

2008 ANNUAL AIEC CONFERENCE

How Online Communities Change International Education

- 35-40 minutes for the presentation, 20-25 minutes for discussion
- The presentation will be posted on the ICG website
- Some more second half 2008 Web 2.0 / online community-related presentations:
 - **CASE Leadership Summit / Europe Annual Conference: *The Future of Community and Affinity in an Online World, The Online Communities Workshop: Metrics for Performance and Success, and The Online Community Agenda***
 - **EAIE: *Web 2.0, Alumni, and International Student Recruiting***
 - **CBIE: *Strategic Responses to Online Communities & Platforms***
 - **CEC: *An Introduction to Marketing and Recruiting in Online Communities, and A Primer to Advanced Network-centric Recruiting and Marketing***

WHICH INSTITUTIONAL FUNCTIONS WILL THIS PRESENTATION TOUCH UPON?

- **Marketing and communication**
- **Alumni and career services**
- **(International) recruiting**
- **Legal and risk management**
- **Educational technology tools/channels**

An Introduction to Online Communities

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

Case Studies

- **Caltech on LinkedIn – Professional Networking**
- **MIT on YouTube – An Educational Channel**
- **Do you want to get Lucky? – Exploiting New Opportunities**
- **Building a global online community in five minutes**

Strategic Responses

Discussion

Housekeeping

An Introduction to Online Communities

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

Case Studies

- **Caltech on LinkedIn – Professional Networking**
- **MIT on YouTube – An Educational Channel**
- **Do you want to get Lucky? – Exploiting New Opportunities**
- **Building a global online community in five minutes**

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?**

Housekeeping

An Introduction to Online Communities

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

Case Studies

- **Caltech on LinkedIn – Professional Networking**
- **MIT on YouTube – An Educational Channel**
- **Do you want to get Lucky? – Exploiting New Opportunities**
- **Building a global online community in five minutes**

Strategic Responses

Discussion

WHAT IS THE BIG ADOO ABOUT?

