

Technology Update

E-Guidance, Digital Footprints & Feeding the Web

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Topics

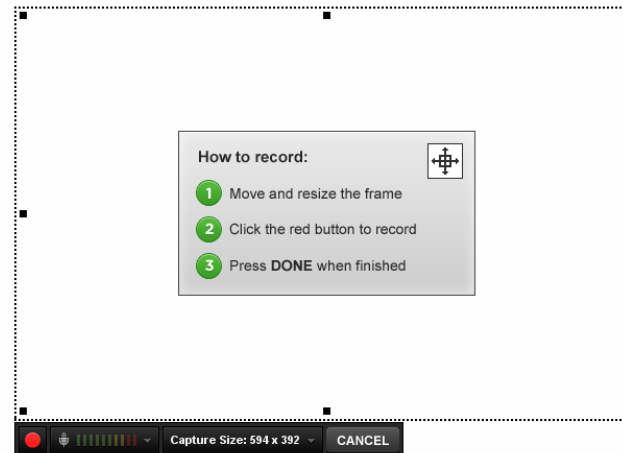
- E-Guidance
 - Digital Footprints
 - Feeding the Web
 - Tools for Interview Practice
-

Two Quick Demos

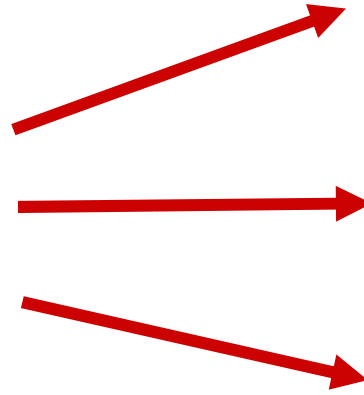
□ A text



□ A Screencast




Where did that text go?



?

E-Guidance: Beyond Email



Careers Service
University of Salford Careers Service

Email Careers Advice from the University of Salford Careers Service

Your email address

Re-type email address

Full name

Subject of email

Subject/area of study

Course of Study

Where are you currently based?
(give town name)

Are you a current student or graduate of the University of Salford?



virtual adviser services

use our e-query system and our online careers chat room



UNIVERSITY OF LIVERPOOL

University Library



MANCHESTER 1824

Careers Service

 Web Chats

Web Chat

The screenshot shows a Microsoft Internet Explorer browser window titled "Careers Webchat". The address bar displays the URL: <http://www.studentnet.manchester.ac.uk/careers/aboutus/events/webchats/live/index.htm#latest>. The page content is divided into several sections:

- Message Queue:** A teal header reads "You have 1 message awaiting an answer".
- Chat Log:** A scrollable area containing the following messages:
 - webchatModerator:** Good Afternoon All, Welcome to this test webchat. Our Expert today is Dave and he is happy to answer any general questions you have about careers!
 - Jenny:** Hi Dave - I'm in the process of writing a CV and wondered what the most important thing to put on there was?
 - Dave (Expert):** Jenny - the most important thing to put on your CV is your contact details. No point in having all that fantastic info on there if no one can get in touch with you!
 - andrewsi:** Hi! I'm really interested in doing a year working abroad from Septmeber this year - have I left it too late?
 - Dave (Expert):** Andrews - The first thing you need to check out is that your course allows you to take a year out. Some courses don't let you!
- User list:** A teal header reads "User list". Below it, a list of users is shown: Dave (Expert), webchatModerator, andrewsi, Jenny, and sassylou.
- Input Area:** A text input field with a "Submit" button below it.
- Footer:** A section labeled "Footer" at the bottom of the chat area.

The Windows taskbar at the bottom shows the Start button, several open applications (3 Microsoft Office, 7 Internet Explorer, Ecco), and the system tray with the time 16:03 and IP address 130.88.50.217.

Web Conferencing Tools



E-guidance: using audio feedback

Evidence of benefits to students

□ “Sounds Good”



1200 students

90% prefer audio to traditional feedback

‘personal’ aspect particularly valued

- More and better feedback
- Less ambiguity
- Meaning beyond the words
- Empathy

□ Similar results from other studies:



Why did I consider it?

