

2009 EAIE ANNUAL CONFERENCE

Recruiting and Branding in Online Communities: What Works and What Does not Work

Housekeeping

A brief conceptual overview

Institutional perspectives on online communities

Case studies: What works and what does not work

Discussion

- Around 60 minutes for the presentations and 30 minutes for discussion
- No handouts
- The presentations will be posted at www.illuminategroup.com, www.alumnifutures.com, as well as on the EAIE website
- The session's focus is on providing attendees with
 - A theoretical framework
 - An institutional / expert's view
 - Case studies

Professional

- **Executive Director, California Institute of Technology Alumni Association**
- **Alumni relations professional at Brown University and the University of Michigan**

Education

- **B.A. Brown University**
- **Currently pursuing M.A. at Claremont Graduate School**

Alumni Experience

- **20 years as an alumni relations professional**
- **Trustee, Council for the Advancement and Support of Higher Education (CASE)**
- **Chair of the Alumni Commission, CASE**
- **Author of the blog www.alumnifutures.com, a highly influential and widely read blog on alumni relations**
- **Various articles, book chapters, essays on higher education issues**
- **100+ presentations at conferences worldwide**

Professional

- **Managing Director of ICG**
- **Director of Business Development with SAP in Silicon Valley**
- **Consultant with the Boston Consulting Group**

Education

- **D.Phil. in Education and M.Sc. in Research Methodology from Oxford**
- **M.A. in Political Science from Brandeis**
- **Political science studies at Bonn and Harvard**
- **Research at UC Berkeley & the Max-Planck-Institute in Berlin**

Alumni Experience

- **Council member, Universitätsgesellschaft Universität Bonn (2006 - 2009)**
- **Alumni interviewer, Harvard College (2004 - date)**
- **President, Oxford University Society, San Diego Branch (2003 - 2006)**
- **30+ presentations, seminars, workshops, reports on alumni issues worldwide**

- **Role**
- **Kind of institution**
- **Who is charge of online community issues**
- **Who is active on Facebook / LinkedIn / Bebo / ChinaRen**
- **Online community strategy**
- **Hoped for learning experience**

