

Social Media Project Planning Form

Project Title:

Oskaloosa High School Yearbook Wiki

Project Personnel:

Designer: Brent Nelson

Brent's role will be to design and work with instructor, Heather Nelson, to create a web presence for the Yearbook class.

Implementers: Heather Nelson (Yearbook teacher), Shari Barnhart (technology coordinator)

Heather's role will be to work with Brent to come up with a good solution that will be usable by her Yearbook students. Heather will be responsible for ensuring the proper consent is obtained from Yearbook students and their parents. Shari's role will be to ensure the solution will work within the Oskaloosa School technology infrastructure.

Audience:

The audience for this project consists of students in Oskaloosa schools, their parents, and interested community members. The students and instructor of the Yearbook class will be involved in updating the wiki content.

Context:

The majority of the time spent updating the wiki will occur in the classroom. The classroom has daily access to a lab with enough computers for all the students to work concurrently. The students currently work in class updating Yearbook pages on the Yearbook Avenue website. The students and the instructor will both be responsible for updating the wiki.

The instructor and students may update the wiki and Twitter feed at anytime. The Twitter feed will primarily be used at times when students are not in the classroom.

Purpose and Objectives:

The purpose of this project is to create a web interface for the Oskaloosa Yearbook class to use. It will be used as a way to:

- Help students communicate and collaborate with each other
- Organize Yearbook work for the entire Yearbook staff
- Solicit help from the community (e.g. if pictures are needed in a certain area, etc)
- Collect survey data from students
- Get feedback on Yearbook pages before they are submitted for final publishing

The specific objectives of the project for students are:

1. Students will learn how to update wiki pages.
2. Students will learn how to use wikis to collaborate with others.
3. Students will learn how to use Twitter to collaborate with others.
4. Students will learn what content should not be made available via social media tools.

Standards (if applicable):

This project fits with the NETS 2007 technology standards. See: https://www.iste.org/Content/NavigationMenu/NETS/ForStudents/2007Standards/NETS_for_Students_2007_Standards.pdf

#2 – Communication and Collaboration – This project will require the students to collaborate with each other on the wiki page and Twitter feed.

#5 – Digital Citizenship – At the beginning of this class, students will be asked to come up with a list of what material is acceptable to put on the wiki. Students will practice good digital citizenship while using the wiki and Twitter feed.

Project Products and Artifacts:

This project will involve the creation of a wiki and a Twitter feed. The wiki will be used to manage the work for the Oskaloosa Yearbook class. It will also be made visible to parents so that they can monitor their student's participation in class.

The wiki will initially contain the following pages:

Welcome – This is an introductory page to welcome visitors. The page will also include an image that reflects the current progress of the Yearbook.

Syllabus – This page will contain the class syllabus with details on class grading.

Assignments – This page will contain a list of assignments that will be updated during the course.

Team Responsibilities – This page will contain the responsibilities for each Yearbook team member.

Picture Submission – This page will contain information on how to send digital pictures to the Yearbook staff.

Survey – This page will be used when conducting surveys.

The Twitter feed will be used as a way for the class to communicate information with each other. The class will be using the hashcode **#oskyybk**.

Some example uses might be:

- The instructor needs someone to take pictures of a particular event
- The instructor is sick from school someday, but wants to communicate some information to the class
- A student finds some helpful web page pertaining to Yearbooks
- A student wants to provide a tip on using Yearbook Avenue to fellow classmates

Rationale for choice of Wiki and Twitter:

There were several reasons why the wiki was chosen over other approaches. The Yearbook staff functions as a team and wikis have a good reputation for promoting collaboration. Wikis are also quite easy to customize. The Yearbook is created over the course of a year and given that this project aims to cultivate a student-centered classroom, the format of the wiki may need to change depending on the needs of the class. The wiki also has the ability to limit user access to certain pages, which will be handy if we only want Yearbook staff members to see certain things. A downside with using the wiki is that each student will need to have an account created. Also, in order to get the ability to limit user access to certain pages, the Classroom Edition is needed which requires \$99/year.

Twitter was chosen as a means of communication since several students in the class are already familiar with its use. Twitter is also something that hasn't been used in any class activities at the school and this project seemed like a good fit for introducing Twitter to the school. The one downside of Twitter is that it is currently blocked by the school's Internet filter. Unless the technology coordinator can be convinced to open up the Internet filter, students will only be able to tweet using their cell phones or home Internet.

