Extending Career Development to Online Students

Learnings, Failures, & Tips from a Career Advisor

Credit: Oregon State University
Why Is Online Content Important to Me?

• 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.

Credit: Oregon State University
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.
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.
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.
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