- 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

Housekeeping

An Introduction to Online Communities

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

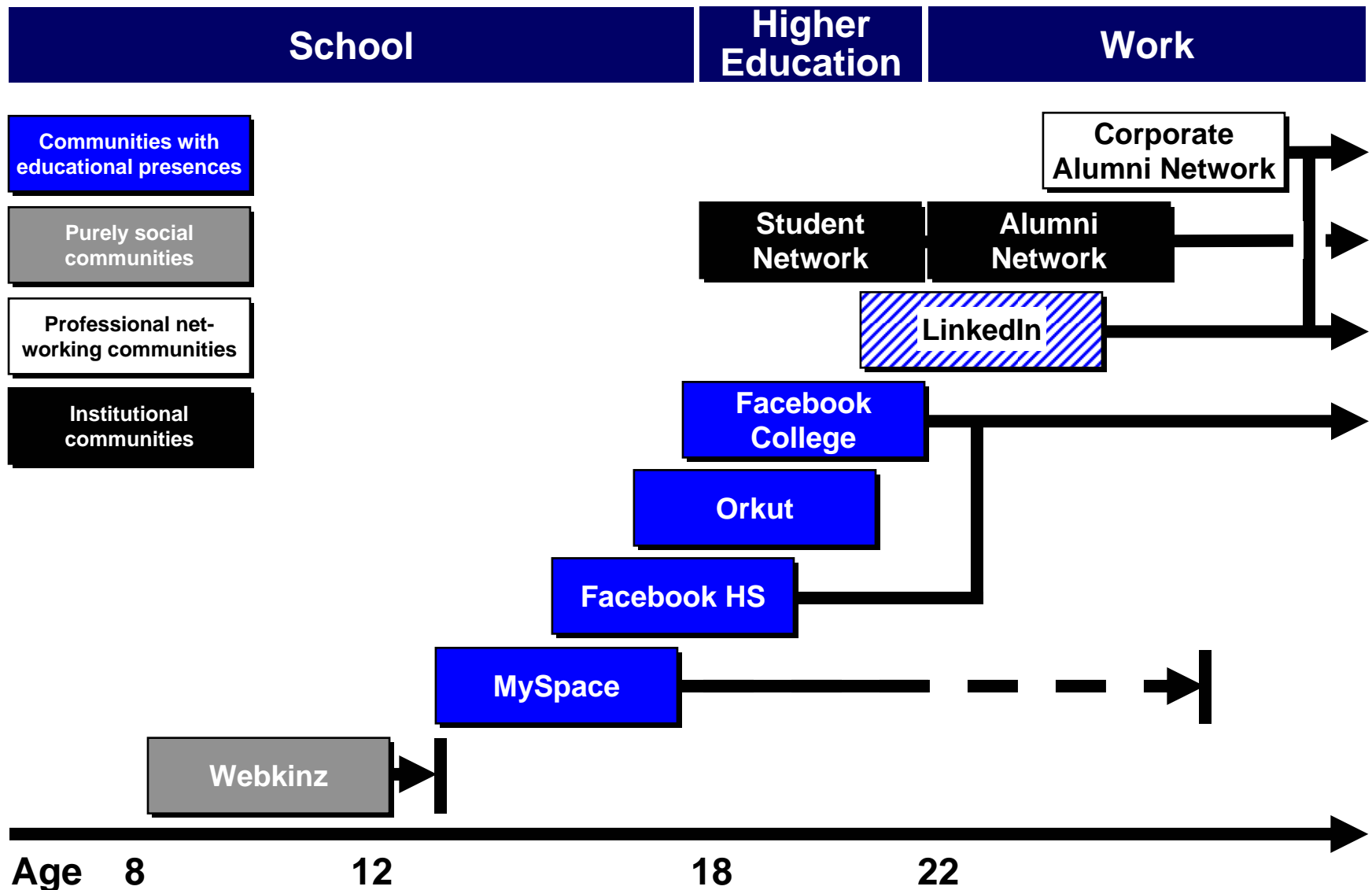
Case Studies

- Caltech on LinkedIn – Professional Networking
- MIT on YouTube – An Educational Channel
- Do you want to get Lucky? – Exploiting New Opportunities
- Building a global online community in five minutes

