTEGRATIVE BIOLOGY

**YouTube** Broadcast Yourself™  Search

Home Videos Channels [Create Account](#) or [Sign In](#) [Subscriptions](#) [History](#) [Upload](#)

## Integrative Biology 131 - Lecture 01: Organization of Body

**Berkeley** **ucberkeley** August 20, 2007 [Subscribe](#)

Integrative Biology 131: General Human Anatomy. Fall 2005. Professor Marian Diamond. The functional anatomy of the human body as revealed by gross and microscopic examination. The Department of...

URL: <http://www.youtube.com/watch?v=S0WtBR>

Embed: `<object width="425" height="344"><param`

**Series (39)** [More From Channel](#)

[Play All](#) | [Play Next](#)

| Number | Video Title  | Duration |
|--------|--|----------|
| 1      | <a href="#">Integrative Biology 131 - Lecture 01: Organizat...</a> | 45:01    |
| 2      | <a href="#">Integrative Biology 131 - Lecture 02: Skeletal...</a>  | 47:43    |
| 3      | <a href="#">Integrative Biology 131 - Lecture 03: Skeletal...</a>  | 51:07    |
| 4      | <a href="#">Integrative Biology 131 - Lecture 04: Skeletal...</a>  | 48:26    |
| 5      | <a href="#">Integrative Biology 131 - Lecture 05: Skeletal...</a>  | 49:39    |
| 6      | <a href="#">Integrative Biology 131 - Lecture 06: Skeletal...</a>  | 52:05    |
| 7      | <a href="#">Integrative Biology 131 - Lecture 07: Skeletal...</a>  | 52:31    |

**Related Videos**

|  |   |
|--|---|
|  | <b>Cell Biology</b><br>158,798 views<br>phoenixfilmandvideo<br>Featured Video           |
|  | <b>Integrative Biology 131 - Lecture 02: Skeletal...</b><br>124,975 views<br>ucberkeley |

★ ★ ★ ★ ★ 677 ratings **352,018** views

[Favorite](#) [Share](#) [Playlists](#) [Flag](#) [Download](#)

[MySpace](#) [Facebook](#) [Twitter](#) (more share options)

**Statistics & Data**

**Video Responses (1)** [Sign in to post a Video Response](#)

0:41  
JacobDra...

[View All](#) - [Play All](#)

**Text Comments (390)** [Options](#) [Sign in to post a Comment](#)

**filmark010186** (1 day ago) [Reply](#)

Prof. Diamond reminds me of my former Professor in College Prof. Cydippe F. Meñez, who is also knowledgeable and dedicated in teaching Biology... Thank you very much Prof. Diamond for very informative presentation I hope I will meet

**352,018 views since August 2007**

# WAIKATO: TRYING TO GO VIRAL IN THE WORST TOP-DOWN WAY, OR: WELCOME TO THE PROFESSOR

The screenshot shows a Bebo profile for a user named "The Professor". At the top, there is a navigation bar with "Explore", "Sign Up", "Log In", and a search bar. The profile header includes the name "The Professor" and a quote: "The birds are singing and it's Thursday, which is almost Friday, which is almost the long weekend. :-)" dated "100 weeks ago | me too! | Reply".

The main content area features a video player. The video is titled "the great social experiment" and is from "THE UNIVERSITY OF WAIKATO". The video thumbnail shows a man in a red patterned hat and sunglasses, surrounded by a group of people. Text on the video includes "uncovering what makes students happy" and "Cupcakes and daisy chains". The video player shows a date of "Oct 31, 2007".

On the left side of the profile, there is a profile picture of a man, a list of links (Photos, Friends, Videos, Apps, Comments), an "Add as friend" button, and a list of actions: "Send a message", "Use this skin", "Send-It", and "Block Report Abuse".

Unintentionally funny. And nobody bothered once cash was handed out.

University of Florida
UF Web with Google

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## Admissions

### Why Choose UF?

UF offers more than 100 [undergraduate majors](#), [combined bachelor's/master's degree programs](#) in 65 departments and more than 200 [graduate degree programs](#). [Tour UF](#) on a visit to UF's beautiful Gainesville campus or take a [virtual tour](#) online.

