

^M00:00:01

[Inaudible] welcome and roll call and then we'll get started.

Okay, it's ready.

All right, everybody, well this is Kristen with Deena by my side, she's been a bit of a God send for me in getting me scheduled, so thanks for being so...so responsive and a public thank you to Deena and to the two sites that are willing...or the two grantees that are going to share today. I'm not sure if it was the best thing to call them show and tell, that sort of probably the short hand that I came up with but the purpose of this um...these calls that are starting today will go right up until the, I think the 2nd of September will be the last one. Is to allow grantees, each of us to sort of talk a little bit about what is it that we tried, what is it that we want to really lift up and celebrate because it was fabulous, you're welcome to share if there're things that were big hiccoughs and mistakes. If we don't get to that, that's something that definitely we want to be able to hear about so I'll probably do a little quick follow up with each of you anyways to fill in any details that just can't cover today. But also what was is it that we've learned, how is this going to be helpful to having young people more meaningfully engaged and having service learning both spread more broadly and deepen in quality. So that's the intent and for each of the calls we have a couple of the grantees lined up to share what they have, these are all works in progress so you're among co-learners and we want to learn from the good, the bad and the ugly so feel free to share whatever you think would be most helpful for the network to learn from your experience. ^M00:01:44 And um...I think again I just want to do a quick role call, I know I heard Dede's voice and Joy's voice, is Shamara also going to join us...or has joined us?

A...no, Shamara is trying to finalize our student year book so she [laughter] she has to get this done before school...school gets out. ^M00:02:06

So Dede from Camp Fire and Joy from TASC, The After School Corporation in New York City are on. Angelia from Michigan it looks like you're on the line, is that true?

I'm here.

Yeah. And Jorge Martinez and Tricia from AHAC?

We're here.

Yes, we're here.

Yahoo, Brad have you wondered back in to your desk...not yet, he's a lucky man, he has it archived or we'll probably hear him when he jumps in and I have a John Asante [phonetic] let's see but John I'm not sure that I know what organization.

I'm also with AHAC.

Oh, fabulous. Yeah, a powerful and [inaudible] staff and you guys are on deck for the next call so I'm glad you're here and we can sort get some sense of how this will work and the technology if there's things we want again trouble shoot. Anybody else that I missed in terms of folks that have come on that I didn't hear the beep or see the name pop up on our screen? ^M00:03:03

Yes, Calvin Allen with HMCUC.

Oh, yeah, welcome Calvin.

Thank you.

Nice to hear your voice, anyone else? [Background noise] ^M00:03:15 Okay, and Calvin are you just calling in on the number or are in on the webinar using the software as well?

You know I'm going to have to switch phones in order to get on the webinars because based on the logistics of my computer and my phone.

Yeah, okay well do what you have to do and again this is, as Larry said, maybe I'll give you another minute or...Larry to talk about this software if there's anything we need to know but we anticipate...we knew that there would be some glitches in this first couple.

Um, hum.

And so hopefully we'll work through some of those as they come up and then we'll get...it will get smoother and smoother.

Oh, yeah, I'm sure it will and that's not a problem so I'll probably hang up and patch right back in.

Okay.

Just to get closer to my computer.

Great.

Okay. ^M00:04:01

Thank you. Larry with that said you're familiar with this software as we move into the sharing part is there anything in particular the people should know about in terms of orienting to the screen, how to use the chat bar or Q and A section, can you do a quick sort of orientation to the screen? ^M00:04:22

Sure, um, you as an attendee will see um whatever the Presenter puts up there and you'll see that I am currently the Presenter because next to my name Larry Hardison [phonetic] is a green and blue ball. Um, soon it will change to Dede Gas [phonetic] and/or Joy Ferguson [phonetic] and you'll see what they present. Um, at the bottom or below on the right of your screen it should be, there's a section called Q and A, that is a great place for you to ask questions if you don't want to interrupt the flow of the meeting or um...yeah basically to ask questions. ^M00:05:01 That way the Presenters can see the question there and then answer it and the answer will go directly under the question that you ask. Um, another way that you can do it is to...next to your name there should be a place for you to raise your hand, I think it's under your name actually. You can raise your hand and then people can see that you want to ask a question, then you can ask it over the teleconference. Brad Lewis has just raised his hand.

Thank you Brad.

Sure enough.

There's also a chat feature, um, that can get a little bit confusing unless you're chatting to a specific person which you can choose under "the send" to, so it's actually better to use the Q and A or speak up during the conference, teleconference.

So...

Yes.

I'm sorry can I ask, are there other attendees on line right now than myself?

Yes, there are.

They're just not showing up in the participant panel, huh?

Yes, I didn't set it up...I didn't set it up to show all the attendees, next time I...

Okay.

Can if...if that's what...um Deena and Kristen would prefer.

Yeah, that's fine Larry and I think Brad this is Kristen if you click on view attendees, it shows the five people that are on line. ^M00:06:24

He may not see that because he's an attendee.

Oh, okay.

Right.

Um, let me see if I can switch that during the teleprompter, teleconference.

It just helps knowing who else is in the room.

Yeah. Well, it's Angelia, John and three folks from AHAC.

Hi, Brad.

Hi, Brad.

Hello, Brad.

Hi, Brad.

Hey, hey, hey, anything else that you want. [Inaudible]^M00:06:51

Sorry for joining a little late, [inaudible skip] called away so I apologize for that.

Anything else Larry that we need to know about this screen?

I don't think so, um, this screen we will be seeing every once in a while when the panelist changes to show their web site or something of that sort but other than that you basically just have to watch.

Great. Well, let me say one other thing about the Q and A, and again maybe Dede and Joy are probably super women, well, I know they are, so maybe this will be not such an issue but two things, one I will also be tracking the questions that are asked while you are presenting so if you feel like you can't...you see people typing in but you can't sort of read as well as [skip] be talking don't worry because I'll try to pull those up or individuals again say can come...you know sort of say on the call...wow I really want to talk about this. ^M00:07:53 Um, the other thing is please, please, please put all the questions that you think of in that spot because if we don't get to them during the call time part of what we can do is look back afterwards to answer questions that arise that we just won't get to during the conference time and again part of what I...my path will be as I listen to all these calls and by the end of summer will be to start to pull together some written documents that will pull us to the clearing house again what's been learned, what are the frequently asked questions, what are the hard things, so the more that we really use your real live questions to create those materials for others, the richer they'll be. So um, don't be shy about posting things and if we don't get to them we'll figure out ways to respond immediately and ultimately in some published pieces that will be available through the clearing house in early fall. So before we turn it over to Camp Fire, are there any other questions that people have about the purpose of the call or about the technology, the agenda will be Camp Fire first, sharing what they're doing and taking questions and answers, then we'll shift to The After School Corporation to share their piece. Any other questions or issues that we need to talk about before we shift to Dede? ^M00:09:14

Has anybody else joined us?

