

EMERGING TECHNOLOGIES IN FINANCIAL AID: REACHING OUT

KATHLEEN M. KIELAR, PH.D.
UNIVERSITY AT BUFFALO



INTRODUCTION



- OBJECTIVES OF TODAY'S SESSION
 - INTRODUCE YOU TO ALL THE TECHNOLOGICAL POSSIBILITIES
 - HELP YOU NARROW YOUR FOCUS BY TARGETING YOUR AUDIENCE AND IDENTIFYING WHAT TECHNOLOGIES TO USE
 - DEMONSTRATE HOW DIFFERENT ORGANIZATIONS HAVE UTILIZED NEW TECHNOLOGIES

WHAT ARE EMERGING TECHNOLOGIES?



A dense collage of logos for various emerging technologies and startups. The logos are arranged in a grid-like fashion, filling most of the lower half of the image. Some logos are larger and more prominent, while others are smaller. The logos include:

- cloudalicious
- askeet!
- indeed
- swicki BETA
- ICEROCKET.com
- zopa
- PreFound.com
- Feed 2 Podcast
- Plurn.
- blogr
- EchoSign
- CustomScoop
- MyStickies
- iOWEYOU
- tagalag!
- thinkfree Office Online
- LIVE JOURNAL™
- lovento
- DropSend
- WIDEWORDbeta
- LibraryThing
- PEERFLIX
- mabber
- GRAVATAR
- PERFORMANCING
- MOLOGOGO
- feedpath
- MINT
- purevolume.com
- favorville
- 43 People
- GLENDOR SHOWCASE
- fluxiom
- Jobazaar.com BETA
- mymā
- mailbigfile.com
- tractis
- PAGUNA
- grokker
- 9rules
- zipingo
- Jyve
- AttentionTrust.org
- krugle
- Feed Butler
- hanzo:web
- zoomr™
- FEEDXS
- textamerica.com
- slawesome!
- Buzznet
- WORDPRESS
- RSS MAD
- Judy's book
- Tagzania
- SWABBA BETA
- blogbridge
- kulondo
- Campfire™
- blogSpirit
- LifeType
- TITLE.Z beta
- start
- AJAXWHOIS
- trackslife
- Rem!nderFeed
- Chat
- edgeio
- 3bubbles
- feeding.com
- tangler
- FOLD
- SONR
- 30DAYTAGS
- DOWSTANG
- VONGO
- BlogBurst
- photocase
- jamendo
- swagroll
- stikipad
- co.mments
- mighTyV
- Wikalong
- TURN
- TravBuddy
- OpenID
- putfwd.com
- Podbop
- CLOSO.com
- eventful
- MAGNOTO
- ZOHO Creator
- Near-Time
- douban

TODAY'S PREMISE AND FOCUS:



IT'S NOT ABOUT WHAT YOU THINK
THE STUDENTS WANT OR WANT THE
STUDENTS TO WANT. IT'S ABOUT
CREATING AND ASSEMBLING A
COLLECTION OF TOOLS THAT
CAPTURES THE ATTENTION OF
PEOPLE.

THE EASY PART IS WHERE TO FIND EMERGING TECHNOLOGIES



GO2WEB20.net

WWW.GO2WEB20.NET

SO WHAT IS IT WE REALLY
WANT TO DO?



COMMUNICATE – WITH OUR STUDENTS

COMMUNICATE – WITH OUR PARENTS

COMMUNICATE – WITH EACH OTHER

HOW DO WE FIGURE OUT HOW TO COMMUNICATE BEST WITH A SPECIFIED TARGET AUDIENCE?

