



AUSTRALIAN

**EVALUATION**

SOCIETY



Improving the theory, practice and  
the use of evaluation

# FREAKING SUPER SWEET WEBINARS: LEARNING NEW TRICKS FROM YOUNG GUNS

aka Webinars 101: AES webinar  
working group reports back

Webinar?

I thought the email said  
"winebar."



som<sup>ee</sup>cards  
user card

# WEBINARS + AES: BACKGROUND

Member  
feedback

“Explore opportunities to  
use webinars”

Webinar  
Working  
Group

Initial  
Project  
Group



# WEBINAR WORKING GROUP: SUB-TEAM

Kara Scally-Irvine



kara@ksiconsulting.solutions

Kahiwa Sebire



@kiwafuit

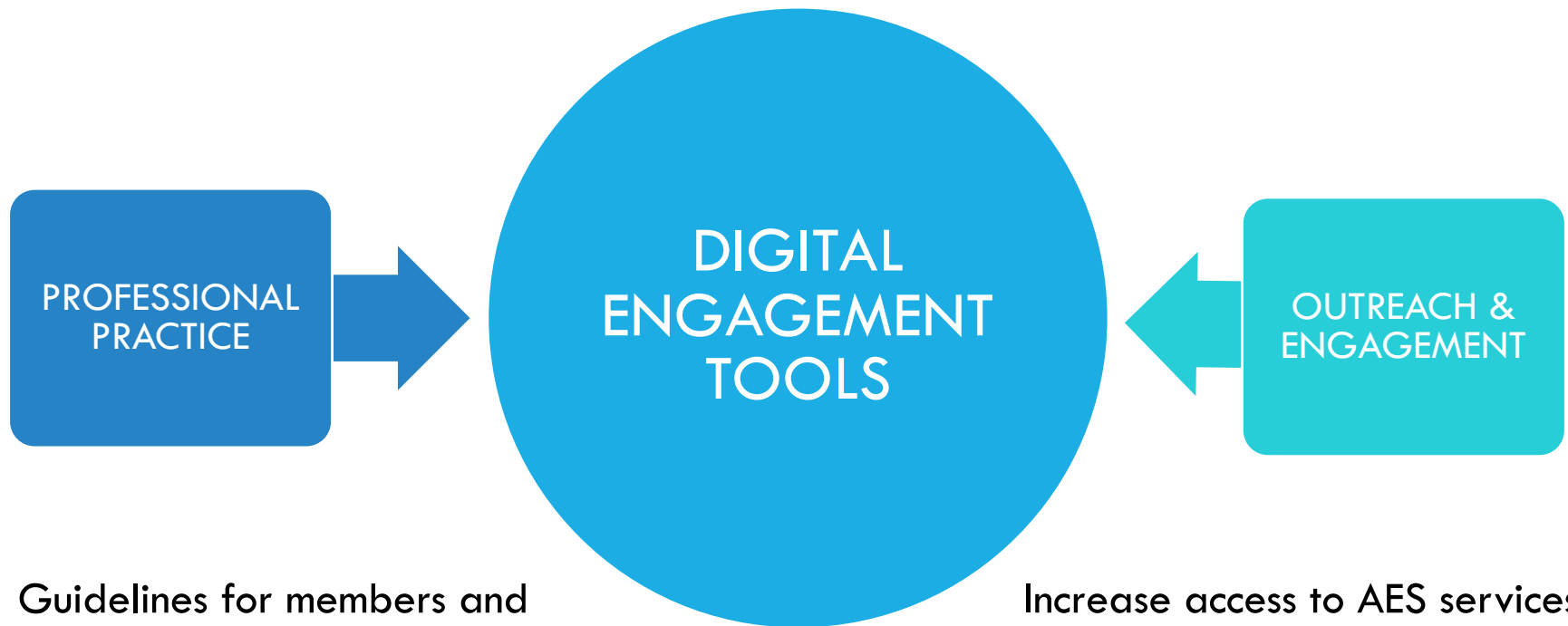
Liz Smith



@LizSmithLitmus

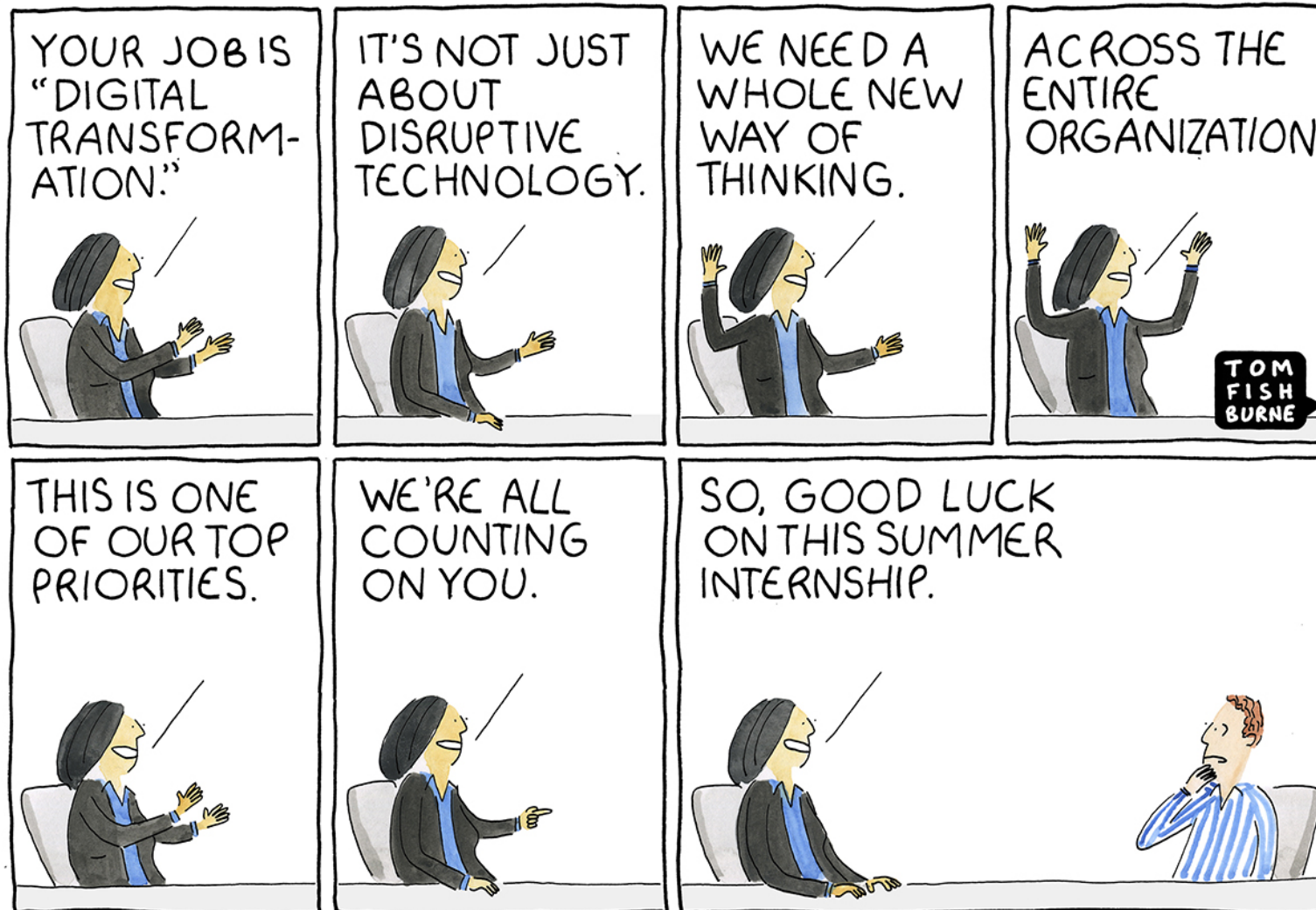


# WEBINARS + AES: NEW FOCUS



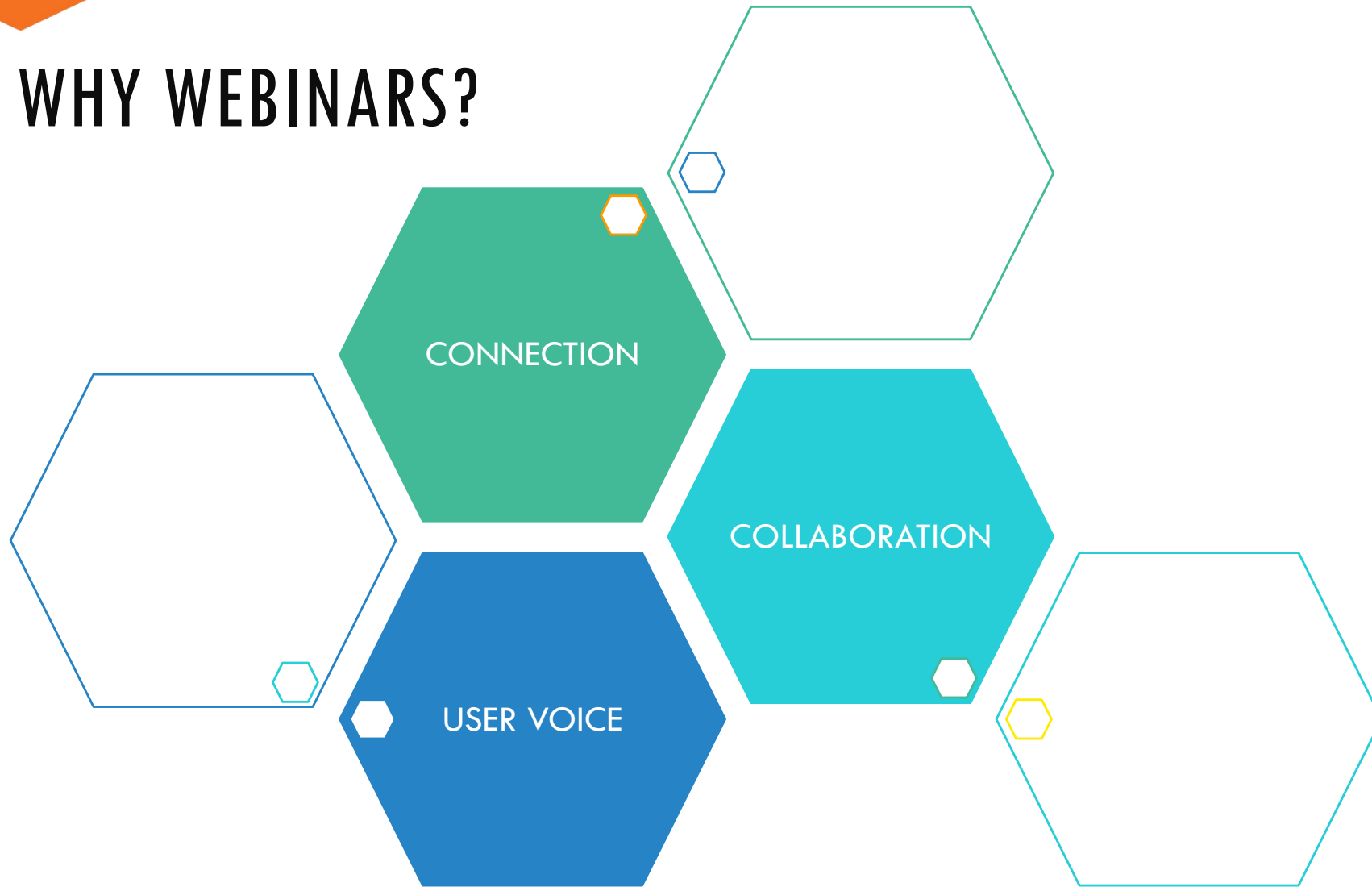
Guidelines for members and AES on incorporating digital engagement tools

Increase access to AES services and benefits through use of digital engagement tools