Calvin Allen is back.

Dum ta ta tum! [Laughter]^M00:09:25

Wow, that's a great introduction [inaudible].

Yeah, it's the starting on one phone and transferring to your office so welcome [inaudible] webinar.

Thank you.

Any thing else, any other issues or questions...great well then let's turn it over to Dede and hear a little bit about what Camp Fire has accomplished and learned as a result of this fabulous grant.

Okay I'm going to see if I can...can you see the Camp Fire web page, see if I'm doing this right?

Yes. [Inaudible]

Yeah, did a good job of telling us how to do this, okay what I thought I would do first of all is walk you through what we have created so far and then go back to...I've created some slides based on questions that Kristen has posed to us to kind of look at all of our programs in a similar way. The overall goal that

we have had with the social networking site was to engage more people into Camp Fire programs overall and then specifically for service learning to engage youth was our major goal. So we started out with open social networking sites and we started out past...this past December approximately by dipping our feet into the waters, as you would say, one of the first pieces we needed to look at was our privacy policies so you can see here that our privacy policy was revised, finally approved by all lawyers, everybody else that had to chime in, in March but we had started to work on that. Another piece that we had started to look at was how we could encourage internet safety. Camp Fire has affiliates or we call them Councils across the country and they are the ones that provide programming and they have youth that are involved in a variety of programs as well as adults as volunteers and participants and then we have alumni. So one piece that we were especially concerned about was the youth piece and we found, and I'm just going to experiment and see if this works...whoo hoo...the National Center for Missing and Exploited Children has a great site so we talked with them and they approved us using their site on our site as a place to encourage families, participants, adult volunteers to go to have information about how to talk to kids about internet safety. And what we liked about this is it's in a variety of grade levels so there's different age levels that our volunteers and staff could work with youth and then there's a safety pledge that they can take that is age appropriate. So that was one of our steps and a continued step is talking about internet safety. [Inaudible] Uh, oh, hold on. ^M00:12:59

This is like the Fourth of July fireworks where we can oooh and ahhh when the site comes up and you know we'll just rest in between.

[Inaudible]...and then don't close...figure out when to do the back button and when you have to do the close button. ^M00:13:14

Oh, I see...sorry.

Take your time, Dede.

No problem.

[Inaudible]there we go.

Okay, so then we started out Facebook was our first one to experiment with and we actually have two Facebook accounts, we have a fan page and a group page so when you open up from the home page we come onto our fan page and we've had a variety of things that have been placed on here, Martin Luther King Day, success projects, we have people talking about when they were in Camp Fire, we have another learning piece that we had was how often do we have a staff person or volunteer monitor all of these sites so right now we have a staff person who monitors at least twice a week, if not more and posts different things and responds, we look for inappropriate posts but we really haven't found a whole lot of an inappropriate posts. So and then with our fan page we have done some events, some things coming up like Global Youth Service Day, those kind of pieces. We also have a group page that we've been excited, on the fan page we have 400 and some fans and then on the group page we have 800 and some people that have joined us on that page so we're pretty excited about that but we have some discussion topics. Some dealing with social networking service learning, memories, those kinds of pieces, some posts, a lot of photos, we've had several instances where we have photos that have been submitted by Councils or...this was from Peace Jam, there's a variety that people have posted for us...and I have a call coming in, sorry about that noise. And then we also have links, we have some links to some pieces other Councils have done, we are heavily a camp organization so also have some things from the American

Camp Association, we have a video of our own that we have linked to from our You Tube site. So there's a variety of pieces in here. ^M00:15:45 And now let's see if I can...I think I have to close this...yeah.

This is really cool Dede.

Okay, I'll see if I can go back.

Looking good, looking good.

The next site that we really have done some things with is our Twitter site and Twitter site has again a variety of things that we twitter about, our staff person who works with us even has some of the language with the hash marks and the tiny URL's and all of these so we've got [inaudible] 72 people that are following up...following over 100 so we think that this has been good, it has not garnered...well, both Facebook and Twitter and most of these sites have not garnered the youth population even though we have tried. ^M00:16:45 We have Councils that are also doing some of their own Facebooks or My Space and some of those so we've got some youth in those categories but we have had a lot of adult traffic so that's been good. Our You Tube site has a...one of our videos that we did as a National Camp Fire video, it talks about service and what we're doing in service as well as a family strengthening piece. We have a health initiative that we're doing so we have a lot of health videos that have been posted on here or...some Council videos. What we have found as celebration and demonstration as our Councils have done, some of these with their service learning we discovered that You Tube won't handle more than 10 minutes and we didn't know that to begin with until our council started posting them and they were too big so we're trying to get some of them to pare down some of their celebration videos and other pieces but right now they're putting them on their web sites instead because they were too big for You Tube. ^M00:17:56. It's been popular with them. We have some photos on Flickr. We have been protective of Flickr because of the youth...the CYPA law, the Youth Protection Act and try to put teens mostly that we have had in service so some of these photos that we're using or when we have youth on they're far enough away that they can't be identified so we're still trying to...figure our way through how we're...what we're posting and how we're posting things. And then our link inside is more of our professional, some of our council staff, some of our other networking that we have. We have followers on here and some discussions topics on here that we have done. ^M00:18:56 those are the sites, our basic sites so...

What about My Space, Dede?

Oh, I forgot, oh yeah...I left to last because that's our most frustrating. My space has been our most frustrating from a National prospective, although we now have 21 friends. We were stuck at 4 for a long time. We have had...we have a National Youth Advisory [inaudible]we have 2 members of that, that have tried to help us with this to try to get more traffic drawn to our My Space account and try to post things on here, it...we have had less results here but our Councils that are doing service learning our youth are participating in the realm right now so we're trying to get them to branch out and our YAC members, our Youth Advisory Cabinet members...now have summer again and I actually got an e-mail again from one of our YAC members saying okay I'll work on My Space again so we're still working on it but it has moved the slowest of any of our pieces and looks very adult, it doesn't look kid-like so...
^M00:20:12

We've had some similar experience we're going to try to young it up as well but don't feel like you're out of the ordinary there.