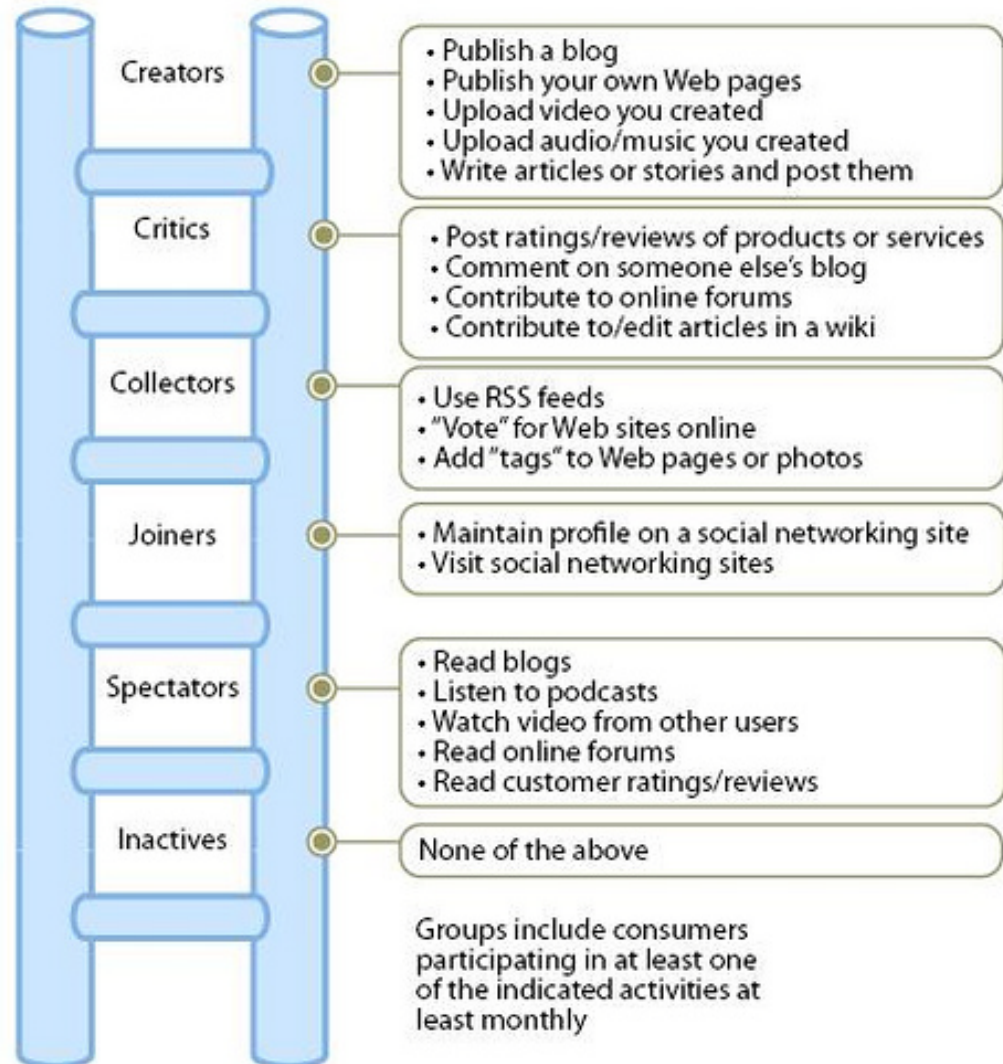


- WHAT KIND OF AUDIENCE ARE YOU TRYING TO REACH BY DETERMINING WHAT TYPES OF COMMUNICATORS THEY ARE? ARE THEY.....
 - » Inactives
 - » Spectators
 - » Joiners
 - » Collectors
 - » Critics
 - » Creators

HOW DO THEY COMMUNICATE?



These groups make up the communication ecosystem. By examining how they are represented in any subgroup, strategists can determine which sorts of strategies work best with whom they want to communicate.



HOW DO WE FIGURE OUT HOW TO COMMUNICATE BEST WITH A SPECIFIED TARGET AUDIENCE?



- IDENTIFY WHO WE WANT TO COMMUNICATE WITH AND WHAT THEY ARE USING.

