

# **2008 ANNUAL AIEC CONFERENCE**

## **How Online Communities Change International Education**

- Around 50 minutes for the presentation and 25 minutes for discussion
- The presentation will be posted at [www.illuminategroup.com](http://www.illuminategroup.com)
- Institutional functions covered by this presentation
  - Marketing and communication
  - Alumni and career services
  - (International) recruiting
  - Legal and risk management
  - Educational technology tools/channels

## Housekeeping

### An Introduction to Online Communities

- **How familiar are you really with online communities?**
- **Key communities - And You**
- **Community user behavior and adoption**
- **Risk: To manage or not to manage**

### Case Studies

- **LinkedIn: Professional networking at Caltech**
- **YouTube: UC Berkeley vs. MIT**
- **Blogs: How to get (your own) Lucky?**
- **Yahoogroups Plus: “Stealing” Ivy League brands**

### Strategic Responses

### Discussion

- **You've heard about Facebook. But who has an account?**
- **What in the world is Orkut?**
- **What accounts for the majority of interactions on Second Life?**
- **What is the largest online community?**
- **What is the community with the most daily usage?**
- **Who spends more than 30 minutes a day in communities?**
- **Have you been tweeted?**

## Housekeeping

### An Introduction to Online Communities

- How familiar are you really with online communities?
- **Key communities - And You**
- **Community user behavior and adoption**
- **Risk: To manage or not to manage**

### Case Studies

- **LinkedIn: Professional networking at Caltech**
- **YouTube: UC Berkeley vs. MIT**
- **Blogs: How to get (your own) Lucky?**
- **Yahoogroups Plus: “Stealing” Ivy League brands**

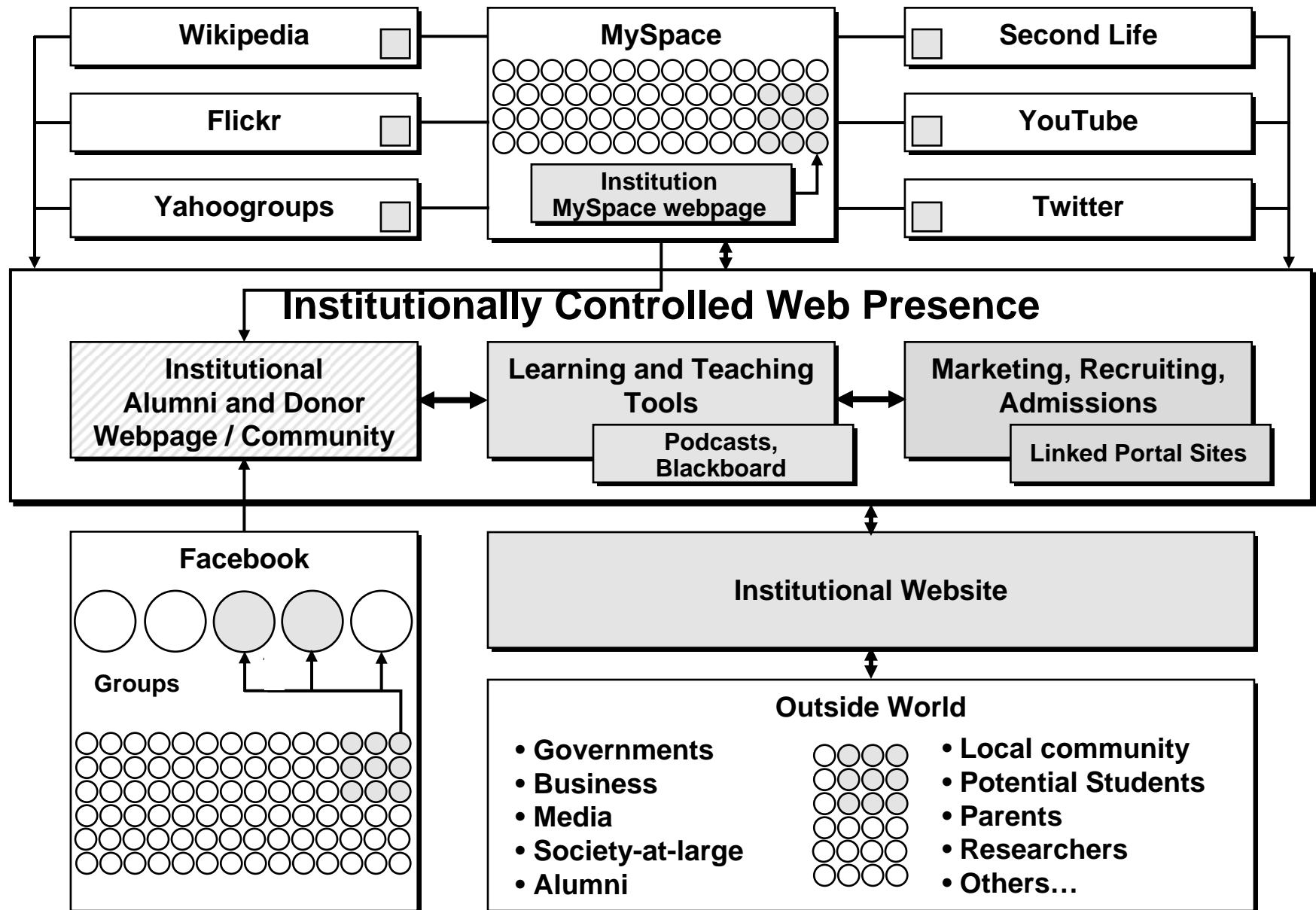
### Strategic Responses

### Discussion

<b>MySpace</b>	<b>More than 160 million accounts, a global town square</b>
<b>CyWorld</b>	<b>One-third of all South Koreans are signed up</b>
<b>YouTube</b>	<b>Sold for \$ 1.65 billion at 21 months old, hundreds of millions of video views a day</b>
<b>Facebook</b>	<b>More than 110 million users since February 2004, 30+ million pictures uploaded daily</b>
<b>Flickr</b>	<b>More than 2.4 billion pictures (user generated)</b>
<b>Second Life</b>	<b>First real metaverse, 15.4 million “residents”, IBM is investing \$ 100s million in underlying technology</b>

**Hundreds of millions of community users in target demographic**

# GLOBAL COMMUNITY LANDSCAPE



## Housekeeping

### An Introduction to Online Communities

- How familiar are you really with online communities?
- Key communities - And You
- **Community user behavior and adoption**
- Risk: To manage or not to manage