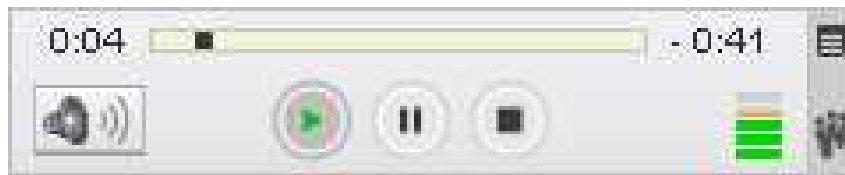
- Departmental work – flexibility
 - English for Career Success
 - Timetabling issues
 - Room space problems
 - Focus on oral and listening skills
-

Recording

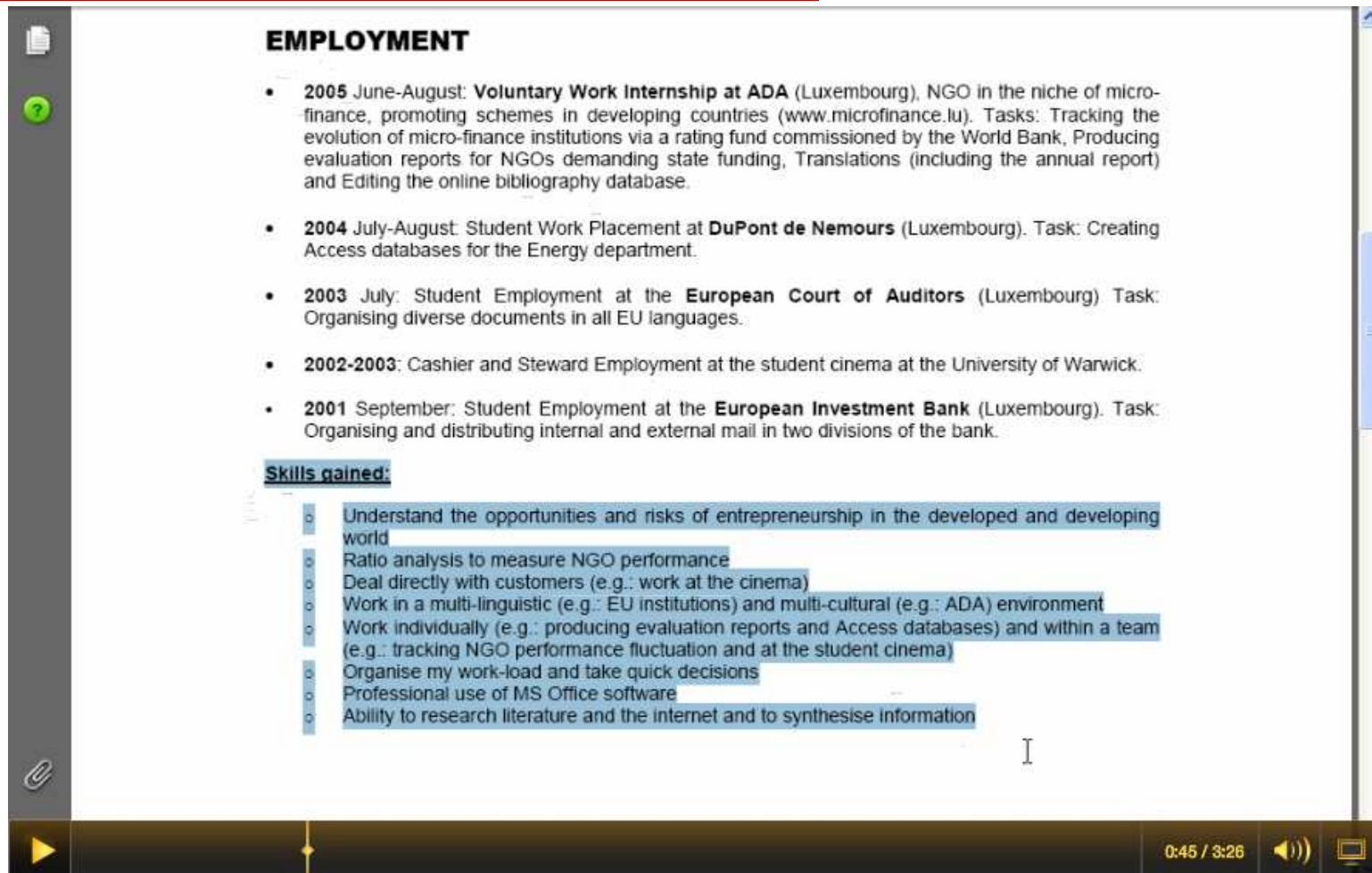
- ❑ **Audio only:** read through printed CV putting a note here and there as a prompt; recorded feedback
 - ❑ **Audio plus word document:** annotated the word document and then recorded feedback, sending both
 - ❑ **Screen capture:** recorded both the screen and audio using Jing.
-