© marketoonist.com

# WHY WEBINARS?



# WHAT IS A WEBINAR?

“web” + “seminar”

→ Using the internet  
to come together  
synchronously

# WHAT IS A WEBINAR? CONT...

- **Synchronous engagement** ( + option for asynchronous delivery, e.g. recording)
- **Internet enabled** (+ option for blended delivery)
- **Interactive** (as opposed to live stream or 1-way broadcast) – in platform or through 3rd-party
- **Multiple media** – audio, video, chat, presentation
- **Flexible participation** (1:1, 1:few, 1:many, few:few, few:many, many:many)



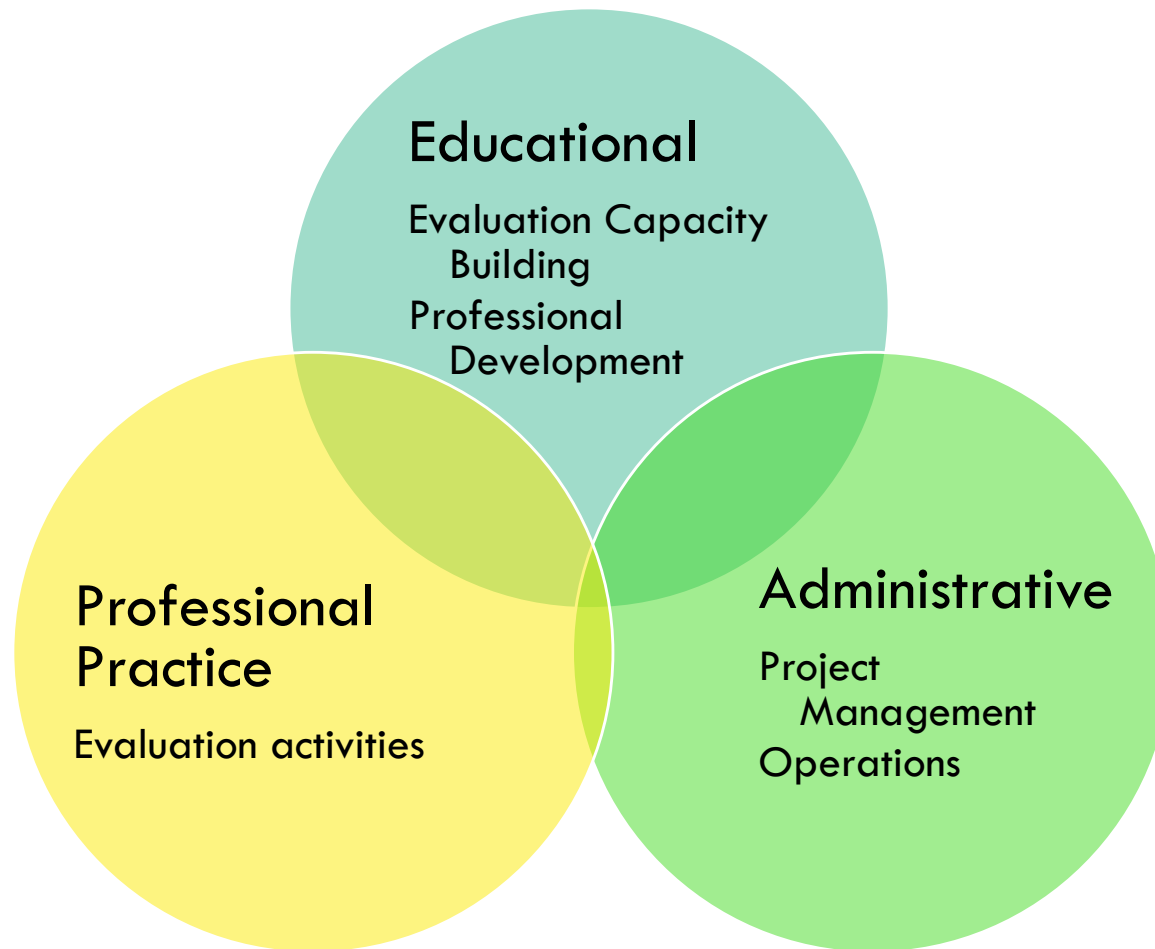
# WHAT HAVE YOU USED?

## Think about:

- Synchronous, real-time interaction
- Sharing audio, video, chat, screen, presentation, files
- Recordable
- Nothing/never is an acceptable answer!

Go to: <https://pollev.com/aeswebinar>

# HOW COULD YOU 'WEBINAR'?



# EXAMPLE SCENARIO: PRACTICAL SKILLS WORKSHOP

December 2015 Webinar - 2 for 1.zip

*Your turn*

## Poll

Read and respond to the question in the upper right corner of your screen

Rate your ability in each of the following areas:	NOW				BEFORE the webinar			
	Poor	Fair	Good	Excellent	Poor	Fair	Good	Excellent
<b>C</b> Designing retrospective pretest questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>D</b> Confidence in using the retrospective pretest method	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the survey items has a serious problem?

Which of the survey items has a serious problem?

☐ C 6.25% (1)

☒ D 93.7... (15)

Attendees (271)

Hosts (1)

Janet Pinhorn 2

Presenters (3)

Lori Wingate

Goldie MacDonald 2

Miranda Lee

Participants (267)

Alexis Wilson

Allison Gunn

Allison Grady

Allison George

Allison Meserve

Chat (Everyone)

Emily Martin: Answer to question on young children: We have done some retrospective surveys with kids grades 3-12 and we've found that younger children tend to be more positive and show more of a "halo effect" when reporting their improvements

Emily Martin: The younger the kids, the more positive they are

Miranda Lee: There were a few questions that will likely be answered in later sections. If you still have those questions then, please make sure to ask again :)

Claudia Shugart: Slides? All these great questions? Available how?

Miranda Lee: The slides are available at <http://www.evalu-ate.org/webinars/2015-dec/>

Miranda Lee: The recording will be available in about 1-2 days

Stevenson Richardson: Likert scales - any research on whether better to use odd or even number of options?