Strategic Responses

Discussion

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

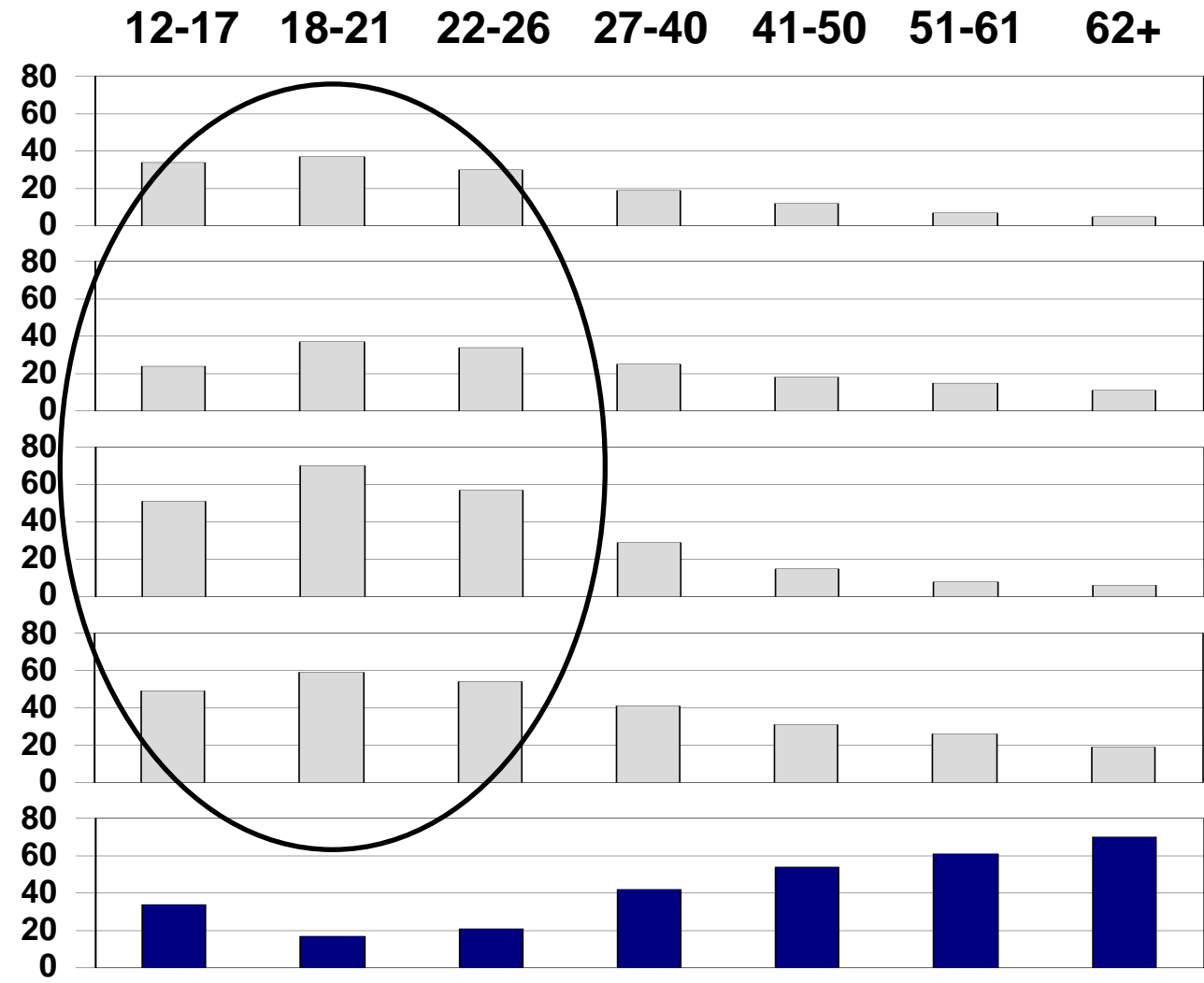
Creators

Critics

Joiners

Spectators

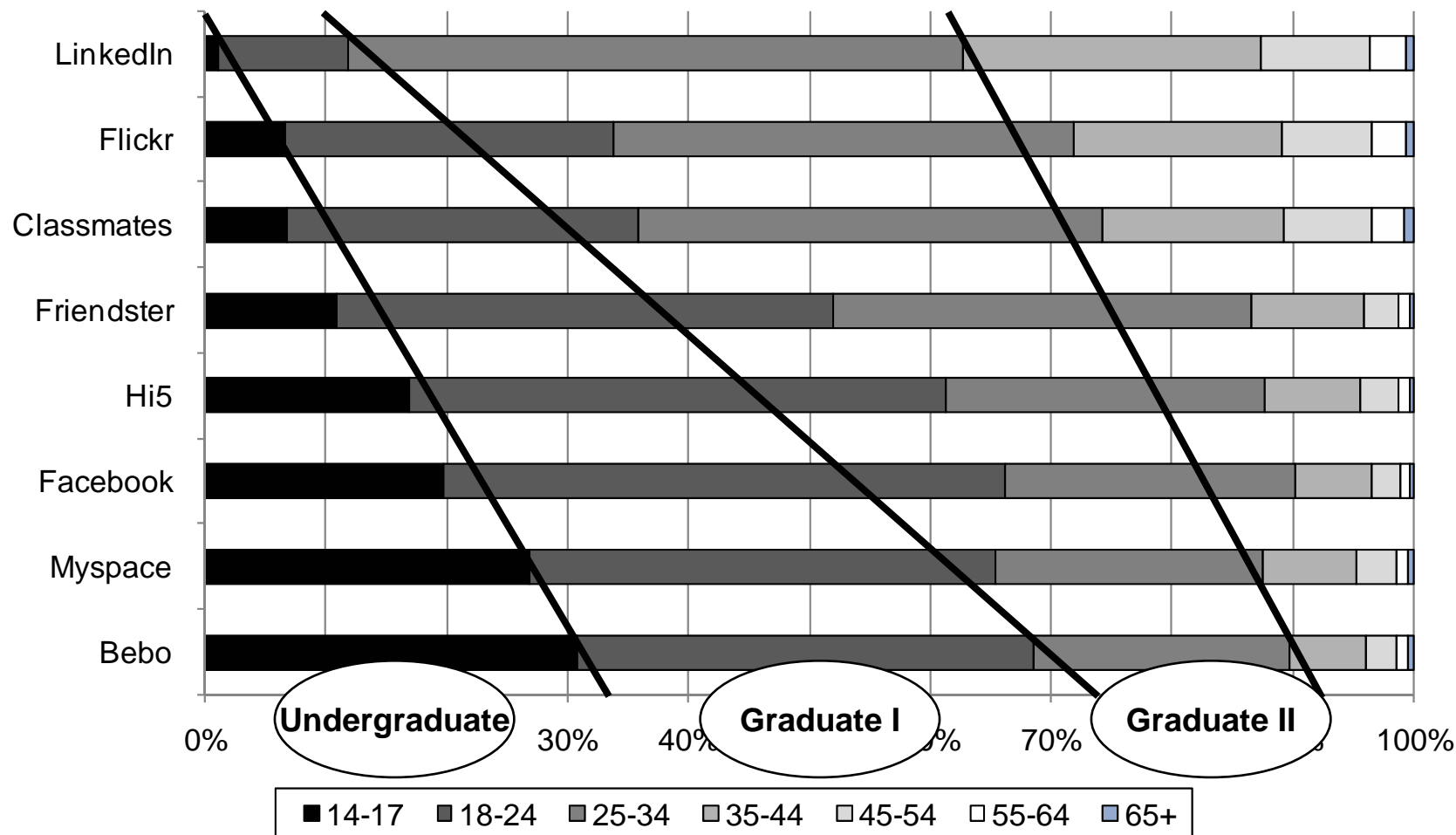
Inactives



Source: Forrester Research, 2007.

DIFFERENT COMMUNITIES OFFER VASTLY DIFFERENT RECRUITING POOLS

Community Usage by User Age Cohort



Source: Rapleaf, June 2008.

Housekeeping

An Introduction to Online Communities

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

Case Studies

- Caltech on LinkedIn – Professional Networking
- MIT on YouTube – An Educational Channel
- Do you want to get Lucky? – Exploiting New Opportunities
- Building a global online community in five minutes

Strategic Responses

Discussion

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)**

Housekeeping

An Introduction to Online Communities

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

Case Studies

- Caltech on LinkedIn – Professional Networking
- MIT on YouTube – An Educational Channel
- Do you want to get Lucky? – Exploiting New Opportunities
- Building a global online community in five minutes

Strategic Responses

Discussion

CALTECH ON LINKEDIN