### Undergraduate Admissions

Outstanding students, faculty, programs, facilities and scholarship opportunities have made UF [one of the nation's best universities](#), public or private, and [one of the best deals](#).

The [Office of Admissions](#) provides information to [high school students](#) preparing for college, [freshman candidates](#) applying to UF and students who want to [transfer to UF](#). **To apply online**, complete the [application for undergraduate admission](#).

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*RELATED SITES:*

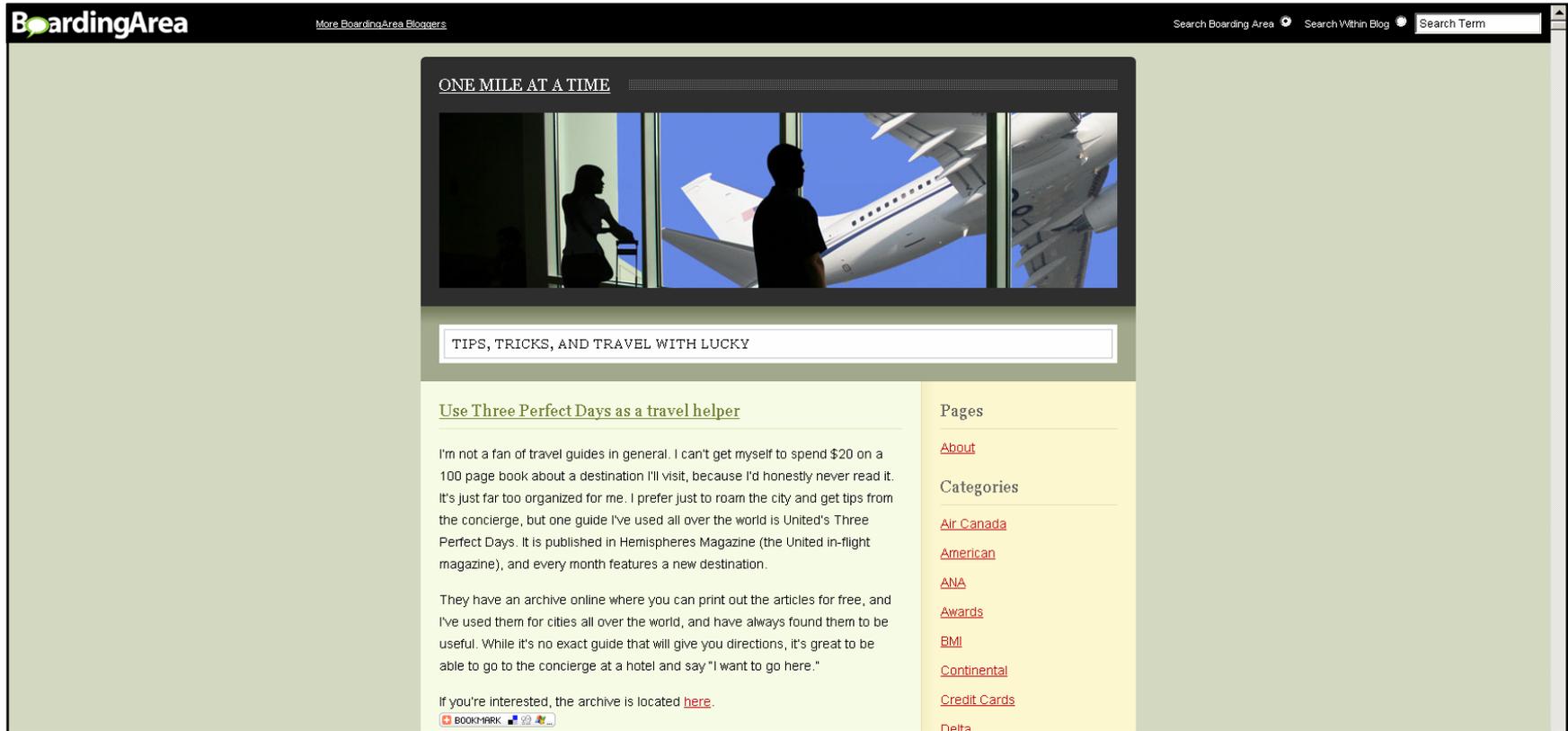
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**UF UNIVERSITY of FLORIDA**  
*The Foundation for The Gator Nation*