Christina Titus: Is there a preference for even number of rating scales vs odd?

Allison George: Is there a preference for whether the positive end of the scale should be displayed on the left or right side?

<http://www.evalu-ate.org/webinars/2015-dec/>

# EXAMPLE SCENARIO: COMMUNITY OF PRACTICE



Webinar 30/08/18




Openness in Education

Tania McDonald & Dr Sonia Wilkie - Victoria University  
*H5P*

Tim Klapdor  
*3 Rs of Open Practice: Reduce, Reuse, Repurpose*

Jason Weigel  
*What is GovHack?*

0:15 / 18:39



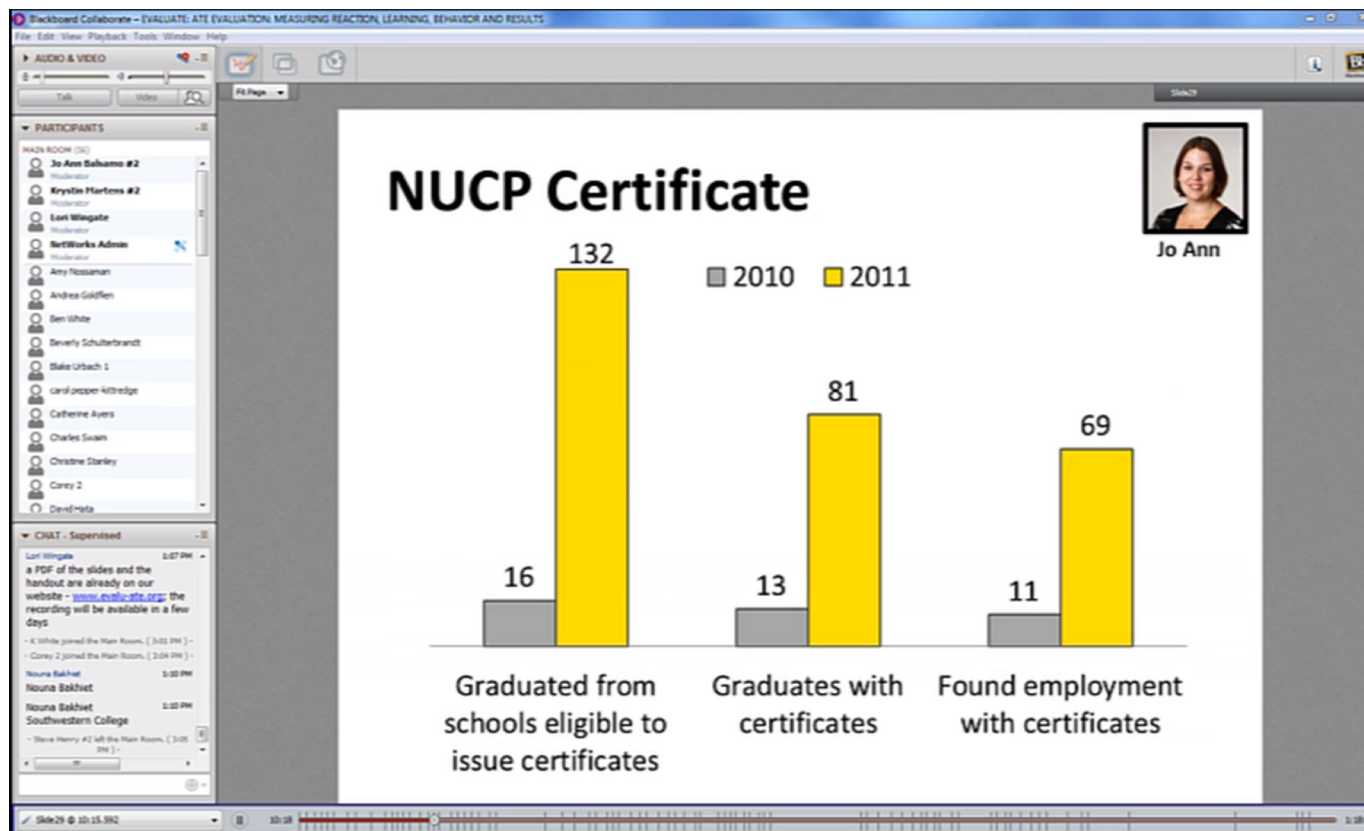
TELedvisors webinar August 2018 Jason Weigel GovHack

TELedvisors webinar August 2018 Tim Klapdor - 3Rs of o...

TELedvisors webinar August 2018 Tania McDonald, Dr S...

<https://teledvisors.net>

# EXAMPLE SCENARIO: FINDINGS PRESENTATION



[http://www.eval-ate.org/webinars/2012\\_nov/](http://www.eval-ate.org/webinars/2012_nov/)



