

WNY Advising Technology Conference

May 19th, 2016



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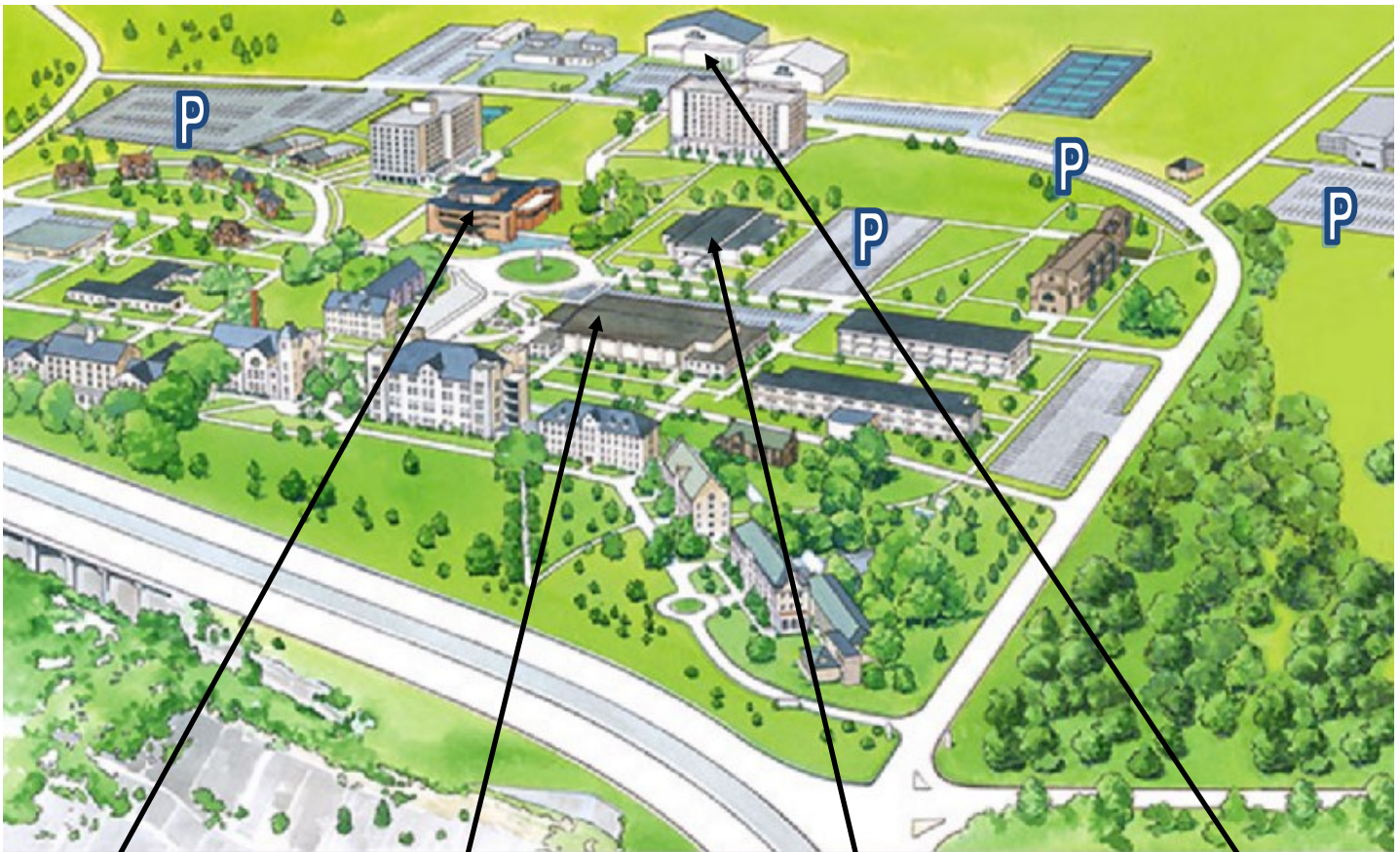


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Conference Committee

First of all a big thank you goes out to all the people who have volunteered to help plan and sponsor this conference.