Housekeeping

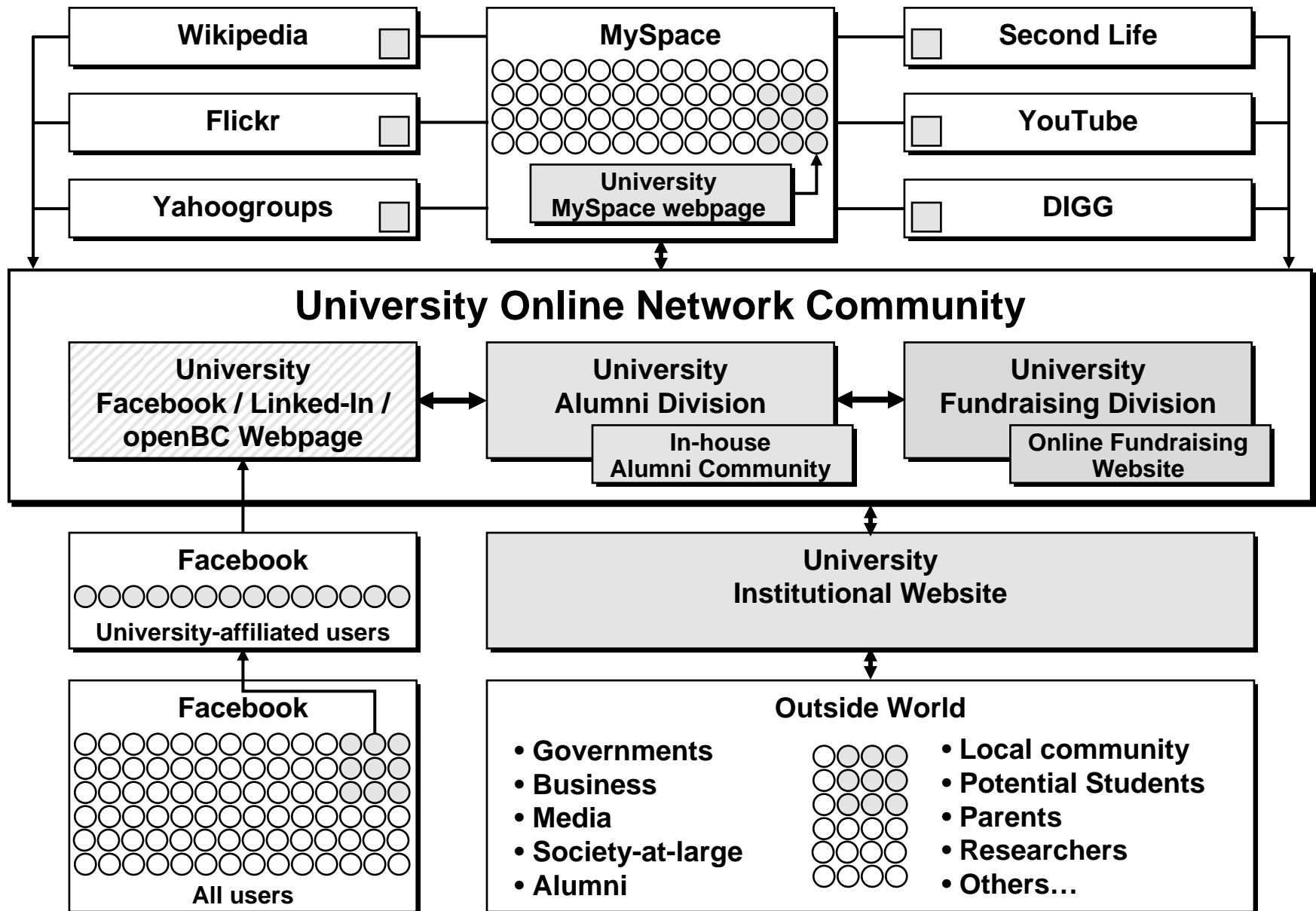
A brief conceptual overview

Institutional perspectives on online communities

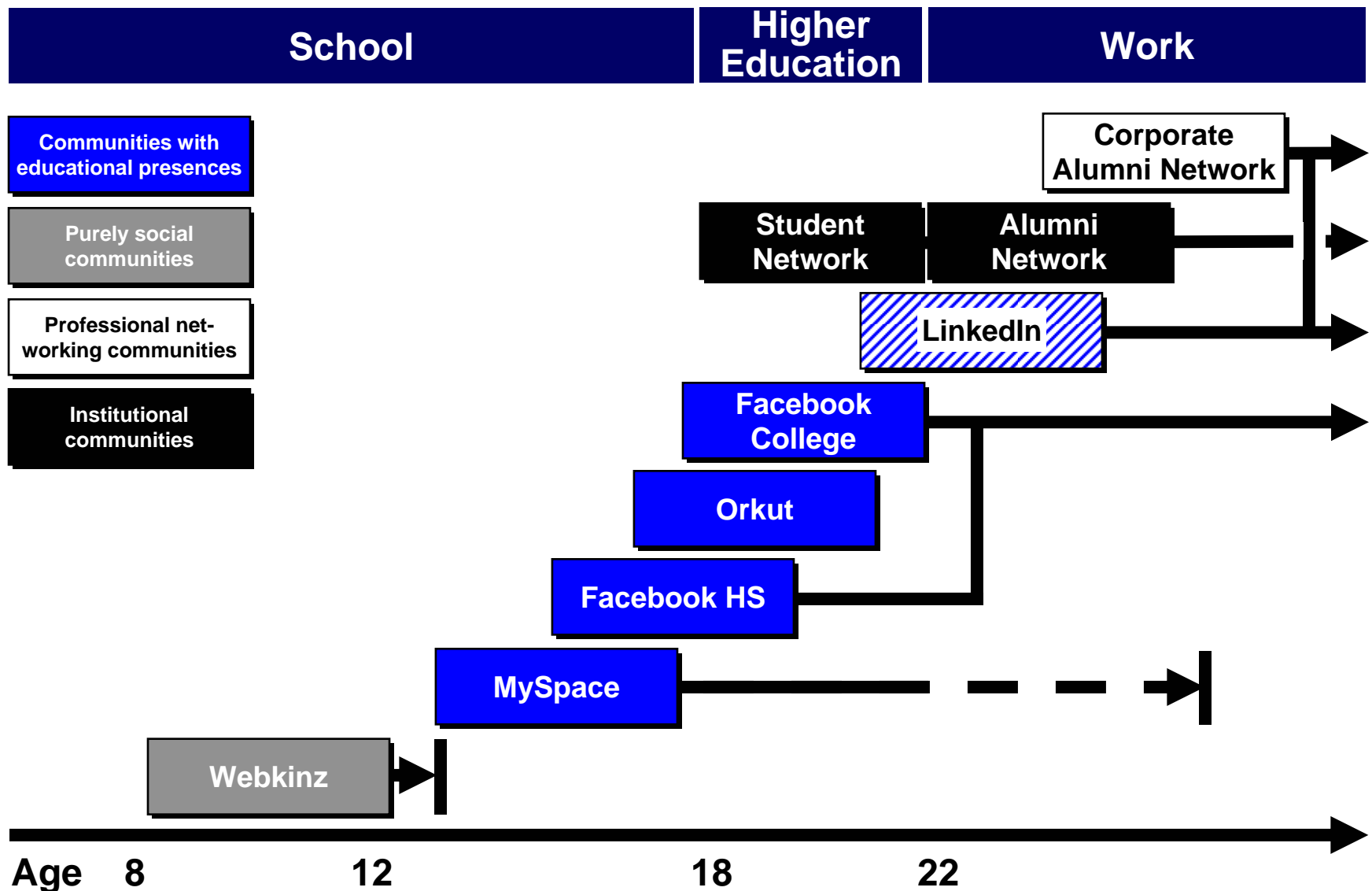
Case studies: What works and what does not work