# EXAMPLE SCENARIO: ONLINE FOCUS GROUP

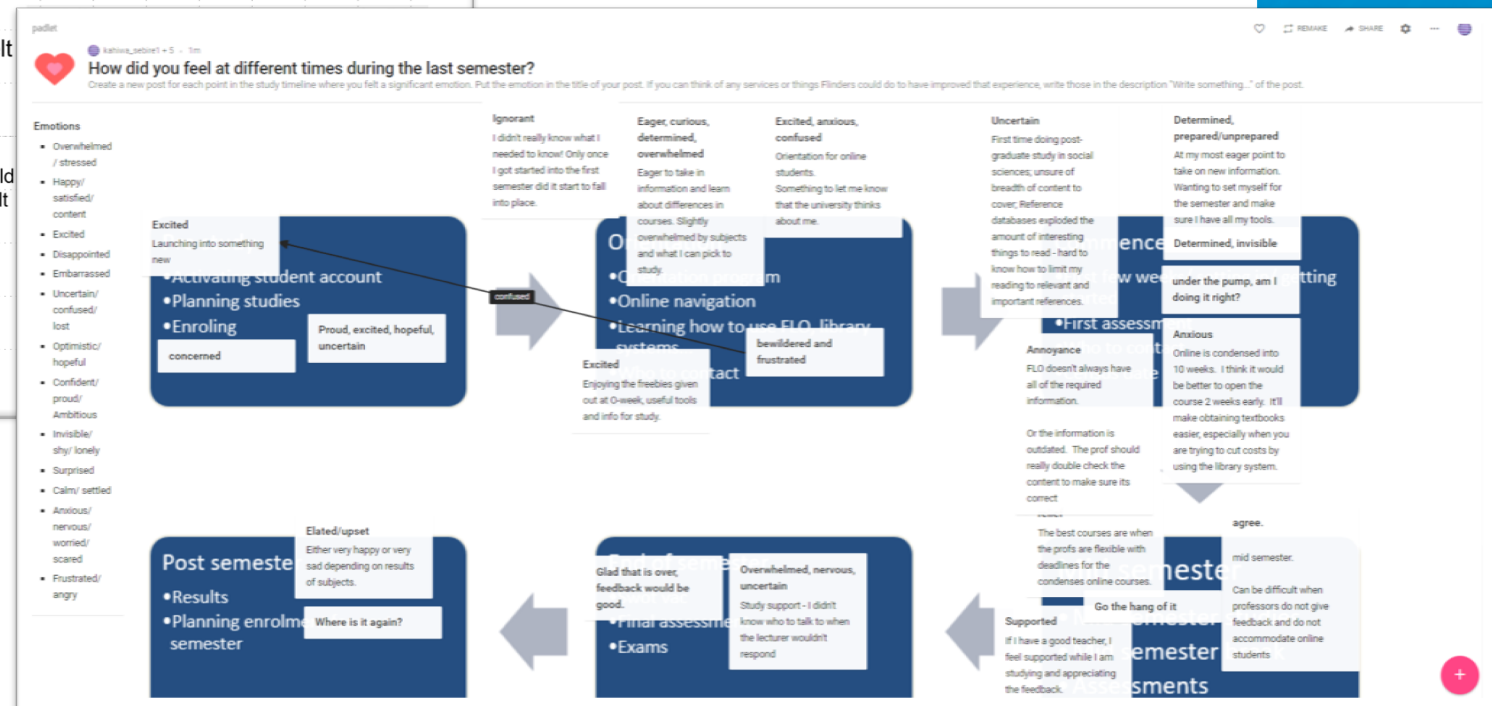
## Activity: Map your study journey

1. Select the link in the chat window to Padlet
2. Create a new post and share how you felt at different points over the last semester or two

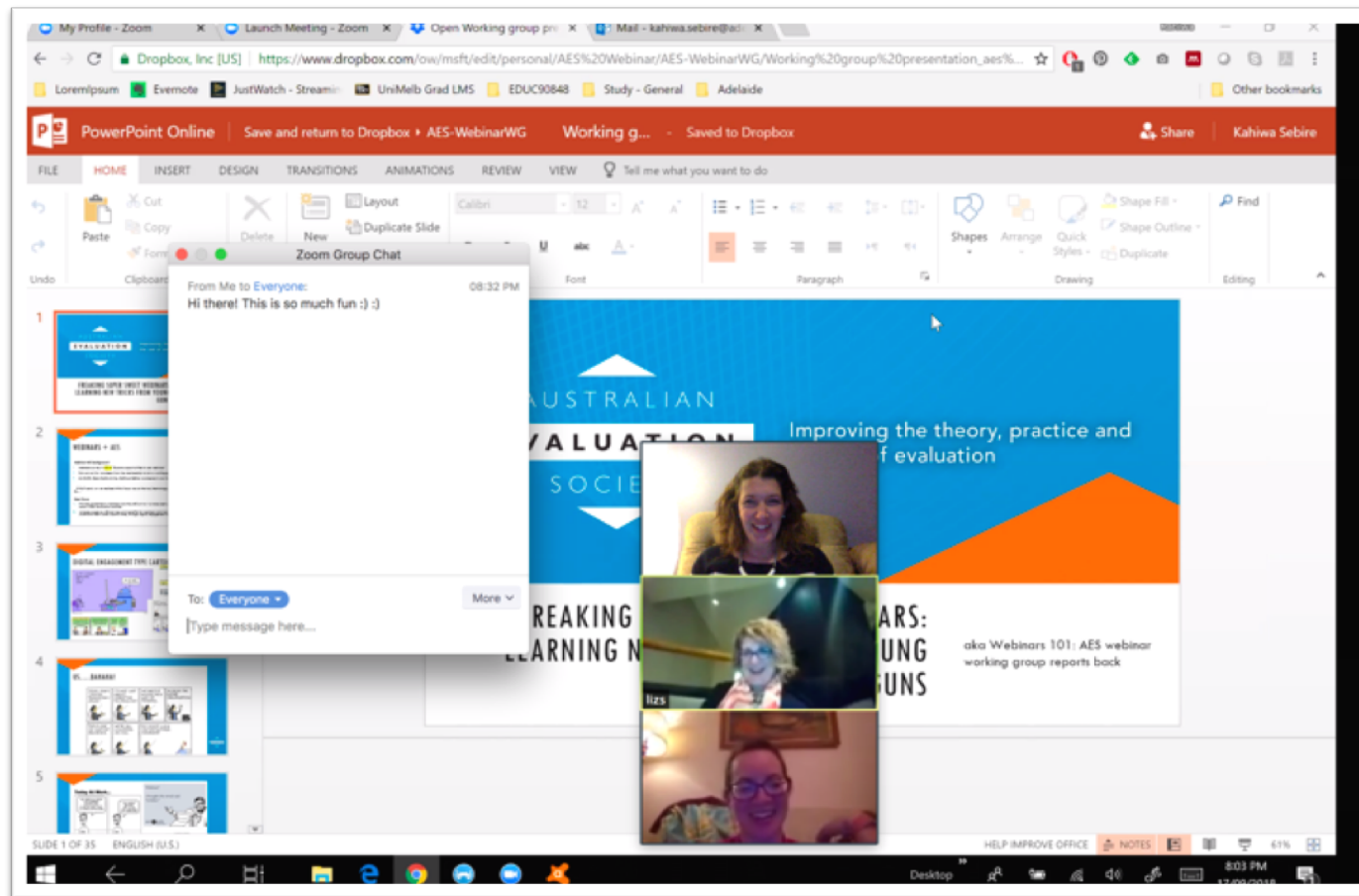
1. Write the emotion in the "Title"
2. Write any ideas for how your experience could be improved, or comments about why you felt that way in the "Write something" (post description)