### Case Studies

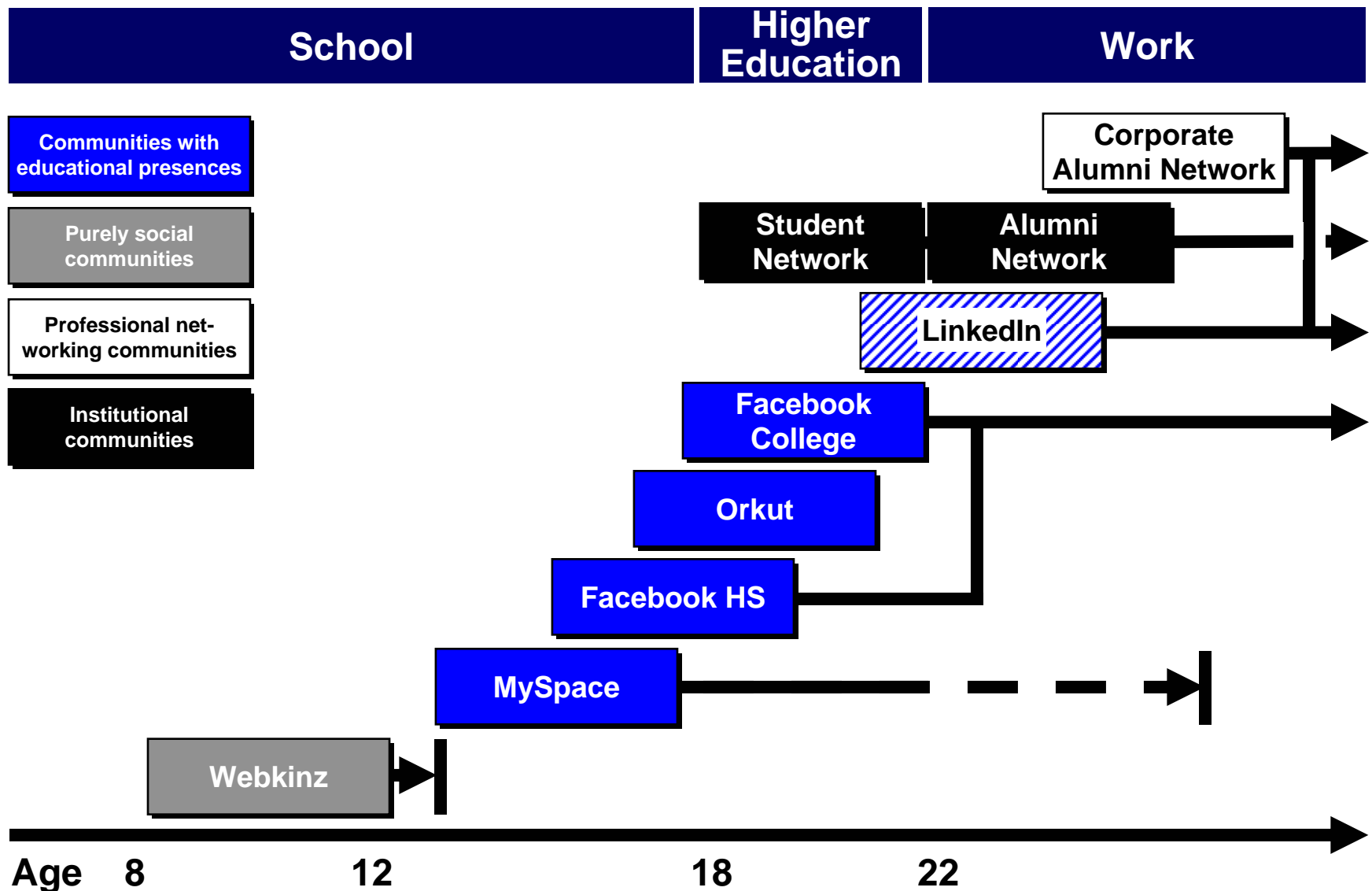
- LinkedIn: Professional networking at Caltech
- YouTube: UC Berkeley vs. MIT
- Blogs: How to get (your own) Lucky?
- Yahoogroups Plus: “Stealing” Ivy League brands