Discussion

WHETHER YOU WANT IT OR NOT, YOU ARE ALREADY EMBEDDED IN A GLOBAL META-COMMUNITY



ONLINE COMMUNITIES WILL FUNDAMENTALLY INFLUENCE EDUCATIONAL DECISIONS EARLY ON



Housekeeping

A brief conceptual overview

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Discussion

Andy Shaindlin's presentation goes here.

Housekeeping

A brief conceptual overview

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Discussion

CASE STUDIES

Case Study	Internal / External Community	Platform(s)	Marketing / Recruitment / Networking / Learning	Direct / Indirect Model	Successful
MIT	External	YouTube	Learning, M & R (a bit)	Indirect	Yes
UC Berkeley @Cal	Internal	Affinity Circles	Networking	Neither	No
UC Berkeley YouTube	External	YouTube	Learning, Marketing	Direct and Indirect	Yes
Waikato	External	Bebo	M & R (a bit)	Direct and Indirect	No
Meet Lucky / U Florida	External	UF website, private blog	Recruitment – sort off	Indirect - possibly	Could be...

YOUTUBE: A 5 MINUTE VIDEO = A GLOBAL LEARNING AND RECRUITING COMMUNITY

The screenshot shows a YouTube video player for a video titled "MIT sketching" by the user "albbu". The video is 1:10 / 4:43 long and has 2,554,445 views and 5,683 ratings. The video content shows a person drawing a diagram on a whiteboard. The diagram consists of a rectangle with a circle inside it, and a larger rectangle to the right of the circle. A red 'X' is drawn on the whiteboard. Below the video player, there are links for Favorite, Share, Playlists, and Flag. There are also links for MySpace, Facebook, and Twitter. Below these links, there are sections for Statistics & Data, Video Responses (0), and Text Comments (3,110). The first comment is from "fingerbottom" (1 hour ago) and says "The video is 3 years old, so the fact that you've seen it 4 years ago does not mean much." The second comment is from "everyonedoesit2" (1 week ago) and says "Not sure why this was in the 'recommended for you' section, but it's pretty cool but far from new. We had this stuff when i was doing my A-levels (4 years ago), came in pretty useful for physics. All done on interactive whiteboards, needless to say the science and IT teachers were the only ones that could actually use it effectively."

YouTube
Broadcast Yourself™ Home Videos Channels

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MIT sketching

albbu
September 19, 2006
(more info)
MIT sketching
URL: <http://www.youtube.com/watch?v=NZNTgg>
Embed: `<object width="426" height="344"><param`

More From: albbu
Related Videos

- MIT Students Create Car That Drives Itself
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31,083 views
scivislab
- How to Draw Eyes
1,824,659 views
Syra
- Crazy! Water freezing to ice!
2,206,370 views
mrkobebajs
- Sketching a Face- Basic Proportions
448,640 views
Syra
- Magic of Physics
1,194,664 views

More than 2.5 million views (and it is not even a YouTube channel)

The screenshot shows the @cal great minds online website, which is UC Berkeley's online alumni community. The header features the @cal logo and navigation links for Home, People, Groups, Careers, and Discussions. A search bar is prominently displayed with the text 'Find People: enter name, company or hobby, etc.' and a 'Search' button. Below the search bar, the results are displayed in a grid of 16 profile cards, each showing a person's photo and name with their degree and year. The profiles include Erin Proudfoot (B.A. '97), John Kercheval (B.S. '88), Duc Pham (B.S. '02), Erik Bluemel (B.A. '00), Maya Goehring-Harris (ATU '97), Jason Simon, Andrew Capule (B.A. '99), Matt Aguilar (B.A. '05), Misha Leybovich (B.S. '05), Jerry Miller (B.A. '01), Randy Parent (B.A. '77), and Melchior Ochoa (B.A. '98). A sidebar on the right titled 'Find People By' offers various filters including Keywords, Relationship, Class Year, Major, Degree, Region, State, Country, Job Function, and Industry. The page also includes a 'Network with Cal Students' button in the top right corner.

511,342 records, maybe 2,000 “active” users, dead community

Source: <http://calcafe.berkeley.edu/berkeley/home> (password protected).

