

COLLEGE SECTOR EMPLOYMENT SERVICES



Electronic Interactive Workshops Pilot

A 2011-2012 EONDF Project

Final Report

Prepared For:

The Ministry of Training, Colleges and Universities

Strategic Policy and Programs Division

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Executive Summary

This project funded by MTCU through EONDF funding in 2011-2012 was designed to investigate the use of interactive electronic workshops “webinars” with college EO Employment Services managers, staff and clients. The project began January 2011 and completed May 16, 2011. An interim report was sent to MTCU, Robert Hue, March 29, 2011. A copy of this report as well as the Webinar presentations will be placed on the CSES website and CSES will be happy to discuss the success and lessons learned from this project with other sectors as well as MTCU

The presumption was that if the project was successful managers, staff and clients would be exposed to the process and benefits of this concept, and in future consider use the technology as a training/networking tool for all. It was thought that this may be a practical method for a topic expert in one area of the province to give scheduled webinars to clients/staff across the full province reducing costs and being an effective training tool

Workshop webinars were set up in Apprenticeship, Essential Skills, Job Search, CaMS, Client Wellness and Managing the EO site. In total 21 webinars were delivered in February and March 2011 to 76 staff (including the facilitator), 13 Managers (including the facilitator) and 43 clients.

Webinars were set up by the CSES Executive Director and e-invitations sent to all participants. Prior to the webinars the facilitators were given a practice session to see how the system worked. Webinars had as few as three and as many as sixteen participants.

On the whole this process worked quite well. All were completed using VoIP which meant that other than GoToWebinar cost (see below) all webinars were free of phone charges. Although all webinars were successful there were lessons learned (see Lessons Learned below) and the client Resume Webinar although informative is probably best done face to face. All other Webinars have good potential for a provincial use.

The project found very few managers or staff in the province who had used this tool before and as a result there were more staff taking part than clients as staff wanted and needed to be comfortable with the process before helping clients. No clients had used this process before. There was an impression that many were /are afraid of using new technology.

Since doing the project CSES has already delivered a training webinar to a college R and I staff who plan to use it to train summer students, and a new webinar on Social Networking will be delivered to college staff in early May. Several managers who have participated also see the potential for working with their staff at remote sites.

This process worked well and was cost effective. The audio was the only area that occasionally was poor for some due to a variety of reasons- often poor quality headphones. This process can also include a phone number –cost covered by the participant or a 1-800 number covered by the organizer; however both these add to the costs and as a result CSES opted to use VoIP for the project. Costs to pay for many webinars in the future using phones as a workshop tool was deemed an expensive option.

This project was completed in the specified time frame and slightly under budget per the financial report following.

Methodology:

Several delivery platforms were reviewed to determine the best application considering cost and effectiveness to deliver the electronic interactive workshops –webinars (see next section). Angela Hoyt of Evolution Group provided initial research investigation on which delivery platform to use and support the decision on platform choice. To deliver the workshops CSES arranged for six facilitators to develop and deliver a “webinar” on the topics described under the “workshops” section following. A common base power point was prepared for facilitators use by CSES. Once materials were ready an e-mail and schedule were sent to all college managers inviting them, their staff and clients to take part. This was done several times over the duration of the project to set up participants. Participants were sent an e-invitation by CSES through their e-mail and once the participant registered they received a follow up e-mail the day of the webinar with instructions to click a link to join. The webinar and presenter training were completed by the CSES Executive Director

All participants were advised to use a headset with built in microphone to take part. In some cases clients did the webinar from home on a laptop and others in resource centres through a connection to a big screen TV or resource centre computer.

A survey was built into the webinar and comes up at the conclusion of the webinar for participants to complete. (See Participants Survey in the report) Once the webinars were all completed, feedback from the presenters was asked for and included in this report under lessons learned)

Feedback from all presenters was invaluable in determining how well received the process was.

