

Extending Career Development to Online Students

Learnings, Failures, & Tips from a Career Advisor



Credit: Oregon State University



Oregon State
University

Why Is Online Content Important to Me?



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- At Oregon State University, we are top 5 ranked nationally for online programs.
- Colleges of Agricultural Sciences and Forestry have some majority online programs (e.g. 75% of fish and wildlife undergrads).
- I want to be **inclusive in my career development education**.
- Online students face **unique career challenges** and are asking for access to these services.

Recording Employer Panels

Failure: I used a video crew associated with one of our venues on campus – the end product was awful!

- Did not ask for a sound check.
- Did not stay to man the camera and move it to capture panelists.
- Did not deliver an edited product.
- Cost me a whole bunch (usually \$400+ for an hour long video.)

Learning: Identify your best on-campus resources.

- Our Ecampus teams are well-equipped on the academic side on how to produce high quality videos. But their time is limited.
- College of Business has an in-house IT team – new partnership this term.
- I've contracted with OSU Media Services. Pick a pre-wired room/so they don't have to bring in equipment.
- For a simpler presentation, consider a Zoom meeting with a lapel mic where only the screen shows.

Getting Students to Engage

Failure: For one govt. employer panel, we had no students type in questions and the video was low energy.

Learning: “Prime the pump” with students and give encouragement to panelists/facilitators:

1. Students – Before the panel begins, ask questions, if they can hear, poll them.
2. Panelists – Remind them to keep answers concise and not every panelist needs to answer. And to keep energy up. People often clam up if on camera.
3. Facilitators – Pick someone who is going to bring excitement to the room. Ensure they have a starter question and back-up questions in case students don't type in.



Credit: WOCinTech Chat, Flickr

Stay Sane While Web Facilitating

Failure: Thinking I could facilitate a webinar AND be the person greeting people/tracking attendance/and starting the speaker talking.

Alternative: You need multiple people to help! No exceptions.

- A webinar facilitator has a lot to juggle. Ensure that's all they are doing.
- Facilitator: Start webinar, chat with students, sound check, recording online attendees, reading typed questions to panelists.
- They can troubleshoot issues or let the speaker know if they can't be heard by online students.



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Remember to Caption Your Video

Don't forget to make your videos accessible online for students with disabilities.

1. **Auto-captioning in YouTube**
2. **Disability Access Services/or other on-campus providers** can caption.
3. **Temi.com** is an online captioning service that is fairly instant and costs 10 cents per minute of captioning.