The screenshot shows a LinkedIn group page for the "Cal Alumni Association | UC Berkeley". The navigation bar at the top includes "People", "Jobs", "Answers", and "Companies". Below the navigation bar, there is a search bar and a "Search" button. The group page has tabs for "Overview", "Discussions", "News", "Jobs", and "More". The "Discussions" tab is selected, showing a "Discussion" section with a "Follow" button and a "Back to all discussions | Start a discussion" link. The featured discussion is titled "UC Berkeley's free alumni community. Here is how you can join! Just go to: <https://atcal.berkeley.edu/registration.php>." It includes contact information for Emily, the customer service team, and a link to atcal@alumni.berkeley.edu. Below the featured discussion, there are 16 comments. The first two comments by Marvin (Marve) Slavid have been deleted by the author. The third comment by Niels Voorhoeve is visible. The fourth comment by John Turner is also visible.

Christina Sponselli
Social Media Evangelist and Community Manager
[See all Christina's discussions](#)

Featured discussion
UC Berkeley's free alumni community. Here is how you can join! Just go to: <https://atcal.berkeley.edu/registration.php>.
Need extra help? Contact Emily on our customer service team, atcal@alumni.berkeley.edu.
Posted 6 months ago | [Reply Privately](#)

Comments (16)

This comment was deleted by the author
Posted 6 months ago

This comment was deleted by the author
Posted 6 months ago

Niels Voorhoeve
Urban Planner and Redeveloper
It's kind of a turn-off when you like to a page that doesn't have any info on the community and also has no links to other parts of the site.
Posted 6 months ago | [Reply Privately](#)

John Turner
Project Manager at Creegan + D'Angelo Infrastructure Engineers
Hey, pretty cool. I have not tried the links or such, and just have been making a small donation yearly without alumni status...
Class of '72

Cal alumni called AR staff on their “bluff” and got told off. A good idea?

UC BERKELEY WAS THE FIRST UNIVERSITY TO UPLOAD ENTIRE COURSES ONTO ITS YOUTUBE CHANNEL

The screenshot shows the UC Berkeley YouTube channel interface. At the top, the YouTube logo and navigation links (Home, Videos, Channels) are visible. The channel name 'UC Berkeley' is prominently displayed, along with a 'Subscribe' button. The main video player shows a press conference with two UC Berkeley police officers. To the right, a list of uploads is shown, including lectures from the CS 61B course and a video about the arrest of Paul Garrido. The background features a large image of the UC Berkeley Campanile tower.

UC Berkeley
ucberkeley's Channel

UCPD Discusses Its Actions Leading to Garrido Arrest
From: ucberkeleycampuslife | 33,259 views
UCPD personnel involved in actions leading to the arrest of Paul Garrido tell their story
View comments, related videos, and more

Uploads (435)

- Lecture 12: State Initiatives
340 views - 1 week ago
- Lecture 11: Current Federal Statutes and
150 views - 1 week ago
- Lecture 10: Putting a Price on Carbon - Cap &
176 views - 1 week ago
- see all
- CS 61B - Data Structures - ... (39)
 - CS 61B Lecture 1 - Course Overview
ucberkeley - 30,114 views
 - CS 61B Lecture 2: Using Objects
ucberkeley - 14,069 views
 - CS 61B Lecture 3: Defining Classes
ucberkeley - 9,281 views
 - see all
- Integrative Biology 131 - G... (39)
 - Integrative Biology 131 -

2,470,358 views / 30,775 subscribers / 3 channels

A STAR IS BORN: PROF. MARIAN DIAMOND TEACHES INTEGRATIVE BIOLOGY

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Integrative Biology 131 - Lecture 01: Organization of Body

Berkeley **ucberkeley** August 20, 2007 (more info) [Subscribe](#)

Integrative Biology 131: General Human Anatomy. Fall 2005. Professor Marian Diamond. The functional anatomy of the human body as revealed by gross and microscopic examination. The Department of...

URL: <http://www.youtube.com/watch?v=S0WtBR>

Embed: `<object width="425" height="344"><param`

Series (39) **More From Channel**

[Play All](#) | [Play Next](#)

1	Integrative Biology 131 - Lecture 01: Organiza...	45:01
2	Integrative Biology 131 - Lecture 02: Skeletal...	47:43
3	Integrative Biology 131 - Lecture 03: Skeletal...	51:07
4	Integrative Biology 131 - Lecture 04: Skeletal...	48:26
5	Integrative Biology 131 - Lecture 05: Skeletal...	49:39
6	Integrative Biology 131 - Lecture 06: Skeletal...	52:05
7	Integrative Biology 131 - Lecture 07: Skeletal...	52:31

Related Videos

	Cell Biology	158,798 views
	Integrative Biology 131 - Lecture 02: Skeletal...	124,975 views

Statistics & Data

Video Responses (1) [Sign in to post a Video Response](#)

[View All](#) - [Play All](#)

