

# Uniting Across Campuses Conference

## Technology & Advising Round Table

### Questions to Consider:

- What is relevant to your goals, needs, or target audience?
- What would you or your students be comfortable using or learning?
- Do you have the time to update/interact with the technology?
- What interacts with or complements institutional technology?
- What are the FERPA, legal, or safety issues involved?
- Privacy – personal disclosure (you or students); personal vs. work accounts?
- Are there examples of what you want or people that can help you to get started?

### Benefits of Technology

- Access and outreach (students, staff, faculty, alumni, families, you)
- Connections & Networking (students, staff, faculty, alumni)
- Cost savings (free technology, no printing costs, mailing)
- Increased interaction (personal interaction, recognition)
- Information sharing and feedback (resources, suggestions)
- Publicity (news, events, reminders, brand recognition)
- Support goals (student, departmental, institutional)
- Technology in combination with other methods (push to technology)

Current Technology	Goals & Needs
Technology to Explore	Next Steps / Resources

### Facilitators

Hadar Borden  
University at Buffalo  
[hborden@buffalo.edu](mailto:hborden@buffalo.edu)

John Sauter  
Niagara University  
[jps@niagara.edu](mailto:jps@niagara.edu)

### Advising Examples

- Facebook
- Study Abroad
- Ning
- Twitter

### Common Terms

Application  
Blackboard (Equivalent)  
Blogs  
Campus Networks  
Cell / Smart Phones  
Delicious  
Email  
Facebook  
Groups  
Instant Messaging  
Listserves  
Open Source  
Podcasts  
Purpose Network (Ning)  
RSS  
Skype  
Social Networks  
Tags  
Texting  
Twitter  
Web 2.0  
Websites  
Wiki  
YouTube / Video

### General Advising & Technology Resources

- Mark Greenfield's (UB) Higher Education Web Consulting: <http://www.markgr.com/>
- *University Purpose Networks: Online Communities for Student Retention and Success* by Troy, Jones, Lynch & Tomassi  
<http://sharing.educationdynamics.com/media/p/387.aspx>
- *The Use of Social Media in Higher Education for Marketing and Communications: A Guide for Professionals in Higher Education*, by Reuben <http://doteduguru.com/id423-social-media-uses-higher-education-marketing-communication.html>
- Chronicle of Higher Education: The Wired Blog <http://chronicle.com/blog/wiredcampus/5/>
- NACADA Tech Seminar Links (Wiki) <http://nacadatechseminar.wetpaint.com/>