\*These posts are anonymous

Flinders  
connect



# EXAMPLE SCENARIO: PROJECT COLLABORATION



# HOW HAVE YOU 'WEBINAR'ED?

## As a Participant

- Educational
- Professional practice
- Administrative

## As a Facilitator

- Educational
- Professional practice
- Administrative



Go to: <https://pollev.com/aeswebinar>

# ACTIVITY: WEBINAR CONFESSIONAL

Reflecting on some of the example scenarios we've just discussed, in pairs or small groups, think about a recent or significant time you participated in or facilitated a webinar.

- What was the context, i.e. why was the webinar being delivered?
- What tool was used and what were the key considerations for using that tool?
- What worked well and what benefits, if any, did you get from the webinar?
- What didn't work so well and what impact did that have?
- Based on this experience, are there any 'tips and tricks' you think others might find useful? Feel free to include several examples

Go to: [https://padlet.com/kahiwa\\_sebire1/aeswebinar1](https://padlet.com/kahiwa_sebire1/aeswebinar1)  
OR use handout document

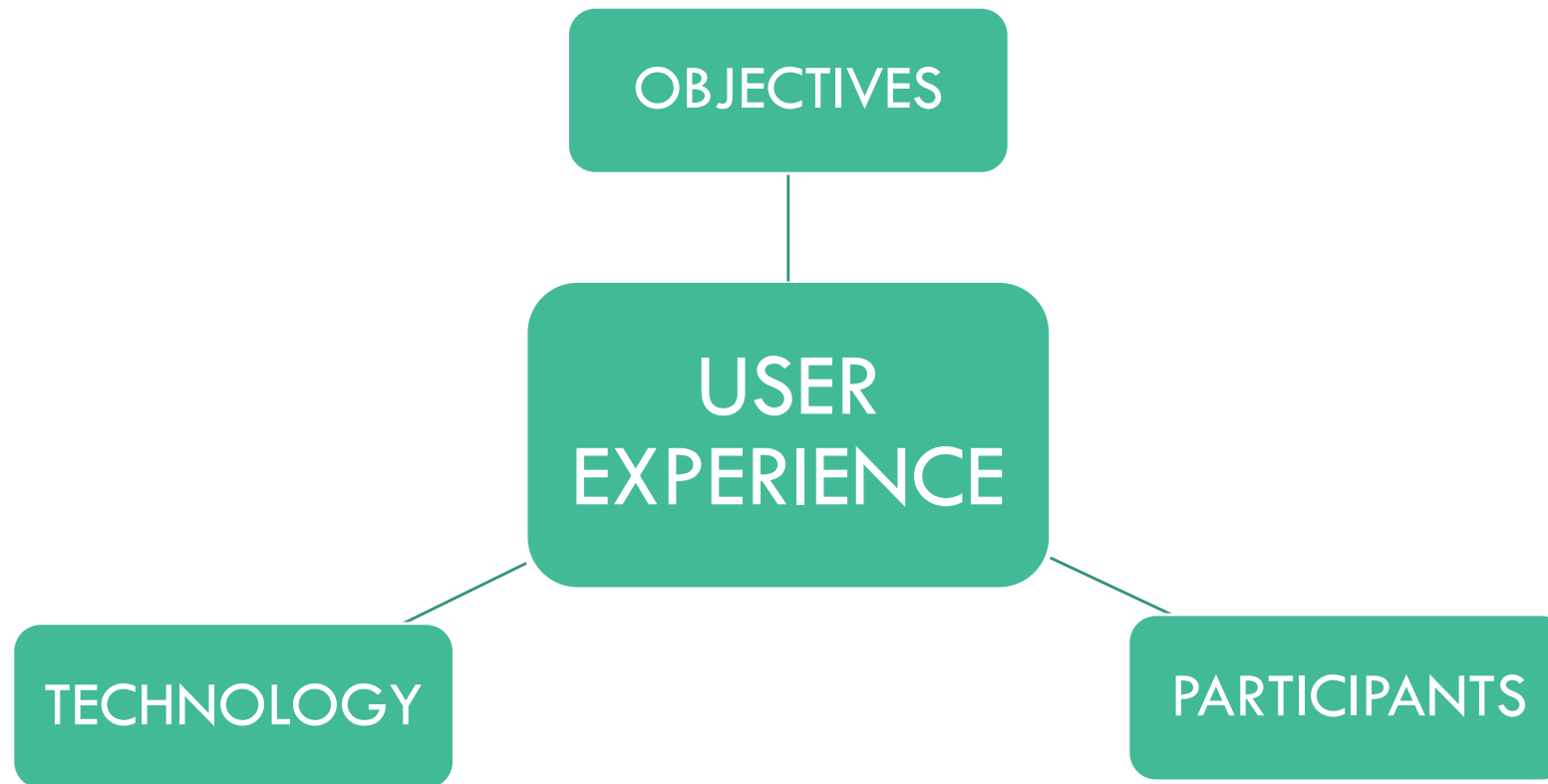
# ~~BEST~~ EMERGING PRACTICE TIPS FOR FACILITATORS



© Scott Adams, Inc./Dist. by UFS, Inc.