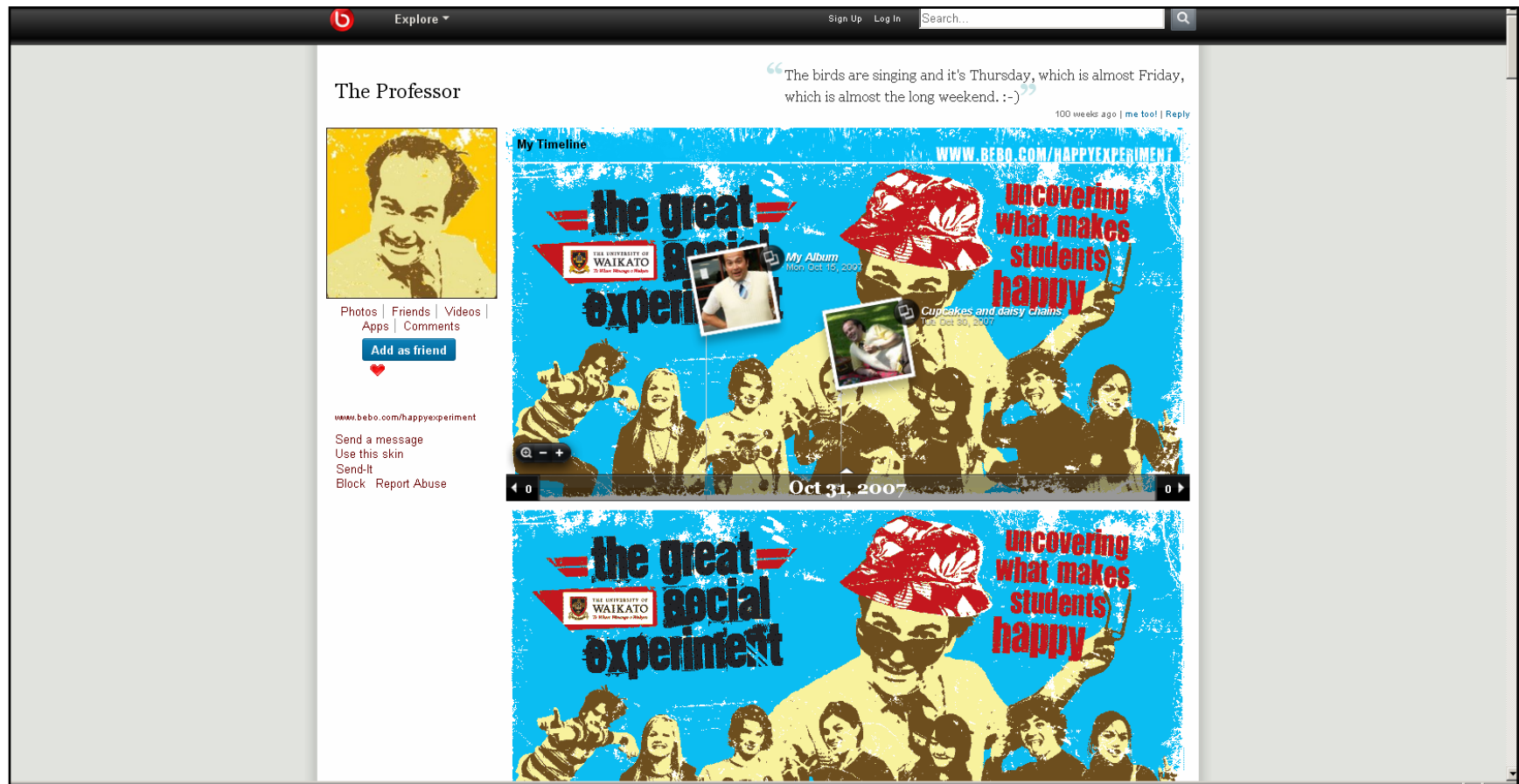
Text Comments (390) [Options](#) [Sign in to post a Comment](#)

filmark010186 (1 day ago) [Reply](#)

Prof. Diamond reminds me of my former Professor in College Prof. Cydippe F. Mefiez, who is also knowledgeable and dedicated in teaching Biology... Thank you very much Prof. Diamond for very informative presentation I hope I will meet

352,018 views since August 2007

WAIKATO: TRYING TO GO VIRAL IN THE WORST TOP-DOWN WAY, OR: WELCOME TO THE PROFESSOR



Unintentionally funny. And nobody bothered once cash was handed out.