Hum...that's good to here.

It's sad to say but...

We haven't given up on it but...and hopefully this summer we'll...we'll get some more pieces on there, we have a National Leadership conference coming up this fall and the youth track do it so we're going to try to put a You Tube video up and put it on our My Space account inviting other youth to the youth track and using some of the social media to tell youth what's going to happen at the youth track so we can get some more youth from our councils to participate. Okay well those are our sites, now I'm going to go back to...

Dede, on your top right you should see a little thing that says sharing.

That's where it is, thank you because I lost that.

And Dede this is Kristen, as you're doing that can I ask...can you say a little bit about why you chose those particular tools.

Hold on...

Um, hum.

Why do I have this, I don't know why that's there. Cancel that and I want to go here, right?

Yeah.

Okay, we looked at the different applications and it was...we had a person named Jody Ruddick [phonetic] who does a lot of consulting with us and she gave us a whole list and these were based on what we talked to...we talked to our learn and serve councils because they have been kind of our fore group along with our teens, our teens just wanted us to use My space and Facebook and so the others were chosen...well and You Tube was in there too, they were okay with that, so in talking to people that's how it was kind of a polling of what we should do, we've gone back to different groups every time, we go to the next step to figure out who we want to add and why. We had some resistance of our adults to having a National Camp Fire My Space, just because My Space has had a bad reputation um...but we haven't had any problems with it and um, so that's really...it's been just like talking to other people are potential users as to where...which sites that we wanted to highlight for now. [Inaudible] so if we look at...Kristen asked us to identify some different questions, we have up here in the left hand corner, this was our overall goal in developing when we first created this web 2.0 grant a year and a half ago, what we were really wanting to do was to get those youth to...to be more engaged, to see that Camp Fire was more than what they are participating in where they are at, and that they were making...to be able to share their information with more people beyond their circle. So we're still working on that goal but so far our strategies have been the open social networking sites and encouraging the participation of the older youth in those sites. ^M00:23:46 We will be opening our closed social networking site, that has taken so much time, so much red tape, talk about government red tape, of how we could...what we can do, how we can do it, it's going to be opening the end of this month, the first part of July, end of June, sometime I've been promised that it will be open so...hopefully we will be able to engage some younger

youth in this more closed social networking site that is a Camp Fire site of its own. Then...does that work Larry, I go to the next one?

Yes, on the top where it says 01 Camp Fire...

Oh, there it is, you...thank you. All right so lessons learned we wanted people to interact with other people and we found that other people are interacting with people they know much better so it takes a little bit, we keep getting told by conferences and workshops that when seminars we signed up for that sometimes it takes a while to get people to interact with people they don't know and we hope that as we continue to offer these and people meet each other at conferences or youth meet together that then some of these things will happen. We learned encouraging takes time and patience, persistence, we have much...we have a great response from adults both alumni and current adults and volunteers that are working with our Councils in this social networking and are really enjoying sharing what they're doing. They loved the pictures that we're putting up and stories and seeing what Camp Fire is doing in different areas, that really has been a positive. ^M00:25:37 Youth are slow to share where adults hang out, that's [laughter] that's...their term so if it's worked much better to have their own place, their own closed social networking site because the adults aren't watching so they're trying to help create more of those but then you got to open their circle enough to let others in, so we're working on it. We...the videos, the youth all want to share their videos, they are excited about You Tube but to do that editing, to do the finishing, to get the final touches, it's like okay we're done, we've acted, we've created it, we've seen it we don't want to do...that's one piece that our council volunteers and staff have worked really hard, it's that follow through, so. And then the other really amazing thing to me, you know this social networking has been constantly changing and...the uses, and a year and a half ago our youth and our adults both said you've got to have mobile alerts, so when we went to figure out how we...because the solution that we have four our closed social networking site we had to purchase and application for mobile alerts, we did a poll of our learn and serve councils, some other...a bunch of youth that we both our Youth Advisory Cabinet and other youth that we had that are doing service learning, we polled like 50 people, no one singed up that would sign up for a mobile alert. It's like why spend the money if nobody's going to sign up, well what has been told to us by youth and adults if they want it mobiley [assumed spelling] they have a Blackberry and they don't want it on their cell phones so it's changed in the last year and a half that whole concept of, yes I want to know when I have a message and now it's if I want to know I have a Blackberry concept so that piece...and we realize things are going to change constantly but absolutely no one, I was shocked. And I was surprised at the number of youth and adults didn't even want an e-mail alert when something...and that could be because it's...it's a Camp Fire thing and it's not their best friend but the majority did want an e-mail alert so that was interesting.

^M00:28:11 This whole concept of why we're doing this was to try to help deepen the youth engagement and deepen their experiences they're having so in looking at that the social media could have that potential and we're still trying to find that right mix, we're getting there, we think that what we've done has been good but we're going to have to...it takes work and constantly populating and keeping up with what's happening and what people are wanting to do and how they're wanting to do it. Videos work well we just have to get them to follow through and youth like the concept of sharing with people outside but again their follow through is...often has to come through an adult pushing them or an adult being part of a group that helps to do that so...we're still working on it. And then where do we go from here, I'm excited to populate our closed social networking site and I have people that are youth both youth and adults that are ready to help as soon as we get it up and going and then as we have done all along we've done doodle polls, doodle.com has a great easy system for doing polls over the internet so we've used a lot of that to, as steps along the way both to our youth cabinet and to the adults that are working with us to ask questions every step of the way and not assume that we have the

answers because we want this to be used, so continue to ask questions and keep up with, if not ahead of, the changing uses of social media. So that's my presentation. [Cheering]

^M00:30:02

Whoo, hoo.

Wow.

Very nice.

That's fabulous, thanks so much Dede and I don't see people typing in, I included haven't, I think because it's just a lot to absorb so this is terrific, I think now again we've got time, we've 15 minutes, 10 minutes or so to just...are there things that came up that again people want to ask questions about or in particular resonate with things that you experienced or things that you want to ask Camp Fire why they did certain things, the way they did them, nice affirmation Brad, thanks, I agree wonderful presentation, Dede.