- **Chair:** John Sauter, Niagara University
- Joshua Altemoos, University at Buffalo
- Anna Bartosik, Sheridan College
- Samantha Calabrese, University at Buffalo
- Gabrielle Literman, Niagara University
- Heather Martin, Erie Community College
- Tim Matthews, University at Buffalo
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- Amie Pistrin-Faust, Erie Community College
- Michelle Semski, Trocaire College
- Anne Sweet, Rutgers University - Camden
- Yonghong Tong, Niagara University
- Megan Wyett, SUNY Poly IT



Dunleavy Hall

Gallagher Center

Castellani Museum

2 Good to Toss
Kiernan Center

Agenda

8:30–9:10 a.m. Registration—Castellani Museum

9:10–9:15 a.m. Welcome from the Conference Chair—Castellani Museum

Dr. John P. Sauter, Jr., Conference Chair, Niagara University



9:15 –10:25 a.m. Keynote: Why Connected Advising Matters—Castellani Museum

Dr. Laura A. Pasquini

Lecturer, University of North Texas, Denton, TX, USA

Researcher, Royal Roads University, Victoria, BC, Canada

10:35–11:45 a.m. Concurrent Sessions I (choose one)

Castellani	1C: Navigating the Third Space of Education: Social Media & Learning
Gallagher MPR	1G: Using LinkedIn as an Advising Tool and for You too
Dunleavy 127	1D: Panel: The Tweeting Professional: Using Social Media for Work & Professional Development

11:45 a.m.–1:30 p.m. Time for Lunch / Lunch & Learn Session

Lunch

- On Campus: Gallagher Center / Kiernan Hotdog Fundraiser
- Off Campus (Lewiston, Niagara Falls, etc....)

Gallagher MPR **Lunch & Learn Session (Pre-Registration Required)**

- Part 1: Speed Geeking 12:-12:30

- Part 2: Pick-A-Path 12:35-1:05

1:30–2:40 p.m. Concurrent Sessions II (choose one)

Castellani	2C: Tips and Tricks of the Trade: How to be a More Efficient and Effective Advisor with Simple Solutions
Gallagher MPR	2G: Panel: Creating and Editing Video for Social Media
Dunleavy 127	2D: Panel: Social Media in the Classroom



2:50–4 p.m. Concurrent Sessions III (choose one)

Castellani	3C: Scholastic Excellence Includes Email
Dunleavy 127	3D: Panel: Student Perspectives on Social Media

4:00-4:30 p.m. Networking / Wrap– Up—Castellani Museum



Castellani Art Museum

Restrooms by Lobby



Dunleavy Hall

Restrooms on each floor
Individual restroom on 3rd Floor



Gallagher Center

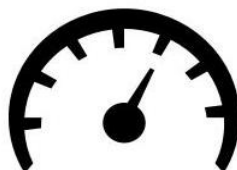
Restrooms on 2nd Floor
MPR room (glass walls on lower level)

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Welcome

John P. Sauter, Jr., Ph.D.

Chair, WNY Advising Technology Conference

Assistant Dean for Academic Affairs, College of Arts & Sciences, Niagara University

Keynote: Why Connected Advising Matters



Laura A. Pasquini, Ph.D.

Lecturer, University of North Texas, Denton, TX, USA

Researcher, Royal Roads University, Victoria, BC, Canada

Laura A. Pasquini is a Lecturer on Workplace Learning & Performance in the [Department of Learning Technologies](#) at the University of North Texas in Denton, TX and a Researcher with [The Digital Learning and Social Media Research Group](#) at Royal Roads University in Victoria, BC. Over the past ten years Laura has contributed to higher education in Canada, the United Kingdom, France, and the United States, including academic advising, leadership and service, career counseling, campus activities, first year experience and orientation programs, and residence life.