University of Florida
UF Web with Google
Search

- About UF
- Academics
- Admissions
- Campus Life
- Research
- Services



Admissions

RELATED SITES:

- Undergraduate
Application, Status, Honors, Catalog
- Graduate
Application, Deadlines, Fellowships, Graduate Minority Programs, Catalog
- Transfer
Florida A.A. Degree, Freshman/Soph., Junior/Senior
- International
International Admissions, International Center
- Costs & Financial Aid
Undergrad Costs, Graduate Costs, Housing, Meal Plans, Student Jobs, Scholarships, Bright Futures, Deadlines & Critical Dates

Why Choose UF?

UF offers more than 100 [undergraduate majors](#), [combined bachelor's/master's degree programs](#) in 65 departments and more than 200 [graduate degree programs](#). [Tour UF](#) on a visit to UF's beautiful Gainesville campus or take a [virtual tour](#) online.

Undergraduate Admissions

Outstanding students, faculty, programs, facilities and scholarship opportunities have made UF [one of the nation's best universities](#), public or private, and [one of the best deals](#).

The [Office of Admissions](#) provides information to [high school students](#) preparing for college, [freshman candidates](#) applying to UF and students who want to [transfer to UF](#). **To apply online**, complete the [application for undergraduate admission](#).

Graduate Admissions

The [graduate admission process](#) is coordinated by the [graduate departments](#) and the admissions office. [Graduate application instructions](#) and [graduate resources](#) provide the information needed to choose a degree program. **To apply online**, complete the [application for graduate admission](#).

Already Applied?

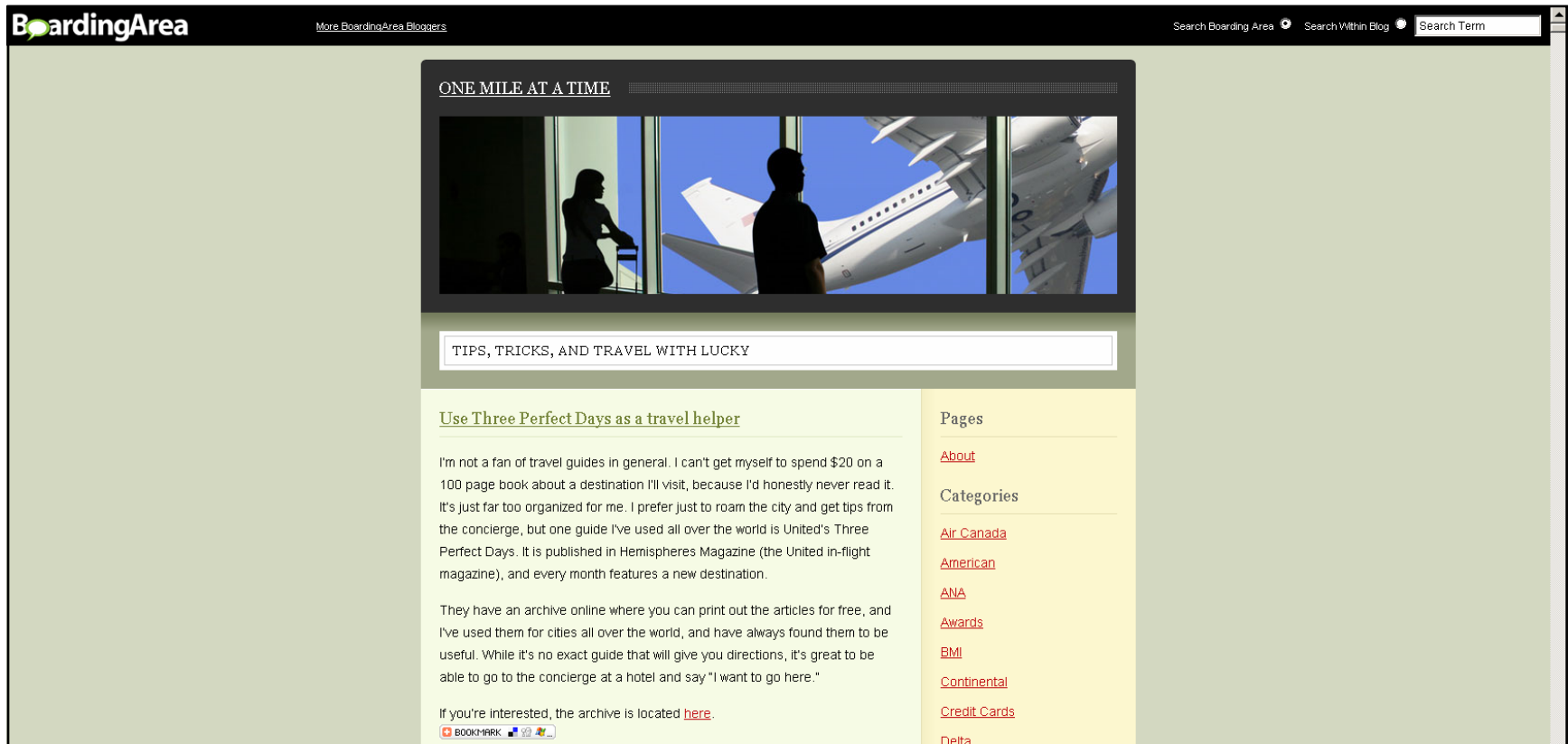
Undergraduates can check their [application status](#) online; graduate applicants should contact their [graduate departments](#).