### Strategic Responses

### Discussion



# BY THE TIME STUDENTS ENTER HI ED, THEY ARE ALREADY DEEPLY IMMERSED IN MULTIPLE COMMUNITIES



# TARGET AGE COHORTS ARE BY FAR THE MOST ACTIVE ONLINE COMMUNITY USERS

## Percentage of U.S. Online Users by Age Group

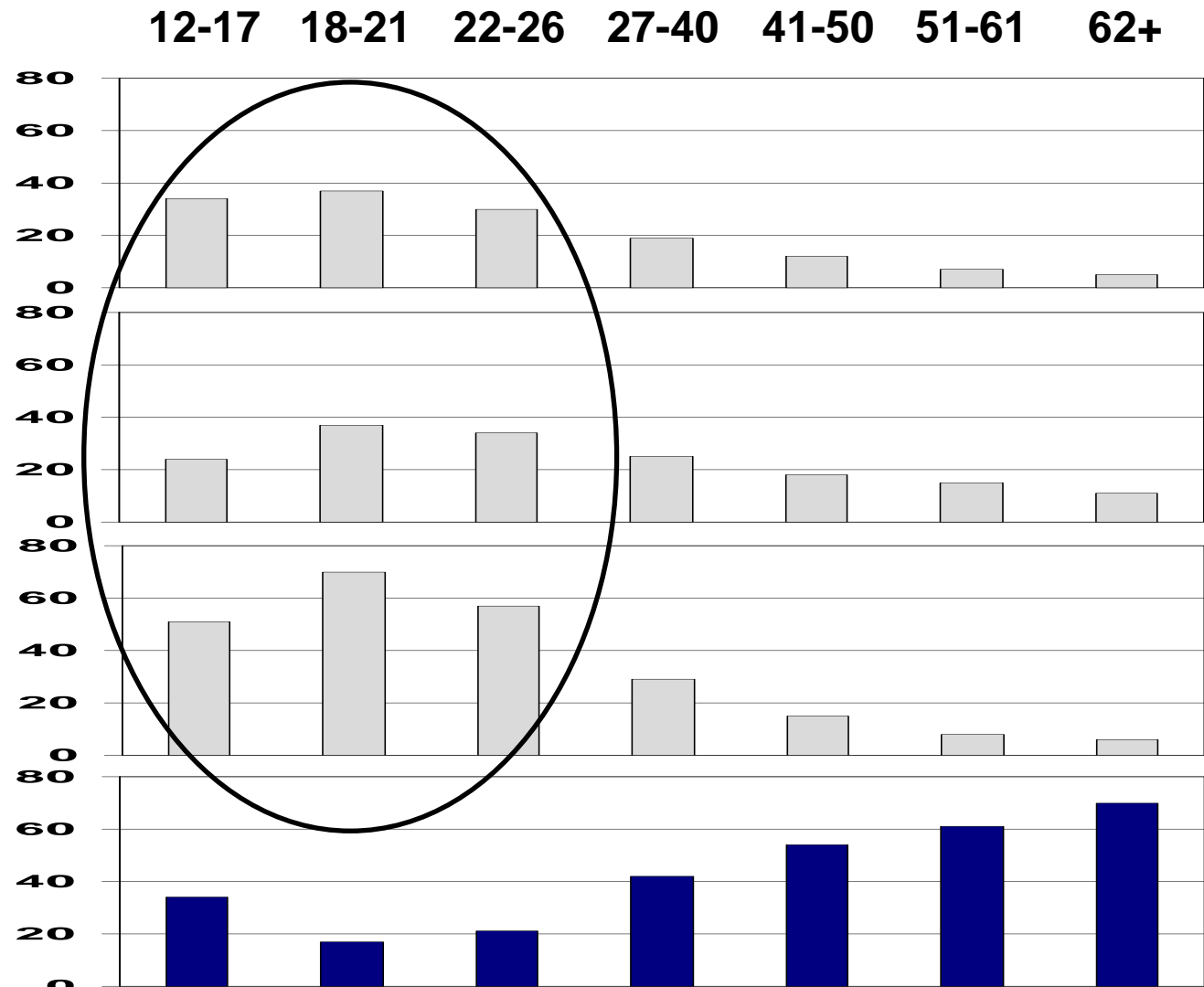
### Categories

**Creators**

**Critics**

**Joiners**

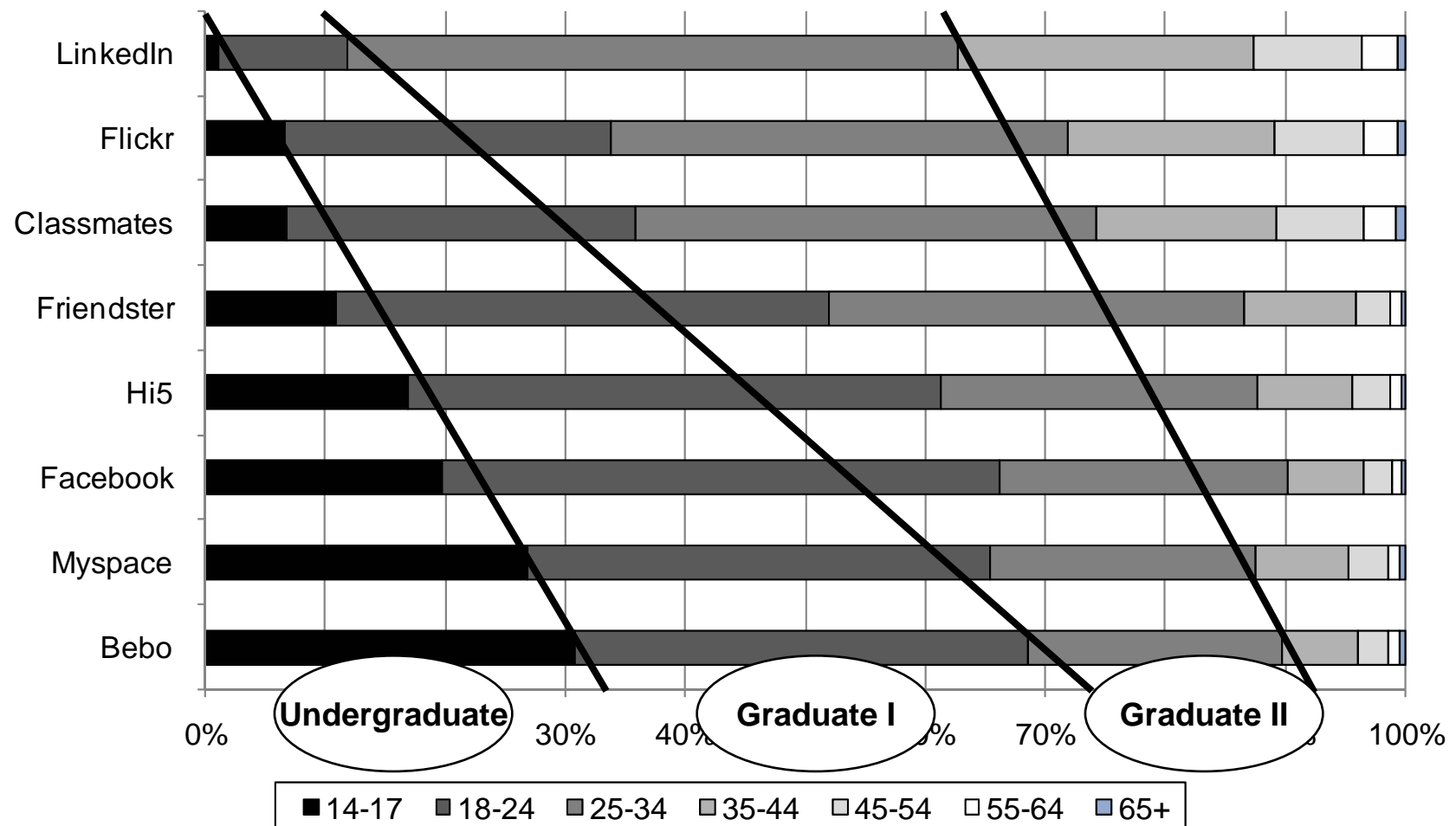
**Inactives**



Source: Forrester Research, 2007.

# DIFFERENT COMMUNITIES OFFER VASTLY DIFFERENT RECRUITING POOLS

## Community Usage by User Age Cohort



Source: Rapleaf, June 2008.

## Housekeeping

### An Introduction to Online Communities

- How familiar are you really with online communities?
- Key communities - And You
- Community user behavior and adoption
- Risk: To manage or not to manage

### Case Studies

- LinkedIn: Professional networking at Caltech
- YouTube: UC Berkeley vs. MIT
- Blogs: How to get (your own) Lucky?
- Yahoogroups Plus: “Stealing” Ivy League brands

### Strategic Responses

### Discussion

# **RISK – TO MANAGE OR NOT TO MANAGE: IMPLICATIONS FOR EDUCATIONAL INSTITUTIONS**

- **There is less critical risk than often presumed, but there is more non-critical and strategic risk than generally understood**
- **There is no way to eliminate risk. The lawyers need to come to grips with this fact of life on the web**
- **There are many risk areas which can be effectively mitigated if you have an integrated risk management strategy**
- **A key pillar of such a strategy is to use network-centric and community-based self-policing and controlling tools**
- **Many recruiting targets are quite sensitive to risk management measures**
- **Lastly, risk can be managed through positive credibility (by association)**

## Housekeeping

## An Introduction to Online Communities

- How familiar are you really with online communities?
- Key communities - And You
- Community user behavior and adoption
- Risk: To manage or not to manage

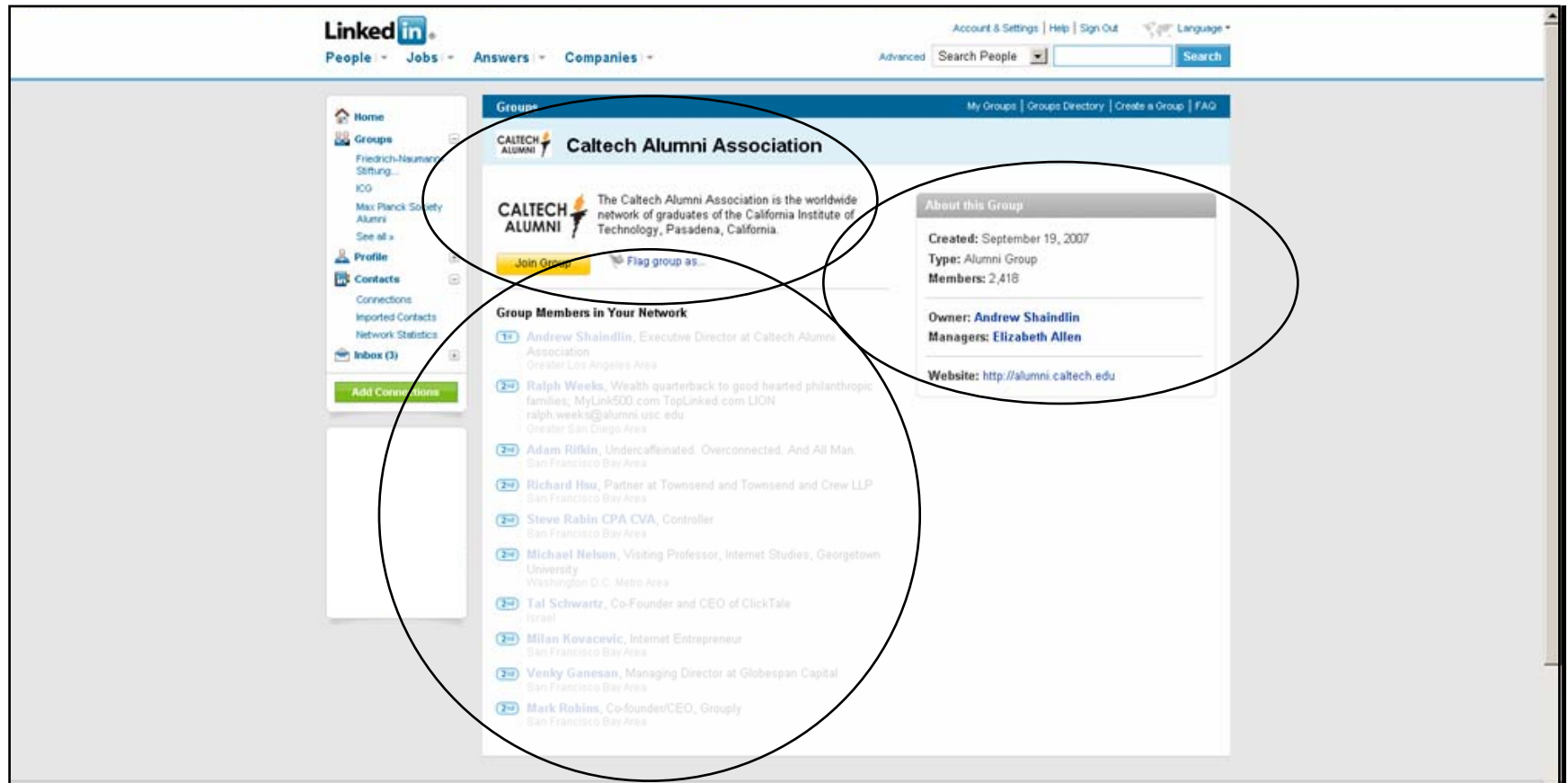
## Case Studies

- **LinkedIn: Professional networking at Caltech**
- **YouTube: UC Berkeley vs. MIT**
- **Blogs: How to get (your own) Lucky?**
- **Yahogroups Plus: “Stealing” Ivy League brands**

## Strategic Responses

## Discussion

# CALTECH ON LINKEDIN



**There is not a lot to see from the outside...**

Source: LinkedIn Caltech Alumni Association Group page, October 2008.

Double your connections in 30 seconds. Click here to get started.

## Search Results

We found 225 users in your network matching your criteria.  
 • Keywords: **caltech alumni** • Sorted by: keyword relevance

refine search results

Your Network (225) LinkedIn Network (53) What do these icons mean?