Delivering

- Virtual learning environment (VLE)
 - Moodle
- Email
- Hosted



Screencasting



EMPLOYMENT

- **2005** June-August: **Voluntary Work Internship at ADA** (Luxembourg), NGO in the niche of micro-finance, promoting schemes in developing countries (www.microfinance.lu). Tasks: Tracking the evolution of micro-finance institutions via a rating fund commissioned by the World Bank, Producing evaluation reports for NGOs demanding state funding, Translations (including the annual report) and Editing the online bibliography database.
- **2004** July-August: Student Work Placement at **DuPont de Nemours** (Luxembourg). Task: Creating Access databases for the Energy department.
- **2003** July: Student Employment at the **European Court of Auditors** (Luxembourg) Task: Organising diverse documents in all EU languages.
- **2002-2003**: Cashier and Steward Employment at the student cinema at the University of Warwick.
- **2001** September: Student Employment at the **European Investment Bank** (Luxembourg). Task: Organising and distributing internal and external mail in two divisions of the bank.

Skills gained:

- o Understand the opportunities and risks of entrepreneurship in the developed and developing world
- o Ratio analysis to measure NGO performance
- o Deal directly with customers (e.g.: work at the cinema)
- o Work in a multi-linguistic (e.g.: EU institutions) and multi-cultural (e.g.: ADA) environment
- o Work individually (e.g.: producing evaluation reports and Access databases) and within a team (e.g.: tracking NGO performance fluctuation and at the student cinema)
- o Organise my work-load and take quick decisions
- o Professional use of MS Office software
- o Ability to research literature and the internet and to synthesise information

0:45 / 3:26

How did I find it?

- ❑ Less ambiguity about the meaning of words; could emphasise points of importance
 - ❑ More time spent on explaining a concept
 - ❑ More time acknowledging the well written sections giving more balanced feedback
 - ❑ Could say more than could have written in the equivalent time
-

What do the students think?

- ❑ I absolutely loved how this audio feedback works :=) This is great because now I can listen to it several times and make corrections accordingly.
 - ❑ The audio recording was great ... good for people who cannot attend the career meetings in person.
 - ❑ Received your audio files successfully and found them both to be particularly useful
 - ❑ Thank you very, very much for your great feedback, the effort and this course!
-

Drawbacks

- Finding quiet space to record feedback
 - File sizes of the recordings can be a challenge
 - “One setback might be that students cannot ask question, however, your critique was brief and clear, and I had no problem with that.”
 - Issues raised by others:
 - archiving the audio within existing student records.
 - reviewing the feedback quickly prior to seeing a student could be problematic
-

Online Networking & Digital Footprints

LinkedIn®

facebook

twitter

You Tube Broadcast Yourself™
UK | English





The Finalists

A blog following LSE students

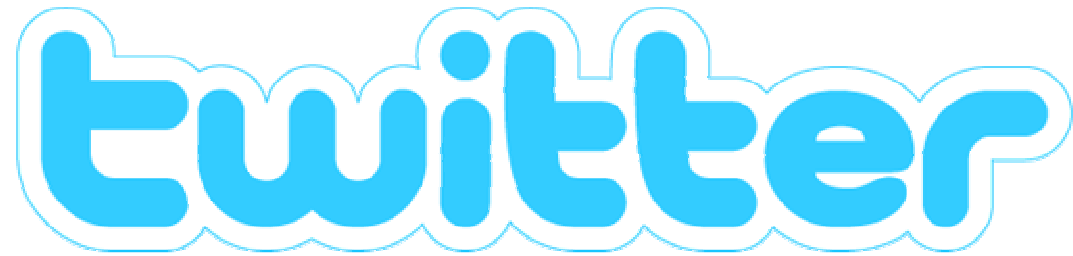
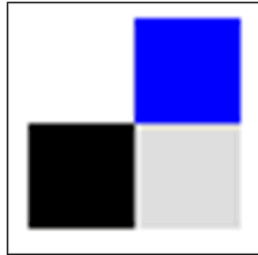
5 Responses to "On seemingly unattainable dream jobs..."



Tom Says:

February 4th, 2009 at 4:57 pm

Inspirational! I will definitely keep my hopes up! Go job hunting!