While waiting for an admission decision, learn more about [housing on campus](#), [meal plans](#), [computer requirements](#) and [scholarships and financial aid](#).

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Let's remember this gentleman




Lucky's blog started 1.5 years ago, now reaches up to 1,500 hits/day

HOW LUCKY'S BLOG TIES INTO THE LARGEST COMMUNITY OF AIR TRAVELERS IN THE WORLD (FLYERTALK)

[FlyerTalk Forums](#) > [View Profile](#)
 **lucky9876coins**


[MyFlyerTalk](#) [FAQ](#) [Calendars](#) [New Posts](#) [Search](#) [Quick Links](#) [Log Out](#)

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lucky9876coins 
TalkBoard Member/FlyerTalk Evangelist

Last Activity: Today 8:40 pm

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Signature
Check out my trip report on NH/SQ/AC Biz to Asia, as well as the Conrad Hong Kong, InterContinental Bali, etc... 

Forum Info	Contact Info
<div>Join Date: Dec 8, 04</div> <div>Posts Total Posts: 21,197 (15.89 posts per day) Find all posts by lucky9876coins Find all threads started by lucky9876coins</div> <div>Referrals: 1</div>	<div>Home Page: http://boardingarea.com/blogs/onemileatatime/</div> <div>Email: Send a message via email to lucky9876coins</div> <div>Private Message: Send a private message to lucky9876coins</div>


Additional Information	Group Memberships
<div>Date of Birth: April 20</div> <div>Location: Tampa/Gainesville</div> <div>Program Affiliations: United 1K/RCC, AA Gold, PC Plat, IC RA, Hilton Gold, Marriott Gold, Starwood Gold, Amex Plat</div> <div>Interests: Travel, Photography, Aviation</div>	<div>lucky9876coins is not a member of any public groups</div>

Three and a half year of community participation: 21,197 posts

Source: "Lucky's" profile on www.flyertalk.com.

BoardingArea [More BoardingArea Bloggers](#) Search Boarding Area Search Within Blog Search Term

ONE MILE AT A TIME



TIPS, TRICKS, AND TRAVEL WITH LUCKY


About

Ben is a college student and avid points collector living in Florida. He travels nearly 200,000 miles per year, mostly with United and the Star Alliance. He has visited over 30 countries and counting, and has a particular interest in the Asian-Pacific region. Beyond blogging on Boardingarea.com, being a student and traveling, Ben spends considerable time on FlyerTalk.com under the handle "lucky9876coins", serving on the TalkBoard, FlyerTalk's member elected board.

The purpose of his blog is to share his travel experiences – those both in the air and on the ground – and stay updated on the latest in the travel industry, from promos to program changes to mergers. Ben can be reached at onemileatime@hotmail.com for any questions, comments, or stories you'd like him to blog about.

Pages

- [About](#)
- [Categories](#)
- [Air Canada](#)
- [American](#)
- [ANA](#)
- [Awards](#)
- [BMI](#)
- [Continental](#)
- [Credit Cards](#)
- [Delta](#)



Not a CEO. Not a consultant. A college student...

REVISITING THE UNIVERSITY OF FLORIDA ADMISSIONS WEBPAGE

The screenshot shows the University of Florida Admissions webpage. At the top, there is an orange header bar with the text "University of Florida" on the left and a search bar on the right labeled "UFWeb with Google". Below the header, the page is divided into a left sidebar and a main content area. The sidebar has a blue background and contains a list of navigation links: "About UF", "Academics", "Admissions", "Campus Life", "Research", "Services", "RELATED SITES:", "Undergraduate" (with sub-links: Application, Status, Honors, Catalog), "Graduate" (with sub-links: Application, Deadlines, Fellowships, Graduate Minority Programs, Catalog), "Transfer" (with sub-links: Florida A.A. Degree, Freshman/Soph., Junior/Senior), "International" (with sub-links: International Admissions, International Center), and "Costs & Financial Aid" (with sub-links: Undergrad Costs, Graduate Costs, Housing, Meal Plans, Student Jobs, Scholarships, Bright Futures, Deadlines & Critical Dates). The main content area has a blue background with a large image of a statue. The word "Admissions" is written in large white letters over the image. Below the image, there are sections: "Why Choose UF?" (describing over 100 undergraduate majors and 200 graduate degree programs), "Undergraduate Admissions" (mentioning UF as one of the nation's best universities), "Graduate Admissions" (describing the graduate admission process), and "Already Applied?" (providing links for application status and graduate departments). At the bottom of the page, there is a footer with links: "News | Calendar | Directory | MyUFL | ISIS | Web Site Listing | Campus Map | WebMail | Ask UF", copyright information: "© University of Florida, Gainesville, FL 32611; (352) 392-3261. Updated: October 6, 2008.", and a logo for the University of Florida with the text "The Foundation for The Gator Nation".