The image shows a screenshot of the LinkedIn Caltech Alumni Association group page. The page is titled "CALTECH ALUMNI Caltech Alumni Association" and includes a description: "The Caltech Alumni Association is the worldwide network of graduates of the California Institute of Technology, Pasadena, California." The page features a "Join Group" button and a "Flag group as..." option. A sidebar on the left contains navigation links such as "Home", "Groups", "Profile", "Contacts", and "Inbox (3)". The main content area displays "Group Members in Your Network" with a list of members including Andrew Shaindlin, Ralph Weeks, Adam Rifkin, Richard Hsu, Steve Rabin, Michael Nelson, Tal Schwartz, Milan Kovacevic, Venky Ganesan, and Mark Robins. An "About this Group" sidebar on the right provides details: "Created: September 19, 2007", "Type: Alumni Group", "Members: 2,418", "Owner: Andrew Shaindlin", "Managers: Elizabeth Allen", and "Website: http://alumni.caltech.edu". Three black circles are drawn over the page: one around the group header and description, one around the "About this Group" sidebar, and one around the "Group Members in Your Network" list.

There is not a lot to see from the outside...

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

The screenshot shows a LinkedIn search results page for the query 'caltech alumni'. The page is titled 'Search Results' and indicates that 225 users were found. The results are sorted by keyword relevance. The first three results are highlighted as 'FEATURED'.