As an early career researcher, Dr. Pasquini's teaching and research scholarship explores informal, online communities of practice for workplace learning and performance. As the former NACADA Technology in Advising Commission Chair (2011-2013) and a past NACADA Council member as the Commission and Interest Group Division Representative (2013-2015), Laura has worked with academic advising and student support areas in higher education for over ten years. As a contributing author to Erik Qualman's book, [What Happens on Campus Stays On YouTube](#), she thinks it is a critical time to consider what is on the horizon for their students, staff, and faculty with regards to digital interactions and building campus community online. You can often find Laura curating a wealth of goodness on Twitter, as [@laurapasquini](#), and writing about organizational development, learning/training ponderings, and research on her [blog](#).

IC: Navigating the Third Space of Education: Social Media

Castellani Art Museum

As modern educators, we face daily challenges with regards to emphasizing effective communication and learning in both formal and informal spheres. The 'third space' refers to the environment which encompasses both of these. This workshop will explore how social media and backchannels can help students create and take ownership over their own learning environments. As learning becomes more digitized at all levels, the needs and expectations of our students are in a constant state of change. By understanding this process through a conversation surrounding the 'third space', educators can ensure that various learning styles and skill sets are accommodated in both physical and virtual settings. This workshop will use Todaysmeet and Twitter as starting points for this dialogue.

Presenter:

Matt Sajn — msajn@niagaracollege.ca — [@MattSajn](https://twitter.com/MattSajn)

Professor of Communications, Niagara College, Academic and Liberal Studies Division

As a Professor of Communications at Niagara College, Matt is constantly exploring the connections between social media and the various industries at play throughout the Niagara region. Matt is an alumni of both Queen's University (2009) and Niagara University (2011), and has worked at both secondary and post-secondary levels throughout his career. Matt is currently exploring ways to promote digital literacy and digital citizenship across secondary and post-secondary classroom environments.

IG: Using LinkedIn as an Advising Tool and for You too.

Gallagher MPR

So are you are on LinkedIn but don't really use it? Find out how to make a great profile, how to use it for your own professional development and how to help undecided students explore majors and careers. Bring your laptop and improve your profile during the session. See how to search your LinkedIn groups by key word and message group members. Most importantly, see how to use LinkedIn to help students answer the question: What can I do with my major?

Presenter:

Ed Brodka — brodka@buffalo.edu

Group Learning Coordinator / Career Counselor , University at Buffalo

Ed Brodka is a Career Counselor at the at Buffalo and has been leading workshops for students, staff and faculty at UB and beyond for more than 20 years. His favorite presentation topics are Strengths Development, Networking, Using LinkedIn, Team Building and Humor in the Workplace. Ed received a Masters degree from UB in Organizational Communication.

ID: Panel: The Tweeting Professional: Using Social Media for Work and Professional Development

Ever wonder if 140 characters can really accomplish anything? This session will discuss the benefits of using social media, such as Twitter, as part of your role in higher education, as well as for professional development. The panelists will speak about how social media has influenced their work with students and at their institutions. Specific attention will be given how Twitter and other forms of social media can be used for professional development through specific hashtags, twitter chats, professional networking, and conference backchannels. We will also invite attendees to share some of the ways they find social media useful to their practice / professional development.

Panelists

John P. Sauter, Jr., Ph.D. — jps@niagara.edu — [@johnpsauter](https://twitter.com/johnpsauter)

Assistant Dean for Academic Affairs, College of Arts & Sciences, Niagara University

Samantha Calabrese — scalabre@buffalo.edu — [@SOMSamCalabrese](https://twitter.com/SOMSamCalabrese)

Admissions and Special Events Coordinator, University at Buffalo

Tim Matthews — trm7@buffalo.edu — [@timinbuffalo](https://twitter.com/timinbuffalo)

Assistant Director, Honors College, University at Buffalo

Dina Moati — Dina.moati@sheridancollege.ca — [@Dinamoati](https://twitter.com/Dinamoati)

Professor of Education, Sheridan College

Sponsors

We would like to extend special thank you to the following organizations and departments whose generous support of WNY Advising help us to keep the costs of this conference low.