I have a question, this is Joy from TASC.

Yes.

You said you have somebody that kind of works on the Twitter and keeps up all of these activities, I'm just curious how much time they put in?

We have...we started out, she was doing maybe 15, maybe 20 hours a week at first and she and I both were doing things to begin with, I'm trying to get things started and populated and going, we now have cut her back to 10 hours a week just budgeting wise and time wise, but she's doing about 10 hours a week and it's not enough and as we open our closed social networking site we know again we're going to have to put a lot more time in there also. We're hoping to fund, we're in a budgeting time period right now and we're hoping to fund a full time person just to work with updating our web site and keeping track of our open and closed social networking sites and right now we don't have that, we have people working on bits and pieces here and there. ^M00:31:53 Brad, on all social media not just Twitter, it's on...

Great.

Yeah, you can kind of get involved in any of these, you can get so absorbed, you can keep adding and anybody who has worked on these and I'm sure Brad knows you could get involved in reading all the Twitter information that's out there on people you follow and people who are following you and keep sharing lots of things, lots and lots of time can be spent so you have to limit yourself if that's a responsibility...if you have other responsibilities in your job. ^M00:32:33

I don't know if people are aware of Friendseed but it's a place where you can aggregate your...the notices and your tweets and your status updates on Facebook and other things, it actually includes your Friendseed on Facebook, so I'll check it that way just because then I sign up on pretty much every [laughs] service I see to kind of get a sense of what the functionality is, how they compare, where the traffic is and like that but that's one way to kind of centralize your input as well as there's a similar function on a browser called "Flock" F-l-o-c-k, that can help you to kind of centralize some of that. But

you're right it is very time consuming, we found that here as well and we have...we've split up kind of responsibility among various of us who are more comfortable in one of the social networks sites or special media sites or another and you know you'll see it very easily when you go to our Facebook site, that's the one I tend to hang out on and we have other people that do Twitter and My space and like that. ^M00:33:53

We've also found that, that people, and it totally makes sense and it's probably good spend more time on nights and weekends and that's typically not when you have a work person working so we've had to help monitor you know for, we've got some people very concerned that bad posts are going to be placed on there so we have people assigned to make sure that somebody checks those nights and weekends so that in case that something does come up that it's taken off right away.

It looks like Tricia has a question.

Yes, I have a question, Dede, about the closed site [inaudible]be on that closed site, are they going to be active Camp Fire U.S.A. participants or...

The concept on our closed social networking site was that it's current participants and alumni and that they can sign up through a password protection, we're now exploring and keeping the open social networking sites for anybody who wants to go there. So to keep it more protected for youth, I have some people lobbying for portions of that, that networking, that Camp Fire networking site which doesn't...Camp Fire Net or we're not sure what we're going to call it yet, somebody is working on a cool name for it but anyway the...we may end up with some open portions of that site for the public and then the majority of it clo...excuse me, closed, again details are fast becoming to an end here in making some of those decisions. ^M00:35:34

And when you say alumni do you mean, because you've been around for so long so you have...I can just see on you, I think it was Facebook, there were a lot of "alumni", you know when I was a Camp Fire girl and let's say I was an alumni at the ripe old age of 44, would I be able to get on that closed site or is alumni like active participants who currently turn into alumni in the present day?

We're trying to figure out how to insure safety for the younger youth with outside personal so we're not sure yet, we're encouraging them to go to our Facebooks and our you know My Space, our LinkedIn or Twitter all of those alumni and then we're...we may end up with just a totally alumni site, just adults so they can sign up there, so again we're still fishing around for the final solution [inaudible]. We have a lot of alumni and we're coming up onto our 100th anniversary next year and so [inaudible] we are encouraging of course alumni to come back to us and see what we are now.

And of course all my questions are about the closed site but what if...I mean maybe we're going to see that later because I know it's going to open soon but maybe just quickly what are some of the functions that will be on the closed site, what are the participants going to be doing on there?

It's essentially a Facebook, it's essentially a Ning or a Facebook, it's a closed site that will be on our web site.

Thank you. ^M00:37:12

Other questions we've got maybe 3 minutes before we transition to New York City. Dede one of the things, this is Kristen, that I'm curious about...does Camp Fire have plans to try to capture what local Councils are learning as they experiment with this...with social media tools, do you have a way to get sort of information are they having similar experiences, are there lessons...I'm assuming the relationships might be slightly different?

Yes, we have all along captured what council experiences have been. What...and have links to them, the other [inaudible] that work with these social networking site have often been invited to be friends of theirs and so we're keeping up with what they're doing and talking to their staff and they become part of a poll, we know who's on Facebook, we know who's on My Space, I mean you can do a search, we know those, those are easy so we've talked to their staff, they've been part of the polling as we've asked questions all along because we want to keep and part of the conversation will be fed, yes.

Well it'll be interesting to see if the lessons again...what things are unique to local conversation and what things, like you said are...can jump up and there...I think I heard one of your things saying you wanted people to see that they're part of a movement that's much larger than just their local work, so...

Right. ^M00:38:50

Well anything else...

Good job.

Yeah, really nice job, I'm giving you a fabulous [inaudible] a big round of applause.

Thank you so much Dede, maybe as we do this Joy will help...we'll have Joy get in que for doing whatever technology stuff she needs to do. That was really...yeah that's really helpful [phone rings]and some of this...I see Liberty is not on today but part of what I hope we'll do is have these slides, I did ask people to sort of use a common format so we'll have the archives available but we'll also figure out how to...um, edit pieces down so...and have maybe the power point so that people can access many of your...for the front runners in terms of taking the time to document this for others in the service learning field so...um, thanks, thanks for, thanks for what you did Dede.

Joy it looks like you're ready to roll in New York. ^M00:39:49

Yeah, I can't tell what you see but I did want to say thank you, Dede and I have never seen Twitter before so now I've had a tour and I really love your polls idea I want to use that one. This is the front page of the Building Healthy Communities site and this is the public part of the page so you don't need to log in to see this. So we have our blog for educators on here that also has information that we want parents and staff and students to access so we...

Can I stop you for a second.

Yes.

[Inaudible] as you say that, Sherry are you still on the line?

Yes, I am.

Do you want...

Oh, yes, if...

Link so that you can...

You don't have to type in ww, it's just bhc.tascorp.org and that will bring you to the front page.

v as in victor, h as in harriet, s as in sam?