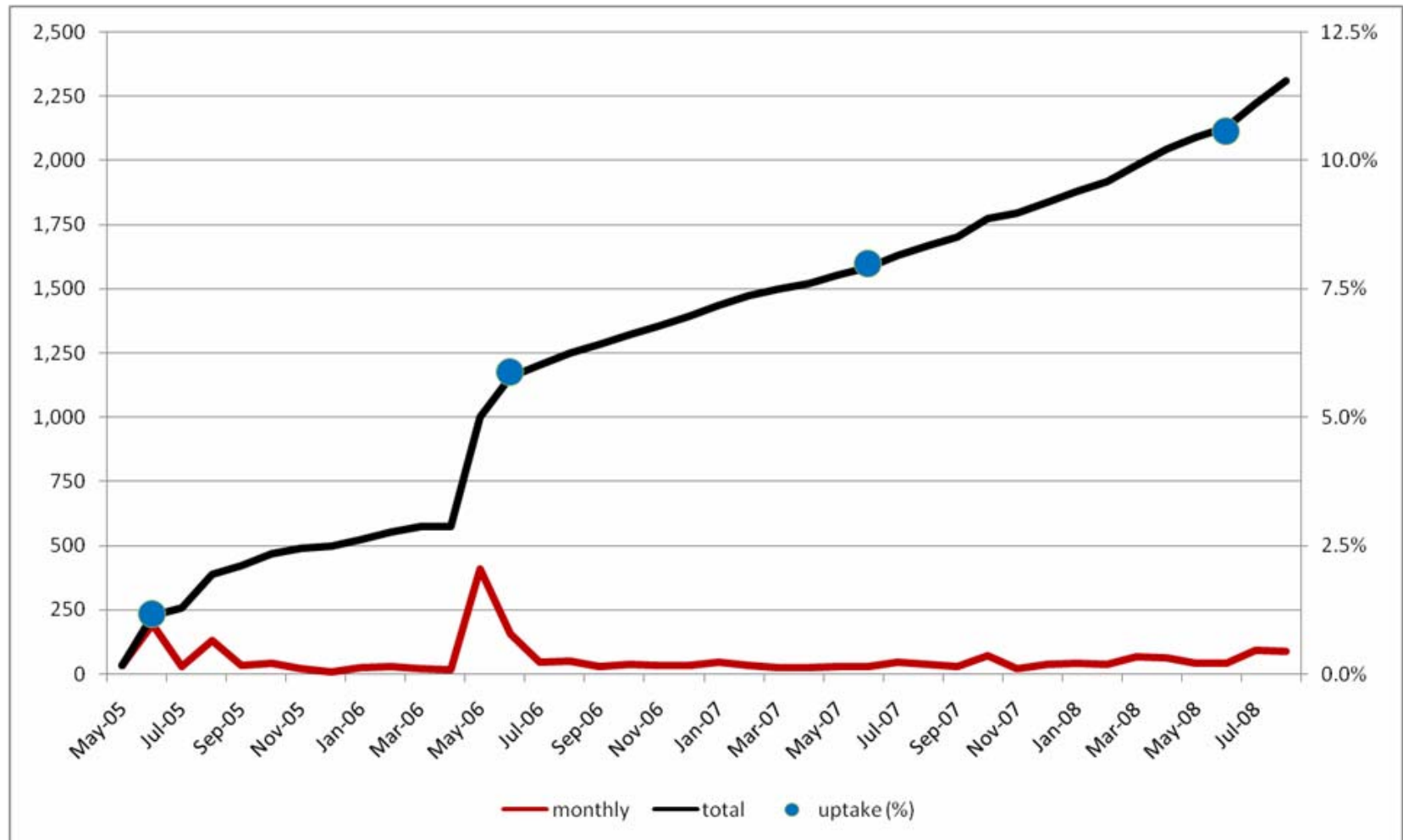
Andrew Shaindlin (1st) - Executive Director at Caltech Alumni Association. His profile includes a group membership for 'MONTELEONE INSTITUTE CALTECH ALUMNI' which is circled in red.

William Hicks (3rd) - Entrepreneur | Innovator | IT Pro, Networker, Developer. His profile lists several group memberships, including 'S A M A J' and 'Harvard', with a 'see more' link circled in red.

Karen Carlson (2nd) - Associate Director at Caltech Alumni Association. Her profile lists a group membership for 'CALTECH ALUMNI' which is circled in red.

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

CALTECH ALUMNI GROUP ON LINKEDIN: GROWTH RATES



Sustained growth – despite LinkedIn not appealing to many Caltech alumni

Source: Caltech Alumni Association, September 2008.

- **Why the LinkedIn group was created: Pre-emption of unofficial groups, address alumni professional networking needs**
- **How the LinkedIn group was propagated: Landing page on alumni association web site. Repeated announcements in publications, e-mail newsletters, membership mailings, and at events**
- **What LinkedIn cannot do: Act as a closed network, focus on social activities**
- **What LinkedIn can do: Connect Caltech alumni professionally amongst each other and to 26 million other users; provide brand identity**
- **What works: Rising sign-up numbers, attractiveness of Caltech brand (fakes), professional outcomes for alumni**

Caltech benefits from contributing to alumni professional networking value

Housekeeping

An Introduction to Online Communities

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

Case Studies

- Caltech on LinkedIn – Professional Networking
- MIT on YouTube – An Educational Channel
- Do you want to get Lucky? – Exploiting New Opportunities
- Building a global online community in five minutes

Strategic Responses

Discussion

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

The screenshot shows a YouTube video player for a video titled "MIT sketching" by user "albbu". The video shows a man in a white shirt drawing on a whiteboard. The video has 2,395,924 views and a rating of 5 stars from 5,377 ratings. The page includes navigation tabs (Home, Videos, Channels, Community), a search bar, and a list of related videos such as "Invisible Water Effect", "How to Draw Eyes", and "M.I.T. Walter Lewin - Complete Breakdown of Intuition - Part 1".

