

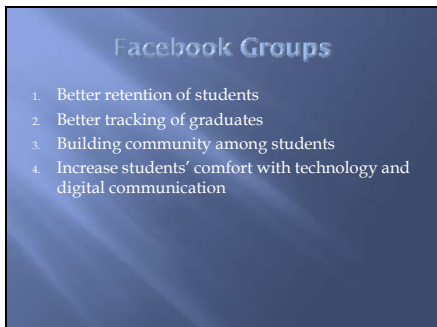
# Using Facebook to Connect with Students



## Music Introduction



I'm Lou Dunham, Business Technology I-BEST instructor at Spokane Community College. Our students are academically under-prepared and generally have not completed high school or been successful in the traditional classroom setting. In our program, they are developing the skills needed for office employment while also increasing their proficiency in adult basic education skills of reading, writing, and general mathematics.

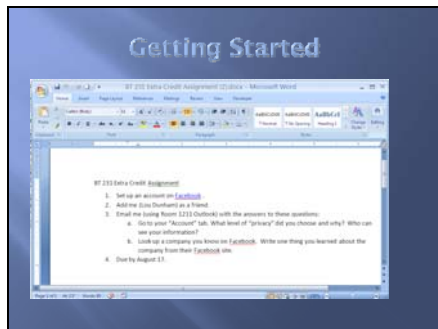


Many of our students are active users of Facebook, while others are not even frequent computer users. My goals in creating a Facebook group for our I-BEST students were to increase students' involvement with the program and each other, and to create a method for us to remain in contact with students after they leave our program.

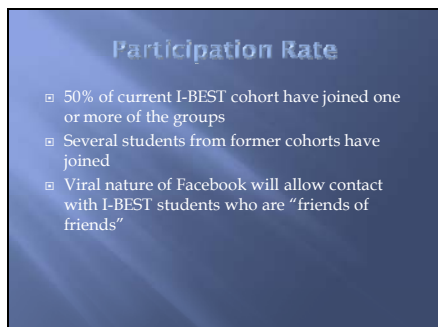
## Using Facebook to Connect with Students



I created three groups in Facebook: one for the I-BEST instructors, one for students currently enrolled in the I-BEST program, and one for all current and former I-BEST students.



I used this extra-credit assignment to encourage students to explore Facebook and to add me to their "friends" list.



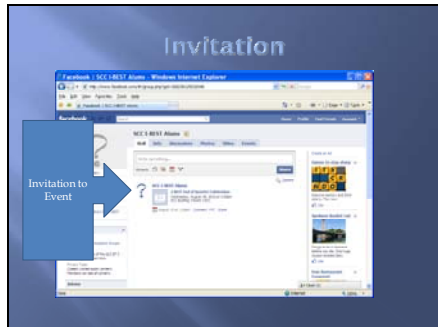
Starting the groups during summer quarter was challenging; however, we have connected with several students who have contact with other former students so I feel confident that these groups will increase.

## Using Facebook to Connect with Students

### Using Facebook to Stay in Touch

- Used Facebook invitation feature to contact students and invite them to end-of-year celebration
- Posted photos from program completion celebration

We have a celebration at the end of each quarter and would like to get more participation from former students. When they return and share what they've accomplished, it's very motivational for our current students and for the faculty. Posting invitations in the Facebook group is a good way to contact students we don't reach through our usual communication channels.



Here's the invitation that appeared in Facebook to inform students of an upcoming event.

### Lessons Learned

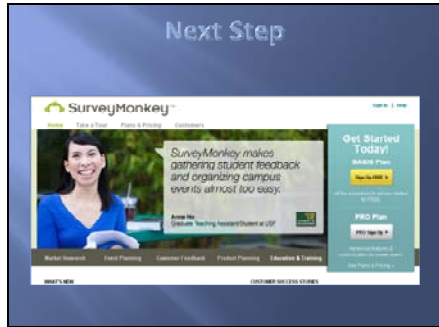
- Getting and keeping students involved
- Helping students to manage privacy and personal content
- Making full use of Facebook's potential as a social networking tool

To fully accomplish the goals of this project, we need regular postings and interesting content to keep students involved.

Concerns and issues about students' sharing of personal information and privacy need to be addressed

I need to improve my fluency and comfort level with the features of Facebook

## Using Facebook to Connect with Students



Survey Monkey is an on-line survey tool that we will use periodically to query our students to track their progress toward academic or employment goals.



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