E-Workshop Delivery Platforms Investigated:

The following platforms were investigated and trials were done using Webex and GoToWebinar as the most suitable. All were found to have free trials of normally two weeks. Following trials GoToWebinar was the platform selected as the most suitable for this application.

GOTOWEBINAR:

www.gotowebiar.com

This platform was used and worked well. Cost varies with number of participants and complexity of the process. GoToMeeting is \$49/month and \$468 a year. It is for up to 15 participants and does not offer as many features as its big brother GoToWebinar however; it can be set up quickly. It is included when GoToWebinar is purchased

GoToWebinar from the same company has costs that vary depending on the number of participants. For \$99/month or \$948 per year you can have as many webinars as needed and have up to 101 participants. Invitations and a reminder e-mail come with this process as well as a practice mode. It is also possible to record the presentation if needed and it has some good

training videos although having someone walk you through the set up process is invaluable. As host you can build in a survey at the end or polls during. We used a survey at the end. The host can also view the schedule and know exactly who has registered for the session and use past sessions to set up similar new webinars

There is a help number for both trouble on the call (urgent) as well as for general questions and they were found very supportive. The sound quality of this platform is what really made the decision clear for this platform as it was much superior to Webex.

SKYPE:

www.skype.com

Skype in name was well known however it was more suited to video conference calls and had a maximum of 10 participants although a max of five was recommended. It did not have anywhere near the tools or services available through either GoToWebinar or Webex This looks like a good solution for video conferencing for a small number however; not a webinar. Cost is \$8.99/month

WEBEX :

www.webex.com

Webex was seen as one of the two more suitable platforms based on costs and features. Maximum participants on Webex is 25 and cost was \$49/month similar to GoToWebinar. Increased cost allows up to a maximum of 500 participants and is done through a sales rep. The use of their screen controls was easy however we found the audio quality on VoIP was often *very poor* and their customer service often not very helpful. It did not have as many training features as GoToWebinar.

ELUMINATE:

www.illuminate.com

Elluminate rents out virtual rooms and appeared more suited for large educational purposes. It is used by Queens University and offers a wide variety of services for virtual classrooms for use with 50 to 400 participants. It was felt to be too complex for the intended use of this project

Workshops:

For this pilot all seven webinars were delivered by CSES staff and managers to college EO Employment Service staff, managers and clients. In total 21 webinars were delivered

Unless otherwise noted below a specifically developed power point presentation was developed for the webinar by the presenter and all used the same background template provided by CSES

All presenters were volunteers and well versed in the subject matter

Apprenticeship: Delivered by Employment Consultant Kim Jefferies -Sault College

Three webinars delivered to both staff and clients

Essential Skills: Delivered by Employment Consultant Kim Jefferies-Sault College

Three webinars were delivered to both staff and clients

Job Search: Delivered by Employment Consultant Melisa Rowbottom-Fanshawe College

Three webinars were delivered to both staff and clients

Resumé: Delivered By Employment Consultant Susan Featherston- Fanshawe College

Three webinars were delivered to both staff and clients

CaMS: Delivered by Bob MacCallum-Employment Consultant-St. Lawrence College

Three webinars were delivered to staff and managers only.

This webinar was presented showing the CaMS screen live to college staff and manager participants. A client was entered into CaMS while staff viewed and were able to both ask questions as well as share with others their best practices. Unlike all other webinars a Power Point was not used.

Client Wellness: Delivered by Amanda Hulton-Employment Consultant –St Lawrence College

Three webinars were delivered to staff only.

Managing the EO Site: Delivered by College EO manager Wanda Jacobs – Fanshawe College

Three webinars were delivered to CSES managers only. Both Power Point as well as forms, portal and tracking charts were shown on the screen. Materials were shared with interested managers. This one hour session could easily have been longer.

In all cases the presentation was sent to those participants who expressed an interest.