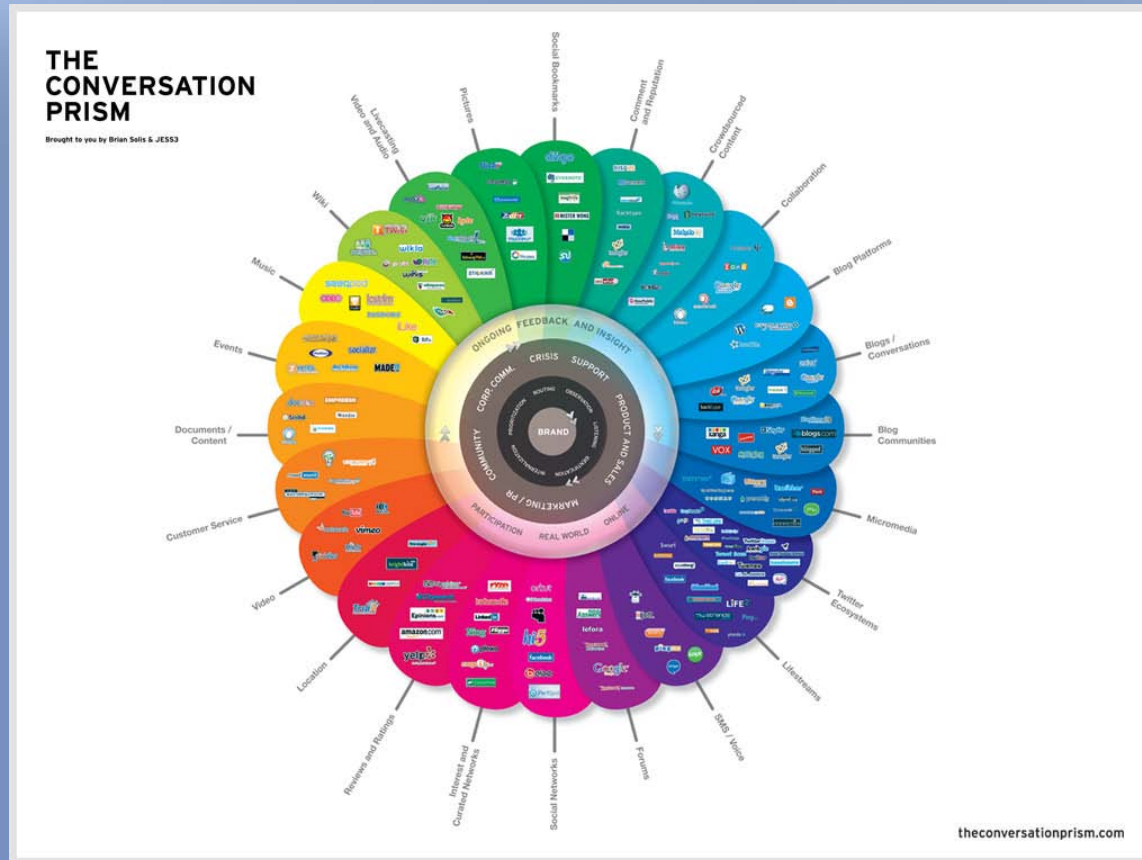
[HTTP://WWW.FORRESTER.COM/EMPOWERED/TOOL_CONSUMER.HTML](http://www.forrester.com/empowered/tool_consumer.html)

[HTTP://GLOBALWEBINDEX.NET/THINKING/LITE/](http://globalwebindex.net/thinking/lite/)

CONNECTING THE “WHO” AND THE “HOW” WITH THE “WHAT”



- THE CONVERSATION PRISM



PLACES THAT AREN'T GOING TO FAIL YOU



- FACEBOOK – CAN BE USED FOR STUDENTS, PARENTS, AND COWORKERS
- YOUTUBE – VIDEO HOSTING SITE
- TWITTER – INSTANT UPDATES
- WIKI – COLLABORATIVE WEBSITE WHERE USERS CAN UPDATE CONTENT
- BLOGS – ONLINE JOURNALS

FACEBOOK EXAMPLES



- THE STATE UNIVERSITY OF NEW YORK FACEBOOK PAGE
- SUNY OSWEGO FINANCIAL AID FACEBOOK PAGE
- NEW YORK STUDENT FINANCIAL AID
- UNIVERSITY AT BUFFALO'S FINANCIAL LITERACY PROGRAM

YOUTUBE EXAMPLES



- [WATCH NOVA SOUTHEASTERN UNIVERSITY DISCUSS FINANCIAL AID](#)
- [MANSFIELD UNIVERSITY FINANCIAL AID – GRANTS](#)
- [SLIPPERY ROCK UNIVERSITY FINANCIAL AID](#)

TWITTER EXAMPLES



- [OHIO STATE UNIVERSITY](#)
- [MICHIGAN STATE UNIVERSITY FINANCIAL AID](#)
- [PURDUE UNIVERSITY FINANCIAL AID](#)

EXAMPLES OF A WIKI



- [OHIO STATE UNIVERSITY WIKIPEDIA](#)
- [CORNELL UNIVERSITY](#)

EXAMPLES OF BLOGS



- [OREGON STATE UNIVERSITY BLOG](#)
- [MISSOURI STATE UNIVERSITY FINANCIAL AID BLOG](#)
- [UNIVERSITY AT BUFFALO](#)

CONCLUSION



- REMEMBER TODAY'S PREMISE

TODAY'S PREMISE AND FOCUS:



IT'S NOT ABOUT WHAT YOU THINK
THE STUDENTS WANT OR WANT THE
STUDENTS TO WANT. IT'S ABOUT
CREATING AND ASSEMBLING A
COLLECTION OF TOOLS THAT
CAPTURES THE ATTENTION OF
PEOPLE.