Let's remember this gentleman



**BoardingArea** [More BoardingArea Bloggers](#) Search Boarding Area Search Within Blog Search Term

## ONE MILE AT A TIME



TIPS, TRICKS, AND TRAVEL WITH LUCKY

### Use Three Perfect Days as a travel helper

I'm not a fan of travel guides in general. I can't get myself to spend \$20 on a 100 page book about a destination I'll visit, because I'd honestly never read it. It's just far too organized for me. I prefer just to roam the city and get tips from the concierge, but one guide I've used all over the world is United's Three Perfect Days. It is published in Hemispheres Magazine (the United in-flight magazine), and every month features a new destination.

They have an archive online where you can print out the articles for free, and I've used them for cities all over the world, and have always found them to be useful. While it's no exact guide that will give you directions, it's great to be able to go to the concierge at a hotel and say "I want to go here."

If you're interested, the archive is located [here](#).

BOOKMARK   

### Pages

- [About](#)

### Categories

- [Air Canada](#)
- [American](#)
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- [Awards](#)
- [BMI](#)
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- [Credit Cards](#)
- [Delta](#)

**Lucky's blog started 1.5 years ago, now reaches up to 1,500 hits/day**

# HOW LUCKY'S BLOG TIES INTO THE LARGEST COMMUNITY OF AIR TRAVELERS IN THE WORLD (FLYERTALK)

FlyerTalk Forums > View Profile  
lucky9876coins

MyFlyerTalk    FAQ    Calendars    New Posts    Search    Quick Links    Log Out

View Profile: lucky9876coins

**lucky9876coins**   
TalkBoard Member/FlyerTalk Evangelist

Last Activity: Today 8:40 pm

[Add lucky9876coins to Your Buddy List](#)    [Add lucky9876coins to Your Ignore List](#)

**Signature**  
Check out my trip report on NH/SQ/AC Biz to Asia, as well as the Conrad Hong Kong, InterContinental Bali, etc... 🍷

| Forum Info  | Contact Info  |
|---|---|
| Join Date: <b>Dec 8, 04</b><br>Posts<br>Total Posts: <b>21,197</b> (15.89 posts per day)<br><a href="#">Find all posts by lucky9876coins</a><br><a href="#">Find all threads started by lucky9876coins</a><br>Referrals: <b>1</b> | Home Page:<br><a href="http://boardingarea.com/blogs/onemileatatime/">http://boardingarea.com/blogs/onemileatatime/</a><br>Email:<br><a href="#">Send a message via email to lucky9876coins</a><br>Private Message:<br><a href="#">Send a private message to lucky9876coins</a> |

| Additional Information   | Group Memberships  |
|--|--|
| Date of Birth:<br>April 20<br>Location:<br>Tampa/Gainesville<br>Program Affiliations:<br>United 1K/RCC, AA Gold, PC Plat, IC RA, Hilton Gold, Marriott Gold, Starwood Gold, Amex Plat<br>Interests:<br>Travel, Photography, Aviation | <b>lucky9876coins is not a member of any public groups</b> |

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

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

The screenshot shows the BoardingArea website interface. At the top left is the 'BoardingArea' logo. To its right is a link for 'More BoardingArea Bloggers'. On the far right of the top navigation bar are search boxes for 'Search Boarding Area', 'Search Within Blog', and 'Search Term'. The main content area features a large header image titled 'ONE MILE AT A TIME' showing a man and a woman looking out an airplane window at the wing. Below this is a sub-header 'TIPS, TRICKS, AND TRAVEL WITH LUCKY'. The 'About' section, which is circled in black, describes Ben as a college student and avid points collector living in Florida, who travels nearly 200,000 miles per year. To the right of the 'About' section is a sidebar with a 'Pages' menu listing 'About', 'Air Canada', 'American', 'ANA', 'Awards', 'BMI', 'Continental', and 'Credit Cards'. Below the sidebar is a photograph of Ben sitting in an airplane seat, smiling and holding a drink.