Lessons Learned

By The Host:

1. Setting up the webinars can be time consuming if there are large numbers of participants.
2. Presenters who are familiar with the process make the delivery much easier.
3. If a webinar is set up, the host can share an e-mail address and password to allow the presenter to start and run the webinar without the host being on line
4. In some sites a laptop was connected in a lab to a big screen TV for several clients to watch. One person had a microphone to ask questions as needed.
5. Even though participants register, about 15% to 20% do not show up for the webinar
6. The use of a good headset with a USB plug gives better sound in the webinar compared to cheaper headsets with two plug ins. Laptops with built in mic and speaker are ok for sound but also not as good as a quality headset.
7. Having the presenter join the meeting at least ten minutes early is best where the host and presenter are not the same person. This allows the host to give over desktop control to the presenter such that when participants join they see the presentation. It also allows sorting out any audio issues. Many participants join early and it is also a way to greet them and ensure their audio is working.
8. Many sites did not have a headset with a microphone and had to purchase these to take part.
9. Bandwidth can affect the sound occasionally and it was found that holding the webinar later in the day audio was not always as good.
10. In GoToWebinar the host and presenter can mute/un-mute participants. If all are

un-muted it can be quite noisy with a variety of office and street noise heard by all. Participants can “raise their hand” letting the presenter know they want to ask a question by using a small hand icon by their name on their screen which allows the presenter to un-mute just one participant and ask them their question. There is also a chat section to send two way messages from presenter to participants which worked well if the audio was an issue

Presenters

1. Do a practice trial once with the host to get familiar with the process and control screen.
2. The first session facilitated gives the impression of talking to no one when all are muted.
3. Have a hard copy of the presentation as the *webinar control panel* can obscure some of the presentation on the desktop of the presenter.
4. Remember that even though participants are muted the host and presenter are not unless they mute their own personal microphone.
5. Go over the rules with participants before starting the presentation- remind them when they are un-muted that all on the webinar can hear (phones, comments, background talking, typing) and ensure participants know how to raise their hand or use the chat message.
6. Having a presentation designed in sections that allows a break every five or six minutes makes a natural break for Q and A
7. If the presenter is ok with sending out the presentation include an e-mail address at the conclusion.

Participant Survey:

An electronic survey followed the conclusion of each webinar to the participant and was built into the webinar by the host. Of the 132 participants 65% responded to the survey. The questions below were asked as well as a comments section.

The following chart shows responses to the survey:

Survey Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
It was easy to sign into the webinar	60	21	4		1
The quality of sound was good during the webinar	53	23	2	1	1
It was easy to talk to the presenter	44	29	4	2	
The workshop provided useful information	46	33	4	1	

Note: In some instances not all questions in the survey were answered by participants. Numbers shown are the number of participant responses in each category.

Comments from the Post Webinar Survey:

- I was unable to get sound- probably my inability to use the technology
- Very well done- I will look forward to using this tool extensively-thanks for the invitation
- Just a few glitches muting everyone but handled very well. Thank you the presentation was very informative
- Great presentation- thank you.
- As a first time using this format I found it very interesting and look forward to other others