Customer Reviews

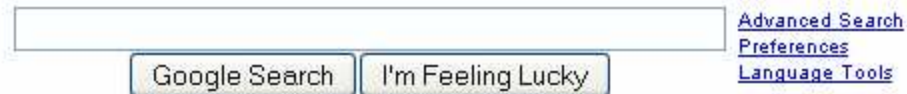


There are no customer reviews yet.

[Create your own review](#)



First Find Your Footprint



Google Yourself!

Then automate it... 



Beware your digital footprint!

- you should approach blogging with some caution – and be careful not to ruin your career prospects

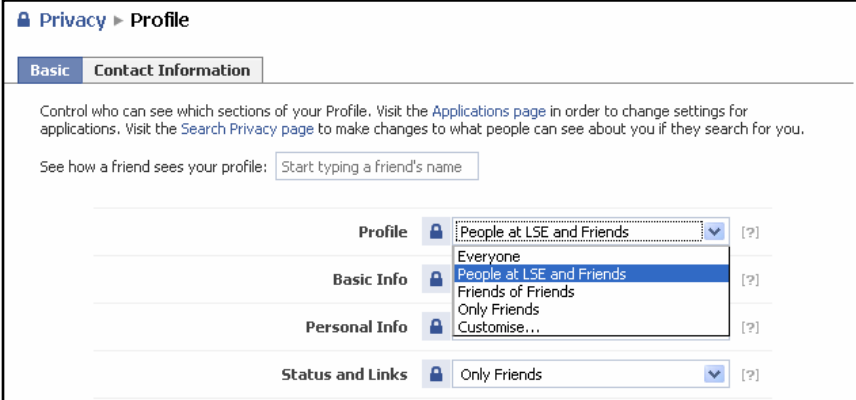
Gavin Whenman, Blogger, Diaries of UK Law Students

- We won't hold drunken pictures against you, it helps build up a picture

Director of Digital Strategies, Racepoint Group UK

Protect Your Reputation

- ❑ Keep it Private
- ❑ Do you want employers, lecturers, colleagues to see it?
- ❑ Social Networking Privacy Settings
- ❑ Professional vs Social Profiles
- ❑ Digital '*Shadow*'



The screenshot shows the 'Privacy > Profile' settings page. It has two tabs: 'Basic' (selected) and 'Contact Information'. Below the tabs is a paragraph: 'Control who can see which sections of your Profile. Visit the Applications page in order to change settings for applications. Visit the Search Privacy page to make changes to what people can see about you if they search for you.' Below this is a search bar: 'See how a friend sees your profile: Start typing a friend's name'. There are four rows of settings, each with a lock icon, a label, a dropdown menu, and a help icon: 'Profile' (set to 'People at LSE and Friends'), 'Basic Info' (set to 'People at LSE and Friends'), 'Personal Info' (set to 'Customise...'), and 'Status and Links' (set to 'Only Friends').

Section	Privacy Setting
Profile	People at LSE and Friends
Basic Info	People at LSE and Friends
Personal Info	Customise...
Status and Links	Only Friends

Taking Advantage

- Build a positive online presence
 - Where and how you can do this
 - Privacy settings
 - Linking up your image
 - Expand your network
 - Netiquette
 - Learn about job sectors & employers
 - How to keep up to date
-