You Tube Australia | English Sign Up | QuickList (0) | Help | Sign In
Broadcast Yourself™ Home Videos Channels Community
Videos Search advanced Upload

MIT sketching

From: **albbu** Added: September 19, 2006 (more info) **Subscribe**

MIT sketching
URL: <http://au.youtube.com/watch?v=NZNTggIPbUA>
Embed: `<object width="425" height="344"><param name="mov`

► More From: albbu
▼ Related Videos

- Invisible Water Effect** 00:30 From: dragonoface Views: 3,453,688
- How to Draw Eyes** 09:33 From: Syera Views: 1,084,367
- M.I.T. Walter Lewin - Complete Breakdown of Intuition - Part 1** 09:39 From: Fhran Views: 188,820
- Amazing physics** 01:42 From: Xcentric0 Views: 2,801,405
- Teaching Physics with a SMART Board** 10:33 From: schvislab Views: 8,717

Promoted Videos

- Alberto the Musicbox
- Theoretical Girl - The ...
- Behind The Scenes on Na
- Russian Romance - Liu

Rate: ★★★★★ 5,377 ratings Views: 2,395,924
Share Favorite Playlists Flag
MySpace Facebook Digg more share options

Commentary **Statistics & Data**
Video Responses: 0 Text Comments: 2,968
► Video Responses (0) Sign in to post a Video Response
▼ Text Comments (2,968) Sign in to post a Comment
Show: average (5 out of 5) Help

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

Source: <http://youtube.com/watch?v=NZNTggIPbUA>

Housekeeping

An Introduction to Online Communities

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

Case Studies


- Caltech on LinkedIn – Professional Networking
- MIT on YouTube – An Educational Channel
- Do you want to get Lucky? – Exploiting New Opportunities
- Building a global online community in five minutes

Strategic Responses

Discussion

University of Florida
UF Web with Google

- ▶ [About UF](#)
- ▶ [Academics](#)
- ▶ [Admissions](#)
- ▶ [Campus Life](#)
- ▶ [Research](#)
- ▶ [Services](#)



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](#).

Graduate Admissions
 The [graduate admission process](#) is coordinated by the [graduate departments](#) and the admissions office. [Graduate application instructions](#) and [graduate resources](#) provide the information needed to choose a degree program. **To apply online**, complete the [application for graduate admission](#).

Already Applied?
 Undergraduates can check their [application status](#) online; graduate applicants should contact their [graduate departments](#).

While waiting for an admission decision, learn more about [housing on campus](#), [meal plans](#), [computer requirements](#) and [scholarships and financial aid](#).

[News](#) | [Calendar](#) | [Directory](#) | [MyUFL](#) | [ISIS](#) | [Web Site Listing](#) | [Campus Map](#) | [WebMail](#) | [Ask UF](#)
 © University of Florida, Gainesville, FL 32611; (352) 392-3261. Updated: October 6, 2008.
[About This Site](#) | [Disability Services](#) | [Privacy Policy](#) | [Search](#)
 This page uses Google Analytics (Google Privacy Policy)



UF UNIVERSITY of FLORIDA
The Foundation for The Gator Nation

Let's remember this gentleman

The screenshot shows a web browser displaying a blog post on the BoardingArea website. The page header includes the BoardingArea logo, a link to 'More BoardingArea Bloggers', and search fields for 'Search Boarding Area', 'Search Within Blog', and 'Search Term'. The main content area features a large image of a man and a woman looking out a window at an airplane. Below the image is the title 'ONE MILE AT A TIME' and a subtitle 'TIPS, TRICKS, AND TRAVEL WITH LUCKY'. The article text discusses the author's preference for travel guides and mentions 'United's Three Perfect Days'. A sidebar on the right contains sections for 'Pages' and 'Categories', with links to 'About', 'Air Canada', 'American', 'ANA', 'Awards', 'BMI', 'Continental', 'Credit Cards', and 'Delta'. At the bottom of the article, there is a social media sharing bar with icons for BookMark, Facebook, and Twitter.