**Andrew Shaindlin** **FEATURED** **in** **1<sup>st</sup>** **3** **282**  
 Executive Director at **Caltech Alumni Association**  
 Greater Los Angeles Area | Non-Profit Organization Management  
**Current:** Author at **Alumni Futures** blog (Self-employed) ; Executive Director, **Caltech Alumni Association** at California Institute of Technology  
**Past:** U of Michigan **Alumni** Association; Brown University, **Alumni** Relations  
**Keywords:** Online services for **alumni**, business networking practices, **alumni** membership programs ... for **alumni**, educational travel programs ... for EDUCAUSE, AlumniNets, **Caltech Alumni** ... Executive Director, **Caltech Alumni Association** at California Institute of Technology ...  
**Groups:** **CALTECH ALUMNI**

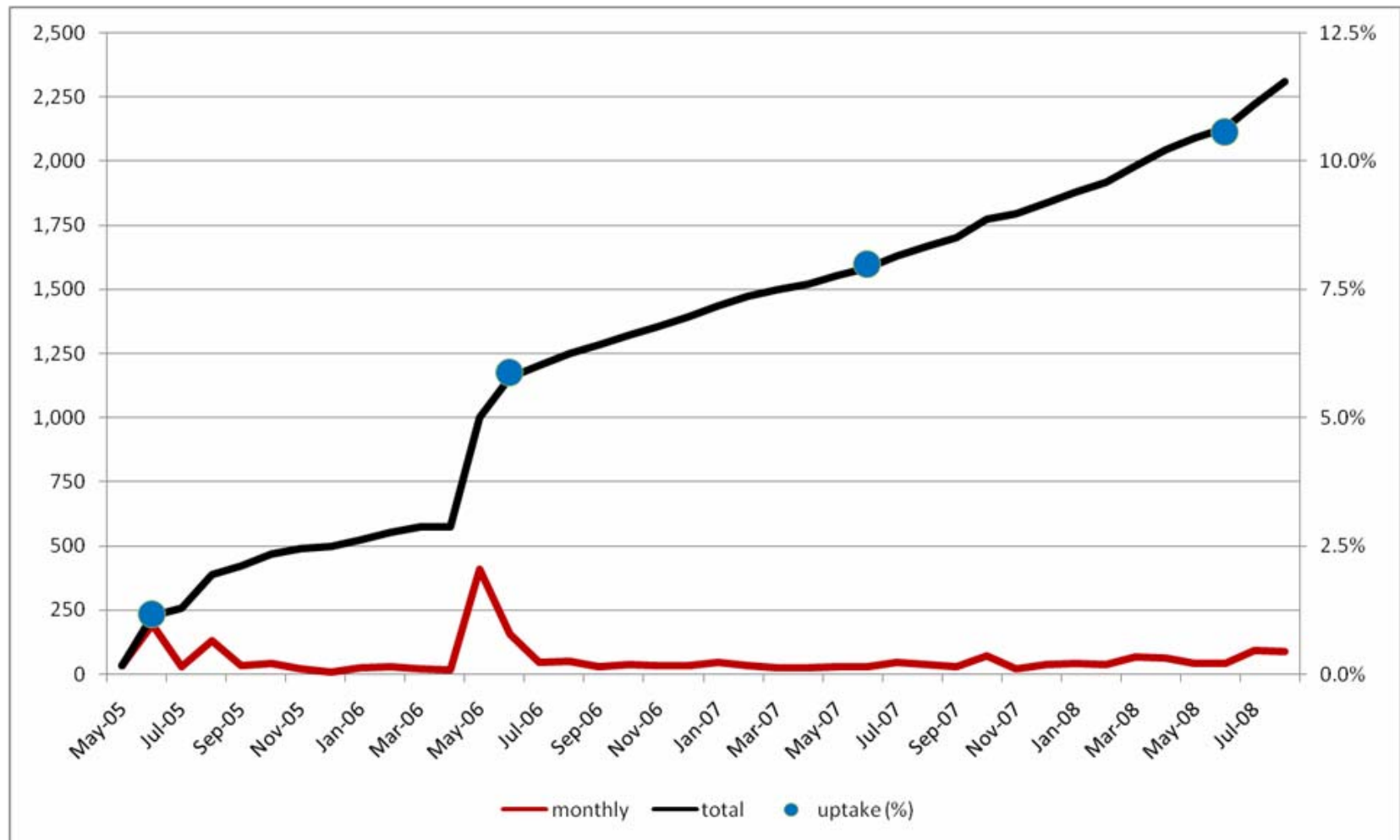
**William Hicks** **FEATURED** **in** **3<sup>rd</sup>** **1** **500+**  
 Entrepreneur | Innovator | IT Pro, Networker, Developer, MyLinkNetwork.com, [LION] MyLink500, TopLinked.com  
 San Francisco Bay Area | Internet  
**Current:** Entrepreneur | Innovator | Facilitator | IT Pro, Networker, Developer at Hicks... [see more](#)  
**Past:** Hicks Associates  
**Keywords:** ... Chicago, **Alumni**, University of California , Berkeley **Alumni**, Harvard **Alumni**, Harvard Business School, **Alumni**, The George ... News, George Washington University, **Alumni** ...  
**Groups:** **CALTECH ALUMNI**

**Karen Carlson** **2<sup>nd</sup>** **2** **350**  
 Associate Director at **Caltech Alumni Association**  
 Greater Los Angeles Area | Education Management  
**Current:** Associate Director at **Caltech Alumni Association**  
**Past:** University of Southern California; North Dakota State College of Science  
**Keywords:** **alumni** admissions, **alumni** and student career programs, student/**alumni** relations **Caltech** Summer Undergraduate Research Fellowship ... Associate Director at **Caltech Alumni Association**. Current roles include **alumni** career services, student/**alumni** programs, and ...  
**Groups:** **CALTECH ALUMNI**

It is about branding – which applies to alumni, students, and recruits



# CALTECH ALUMNI GROUP ON LINKEDIN: GROWTH RATES



**Sustained growth – despite LinkedIn not appealing to many Caltech alumni**

Source: Caltech Alumni Association, September 2008.

## Housekeeping

## An Introduction to Online Communities

- How familiar are you really with online communities?
- Key communities - And You
- Community user behavior and adoption
- Risk: To manage or not to manage

## Case Studies

- **LinkedIn: Professional networking at Caltech**
- **YouTube: UC Berkeley vs. MIT**
- **Blogs: How to get (your own) Lucky?**
- **Yahogroups Plus: “Stealing” Ivy League brands**

## Strategic Responses

## Discussion

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

The screenshot shows the UC Berkeley YouTube channel page. At the top, the YouTube logo and navigation links are visible. The channel name "Berkeley University of California" is prominently displayed. Below the name, there are links to "Courses", "Events", "Campus Life", and "Cal Athletics". A video player is featured in the center, showing the "Cal" logo and the text "Beijing 2008". To the left of the video player, there is a channel profile section for "UC Berkeley" with a "Subscribe" button. The profile includes the channel's name, join date (May 02, 2006), last sign-in time (16 hours ago), subscriber count (15,978), and channel views (1,903,024). A description of the university is provided, along with contact information and a website link. At the bottom, there is a section titled "Looking for more from UC Berkeley?" with links to the channel's courses and events.

**UC Berkeley** [Subscribe](#)

**ucberkeley**  
Joined: May 02, 2006  
Last Sign In: 16 hours ago  
Subscribers: 15,978  
Channel Views: 1,903,024

**DIRECTOR**

The University of California, Berkeley is the preeminent public research and teaching institution in the nation. From classic literature to emerging technologies, the curricula of our 130 academic departments span the wide world of thought and knowledge. Supported by the people of California, the university has embraced public service as an essential part of its mission since 1868.

Name: UC Berkeley  
Age: 140  
City: Berkeley, CA  
Hometown: Berkeley, CA  
Country: United States   
Interests and Hobbies: Teaching, Research, and Public Service  
Website: <http://www.berkeley.edu/>  
[Report profile image violation](#)

**Cal Athletics in Beijing - Part 3**  
From: calathletics  
Views: 69,759  
Comments: 1

**Looking for more from UC Berkeley?**  
Check out all 4 of UC Berkeley's YouTube Channels today and be sure to subscribe!  
Courses: <http://www.youtube.com/ucberkeley>  
Events: <http://www.youtube.com/ucberkeleyevents>

**More than 1.9 million channel views since October 2007**

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

The screenshot shows the YouTube interface for a video titled "MIT sketching" by user "albbu". The video player shows a man sketching on a whiteboard. The video has 2,395,924 views and 5,377 ratings. The right sidebar features a "More From: albbu" section, a "Related Videos" list including "Invisible Water Effect", "How to Draw Eyes", "M.I.T. Walter Lewin- Complete Breakdown of Intuition - Part1", "Amazing physics", and "Teaching Physics with a SMART Board", and a "Promoted Videos" section with thumbnails for "Alberto the Musicbox", "Theoretical Girl", "Behind The Scenes on Na", and "Russian Romance - Live".