- Great CaMS workshop. Bob was a great presenter and I look forward to more workshops dealing with CaMS topics. Great job!
- Short and to the point- easy to follow. Thank you!
- Fantastic. I know it must be hard to present but you did a great job. Would be wonderful to get 52 Easy Step Solution. I think it is a great idea to keep doing these webinars- very helpful.
- I would find this very useful if available at designated times. A monthly schedule would work very well. Thanks-things were really well done.
- Really enjoyed Susan's presentation-in particular the detailed explanation for each section. Well organized and easy to follow.
- I really enjoyed the presentation. I hope there is more to come.
- I was very pleased with this webinar. Sorry I did not have a microphone but it was nice to still submit my question.
- My audio cut in and out.
- Very useful information Thank you.
- Thanks Susan.
- Excellent, excellent, excellent, in every way. So glad I was able to participate. Thank you so much Dan and Melissa!
- Thank you for the opportunity. Thanks!!!
- I really enjoyed the opportunity to participate. Useful for 2 reasons. 1) -To test a webinar before having a client try; 2) -to get more ideas to add to my workshops.
- I like this format for information and opportunity to ask questions. Information should be clearly presented on SP role. Thanks-it was great!
- Could you send the Power Point. Many thanks.
- Overall a good presentation; however there was a short period where sound was a bit off
- Very useful information. Great tool for new and seasoned managers. Presentation was easy to follow.
- Great workshop- thank you.
- This was my first webinar. I found it was a little fast paced. There is a little disconnect between the student and presenter. Perhaps if I were to join in on other webinars I would feel more at ease.
- Great learning opportunity. Good one on one or group format.
- Thank you- looking forward to the Power Point.
- Is it possible to get a copy of presentation
- Great job Dan and Melissa- sorry my mic was so bad, not sure why. Thanks again for your time and useful information
- The calling card is a great idea- thank you very much.
- A much smoother process than I anticipated. My opinion is an in person presentation is best but this is a very good alternative. Good content and well presented. If more clients were participating it would lead to more questions. Thanks Kim and Dan.
- This was a good seminar. I work in R and I and feel that I can use some of the information presented. Thank you- I am glad I signed up!
- This was a great webinar for people who are job searching.
- It was good.

- I had covered this information in Simcoe, but agree it is a good way to utilize current technology for education. Thanks for allowing me to participate.
- Very informative
- Wanda provides a wealth of information and tips in a very short time. We could have used another two hours to allow more discussion and chance to view other forms and examples.
- Would like to suggest a webinar on staffing models across the province.
- There seems to be a lag time between muting/un-muting. Neat way to learn and discuss! I look forward to future use of this system and details on how we can set one up. Well done Wanda for your first go. Wished we had a few more minutes for discussion.
- Easy to do-good information!!!
- It was a great experience that I would love to duplicate when other sessions are offered. It would be nice to have one with MTCU on occasion on different topics. I love the idea of the EOIS demo because when initially trained the system was always down. Now we can actually see how the input is done. Thanks again for a great opportunity!
- Love the idea- was easy and effective!
- The technology and being able to communicate this way is absolutely wonderful. The presentation is easy to hear, easy to follow along. Overall a very good experience.
- Great presentation- thank you!
- Just to let you know that once again I enjoyed the webinar. The material presented will be most helpful in preparing a targeted resume. Like the previous presenter I found Susan quite clear and gave good examples. I found this was time well spent. Thanks Again.
- It was a good refresher for me as a job developer. I hope there will be more to come. Again thank you so much Dan for your efficiency.
- It was a great presentation and although I am familiar with the material it was interesting seeing it from a different perspective that I might be able to use with more clients. I look forward to more opportunities like this in future.
- This was my first webinar at the Community Resource Centre. I must say it is a very useful tool when job searching. It provides up-to-date information on a number of careers. And of course the live feedback makes recalling questions or answers a breeze to record. I look forward to being able to participate again. Thank you again for your invitation
- Please include me in the registration for next week's webinar...I am thrilled with this mornings and am asking my two other colleagues to register as well.
- I found the webinar very informative and we really appreciate receiving the PPT presentation. We are going to promote the Resume Webinar to our clients and will send you contact info. Good work!
- I enjoyed the Resume writing workshop and found it informative in terms of resume formats and agree good employers hire contributors not job seekers. Thank you.
- I really enjoyed the webinar technology and thought was fascinating. Keep up the great work.
- Excellent session Susan. My concern is that there might be too much information for clients (especially lower functioning ones) to remember when following along to the webinar.

- Dan- thank you for organizing the webinars and promoting the new technologies. We are looking forward to upcoming webinars.

Financial:

This EONDF project spans two fiscal year – 2010-2011 and 2011-2012

Funded Amount of Project -\$17,000