# WHAT TO CONSIDER WHEN YOU 'WEBINAR'?



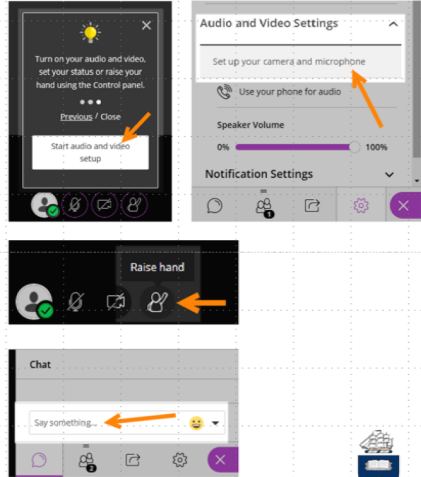
→ *Technology is an enabler, not a strategy*

# 1. ONBOARD PARTICIPANTS

1. Session structure and expectations
2. Technology/tools
3. Norms
4. How to access support

**Before we start...**

1. Test your audio
2. Raise your hand to let us know your audio works
3. Share your name and location in the chat window



The screenshots illustrate the app's onboarding process: the top-left shows a 'Start audio and video setup' screen; the top-right shows 'Audio and Video Settings' with a volume slider; the middle shows a 'Raise hand' button; and the bottom shows a 'Chat' window with a text input field. Arrows indicate the sequence of actions.

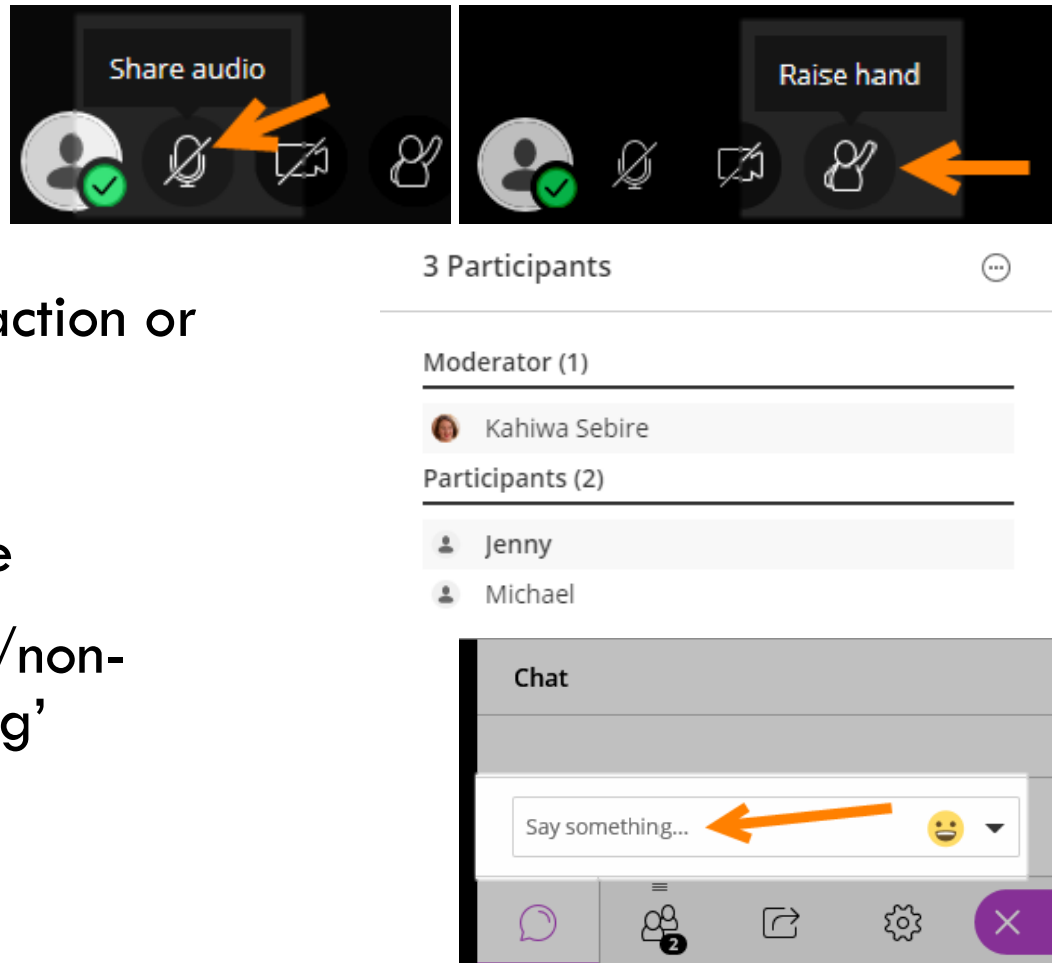
**Flinders connect**

Flinders

→ If in doubt, onboard anyway

## 2. INVITE ACTION

- Specify tools for any action or request
- Look for signals of engagement or trouble
- Encourage non-verbal/non-audio ways of 'nodding'



→ If you don't ask, you won't be able to 'see' your participants

### 3. DESIGN TO LEVERAGE WEBINAR BENEFITS

Make use of the functionality unique to a webinar environment, e.g.

- Back-channel conversations in the chat
- Whole group polling/contributions
- Recordable
- Support group and individual participation

→ *Think beyond replicating F2F - What can you do online that you couldn't do F2F?*

## 4. DESIGN FOR ACCESSIBILITY

- Assume someone will have low bandwidth
  - design a backup plan accordingly
- Assume someone will arrive late and leave early
  - design a buffer window into beginning and end
- Assume someone will have no audio or video
  - design other ways to interact