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 Facebook Twitter

Pages

- [About](#)

Categories

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

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

THE BLOG IS PART OF A HIGHLY BRANDED ARRAY OF TRAVELING ADVICE SITES

The screenshot shows the 'About Us' page of BoardingArea. The header features the BoardingArea logo with the tagline 'Voices of the Business Traveler' and a search bar. A navigation menu includes 'Home / About Us / Our Bloggers / Blogs By'. The main content area is titled 'About Us' and contains several paragraphs of text. The first paragraph states that BoardingArea was developed by the same people who founded other popular business travel sites like FlyerTalk, WebFlyer, FlyerGuide, MileageManager, and InsideFlyer. The second paragraph explains that for over 20 years, the site has provided news and advice for frequent flyers. The third paragraph describes the vast amount of travel blogs on the internet and how BoardingArea focuses on the best ones. The fourth paragraph mentions that the site has bookmarked the best business travel blogs and even hosted one of the first in the arena, 'View From the Wing'. The fifth paragraph notes that the site's content is hand-selected for quality and timeliness. The sixth paragraph encourages visitors to read the bios of featured bloggers. Below the text is a handwritten signature of Randy Petersen, followed by his name. A footer contains navigation links and a copyright notice for 2007.

BoardingArea
Voices of the Business Traveler

Search in Blogs:

[Home](#) / [About Us](#) / [Our Bloggers](#) / [Blogs By](#)

About Us

BoardingArea was developed by the same people who founded some of the most popular business travel and frequent flyer Web sites on the Internet, including [FlyerTalk](#), [WebFlyer](#), [FlyerGuide](#), [MileageManager](#) and [InsideFlyer](#).


For more than 20 years, we have been providing news, information and advice for frequent flyers. Our goal has always been to provide frequent travelers with the information they need to make the most of their travel.

Today, millions of people write blogs, hundreds of thousands write travel blogs, and hundreds write blogs focused specifically on subjects of interest to business travelers. A select few of these are quite good, but your chance of finding them in the ocean of information known as the Internet is about the same as that of being struck by lightning while picking up your lotto check.

Which is where we come in. In our years covering topics of interest to the business traveler, we bookmarked the best business travel blogs we stumbled across, and even hosted one of the first blogs in this arena - [View From the Wing](#). Now we're sharing those bookmarks with you, the always time-crunched business traveler, by featuring **all of the best business travel blogs, all in one place.**

The business travel blogs you will find on BoardingArea are the best of the best, the cream of the crop, the cat's meow ... you get the idea. Each blog in the BoardingArea network has been hand selected by our team for its quality of content, its timeliness, and, last but not least, for its entertainment value.

But enough about us, please read [the bios of each of our featured bloggers](#) and enjoy the voices of the business traveler on BoardingArea.


Randy Petersen

[Home](#) [About Us](#) [About our Bloggers](#) [Become a Blogger](#) [Contact Us](#) [Privacy Policy](#)

Copyright © 2007 A [Frequent Flyer Network](#) Web Site

Lucky is co-branded with Randy Petersen (really frequent travelers know)

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
<p>Join Date: Dec 8, 04</p> <p>Posts</p> <p>Total Posts: 21,197 (15.89 posts per day) Find all posts by lucky9876coins Find all threads started by lucky9876coins</p> <p>Referrals: 1</p>	<p>Home Page: http://boardingarea.com/blogs/onemileatime/</p> <p>Email: Send a message via email to lucky9876coins</p> <p>Private Message: Send a private message to lucky9876coins</p>

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

All times are GMT -5. The time now is 8:40 pm.

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 logo 'BoardingArea' and a link for 'More BoardingArea Bloggers'. At the top right are search boxes for 'Search Boarding Area', 'Search Within Blog', and 'Search Term'. The main content area features a header 'ONE MILE AT A TIME' above a large image of a man and a woman looking out an airplane window at a plane. Below the image is a white box with the text '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', 'Credit Cards', 'Delta', and 'Hilton'. Below the sidebar is a photograph of Ben sitting in an airplane seat, smiling and holding a drink.

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

ONE MILE AT A TIME

TIPS, TRICKS, AND TRAVEL WITH LUCKY

About

Ben is a college student and avid points collector living in Florida. He travels nearly 200,000 miles per year, mostly with United and the Star Alliance. He has visited over 30 countries and counting, and has a particular interest in the Asian-Pacific region. Beyond blogging on Boardingarea.com, being a student and traveling, Ben spends considerable time on FlyerTalk.com under the handle "lucky9876coins", serving on the TalkBoard, FlyerTalk's member elected board.