**You Tube** Australia | English Sign Up | QuickList (0) | Help | Sign In  
Broadcast Yourself™ Home Videos Channels Community

MIT sketching

From: **albbu**  
Added: September 19, 2006  
(more info) Subscribe

MIT sketching  
URL: <http://au.youtube.com/watch?v=NZNTggIPbUA>  
Embed: `<object width="425" height="344"><param name="movie" value="http://au.youtube.com/watch?v=NZNTggIPbUA"></param></object>`

► More From: albbu  
▼ Related Videos

- Invisible Water Effect**  
00:30 From: dragonoface  
Views: 3,453,688
- How to Draw Eyes**  
09:33 From: Syra  
Views: 1,084,367
- M.I.T. Walter Lewin- Complete Breakdown of Intuition - Part1**  
09:39 From: Fhran  
Views: 188,820
- Amazing physics**  
01:42 From: Xcentric0  
Views: 2,801,405
- Teaching Physics with a SMART Board**  
10:33 From: schvislab  
Views: 8,717

Promoted Videos

- Alberto the Musicbox
- Theoretical Girl - The ...
- Behind The Scenes on Na
- Russian Romance - Live

Rate: ★★★★★ 5,377 ratings Views: 2,395,924  
Share Favorite Playlists Flag  
MySpace Facebook Digg more share options

Commentary Statistics & Data  
Video Responses: 0 Text Comments: 2,968  
► Video Responses (0) Sign in to post a Video Response  
▼ Text Comments (2,968) Sign in to post a Comment  
Show: average (5 out of 5) Help

**More than 2.4 million views (and it is not even a YouTube channel)**

Source: <http://youtube.com/watch?v=NZNTggIPbUA>

## Housekeeping

## An Introduction to Online Communities

- How familiar are you really with online communities?
- Key communities - And You
- Community user behavior and adoption
- Risk: To manage or not to manage

## Case Studies

- LinkedIn: Professional networking at Caltech
- YouTube: UC Berkeley vs. MIT
- Blogs: How to get (your own) Lucky?
- Yahoogroups Plus: “Stealing” Ivy League brands

## Strategic Responses

## Discussion

University of Florida

UF Web with Google

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

**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?**

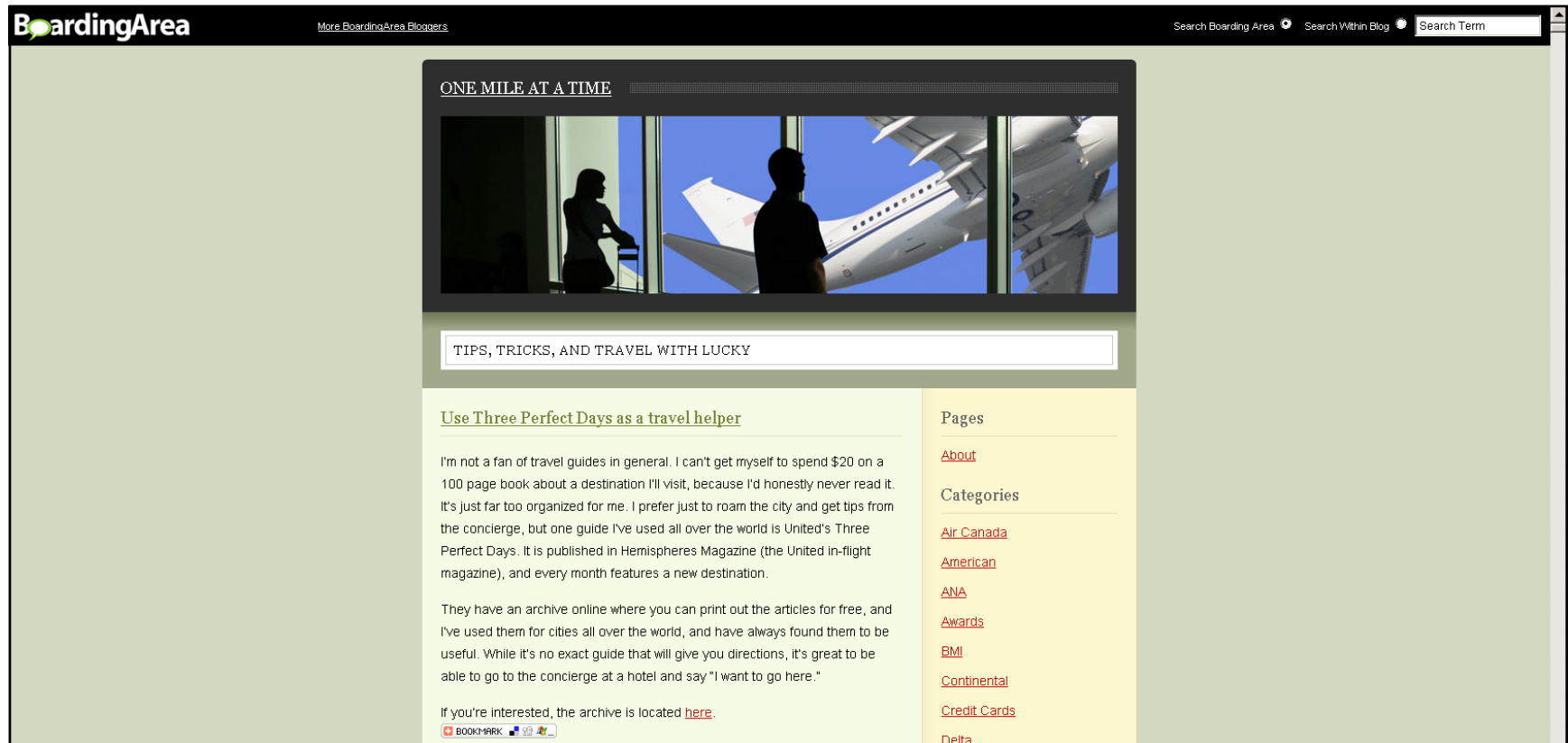
Undergraduates can check their [application status](#) online; graduate applicants should contact their [graduate departments](#).

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

[News](#) | [Calendar](#) | [Directory](#) | [MyUFL](#) | [ISIS](#) | [Web Site Listing](#) | [Campus Map](#) | [WebMail](#) | [Ask UF](#)  
 © University of Florida, Gainesville, FL 32611; (352) 392-3261. Updated: October 6, 2008.  
[About This Site](#) | [Disability Services](#) | [Privacy Policy](#) | [Search](#)  
 This page uses Google Analytics (Google Privacy Policy)


UNIVERSITY of  
FLORIDA  
The Foundation for The Gator Nation

Let's remember this gentleman




**Lucky's blog started eight months 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](#)

**View Profile: lucky9876coins**

**lucky9876coins**   
TalkBoard Member/FlyerTalk Evangelist

Last Activity: Today 8:40 pm

[Add lucky9876coins to Your Buddy List](#) [Add lucky9876coins to Your Ignore List](#)

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

Additional Information	Group Memberships
<div><b>Date of Birth:</b> April 20</div> <div><b>Location:</b> Tampa/Gainesville</div> <div><b>Program Affiliations:</b> United 1K/RCC, AA Gold, PC Plat, IC RA, Hilton Gold, Marriott Gold, Starwood Gold, Amex Plat</div> <div><b>Interests:</b> 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](http://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](mailto: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

University of Florida

UFWeb with Google Search

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

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

## 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

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](#).