Niagara University:

- College of Arts & Sciences
- Computer & Information Sciences
- Enrollment & Student Affairs
- Graduate Admissions

A special thank you to Kathy Sydor for her assistance with the logistics that made this conference possible.

University at Buffalo:

- School of Management

Buffalo State College:

- Higher Education Administration

College Student Personnel

Association of New York State (CSPA-NYS)

Lunch Options

On Campus Food Options

- Gallagher Center
- **2 Good To Toss Fundraiser** (Kiernan Center)
 - Hotdog Sale 11:45 a.m.-1:15 p.m. / Community Garage Sale 9 a.m.-1:15 p.m.
 - Proceeds to Benefit Campus Ministry / St. Vincent DePaul Society

Off Campus Food Options

- Local Restaurants in Lewiston, Niagara Falls (wnyadvising.weebly.com/food.html)

Lunch & Learn Session (Featuring Laura A. Pasquini, Ph.D.)

Gallagher

This exclusive hands-on session with our keynote is available to anyone who pre-purchased the lunch & learn option prior to the conference.

- **Boxed Lunches** — 11:45 MPR room
- **Speed Geeking** — 12:00-12:30 p.m.
- **Pick Your Path** — 12:35-1:05 p.m.

Session 2 1:30-2:40 p.m.

2G: Panel: Creating and Editing Video for Social Media

Join us for a panel video use in social media. During this workshop, you will be introduced to live video applications, editing options, and the best practices for use on your social media channels. Attendees are encouraged to share examples from their own experience.

Gallagher MPR

Panelists

Tim Matthews — trm7@buffalo.edu — [@timinbuffalo](https://twitter.com/timinbuffalo)

Assistant Director, Honors College, University at Buffalo

Chris Gallant — cgallant@hilbert.edu — [@chrisrgallant](https://twitter.com/chrisrgallant)

Associate Professor, Digital Media and Communication, Hilbert College

Dominic Hannon — [@NUDomOL](https://twitter.com/NUDomOL)

Student, Niagara University

Andrew Emmons — [@andrew7emmons](https://twitter.com/andrew7emmons)

Student, Niagara University

2C: Tips and Tricks of the Trade: How to be a More Efficient and Effective Advisor with Simple Solutions

With technology taking over the workplace, advisors can begin to get bogged down with emails, spreadsheets, and trying to come up with ways to truly reach their students. In this presentation, simple effective ways to handle emails, spreadsheets, and best ways to reach out to students most effectively will be covered such as texting students, etc. Best part: Everything mentioned in the presentation is free!

Presenters:

Samantha Calabrese — scalabre@buffalo.edu — [@SOMSamCalabrese](https://twitter.com/SOMSamCalabrese)
Admissions and Special Events Coordinator, University at Buffalo

Samantha Calabrese is currently the Admissions and Special Events coordinator at the University at Buffalo School of Management. She is a graduate of SUNY Oswego with a Bachelor of Arts in Communication Studies and a Master of Science in College Student Personnel Administration from Canisius College. Her main interests in higher education is transfer students and their transition to four year institutions as well as technology in higher education.

Deidre Marriner — dmarrine@buffalo.edu
Director for Undergraduate Academic Advising, University at Buffalo

Deidre Marriner is currently the Director of Academic Advising at the University at Buffalo School of Management and has worked in the department for 17 years. She is a graduate of Miami University with a Master of Science in College Student Personnel and of Baldwin Wallace with a Bachelor of Arts in Business Administration. She oversees the areas of advising, admissions, curriculum and study abroad. She has helped the office transition to an electronic filing system and relies on her staff to continually move the department forward with technological solutions.