No b as in Building Healthy Communities, BHC...

[Inaudible] to help people...oh she's not on there, sorry, I wasn't thinking.

So we have the vitamin is this blog that goes down here and then there's more you can go back into the history on it and this link here and then we have a Healthy Recipe Exchange which is anyone can post...or actually I think only students and staff can post, yes because this is just...you can just see that they're here. And you can also search by ingredient or any single word, you can do a search so um...these have been added by Shamara, let's see some student ones here, some...^M00:41:48

This is all time to be over lunch times so you know.

Yeah, sorry you looking over a...you have a purple smoothie and lasagna, so people have been putting in their recipes and that's a really popular thing, I thought that it wouldn't be but they like their recipes. So that's the recipes, let me go back...um and Healthy Living Resources this...we haven't put in as much here as we wanted to but we put in games for kids to do at home or to do with their families, um...kids are commenting in here, somebody suggested another game which is great and here's some nutrition quizzes and other resource links on different obesity prevention things. Okay, so now let's log in and I have this access "questteach" which means guest teacher. I'll log in and there's feature blog of the week...oh let me go back and see if I can do that. I have to log off to go back, this is Alamira is at one of the sites and we posted his as blog of the week because they just had their health fairs there, their final project and if you click on that even from the front page you can see all of the comments and this is where the student's work is. So he's asked the students to describe what they did. ^M00:43:20

Hum.

So this is the student's impression of their experience. Tell me if I'm making anybody dizzy by clicking through this. You know spinning down that you can see, here's another...here's another these are other blogs of the week going down, so we'll go look at the blogs directly let's see that rather than blogs of the week but those we do make them public.

Hum.

So that anybody can look and get a sense of what the project is.

Nice opportunity for reflection.

Absolutely.

Well, that's the goal, now this is...let's go to Alamira's site, this has logged us into the...which one is it, this is a list of all of the schools here and these are all the blogs of the summer, we had a crisis last week with Imland, everything disappeared. So we're trying to find the log, there's a log in the HCML somewhere that says what happened so we're trying to figure out what happened to them, Alamira site. So here's the...here's, this is where the teacher would post a blog to this orange button, it's really easy, you can start a new one so he just types it in and then the picture video or attachment goes here, it's very easy and then the students just reply and that's also very easy. And the first time you log in it asks you to choose a little picture to describe yourself, so you put in your name and you talk about your favorite healthy food that kind of thing, let's see, let's see Justin. Justin, Justin created this profile for himself with his school and his favorite fruit and his vegetable, his favorite exercise, healthy goal to eat less junk food and more healthy, that's cute. So this is um...students writing about the health fair now, Alamira...this is just Alamira, let's see Alamira it looks like he's posting for one of his students.

^M00:45:41 Um, but he said what is the best way to raise some money for the walk they're doing, a walk-a-thon for diabetes, so he has the students thinking up ideas and talking about what they want to do. Here he's talking about um...sort of reflecting on his teaching experience, let's see what the students have to say, oh, so they um...interesting because the students are replying about diabetes, oh I see they're replying to this earlier post about diabetes but they received a presentation so this post actually is just in the wrong place. I think he wanted to put up that picture of the students doing something hands on. And this is the students were...had a diabetes prevention work shop and then he asked them what did you learn from that so they're talking about what they learned. ^M00:46:52

Um.

There's one...there's one post there I just think is probably...I don't know if I'll be able to find it...um, what is your favorite way of exercising, so the goal is when we did the training is to ask a lot of questions and then have the kids respond so that they can think of the answers themselves and to encourage that kind of teaching in all kinds of things. So everything from, you know tell us about the health fair to tell us what you learned about diabetes, that kind of thing. ^M00:47:30 Um, and the schools are fairly similar here...here's what's your favorite exercise, um, I'm thinking about a triathlon says Brian, let's see some more service projects...how about this one...that's about energy drinks, some kids have done service projects recently so I'm trying to think of who that is.

[Cough]

Can I ask you a question?

Yes, of course.

Joy this is Kristen...Joy?

Yes.

I'm curious because I love this question part and I think, like what Brad was saying, it's a great...it's a great way to get...to start capturing reflections but are you...and are you seeing people not just post the one question, sort of you know what's your favorite this or what's...but sort of multiple layers of questions so as posts happen that there gets to be a deepening of the question asking and sort of understanding of the content, has that happened [inaudible]?

Not so much, it seems like people really they tend to move from topic to topic, um although you know here's a...here somebody says we talk a lot about a community and different kind of communities, how can we promote a healthier life style with in our community.

Yep.

So, um they're saying we could add healthier food to family fun night, so students are thinking of ideas on how they can provide a service.

Yep.

So not just what kind of fitness do you like but um...um...so there is some, like the healthiness, the learning about nutrition and fitness as opposed to generally fit into like, great now how can we help others with it so I think that is happening to a degree.

Yeah.

But I wouldn't say it's sophisticated. It's kind of simple and fun and the kids are really enjoying it but it's not...it kind of layers in the different activities so fitness, healthy eating, service all kind of combining together.

^M00:49:47

Hey, Joy?

Yeah.

Um, what are the ages of these kids for the most part?

They're really young. We're talking about...well we aimed it for second to eighth graders but we have a few first graders involved.

That's great.

Yeah you can tell by the spelling I think. [Laughter] there's one site, I can't remember which one it is but you know what is your favorite fitness activity and all the kids talk about what they like to do and one kid says, I am Korean, but he spelled it wrong, you can tell they just write one word answers and they're very impressive.

Yep.

Okay so then the other thing that you have once you've logged in is the teacher resource section. So, students don't have this but this is for teachers of this so all our forms and materials are on here, I'm going to skip down, more surveys and forms, wait, here's some more, this is resources for people, guide to services projects, American Diabetes Association, they have songs and activities, games and activities, training notes, Ignite Game Plan is our service motto, six step service motto, training notes, then we have some guide to blogging, blogging training and support, these are at the webinars that we did. Our web site was created by teachers college center for media and school change and they did all

these webinars with us and this staff really loved being on the...the recorded ones are really boring but we put a survey monkey with a link to survey monkey so we could see who was actually looking at it.

Um, hum.