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

# REVISITING THE UNIVERSITY OF FLORIDA ADMISSIONS WEBPAGE

University of Florida

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## Admissions

### Why Choose UF?

UF offers more than 100 [undergraduate majors](#), [combined bachelor's/master's degree programs](#) in 65 departments and more than 200 [graduate degree programs](#). [Tour UF](#) on a visit to UF's beautiful Gainesville campus or take a [virtual tour](#) online.

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Outstanding students, faculty, programs, facilities and scholarship opportunities have made UF [one of the nation's best universities](#), public or private, and [one of the best deals](#).

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**UF UNIVERSITY OF FLORIDA**  
The Foundation for The Gator Nation

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

**ADMISSIONS**

- Prospective Students
- Applying Students
- Admitted Students
- Community Outreach
- Counselors & Advisors
- Parents
- Residency

Apply Online at **UF**  
Check Your Status at **UF**

Academics | Campus Life | Paying for College | UF Information | Visiting UF | Why Attend UF

## INTERNATIONAL

We welcome your interest in the University of Florida. Each year, UF hosts more than 6,000 international students who are seeking an education that is fully accredited and will be recognized all over the world. International students offer a cultural perspective that enriches the entire UF campus community.

As the state of Florida's largest and oldest university, the University of Florida is one the state's centers for education, medicine, cultural events and athletics. The university offers unrivaled access to world-class facilities, nationally recognized faculty, and a vibrant and diverse campus community. UF is committed to enrolling a student body that includes students from around the world.

At UF, you can choose from more than 100 undergraduate degree programs and more than 200 graduate degree programs. The campus provides incredible opportunities with top-quality advising to help you plan your academic courses, as well as excellent career mentoring, research opportunities, and more than 650 student organizations. Sports are also very popular at UF, for spectators and participants, and UF offers one of the most comprehensive intramural and club sport programs in the country.

The university is located in Gainesville in North Central Florida, continually ranked as one of the best places to live in the United States.

Site Map - Privacy Policy - Phone List - Forms - Contact Us  
Office of Admissions - 201 Criser Hall - PO Box 114000 - Gainesville, FL 32611-4000 - 352-392-1365

- 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**

The screenshot shows the University of Florida website with the following elements:

- Header:** "University of Florida" on the left, "UFWeb with Google" search bar on the right.
- Left Navigation Menu:**
  - ▶ About UF
  - ▶ Academics
  - ▶ Admissions
  - ▶ Campus Life
  - ▶ Research
  - ▶ Services
- Right Side:** "Meet Lucky" with a photo of a smiling student.
- Content Area:**
  - RELATED SITES:**
    - ▶ Undergraduate: Application, Status, Honors, Catalog
    - ▶ Graduate: Application, Deadlines, Fellowships, Graduate Minority Programs, Catalog
    - ▶ Transfer: Florida A.A. Degree, Freshman/Soph., Junior/Senior
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- Footer:**

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**UF UNIVERSITY OF FLORIDA**  
The Foundation for The Gator Nation

## How do you get (your own) Lucky?

- **Authenticity works**
- **Funny works – if really funny. Unintentionally funny works to, but not for the subject portrayed**
- **Top-down does not work (unless proven otherwise)**
- **Compelling content works**
- **Relationship triangulation works**
- **Talking down to your audience does not work**
- **A lack of success begets more failure – thus does not work**
- **Letting go is essential**

**Housekeeping**

**A brief conceptual overview**

**Institutional perspectives on online communities**

**Case studies: What works and what does not work**

**Discussion**

**Dr. Daniel J. Guhr**  
**Managing Director**

**Illuminate Consulting Group**  
**P.O. Box 262**  
**San Carlos, CA 94070**  
**USA**

**Phone** +1 619 295 9600

**Fax** +1 650 620 0080

**E-mail** [guhr@illuminategroup.com](mailto:guhr@illuminategroup.com)

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