The Finalists

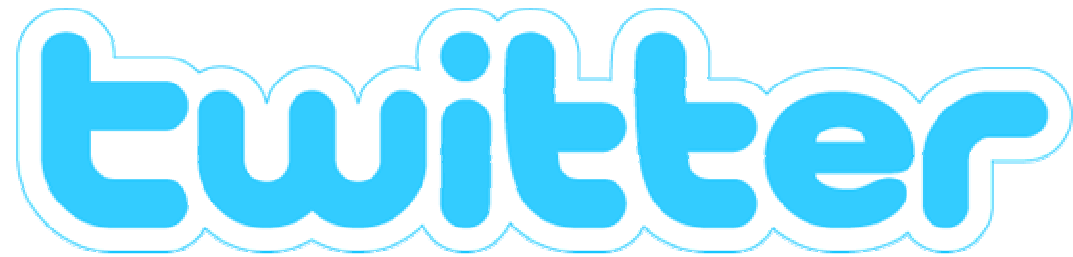
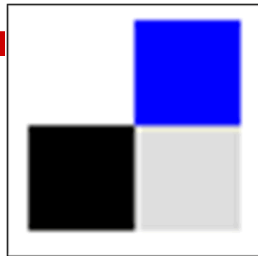
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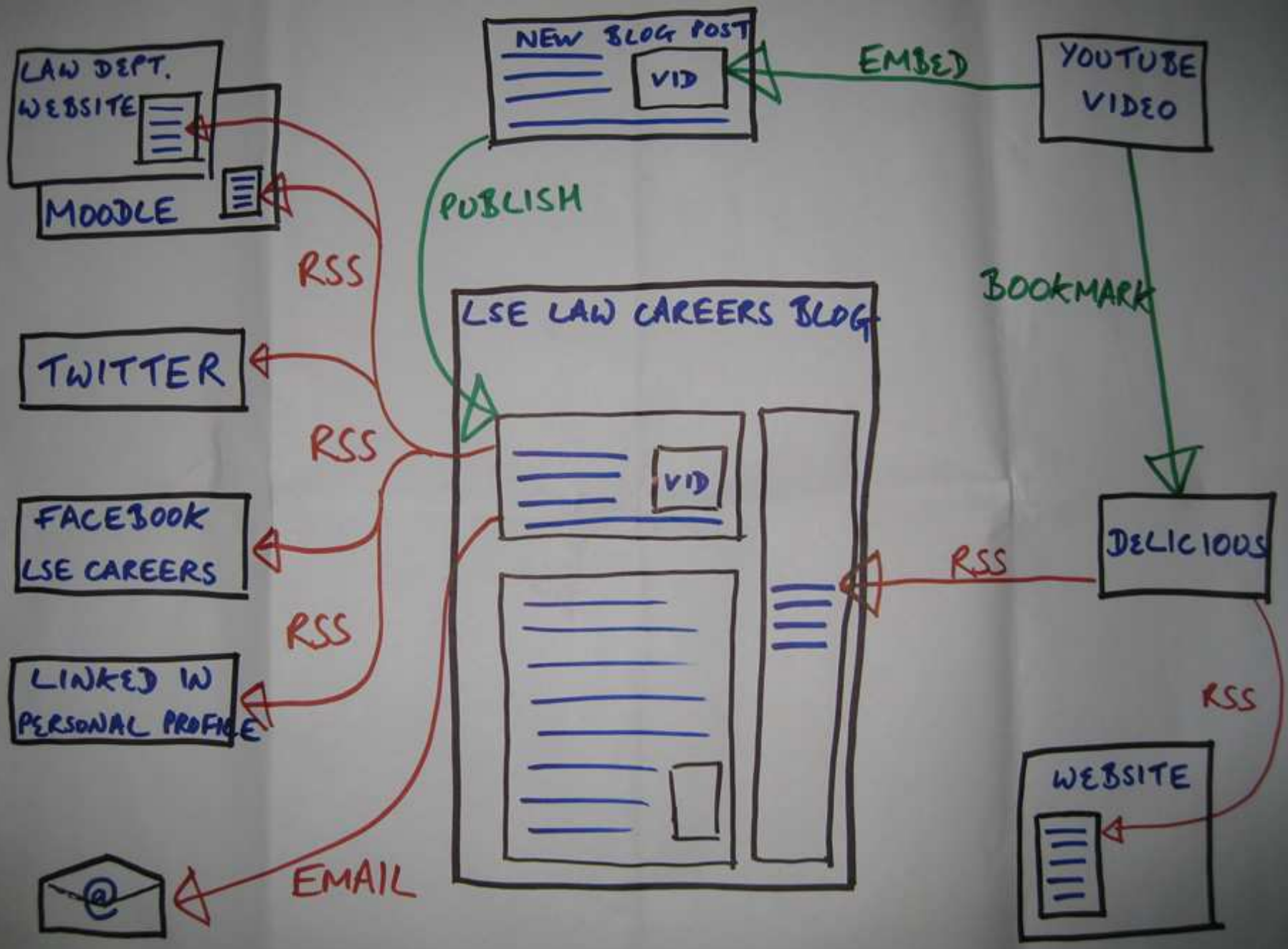




- Should you be advising students?
- Digital 'Footprints' & Privacy
- Beneficial uses of online profiles / networking
- Researching labour market info.
- Being net savvy is a lifelong educational process

Feeding the Web





Interview Practice

- The Interviewer
- Intervisual
- YouTube
- InterviewStream



You Tube Broadcast Yourself™
UK | English



Links...

<http://delicious.com/mattlingard/lsegci>