And I have to say it's pretty much nobody. [Laughter] ^M00:51:48

We had pretty good turn out for the events themselves so now we have our safety guidelines and service project ideas, so that's teacher resource and then the curriculum is on line too...oops, here's some more forms. So the curriculum is on line too, here so sometimes people are not with their curriculum or they don't have the curriculum so it's all posted here so anybody who can look in here can look at our...have a copy of our curriculum which is also free and available to the public. This is...we are having trouble with video so now we finally got it...we are working with "Teacher Tube" because they tend not to be blocked by school what do you call them...

Firewall.

Firewalls, so we're trying that out now because for You Tube, too many sites we're having blockage. And now we should be able to post a video, we could post video but the thing is that we're having the same issue that the videos were too long so they weren't...we weren't able to keep them up there or they weren't showing. There was one other feature that we didn't really get to put in place that we wanted to which is my partner school, so see that there are no partner schools, we have the capacity to connect this site, this is actually the VHC...the TASC site, this one, living with [inaudible] we have our own little blog. But we have the capacity to connect it to two other partner sites so I would see their blogs in this column instead of this list of schools, so if I log in I would see my partner's most recent blog. ^M00:53:44 But we've been finding just flip around and look at everybody's stuff so there's comments on everything even ours, we're not partners with anybody in here. I put this in as a sample, this was just a sample we were testing it and here all the students are commenting on or sample, it's not even real. [Laughter] So they're saying well that's...you did an awesome job. It's a real poster I just got it from the web somewhere and you can't really see the pictures but the students are very supportive of each other, we've had very...we have had no negative postings, everything goes through a moderator and the moderator checks once in the evening and they put in like sometimes no time of day and sometimes 15 minutes, something like that because the student doesn't see their post right away and then the post it 20 more times so those all have to be deleted and we really, I have to say, we considered taking the moderation off because everything has been so positive but one student did say, if you're obese you should make yourself vomit, so now we still have it on.

Hum.

So that's our...oh and in the search, you can search by anything you may go...let's see...this shows you all the things that have tomato in it and sorry lunch time, no food...[laughter] see all these students have commented on somebody else's recipe so they really like this recipe...oops, sorry, go back to I think I lost it...Dede, oh wait event in progress...no, return to event, okay here I am, please see my...closing this window stops all application sharing...do I want to close it Larry?

No, don't close the window, um on your bottom bar do you still have the internet explorer window that you had open, or the browser that you had open with your web site?

No. But I don't need the web site anymore I'm ready to move on.

Okay then can...you should be able to click on your...site there you go.

Okay, great.

Oh, beautiful.

So here's...and I took this off of one of the sites blogs, just a picture of them going shopping.

^M00:56:16

Um.

Um, so our goal was to, very similar to Dede's to get young people involved in reflection with a real audience and deepen that, deepen that service learning experience for them, offer resources to staff and enhance program and best practices. So staff are also reading about each others projects and even learning projects to see how are you teaching nutrition better and also to offer resources for students, staff and parents for obesity prevention. And here's is Alamira's blog. So we started, we really were thinking like maybe we should do three web sites but then we ended up just having public and private and we encouraged kids to share the web site with their parents and we've printed a parent guide for the program and in it we ask them to log in and give them their own log in parent. And this is big as [inaudible] and then you know when I wrote it down it was like all of these I should have known so I call them "duhs", kids think computers are fun, they want them, they need them, they just love to sit down in front of the computer, it's so exciting for them and part of the reason is they don't have enough access I think in school or even after school. We have, we currently have about, I think we have 48 to 50 programs and um, we have 14 that have web access that have web access that doesn't...that allows them to use the internet. So some might have computers but they don't have the internet and even some of the ones that we're working with have one computer and what they do is they project it onto the wall and the teacher types in the students comments for them or they take turns with the students coming over two at a time to work on the web.

^M00:58:19

Hum.

Um, and then you know it took us a lot longer than we thought to get the project up and going and it's taking longer than we thought and we wanted to do a lot more things than we actually did do so it was a bigger project than we expected. Um, what helped us was the safety policy because our partners were reluctant to get involved and staff was reluctant to get involved until they saw that...the webinars got the staff kind of excited about technology, how cool it is. TC ran these webinars with lots of polls and we had little breakout groups that were all chatting the whole time and then we had notes from all the chats, so it was pretty fun. We have an evaluation plan, TC is helping us to evaluate the projects right now and the site coordinator, the leaders of the programs are really interested in getting more computer programming into their programs so they need a more...they need constructive ways to get kids involved in using a computer. And then we gave sites some money to buy digital cameras and that really helped too, they were kind of...not so excited about it before that.

Hum. ^M00:59:37

What didn't help was that we didn't know what the web site would look or what capacity it would have until after the programs had started so people didn't really build it into their program model and it because of that you know we have other components of the program, so fitness takes a lot of time, planning for global youth service day takes a lot of time so we're asking a lot of staff on multiple levels. Then we've had a couple tech glitches, like I was saying about the movies and then that one site disappearing, I really would not expect the guy who did that site to post again because he did a lot, a lot of work and now it's all gone and his students as well. So I'm hoping we can find it or at least find out what happened to it. And then we had a moderator turn over because we wanted out moderator to be not just approving comments but really getting involved in making the program better and doing more I think of what you're saying Kristen like if they're...if they're saying, you know we have one...I think all of our sites...I'm really impressed with all of the staff comments and questions and postings except for one and you know we need them on somebody who has a little more time to kind of coach these people through how to do a better post or what kinds of questions or postings you can do that are going to elicit responses from the young people...so that's...

^M01:01:03

Talk about food obviously.

Yeah. [Laughs] um and then what we hope to learn form this project um, whether and how the blogging project was helpful to the youth, how is this an effective project for people working with second to eighth graders and you know ways to get around the school computer access problem. So we're putting, we have an evaluation questionnaire to staff that's going out, I think this week um, and we hope to have answers to these questions and the After School Corporation is interested in seeing if this...is blogging effective for other programs, is this reflecting on learning and having a real audience for your work. Is that really an effect approach for after school or learning in general...and in the future we want to continue offering this program and let people blog and have their own, have their own program blog and we would still have a private section of our web site and continue to offer these resources. And I would definitely include polls, I think that's a great idea from Dede. Any questions about our project?

^M01:02:55

Joy, this is Sherry, I have one. How did they pick their figures or their little signature?

When they first log in there's a page with maybe 50 or 40 little pictures.