News | Calendar | Directory | MyUFL | ISIS | Web Site Listing | Campus Map | WebMail | Ask UF  
© University of Florida, Gainesville, FL 32611; (352) 392-3261. Updated: October 6, 2008.  
About This Site | Disability Services | Privacy Policy | Search  
This page uses Google Analytics (Google Privacy Policy)



UNIVERSITY of FLORIDA  
The Foundation for The Gator Nation

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

# INTERNATIONAL STUDENT RECRUITING AT UF

The screenshot shows the University of Florida Admissions International page. A black oval highlights the header area containing the word "INTERNATIONAL" and a photo of four diverse students. A callout box with a black border and white background points to this area, containing a list of bullet points. The page layout includes a top navigation bar with "University of Florida" and a search box, a left sidebar with "ADMISSIONS" and various links, and a main content area with introductory text and a footer with site map and contact information.

**ADMISSIONS**  
Prospective Students  
Applying Students  
Admitted Students  
Community Outreach  
Counselors & Advisers  
Parents  
Residency

Apply Online at  
Check Your Status at

**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 - PO 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:

✦ 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



## Meet Lucky

### 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](#).

News | Calendar | Directory | MyUFL | ISIS | Web Site Listing | Campus Map | WebMail | Ask UF  
© University of Florida, Gainesville, FL 32611; (352) 392-3261; Updated: October 6, 2008.  
About This Site | Disability Services | Privacy Policy | Search |  
This page uses Google Analytics (Google Privacy Policy)



UNIVERSITY of  
FLORIDA  
The Foundation for The Gator Nation

## How do you get (your own) Lucky?

## Housekeeping

## An Introduction to Online Communities

- How familiar are you really with online communities?
- Key communities - And You
- Community user behavior and adoption
- Risk: To manage or not to manage

## Case Studies

- LinkedIn: Professional networking at Caltech
- YouTube: UC Berkeley vs. MIT
- Blogs: How to get (your own) Lucky?
- Yahoogroups Plus: “Stealing” Ivy League brands

## Strategic Responses

## Discussion

# THE HARVARD-BAY-AREA YAHOO GROUPS HOMEPAGE

The screenshot shows the Harvard-Bay-Area Yahoo Groups homepage. Annotations include:

- A circle around the "Group Information" section on the left sidebar, which lists: Members: 1613, Category: Alumni, Founded: Oct 19, 2004, Language: Other.
- A circle around the "Activity within 7 days: (No Activity)" section.
- A large circle around the "Description" section, which contains the following text:

Open list for all graduates of Harvard living in or around or interested in the Bay Area, California. The list invites postings of performances, "get-togethers", parties, exhibits, announcements, questions, and other information which would be of general interest to the population living in or around the Bay Area. This is an alumni list only. Do not send commercial messages over the list. Subscribe using your "Post.Harvard" e-mail address to speed up the approval process [lifetime address free to graduates sign up at [www.haa.harvard.edu](http://www.haa.harvard.edu)]. Please note the primary language for this group e-mail list is "other" meaning multi-lingual communication is welcome. The discussion list has a blog <http://harvard-sf.blogspot.com>. Any list member interested in publishing there can do so. Reply to a message defaults to sender. This Yahoo discussion group about Harvard is not affiliated with or sponsored by Harvard University or the Harvard Alumni Association.

Perry Gregg  
CEO, ushow2, Inc.  
[pg@harvardsf.org](mailto:pg@harvardsf.org)  
[harvard-bay-area-owner@yahoogroups.com](mailto:harvard-bay-area-owner@yahoogroups.com)  
<http://harvardsf.org>

[See also the harvtechforum.org, harvard-china, harvard-cambridge-boston, harvard-middleeast and harvard-europe networks created, <http://groups.yahoo.com/group/harvard-china> & <http://groups.yahoo.com/group/harvard-europe>.]
- A circle around the "Join This Group!" button in the top right corner.
- A map of the Oakland-Berkeley area is visible on the right side of the page.

Wait. There's more.

Source: Yahoo Groups [harvard-bay-area](http://groups.yahoo.com/group/harvard-bay-area) webpage as of 12 July 2008.

# THE HARVARD-CHINA YAHOO GROUPS HOMEPAGE

The screenshot shows the Harvard-China Yahoo Groups homepage. Annotations include:

- A circle around the "Group Information" section on the left sidebar, which lists: Members: 238, Category: Alumni, Created: Nov 3, 2005, Language: Other.
- A circle around the "Activity within 7 days: (No Activity)" section.
- A circle around the "Description" section, which states: "Open list for all graduates of Harvard living in or interested in China. The list invites postings of performances, 'get-togethers', parties, exhibits, announcements, questions, and other information which would be of general interest to the population living in or around China. This is an alumni list only. Do not send commercial messages over the list. Subscribing using your 'Post.Harvard' e-mail address to speed up the approval process [lifetime address free to graduates sign up at www.haa.harvard.edu]. Please note the primary language for this group e-mail list is 'other' meaning multi-lingual communication is welcome."
- A circle around the "ushow2" logo on the right, which includes the text "Be Transmitted".
- A circle around the "Group Email Addresses" section, which lists: pg@harvardsf.org, harvard-china-owner@yahoogroups.com, http://harvardsf.org, http://groups.yahoo.com/group/harvard-china/files/hclistspanish.txt, http://groups.yahoo.com/group/harvard-china/files/harvard\_china.pdf.

The "Message History" section shows a calendar view for the years 2005 to 2008, with the following data:

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2008		5	1			4	4	1				
2007	2	3	6	3	3	2	5	4	8	1	7	9
2006		6	6	7	7	9	4	4	5	2	3	2
2005										12	7	

A high social capital alumni community in 5 minutes: Copy, paste, done

# THE HARVARD-CHINA LINKEDIN HOMEPAGE

The screenshot displays the LinkedIn homepage with the 'Groups' section active. The search bar at the top right shows 'Groups' and a search button. The left sidebar contains navigation links: Home, Groups, My Groups, Groups Directory, Create a Group, Profile, Contacts, Connections, Imported Contacts, Network Statistics, and Inbox. The main content area is titled 'Groups' and shows 'Search Results (1)' for the keyword 'harvard-china'. The search results list a group named 'harvard-china' with a description: 'Open group for all graduates of Harvard living in or interested in China. Perry Gregg CEO ushow2, Inc. Owner: Perry Gregg, J.D. | Join this group >'. The group's profile picture is circled in red. To the right of the search results is a 'Search Groups' box with a search bar containing 'harvard-china', a dropdown for 'All categories', and a 'Search' button. Below the search bar is a 'Create a Group' button. The footer contains links for Company, Customer Service, About LinkedIn, Blog, Store, Advertise With Us, Work With Us, Tools, Overview, Outlook Toolbar, Browser Toolbar, JobsInsider, Widgets, Premium, Post a Job, Manage Jobs, Corporate Solutions, Research Network, Upgrade Your Account, and a copyright notice for LinkedIn Corporation © 2008.

Yet another copy-paste high social capital alumni community



# THERE ARE MORE THAN A DOZEN INTERLINKED SUPPOSED HARVARD ALUMNI GROUPS/BLOGS/WEBSITES



SEARCH BLOG   \*FLAG BLOG   Next Blog>

Create Blog | Sign In

## Harvard bay, la, cam-bost, chicago, houston, china, africa, india, europe, middle east, tech, aust.

*This page and the listed discussion groups about Harvard are not affiliated with or sponsored by Harvard University or the Harvard Alumni Association.*

**grassestimate.com**  
grassestimate.com the Bay Area putting green & synthetic artificial fake grass yarn lawn installer

**This web log's news feed**

[harvardsflaworld](#)

**Qui êtes-vous ?**  
 PERRY GREGG

[pg@harvtechforum.org](mailto:pg@harvtechforum.org)  
[Afficher mon profil complet](#)

**Better, not truth: Do you have transitive wisdom?**  
What is the payoff of being part of a coalition? Could this result be of benefit to you?

**Yale Bay Area discussion group**  


LUNDI, JUIN 30, 2008

### Obama candidate colporteur loses in November

Their team will start with weeks of warm biographical ads touting McCain's heroism and leadership. These ads carry divisive, don't be surprised, images of a financial moral crisis, the real estate collapse, victim's families, troops, firefighters, gas prices maybe a terrorist or two and a body.