2D: Panel: Social Media in the Classroom

Social media sites such as Facebook and Twitter have revolutionized the way that people with access to them interact with each other and share information, so it is no surprise to find that social media is also becoming increasingly influential for educators at all levels. This presentation considers the practical aspects of using social media as classroom tools in higher education specifically. It will consider the benefits of using social media as a way to augment in-class conversations about topics relevant to both the course and students' individual experiences. It will outline the practical considerations instructors must keep in mind when designing assignments and lesson plans that incorporate social media elements. It will discuss the challenges posed to student-instructor relations in a digital space, and brainstorm ways to maintain professional boundaries therein. Finally, it will offer tips how we as instructors can anticipate our students' rapidly changing social media habits.

Panelists

Carrie Teresa, Ph.D. — cteresa@niagara.edu — [@CarrieTIsard](https://twitter.com/CarrieTIsard)
Assistant Professor, Communication Studies, Niagara University

Dennis Garland, Ph.D. — dgarland@niagara.edu — [@Dennis_Garland](https://twitter.com/Dennis_Garland)
Assistant Professor, Early Childhood & Childhood Education, Niagara University

Hope Russell, Ph.D. — hrussell@niagara.edu
Lecturer, Women's Studies, Niagara University

3D: Student Perspectives on Social Media

Hear directly from students about how they interact on social media and what are the best ways to reach them. Gaining student perspectives is important as we consider better ways to use social media in our professional lives. In this session students will reflect on their own experiences with social media and how it intersects with their experiences as college students.

Student Panelists

Jordan Allen — @joemilyallen
Student, Niagara University

Joshua Altemoos — @jraltemoos
Student, Higher Education & Student
Affairs, University at Buffalo

Andrew Emmons — @andrew7emmons
Student, Niagara University

Dominic Hannon — @NUDomOL
Student, Niagara University

Michael Pearl
Student, Niagara University

Stephanie Vargas — @Stevie_Vargas
Student, Niagara University

3C: Scholastic Excellence

As advisors, we all have goals for our students. The larger picture usually includes scholastic excellence. A more pointed desire involves them leaving our schools as graduates with the skills to successfully face the challenges to come in life. One such skill is conversing electronically. To ensure that we, as advisors, are supporting our students' abilities to be scholastically excellent in this skill, we must take intentional efforts to examine our use of electronic mediums—namely email and social media. I propose we consider the following question at the forefront of this conversation: when scholastic excellence is a priority, how do we electronically converse with our students? As we all answer this question, we must not only look out for our students' present excellence, but their future excellence as well.

Presenter:

Michael McDowell — mmcdowell@villa.edu

Academic Coach and Student Success Coordinator, Villa Maria College

As a student-athlete at the University at Buffalo, Michael McDowell received a B.A. in Mathematics and afterwards an Ed.M. in Higher Education Administration also at UB. Since 2010, Michael has served as an advisor, instructor, and mentor, focusing on academic and athletic excellence, community engagement, and leadership development. His current role—Academic Coach and Student Success Coordinator—at Villa Maria College has him advising first-year students, co-coordinating tutoring services, and strengthening the supplemental instruction program.

Networking 4:00-4:30 p.m.



Networking & Wrap-Up

Castellani

At the close of the third session, please join your colleagues for some last minute networking before heading off to our respective homes, offices, and institutions. This is a great time to follow up on conversations started at the conference, collaborate and share ideas, or just come together to say goodbye.

Don't forget to check out all of WNY Advising's offerings online as well as our upcoming event calendar, and partners. If you are interested in sharing your expertise or like to write about advising or higher education related topics let us know as you can post or guest post on the WNY advising blog.



Please Recycle your Nametags in the Bins Provided, especially if you need to leave early. Bins will be available in the Castellani Museum & Dunleavy Hall. This helps us keep our costs down for future events.

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