Okay.

They type their name in...or their name is typed...they get a password so their name is already typed in and then they pick their pictures like we had looked at one of the students before, they pick the picture of the favorite vegetable, favorite fruit and favorite exercise and makes a healthy goal.

Um, hum. I can see the little signatures being something very appealing to youth.

The kids, yeah, they do like them, they do like them.

Personal expression.

Yes, well and then it kind of bonds them to their...what they get to say. And you know older kids that use Facebook and things like that they pick their pictures so that they are already identified with it but for the younger kids they need something more, more straight forward.

Um, hum.

Joy, this is Tricia, do each of the students have their own user name and password or are they accessing it through their teacher?

They all have their own.

Okay and do they, they keep a hold of that, because I'm thinking because they're so young.

Yes, they do, I'm going to show you, can you see my site now?

Yeah.

These are like the passwords, they're really simple so David's password is Davidv5 and his name is probably David something...no, JeffreyH, JeffreyP so maybe they say their whole last names too. So they're very simple passwords and the students keep hold of them and if they can't remember they e-mail in and we let them know.

But they set these passwords themselves, the user name and password?

No we give it to them.

You give it to them.

Yeah. We set it up like that and then there's three capacities, there's student, teacher and moderator. So moderator [inaudible] I can do everything...that's fine.

Pardon me for intruding, um the logos.

Oh, you're welcome.

That's important.

It is important, they're on everything.

Yes.

I think they're down here somewhere, they got...there they are, logos and we have even teacher's [inaudible] so we have a million logos here. Um, yeah it's a small project but I think when it works, it works, it's really nice and...

Do you guys...I'm sorry.

Go ahead.

I was just wondering if you guys have a presence on some of the other larger public social media sites like Camp Fire or if you just haven't gone there yet.

No we haven't, we haven't, I think people are concerned about none of these...the thing about our passwords and the kid's log ins is that the kids...the parents don't want their kids having e-mail addresses so that was our big block when we first started so we had to create something that didn't require the students having e-mail address. So the students only needed their log in and password, they don't need an e-mail address and almost any other site.

Um, hum.

Requires you to have an e-mail address to be able to log in. So that's how we got around that by having it...it's very private and doesn't require any kind of sign in with e-mail.

Great.

Yeah, this is a really young group, you know.

Right.

It's second to eighth graders so it's yet, you have to think about it differently, I don't know if second to eighth graders are, I mean maybe getting up to eighth grade but the younger end of it, you know the e-mails and My Space and Facebook I don't necessarily think they're, I might be wrong, that they're out there on those things but...[inaudible]. ^M01:07:17

Yeah, I think like my niece just tried to...well she just joined Facebook and her father was furious and you're suppose to legally be 13. I think um, and she's 12 but all...yeah the kids are doing it so she's doing it too um, but a lot of these...I don't know what age you get your first e-mail address but...

My daughter is 9 and she...we vacation down the Jersey shore and she...we go the same week every year so she meets this girl who's there the same week every year so they wanted to communicate over, so she was 8 at the time, I'm like e-mail you've got to be kidding me but I set her up with an e-mail and she and this little girl talk but I watch it but 8 seemed really young to me but I thought well it is an innovative way for these two to communicate and they share, you know, they just talk and they're good buddies the two weeks that they are down at the beach, so.

But it makes sense that you know you don't want your kid having an e-mail address without you being involved.

Right and other things do show up, although yeah, you know the stray stuff that pop up that I don't necessarily want her exposed to yet, you know.

Right.

I also have an 8-year-old and this year she also wanted an e-mail account but my 6-year-old didn't so I think when you hit 8 they start figuring out and they want one.

Right they see the utility, yeah although I'll tell you we were up with the high school kids and they do need an e-mail address to get on our social site and that was...a lot of them didn't have it. And I was surprised...I mean I was surprised that they aren't communicating by e-mail, they all had My Space and texting and all that stuff but they didn't have this sort of this established e-mail account, the way that you know I do and other professionals and even I think college kids, at least in the population that we were working with we saw that quite a bit.

^M01:09:17

It looks like Brad has a question.

Sorry?

Do you have a question...or is it, oh it looks like you have a question up...but did you get your question answered?

Yeah.

Okay.

I was actually just going to say on the other end of the spectrum we get graduate students and um...and were interns and that kind of thing and you know the kinds of e-mails that come through in their accounts are like you know, Chewy had 1082 or whatever and so we do some coaching, I do some coaching as I'm sure you all do with their interns that perhaps a more professional sounding e-mail address would be appropriate to look at as well so there's obviously some...a variety of issues on a variety of levels.

Um, hum.

Joy, I was wondering about the evaluation and when that will be complete, if it's something that maybe again, it seems like the issue of is blogging effective um, in these settings might be something that would be wonderful for our network to get some high level...

Well the [inaudible] responses are due at the end of June so by mid July we should have something.

That would be great. Anything else for Joy?

I'm trying to get back to the main page is there...

The top right where it says sharing.

Okay, thanks, Larry. And what do I say there...pause, exit applications [inaudible], okay great, sorry about that because the question part I wasn't...

No, that's great Joy, thank you so much for sharing that.

Oh, you're welcome.

Yeah, well um, again I think for me this was the kick off, or for us it was the kick off of these kind of show and tell, I guess I was realizing and I'm very open to if people have some initial thoughts now otherwise you can definitely e-mail me for follow up, I want to make sure we get to see it which is exciting and sort of cheer each other on but also if there's ways that this can be a better learning call or better way to really help us have the conversations or sort of support each other if there's areas where we're still stuck that was great Brad to get the Friendseed resource and this could be a chance again to sort of live and real time be able to do some problem solving and/or question answering so are there...with that in mind today are there things that we...one that you really liked and are there things that boy let's see if we can incorporate this for the next, the next call which will be actually Sherry and AHAC. Things that worked and things that you'd like maybe to try to add. We'll get the attendee list up, Brad for everybody to see.

Yeah, things that [inaudible] and I know there's some concern at an admin level there about people kind of talking behind the scenes whatever but I actually think that can be really helpful too, there's an array of questions that some folks might feel like gee, I don't want to look like I don't know what I'm doing or you know so and so is on the phone or not on the phone who might is not so sure [inaudible] doing anything. But I think it works well to have the um, power points and Justin's similar questions, actually did [inaudible]a bunch of what you two were doing to be able to share with my colleagues kind of informally.