Enter a newly compiled mountain of money at the convention. Pay a black talking head to bowdlerize. Throw in dollars to Nader-Matt Gonzalez for viability seasoning. Vicious, tasteless rounds of negative ads targeted at Youtube. 30 second spots where Obama is wrong on the economy, wrong on taxes, wrong on defense, a possible terrorist of questionable gender orientation who lacks courage and can't be trusted. He'll make Muslims happy. He is no friend to women. He will take jobs and important opportunities from white workers and white children. Latinos and Jews should worry. The seared weak link for us is in the swing states between August and November -- there will be no time to get to the truth. You know how easy it is to stick a black male face with a negative association, <https://implicit.harvard.edu/implicit/demo/>

We won't be able to stop it. Unflattering photo after photo of Obama, his wife, his family, ministers, old friends, pepper media outlets. Co-branding bad with black people should be easy enough to do. Disinformation, even Mrs. Clinton used the technique effectively against Obama. If you can't convince them confuse them. Gore was a RAT. Kerry the decorated hero a coward. At best Obama is a young "just a speech maker", naive enough to give this country to the terrorists and apologize and stain the name of the men and women who have fallen in valor.

Oh what a tangled web you weave...

- **Blog**

- harvardsf.org

- **Yahoogroups**

- harvard-sf
- harvard-la
- harvard-dc
- harvard-houston
- harvard-austin
- harvard-chicago
- harvard-nyc
- harvard-bay-area
- harvard-sf-la-collegesinvitelist
- harvard-cambridge-boston
- harvard-china
- harvard-australia
- harvard-india
- harvard-africa
- harvard-europe
- harvard-middleeast
- harvard-alameda-educators
- harvtechforum.org

## Focus

## Member Count

### Cities

2  
433  
108  
19  
25  
59

### Metro Areas

1,637  
1,613

### Countries

139  
203

### Continents/Regions

238  
22

### Special Interest

51  
37

216  
54

43  
244

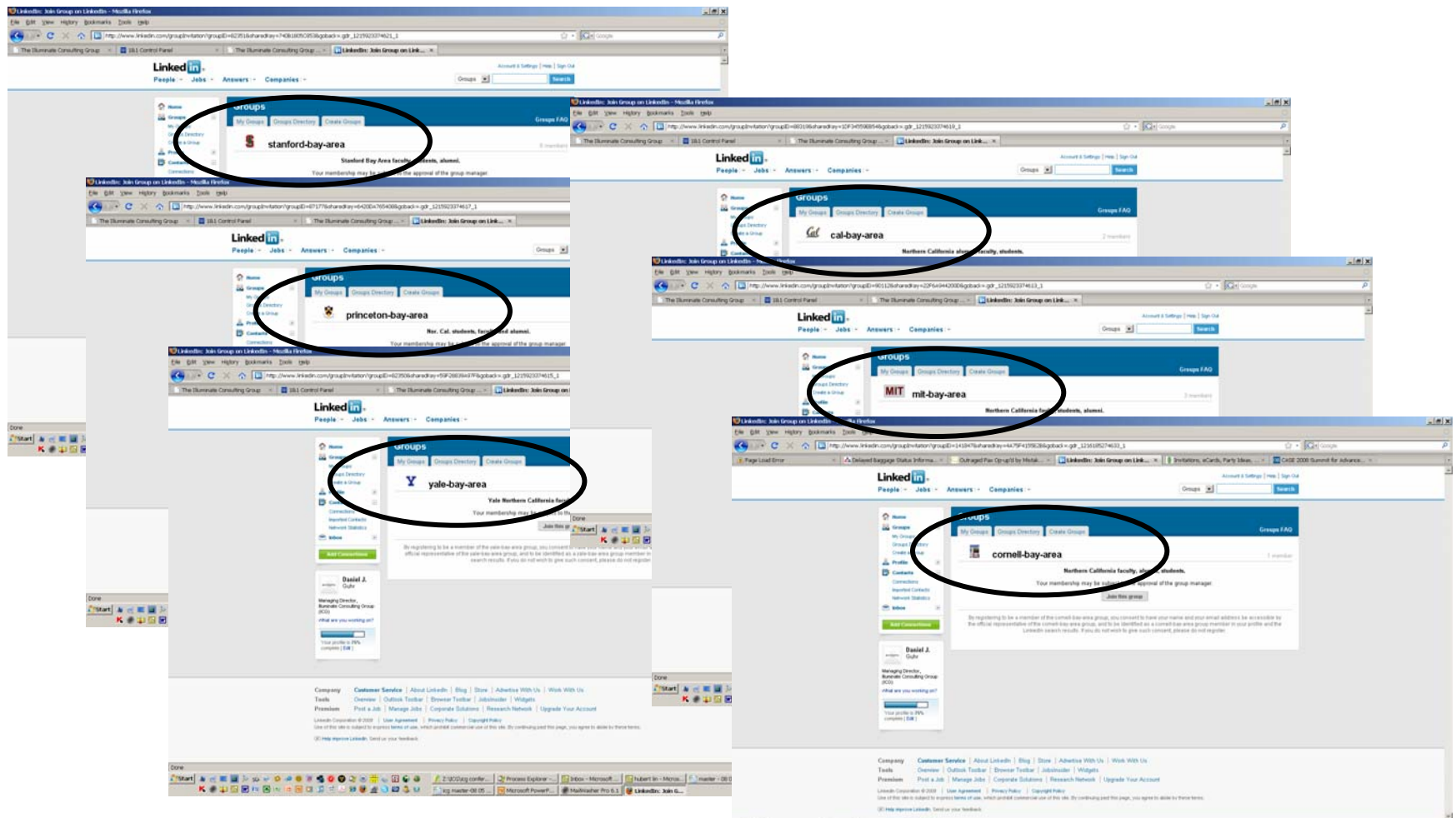
5,143<sup>(1)</sup>

**This is just harvard- Yahoo Groups. Not LinkedIn, ushow2.org, others**

Source: Various websites/webpages as of 12 July 2008.

(1) Membership counts are not verified. The alumni status of signed up group members is not verified and at least partially highly questionable.

# IT IS NOT JUST HARVARD...



...but also Stanford, Princeton, Yale, Cal, MIT, and Cornell

Source: LinkedIn webpages as of 13 July 2008.

ICG © 2008

2008 CBIE Annual Conference – 4 November 2008

36

# WHAT THIS IS REALLY ABOUT – A JOB...

## “Could You Use a Perry?”

From: harvard-bay-area-bounces@ushow2.org on behalf of perry.gregg@post.harvard.edu <harvard-bay-area-bounces@ushow2.org>  
To: harvard-bay-area@ushow2.org  
Cc:  
Subject: [harvard-bay-area] Fwd: Could you use a Perry?

Imagine days from now when I report landing in a senior mgmt. position you helped me secure. No one gets anywhere without the good will of others.

Thank you so much for the whirlwind of opportunities that have come my way in the past 15 days since the post below! Keep 'em coming. Want to see what happens when I get to unleash my 'chops' with the right team? Best,

Perry

----- Forwarded message -----  
From: Perry Gregg <perry.gregg@sbcglobal.net>  
Date: Thu, 31 Jan 2008 09:02:12 -0800 (PST)  
Subject: Could you use a Perry?  
To: undisclosed-recipients-from <perry.gregg@post.harvard.edu>

My talents are on the senior tech management side, internet development, commercial software all forms, portals, hardware, IT, et al. I've managed engineers, engagements and project teams in China, Canada, Israel, Australia, Europe, India, Pakistan, South America, the US and former Soviet block countries. It needs to be OK with the hiring company that I pursue ushow2, Inc. as a side hobby.

Have a current full-time gig, looking to make a change for the right opportunity. If you act now, you get a Perry bonus of a few contacts around the world, sales, Board and public speaking chops. Would it be useful to you to have me join your team? I've spent the past 5 years in a downsizing environment. I'd like to join a story with an upside. Travel is fine. Would you care to see how far I can carry the ball with a chance with the right team? Best,

Perry Gregg  
cell: (510) 684-4152  
email: perry.gregg@post.harvard.edu

P.S. Bio at <http://ushow2.com> 'more about us', and <http://perrygregg.name> for non-profit activities.  
\* \* \*

Recommend this list to students, faculty and grads interested in the Bay Area, California.

harvard-bay-area is on LinkedIn. Select,  
<https://www.linkedin.com/e/gis/976/709FE96DA9A5/>  
to join.

