

Webinars in Early Literacy: Changing with the Times



Learning Objectives

- To raise awareness about the benefits of webinars
- By explaining how webinars work, to inspire you to try this new technology in your roles



What is a Webinar?

- A webinar is an online, interactive workshop that participants can join in on from any location (with internet capability)
- It can be an online presentation or lecture without an interactive component, but we choose to use all interactive media

Your Experience

Raise your hand if:

- You have attended a webinar
- You have led/hosted a webinar

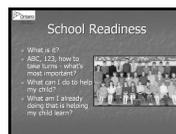


Components of the Webinar

- Power Point Presentation/slides
- Live video streaming
- Polls
- Sharing files, including video
- Chat
- Web-links
- Recording each webinar to be watched later

Demonstration of Webinar

- http://www.familydaycare.com/oeyccentres/els_workshops.html
- We have done webinars on four topics, and repeated them several times



Who Attended?

- Number of participants varied from 17 to 63 (but no way to record numbers watching the webinar after the fact)
- Mothers, fathers and extended family both at home and at work
- Child care, school board and family support professionals at home and work
- ECE students and professors

Challenges

- Getting support from your organization
- Costs of acquiring the technology platform
- Big initial learning curve
- Some technical difficulties
- No eye-contact with participants, or ability to "read" body language

Benefits of Webinars

- Reach new audiences, including some marginalized populations
- Reduced travel and cost of mileage
- Technology appeals to younger, tech-savvy parents and caregivers
- Weather not a barrier
- Savings on copies, paper and snacks (also more green)
- Recordings attract people to your website

How to start hosting Webinars

- Get support from your organization
- Choose an appropriate platform for hosting webinars
- Enlist support of a colleague to help with promotion and registration
- Invest in a good quality web camera/mic
- Schedule a practice run-through

Supporting Technology Tools

- Constantcontact.com or Verticalresponse.com for email promotion
- Formstack.com for web-based registration
- Surveymonkey.com for evaluations

How to set up for Webinar

- Upload Power Point Presentation
- Have an opening slide to let participants know when you'll be joining
- Arrange the user-view and presenter view
- Set up polls
- Set up web-links
- Open window to any web-based content you wish to share (videos, etc.)
- Test video camera and microphone
- Get "in the room" 10 minutes early

<https://familydaycare.adobeconnect.com/system/login?domain=http%253A%252F%252Ffamilydaycare.na5.acrobat.com&next=/&set-lang=en>

Tips (from one year in)

- Take material you know very well for initial webinars
- Translate what you would have done live into something interactive online
- Expect some bumps
- Have a partner or back-up person
- Ask a tech-savvy young parent to join in on your run-through and give feedback

Tips – cont'd

- Give yourself plenty of time to set-up the first webinar
- Max. 20 slides for one hour webinar
- Use lots of good visuals in Ppt
- Press Record!!



Table Group Discussion

- What are the possibilities for you to use the webinar technology in your roles?
- What are the first steps you need to take in order to initiate the use of webinars in your organization?

Questions and Answers



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<http://www.familydaycare.com/oeycentres/els.html>