Cool.

Yeah.

And thanks to Larry and to Dede and Joy for doing this kind of kick off, it was a little tricky to find a site that would be able to toggle back with some live stuff and power point and it just seems seamless, it seems like you guys have been doing this for some time, so wow.

Well, thanks to Larry.

Yes, Larry's great.

No, no it's all you guys.

[Laughter] ^M01:13:39

He said dutifully.

And Sherry we'll try to figure out how we can, it sounds like doing it from your house, I mean we'll try to figure out any problem solving for next time but I'm wondering again was there anything else that you really liked and/or that you'd like to try to change for the next time.

Can I ask you a question about the technology in general?

Yes.

One of the things that we've been doing, this is Angelia in Michigan, is trying to use...and Brad was very helpful in helping us find some sources but I'm wondering Larry if you've heard from folks about what they like in terms of web, webinar...what do you call it?

Software?

Software, yeah we...

I haven't done a whole lot of research asking the people that we work with what webinar software they use or what they like, we really like Webex because you're able to share your desk tops, share an application, present a document and actually if you wanted to you could actually have a document up where everybody is able to participate in the document and work on it all at once. So it's really nice to be able to incorporate all that ability into Webex and the people who did do research are here at ETR and chose this over many, many other possibilities.

Larry?

Yes.

Do you have any idea why they chose this over LiveMeeting?

I can find that out.

That would be interesting, we were looking at that one, it's fairly reasonable, in terms of cost, I think we could have gotten 150 seats for a year for something like \$27,000 which you know sounds like a lot but that's 150 seats, people being able to host these kinds of meetings, you could do obviously a factor of you know 10 or 100 less for a lot less money but and Syntrax...Syntra was a lot more for the same, it was like \$55,000 for 150 seats. People again able to host webinars and stuff. When we looked at the functionality of LiveMeeting it looked pretty good um, but you know we're in process of reevaluating all of them ourselves to see where we want to go in the future.

Right. [Inaudible] I would sort of, although I don't know for sure, I would sort of be surprised if they hadn't checked out LiveMeeting.

Sure.

So I can look and see if they have any feedback on why, why we went with Webex.

Awesome, thank you.

For John we used to use ReadyTalk if I'm not mistaken and preferred Webex.

Yeah, yeah, Webex is definitely, definitely a great service.

Great.

Yeah, this is Jorge, at our AHAC office we do use ReadyTalk and I did compare Webex and ReadyTalk and the main reason why we went with ReadyTalk is because it was a fraction of the cost, we were able to obtain a one year license through Text Tube and basically the only...the only feature that Webex had that was over ReadyTalk was the availability to actually show videos, video clips.

Yeah.

But for our purpose and I'm sure for many of the other small organizations ReadyTalk would be a great utility. Great piece of software to use and presentations, especially like this and also for the cost, I mean Webex couldn't even come close to the cost so I mean...

Could you? ^M01:18:11

Thank you, that's a good point, one of the things that we had to consider is that we are using it with our sister clearing house, the Resource Center and they have Webex was being used by all their TTA providers or something of that sort so we needed to have something that was really robust and that lots of people could be using it at the same time.

Did any of you speak to the relative cost between the two of them?

Um, for the ReadyTalk I believe the license for us started at \$47 a year and of course that's for a certain number of seats, I believe it was like 15 or 20 seats then of course you pay an additional fee for the seats and for teleconferencing and other options but even with the additional fees for the seats over 15 or 20 [inaudible] it was still less expensive than Webex. And I believe Webex started at like 50 something dollars a month for a certain amount of seats and then of course all of them have the option to add additional seats at a certain cost and I guess it depends on what your needs are. ^M01:19:30

Sure, sure, thank you.

We got a good deal on ReadyTalk that was through TechSoup, right Jorge?

Yes, it was.

I mean it was like 50 bucks a month one place, the other one was 50 bucks for the year, I mean it wasn't...it wasn't any, it didn't take me even a split second to decide which one to go with so.

Hum.

But that was a great...we find that TechSoup, Jorge loves TechSoup, he is always finding deals up there. [Laughter] he loves it.

Yeah, we do too we just, we just brought them on to the technical assistance provider this year.

Okay, yeah. Yeah well we learned about them at the conference down in DC Brad when we all came down and...

Right.

Yeah, you didn't have to tell Jorge twice, he got right on that band wagon.

Good Jorge.

It saved us lots of money, thousands of dollars.

Yes, it has.

Other announcements that people have um, any other announcements that people have? [Pause]
^M01:20:41 Well between now and the next call there will be um...some of us will be meeting out in San Francisco, Sherry [inaudible] get back to Misty, I don't think she'll need to present but I think she'll probably be in the room or we'll follow with Heartland but there'll be a social media conversation...or session at the National Conference on Volunteerism and Service and it will be a way to share some lessons from the CVO network as well as some lesson from the Higher ED network and just again that's a...that conference has a fairly diverse audience so for some of them it will be kind of like that National Youth Leadership Council where some may be hearing about social media for the first time, some maybe quite experienced, some will be wanting to know about how you've helped something become service learning if you've been highly committed to volunteerism and service but you want to move towards deeper youth engagement so we'll be sharing some stories and we will post what we have in terms of power points and handouts for people to be able to see um...and then the next two grantees that generously volunteered and/or were arm twisted [chuckle] in a gentle way were AHAC so we're thrilled about that and West Virginia Commission so that's on the 30th of June and we got some again a good showing of folks that are participating so I'm just...I'm glad that you know this is a nice way to spend the summer, some people do summer reading and we get to do...kick back and hear what our colleagues have been working so hard on and I guess I'd like to say as Angelia said in her comments and Brad too, boy you're...both of you today did a wonderful, wonderful job of synthesizing and pulling things together and thanks for doing that prep work for the good of us all, we'll all have our turn and Larry and Deena thanks for making it so smooth and seamless it seems like we've been doing these for a long time so we'll help figure out whatever little hiccup, Sherry for example that you had but otherwise I look forward to a summer of good conversations and show and tell, so with that I think we'll sign off at 12:27.

Perfect.

Central time and give you 3 minutes to get a healthy drink of water or eat if you have been enticed by New York City [inaudible] or do whatever you need to do at this point of the day, thank you all.

[inaudible]

^M01:23:07