Project Activities and resources:

The management of the wiki will be an ongoing process throughout the school year. The instructor and students will have different pages that they will have responsibility to keep updated.

The instructor will be responsible for the following pages:

1. The Syllabus page will be updated prior to the start of the school year.
2. The Assignments page will be updated periodically to indicate upcoming assignments for students.

Students will be responsible for the following pages:

1. The Team Responsibilities page will be updated during the first week of a new trimester.
2. The Survey page will be updated whenever a need comes up for a survey. Students will be responsible for contacting individuals when they need them to take a survey.
3. The Welcome page will be updated weekly to reflect the current status of the Yearbook.

The Twitter feed will be used as needed during the course. The instructor and students will be utilizing that when they want to communicate something with other team members.

Project Management:

The wiki project and Twitter feed will be setup by the designer. The designer will provide training to the instructor on how to manage those during the school year. Once class begins, the instructor will primarily handle management of the wiki.

The timeline of events pertaining to the project is as follows:

- June 25, 2010 - Creation of initial wiki page
- June 25, 2010 - Hook a Twitter feed to the page
- Summer 2010 - Train instructor on how to manage the wiki
- September 2010 - Introduce wiki and Twitter to Yearbook class
- September 2010 - Have students create PB Wiki and Twitter accounts
- October 2010 - Instructor to evaluate effectiveness of wiki/Twitter and make changes, if necessary
- November 2010 - Instructor to evaluate effectiveness of wiki/Twitter at the end of the first trimester
- November 2010 - Instructor to update wiki for second trimester
- March 2010 - Instructor to update wiki for third trimester
- June 2011 - Instructor to evaluate effectiveness of wiki/Twitter at the end of school year

The instructor will encourage students to use the wiki and Twitter feeds throughout the year. The instructor will be active early in the trimester in updating the wiki and Twitter feeds to show students how these tools can benefit them. Each week, a different student will be required to maintain the wiki pages. At a minimum, the Welcome page will need to be updated with a new image showing the team's progress. The designer and technology coordinator will provide technical support as needed during the school year.

Project Evaluation:

There will be no formal grade for students involved in this project. The student's participation in the wiki and use of the Twitter feed will factor in with their overall class participation grade.

The success of the wiki and Twitter feed will be based on two factors:

1. how heavy of usage the wiki and Twitter feed receive
2. overall effectiveness of the wiki and Twitter feed

The judgment for how heavy of usage the wiki gets will be based on the number of visits to the wiki pages. The number of tweets using the #oskyybkc hash code will indicate the usage of the Twitter feed. At present time, it is unknown what numbers to expect. However, if the numbers are quite low, it will indicate that the wiki and Twitter feed are having little impact and that their use should be reevaluated.

The overall effectiveness of the wiki and Twitter feed will be a subjective evaluation. It will be based off of how effectively the students are using the wiki and Twitter feed to collaborate. If few examples of collaboration are occurring through the wiki and Twitter feed, then it will indicate a lack of effectiveness. Additionally, an increase in the number of pictures that are sent in by parents and community will demonstrate effectiveness.

In the future, there will be more data available to help in evaluation. The number of page hits to the wiki, the number of tweets, and the number of pictures sent in via the wiki will be recorded and used in future evaluations of this project.

Privacy/Security/Copywriting issues:

There are several issues that need to be considered. Students' full names, addresses, and phone numbers need to be omitted from the wiki page. Since many of the pages will be visible to the public, we don't want anything there that would allow someone to contact a student directly. Pages that contain more private information, such as team responsibilities, will only be visible to students. Students will be given education at the start of the project on what pages are accessible to the public. When using Twitter, students will be encouraged to choose settings so that their tweets are private to those following them. Communications via Twitter will be done specifically for class purposes, and it will be safer if the content of those tweets is restricted to yearbook class members.

The wiki itself is listed under the Creative Commons Attribution-NonCommercial-ShareAlike 3.0 United States License. Since the wiki has a page requesting pictures from the community, there is also a note there to explain to those submitting pictures that pictures will fall under this

same license. Pictures often need to be cropped or resized to go in Yearbook pages so the Yearbook students would need permission to be able to do that.

Project Platform

Below is the link to the wiki showing what is planned for the next school year. This wiki will eventually be renamed to something more appropriate, but should give you an idea of what I am thinking. Note, everything is currently open to the public, but won't be so in the final product.

<http://testYearbook.pbworks.com>