**Entrepreneurial? Or Deceptive?**



**Harvard Bay Area discussion group**



ushow 2.org

**Harvard Los Angeles discussion group**



ushow 2.org

**Sign up on lists**  
All Schools, Multi-ling  
Grads Subscribe to l

Perry Gregg, CEO, ush  
austin

All Schools, Multi-ling  
Grads Subscribe to l

Perry Gregg, CEO, ush  
austin

All Schools, Multi-ling  
Grads Subscribe to h

Perry Gregg, CEO, ush  
austin

All Schools, Multi-ling  
Grads Subscribe to h

**London & Bay Area California going gaga for artificial lawns - by grassestimate.com California's synthetic grass leader**

British turf wars take a turn for the faux - by grassestimate.com  
California's synthetic grass leader  
Installers say artificial lawns, like this one outside a residence in Victoria, B.C., can be an economical choice.

In a land that's always been gaga for gardens, frankly fake grass is making inroads

London - For the English, gardening is more than just a weekend pastime or a chance to get some fresh air. In some quarters, gardening ranks higher than soccer players or Royal Family shenanigans when it comes to national obsessions.

The Chelsea Flower Show, held in one of London's toniest neighbourhoods each May, draws royalty, rock stars and the nation's leading fashion and literary figures.

The BBC provides four straight days of wall-to-wall live coverage of Chelsea, not out of a sense of service from a public broadcaster, but because the prime-time ratings are there to justify the attention.

Britons are tuned in and turned on to their gardens like few others.

How then, to explain the sudden surge in demand for fake grass?

At the esteemed Royal Horticultural Society, which runs Chelsea along with other major gardening shows, there are neither gasps of shock nor sharp intakes of breath at the notion of fake grass.

Helen Bostock, a horticultural adviser who answers queries from the society's thousands of members, says the horticultural society has recently used artificial grass in one of its demonstration gardens at Wisley Gardens in Surrey.

"We don't get that many inquiries about it, but I do think that is because people somehow feel guilty for even thinking about it," Bostock says of the trend.

"It's as though they feel we'll think they are cheating."

But, she notes, the horticultural society's information leaflets include details of four suppliers and she sees demand growing for a

All Harvard alumni apparently care about is Astroturf...

From: perry.gregg@gmail.com on behalf of Perry Gregg [perry.gregg@post.harvard.edu] <perry.gregg@gmail.com>  
To: undisclosed-recipients-from  
Cc:  
Subject: You applied recently to join harvard-bay-area ...

Sent: Thu 3/5/2008 8:18 AM

on LinkedIn. To be approved and be able to post on a list of 1700 Bay Area grads, pay the \$20 annual dues with this link.

<http://hbadues.notlong.com>

Best,  
Perry

**Pay \$ 20 “to be approved” as an alum**

# **WHY IS THIS MISAPPROPRIATION OF BRANDS AND NETWORKS SO ABUSIVE AND DAMAGING?**

- **Nothing Mr. Gregg does serves Harvard, or any other institution he is “covering”**
- **Mr. Gregg uses institutional brands and networks for his own gains**
  - **To find himself a job**
  - **By attempting to charge \$ 20 to list members for the “approval” of their alumni status**
  - **To propagate ideas and concepts which are at times solely used to create controversy**
  - **To create mailing lists he can further monetize**
- **Alumni are bound to be disappointed – with their alma mater not protecting them from such an obvious misappropriation of their brand**
- **By not counteracting Mr. Gregg’s endeavors properly, Harvard created grounds for an (ever) expanding empire of brand/network properties**

**This is arguably the most far reaching case of alumni network abuse**

# HOW TO RESPOND

From: [REDACTED]

To: [REDACTED]

Cc: [REDACTED]

Subject: FW: [Mitbay] Warning - unauthorized "MIT" site

Sent: Fri 7/11/2008 1:48 PM

----- Forwarded message -----  
From :  
  
Date: Thu, Jul 10, 2008 at 9:41 AM  
Subject: [Mitbay] Warning - unauthorized "MIT" site  
To: mitbay@mailman-alum.mit.edu  
  
MIT Alums,  
  
I just wanted to call your attention to an unauthorized LinkedIn site called "MIT bay-area". The site owner is a non-alumnus named Perry Gregg and he has been charging \$20 to join his site - something he has been doing for other schools including Harvard. This IS NOT RELATED TO MIT CLUB OF NORTHERN CALIFORNIA AND HAS NOT BEEN SANCTIONED BY THE MIT ALUMNI ASSOCIATION OR MIT, and in fact this site is run by an individual with no affiliation with MIT.

**“MIT Alums,**

**I just wanted to call your attention to an unauthorized LinkedIn site called "MIT bay-area".**

**The site owner is a non-alumnus named Perry Gregg and he has been charging \$20 to join his site - something he has been doing for other schools including Harvard.**

**This IS NOT RELATED TO MIT CLUB OF NORTHERN CALIFORNIA AND HAS NOT BEEN SANCTIONED BY THE MIT ALUMNI ASSOCIATION OR MIT, and in fact this site is run by an individual with no affiliation with MIT.”**

**MIT alumni took the lead**



- **LinkedIn shut down all of Mr. Gregg's groups**
- **As a result, he lost the main membership traffic driver and any potential professional value for list members**
- **Mr. Gregg subsequently ported the -bayarea groups onto Facebook**
- **This move has been an abject failure. Months later, some groups have membership levels in the single digits**
- **Why did the move to Facebook not work? Because the group identity shifted from institutional brand to Mr. Gregg's circle of friends**
- **Yet in the absence of pro-active community strategies, there is no barrier to this situation being repeated**

**This is arguably the most far reaching case of institutional network abuse**

## Housekeeping

## An Introduction to Online Communities

- How familiar are you really with online communities?
- Key communities - And You
- Community user behavior and adoption
- Risk: To manage or not to manage

## Case Studies

- LinkedIn: Professional networking at Caltech
- YouTube: UC Berkeley vs. MIT
- Blogs: How to get (your own) Lucky?
- Yahoogroups Plus: “Stealing” Ivy League brands

## Strategic Responses

## Discussion

- **For international recruiters**
  - **Soon nearly all target pools will participate in communities, revealing deep personal information but also acquiring specific knowledge about institutions. Response: Survey, observe, gently engage, and never push against a community's culture and tonality**
- **For alumni relations staff and career services**
  - **Communities have become a transactional meeting ground for alumni of all institutions – which challenges traditional service and communication models. Response: Connect, communicate, leverage**
- **For marketing and communication staff**
  - **Communities are on their way to become the most important (but not only) channel to reach students, while at the same time inducing a new intra-network dynamic. Response: Seeding, encouraging, and monitoring**
- **For educational delivery (learning/teaching) staff**
  - **Web 2.0 tools and platform are fundamentally altering the way and modes of how teaching and learning is taking place. Response: You have to get in front**

- **Educate all relevant units on campus (alumni, fundraisers, marketing, communication, admissions, faculty leadership, legal, IT, etc.) on what is happening and the existing tactical and strategic challenges**
- **Analyze the implications for your institutions. Map challenges and opportunities. Break rules and cross internal silos**
- **Devise an integrated strategic response and educate and train relevant units on campus**
- **Test. Implement. Test some more. Map and measure. Revise. Change**
- **Repeat Steps One to Four**

## Housekeeping

## An Introduction to Online Communities

- How familiar are you really with online communities?
- Key communities - And You
- Community user behavior and adoption
- Risk: To manage or not to manage

## Case Studies

- LinkedIn: Professional networking at Caltech
- YouTube: UC Berkeley vs. MIT
- Blogs: How to get (your own) Lucky?
- Yahoogroups Plus: “Stealing” Ivy League brands

## Strategic Responses

## Discussion

**Daniel J. Guhr, Ph.D.**  
**Managing Director**

**San Francisco Bay Area Office**  
**P.O. Box 262**  
**San Carlos, CA 94070**  
**USA**

**Phone**    **+1 (619) 295 9600**

**Fax**       **+1 (650) 620 0080**

**E-mail**    **[guhr@illuminategroup.com](mailto:guhr@illuminategroup.com)**

**Web**        **[www.illuminategroup.com](http://www.illuminategroup.com)**

**This presentation was presented on 4 November 2008 at the CBIE Annual Conference in St. John's, Newfoundland.**

**All content, data, concepts, models, and case studies in this presentation are and remain the intellectual property of ICG or of specifically referenced institutions and sources.**

**This presentation shall be considered incomplete without oral clarification and thus no inferences or judgments shall be made about the content and statements included in this presentation.**

**© ICG, 2008. All rights reserved.**