→ *Start from the lowest common denominator, then build up alternatives*



## 5. BUDDY UP

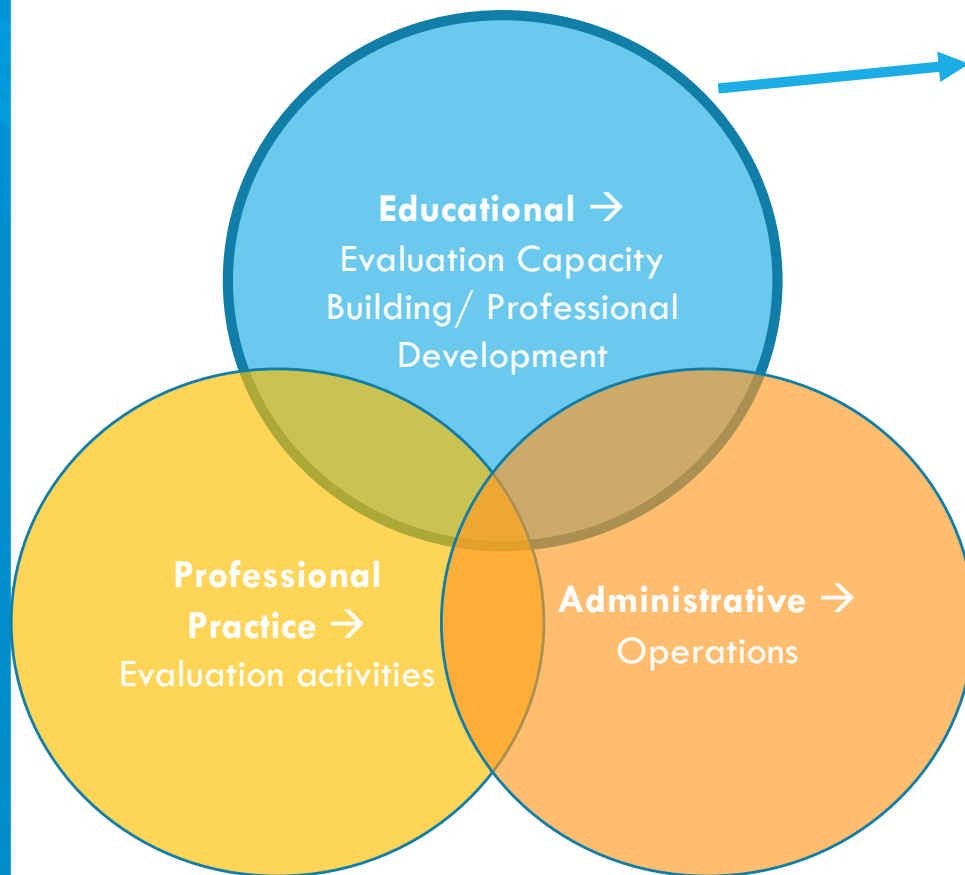
Find a colleague to act as Producer or Co-Facilitator to:

- Manage chat window
- Answer support queries (usually related to audio)
- Take over facilitation if you drop out



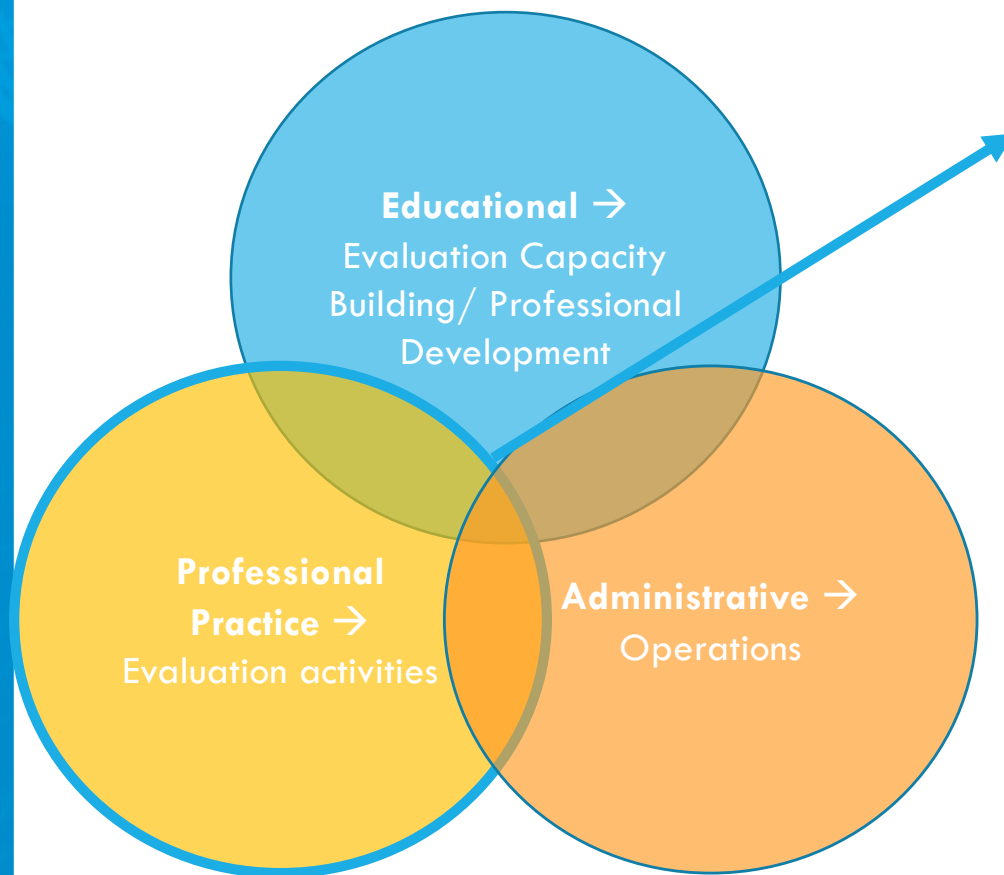
→ *Facilitating online is similar, but different*

# BUT — WHAT FOR AES THEN?



- **Training** – Seminars, workshops, forums, courses, conference streaming
- **Technical assistance** – mentoring, peer-review
- **Coaching** – courses, mentoring
- **Communities of Practice** – SIGs, networking, book clubs

# BUT — WHAT FOR AES THEN?



- Resources
- Guidelines
- Training

# WHAT FOR AES THEN?

Thinking about the different ways that AES could use, and support members to use, webinars, what should the Webinar Working Group do that would be useful? What should we prioritise?

Go to: <https://pollev.com/aeswebinar>

# NEXT STEPS — AT THIS STAGE...

- “How to webinar” webinar
- Guidelines for facilitating
- Guidelines for technology selection



→ Who wants to join us?



# WHAT HAVE WE MISSED?



Go to: <https://pollev.com/aeswebinar>