The purpose of his blog is to share his travel experiences – those both in the air and on the ground – and stay updated on the latest in the travel industry, from promos to program changes to mergers. Ben can be reached at onemileatime@hotmail.com for any questions, comments, or stories you'd like him to blog about.

BOOKMARK Facebook Twitter

Pages

- About
- Air Canada
- American
- ANA
- Awards
- BMI
- Continental
- Credit Cards
- Delta
- Hilton

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

REVISITING THE UNIVERSITY OF FLORIDA ADMISSIONS WEBPAGE

University of Florida

UFWeb with Google Search

- ▶ About UF
- ▶ Academics
- ▶ Admissions
- ▶ Campus Life
- ▶ Research
- ▶ Services

Meet Lucky

RELATED SITES:

- ▶ Undergraduate
Application, Status, Honors, Catalog
- ▶ Graduate
Application, Deadlines, Fellowships, Graduate Minority Programs, Catalog
- ▶ Transfer
Florida A.A. Degree, Freshman/Soph., Junior/Senior
- ▶ International
International Admissions, International Center
- ▶ Costs & Financial Aid
Undergrad Costs, Graduate Costs, Housing, Meal Plans, Student Jobs, Scholarships, Bright Futures, Deadlines & Critical Dates

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](#).

Graduate Admissions

The [graduate admission process](#) is coordinated by the [graduate departments](#) and the admissions office. [Graduate application instructions](#) and [graduate resources](#) provide the information needed to choose a degree program. **To apply online**, complete the [application for graduate admission](#).

Already Applied?

Undergraduates can check their [application status](#) online; graduate applicants should contact their [graduate departments](#).

While waiting for an admission decision, learn more about [housing on campus](#), [meal plans](#), [computer requirements](#) and [scholarships and financial aid](#).

News | Calendar | Directory | MyUFL | ISIS | Web Site Listing | Campus Map | WebMail | Ask UF
© University of Florida, Gainesville, FL 32611; (352) 392-3261. Updated: October 6, 2008.
About This Site | Disability Services | Privacy Policy | Search |
This page uses Google Analytics (Google Privacy Policy)

UF UNIVERSITY OF FLORIDA
The Foundation for The Gator Nation

Do you want to get (your own) Lucky?

INDIVIDUAL BRAND BUILDING AND ONLINE COMMUNITIES: IMPLICATIONS FOR STUDENT RECRUITING

- **Lucky is firmly rooted in the Web 2.0 world**
- **He has a high degree of credibility and authenticity**
- **His presence can be scaled with no real limits. However, it cannot be broadened in sensible ways**
- **His brand can be easily subsumed under an institutional brand umbrella**
- **Costs of integrating him into an institutional recruiting funnel are effectively zero**
- **What if you could use your own Lucky to become a part of your institutional recruiting efforts?**

Housekeeping

An Introduction to Online Communities

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

Case Studies

- Caltech on LinkedIn – Professional Networking
- MIT on YouTube – An Educational Channel
- Do you want to get Lucky? – Exploiting New Opportunities
- Building a global online community in five minutes

Strategic Responses

Discussion

- www.aiec2008.ning.com
- **Let's build it in the next five minutes**

Housekeeping

An Introduction to Online Communities

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

Case Studies

- Caltech on LinkedIn – Professional Networking
- MIT on YouTube – An Educational Channel
- Do you want to get Lucky? – Exploiting New Opportunities
- Building a global online community in five minutes

Strategic Responses

Discussion

- **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**

Housekeeping

An Introduction to Online Communities

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

Case Studies

- Caltech on LinkedIn – Professional Networking
- MIT on YouTube – An Educational Channel
- Do you want to get Lucky? – Exploiting New Opportunities
- Building a global online community in five minutes

Strategic Responses

Discussion

Daniel J. Guhr, Ph.D.
Managing Director

San Francisco Bay Area Office
P.O. Box 262
San Carlos, CA 94070
USA

Phone +1 (619) 295 9600

Fax +1 (650) 620 0080

E-mail guhr@illuminategroup.com

Web www.illuminategroup.com

This presentation was presented on 8 October 2008 at the AIEC Annual Conference in Brisbane.

All content, data, concepts, models, and case studies in this presentation are and remain the intellectual property of ICG or of specifically referenced institutions and sources.

This presentation shall be considered incomplete without oral clarification and thus no inferences or judgments shall be made about the content and statements included in this presentation.

© ICG, 2008. All rights reserved.