University of Florida

UFWeb with Google Search

Admissions

Why Choose UF?
UF offers more than 100 [undergraduate majors](#), [combined bachelor's/master's degree programs](#) in 65 departments and more than 200 [graduate degree programs](#). [Tour UF](#) on a visit to UF's beautiful Gainesville campus or take a [virtual tour](#) online.

Undergraduate Admissions
Outstanding students, faculty, programs, facilities and scholarship opportunities have made UF [one of the nation's best universities](#), public or private, and [one of the best deals](#).
The [Office of Admissions](#) provides information to [high school students](#) preparing for college, [freshman candidates](#) applying to UF and students who want to [transfer to UF](#). **To apply online**, complete the [application for undergraduate admission](#).

Graduate Admissions
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UF UNIVERSITY of FLORIDA
The Foundation for The Gator Nation

What kind of Web 2.0 / community recruiting features does UF employ?

The screenshot shows the 'ADMISSIONS' section of the University of Florida website, specifically the 'INTERNATIONAL' sub-page. The page features a navigation menu on the left with links like 'Prospective Students', 'Applying Students', and 'Admitted Students'. The main content area includes a header with navigation links (Academics, Campus Life, etc.), a large image of four diverse students, and text welcoming international students. A black oval highlights the 'INTERNATIONAL' text in the header, and an arrow points from this oval to a callout box on the right. The callout box contains a list of bullet points: 'Nice', 'Clean-cut', 'Good looking', 'But are they real?', 'And who are they?', and 'And why should an applicant care?'.

ADMISSIONS

Prospective Students
Applying Students
Admitted Students
Community Outreach
Counselors & Advisors
Parents
Residency

Apply Online at **UF**
Check Your Status at **UF**

Academics | Campus Life | Paying for College | UF Information | Visiting UF | Why Attend UF

INTERNATIONAL

We welcome your interest in the University of Florida. Each year, UF hosts more than 6,000 international students who are seeking an education that is fully accredited and will be recognized all over the world. International students offer a cultural perspective that enriches the entire UF campus community.

As the state of Florida's largest and oldest university, the University of Florida is one the state's centers for education, medicine, cultural events and athletics. The university offers unrivaled access to world-class facilities, nationally recognized faculty, and a vibrant and diverse campus community. UF is committed to enrolling a student body that includes students from around the world.

At UF, you can choose from more than 100 undergraduate degree programs and more than 200 graduate degree programs. The campus provides incredible opportunities with top-quality advising to help you plan your academic courses, as well as excellent career mentoring, research opportunities, and more than 650 student organizations. Sports are also very popular at UF, for spectators and participants, and UF offers one of the most comprehensive intramural and club sport programs in the country.

The university is located in Gainesville in North Central Florida, continually ranked as one of the best places to live in the United States.

Site Map - Privacy Policy - Phone List - Forms - Contact Us
Office of Admissions - 201 Criser Hall - P.O. Box 114000 - Gainesville, FL 32611-4000 - 352-392-1365

- Nice
- Clean-cut
- Good looking
- But are they real?
- And who are they?
- And why should an applicant care?

Here's a hint: This is not community or Web 2.0-based recruiting

University of Florida

UFWeb with Google Search

✦ About UF

✦ Academics

✦ Admissions

✦ Campus Life

✦ Research

✦ Services

RELATED SITES:

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Application, Status, Honors, Catalog

✦ Graduate

Application, Deadlines, Fellowships, Graduate Minority Programs, Catalog

✦ Transfer

Florida A.A. Degree, Freshman/Soph., Junior/Senior

✦ International

International Admissions, International Center

✦ Costs & Financial Aid

Undergrad Costs, Graduate Costs, Housing, Meal Plans, Student Jobs, Scholarships, Bright Futures, Deadlines & Critical Dates



Meet Lucky

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UNIVERSITY of FLORIDA
The Foundation for The Gator Nation

How do you get (your own) Lucky?

- **Authenticity works**
- **Funny works – if really funny. Unintentionally funny works to, but not for the subject portrayed**
- **Top-down does not work (unless proven otherwise)**
- **Compelling content works**
- **Relationship triangulation works**
- **Talking down to your audience does not work**
- **A lack of success begets more failure – thus does not work**
- **Letting go is essential**

Housekeeping

A brief conceptual overview

Institutional perspectives on online communities

Case studies: What works and what does not work

Discussion

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