## TUESDAY, MAY 21, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00am - 9:15am</td>
<td>Breakfast</td>
<td>Break</td>
</tr>
<tr>
<td>9:15am - 10:30am</td>
<td>Keynote Address</td>
<td>Social Media Is Neither an Option nor a Luxury</td>
</tr>
<tr>
<td>10:30am - 10:45am</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>10:45am - 11:45am</td>
<td>Faculty Panel</td>
<td>The Use of Social Media in Higher Education</td>
</tr>
<tr>
<td>11:45am - 1:00pm</td>
<td>Lunch</td>
<td>Interactive Activity in Big Blue Room</td>
</tr>
<tr>
<td>1:00pm - 2:15pm</td>
<td>Keynote Workshop</td>
<td>Teaching Digital Literacy Through Social Media</td>
</tr>
<tr>
<td>2:15pm - 2:30pm</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>2:30pm - 3:30pm</td>
<td>Social Media: How or CAN You Get Eyeballs On Your Content?</td>
<td>David Chapman, Stephanie Evert, Kristyn Danison, Megan Gribble, We Yusuf</td>
</tr>
<tr>
<td>3:30pm - 4:00pm</td>
<td>Closing Remarks</td>
<td>Evaluations</td>
</tr>
</tbody>
</table>

## WEDNESDAY, MAY 22, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00am - 9:00am</td>
<td>Breakfast</td>
<td></td>
</tr>
<tr>
<td>9:00am - 10:00am</td>
<td>Student Panel</td>
<td>Students’ Thoughts on Social Media Use in the Classroom</td>
</tr>
<tr>
<td>10:00am - 10:15am</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>10:15am - 11:45am</td>
<td>Let's Talk: The Basics of Using Social Media for Teaching</td>
<td>Kristyn Rose</td>
</tr>
<tr>
<td>11:45am - 1:00pm</td>
<td>Lunch</td>
<td>Interactive Activity in Big Blue Room</td>
</tr>
<tr>
<td>1:00pm - 2:00pm</td>
<td>#WeEscaped: Jumping on the Educational Escape Room Bandwagon</td>
<td>Janice Hawkins, David Figgs, Dan Greenwood, Deborah Norris, Beth Thompson, Beth Tremblay, Lynn Wiles, Brian Williamson</td>
</tr>
<tr>
<td>2:00pm - 2:30pm</td>
<td>Closing Remarks</td>
<td>Evaluations</td>
</tr>
</tbody>
</table>
Jim Groom is the co-founder of Reclaim Hosting, an independent web hosting company focused on the higher education community. Previously, he was the director of the Division of Teaching and Learning Technologies and adjunct professor at the University of Mary Washington in Fredericksburg, Virginia. He has been working for almost 20 years in education with a consistent focus on the development of teaching and learning in higher education. In addition to his extensive experience teaching at the college level, for the past 15 years, Jim has worked primarily in the field of instructional technology.

**SCHEDULE OF EVENTS**

**KEYNOTE ADDRESS**

**Social Media Is Neither an Option nor a Luxury**
Jim Groom

This talk will examine the shift in social media from a diversion to the deciding platform for the future of democracy in just 10 short years.

Big Blue Room | Tues 5/21 | 9:15am - 10:30am
---|---|---

**KEYNOTE WORKSHOP**

**Teaching Digital Literacy Through Social Media**
Jim Groom

This workshop will provide participants with a series of strategies and approaches to using social media to teach digital literacy.

Big Blue Room | Tues 5/21 | 10:15am - 11:45am

**POSTERS**

**Coding/Programming Is Fun With Tiny Computers (Credit Card Sized): The “Raspberry Pi” Computers**
Ayman El Meselami, Hussam Hallak, Soaad Ibrahim, Christy Low

This poster assesses the impact of incorporating hands-on Raspberry Pi projects in undergraduate education in an effort to boost students’ interest in scientific/engineering majors, and encourage women and minorities to advance their integration into practical fields.

Big Blue Room | Tues & Wed | All Day

**Instructional Applications of Social Media Technology: “If You Were an Online Student, Which of These Videos Would You Prefer?”**
Miguel Ramlatchan

This poster presents the results of a yearlong research project that gauged participant preferences for different multimedia designs. The results indicate that participants prefer to see both the instructor and the slides.

Big Blue Room | Tues & Wed | All Day

**BREAKOUT SESSIONS**

**Social Media: How or CAN You Get Eyeballs on Your Content?**
David Chapman, Stephanie Ewers, Kristyn Danson, Megan Gribble, Wale Yusuf

Panelists will draw on their experiences to provide views on implementing, measuring, and sustaining social media – including a few contrarian ideas.

Big Blue Room | Tues 5/21 | 2:30pm - 3:30pm

**ODU2ODU: Using Social Media to Teach Online**
Brendan O’Halloran

A semester-long project linking two sport media classrooms found eagerness to use Twitter to create online partnerships – and real challenges in actually accomplishing the task.

Breakout Room | Tues 5/21 | 2:30pm - 3:00pm

**Let’s Talk! The Basics of Using Social Media for Teaching Kristyn Rose**

Learn how to use Twitter, Instagram, Pinterest and hashtags to enhance your classroom and teaching.

Big Blue Room | Wed 5/22 | 10:15am - 11:45am

**#WeEscaped: Jumping on the Educational Escape Room Bandwagon**
Janice Hawkins, David Figgis, Dan Greenwood, Deborah Norris, Beth Thompson, Beth Tremblay, Lynn Wiles, Brian Williamson

This presentation discusses the potential advantages, disadvantages, and lessons learned in developing and implementing educational escape rooms in the classroom.

Big Blue Room | Wed 5/22 | 10:15am - 11:45am

**Multimedia Design in Social Media: Confirming and Applying the Design Trends of YouTube Gamers in Our Online Classroom**
Miguel Ramlatchan, Candace Whitehurst

This study investigated a trend of YouTube gaming, in which content creators record themselves playing video games. The results help us to better design our online courses to meet the evolving expectations of our students.

Breakout Room | Wed 5/22 | 1:00pm - 2:00pm

**THE TECHNOLOGY PLAYGROUND**

**The Use of Social Media in Higher Education**
Moderator: M’hammed Abdus
Panelists: Avi Sarto, Scott Sechrist, Jamie Walker

This panel will explore how social media is shaping the culture of teaching and learning in higher education and provide an overview of the accompanying challenges.

Big Blue Room | Tues 5/21 | 10:45am - 11:45am

**Students’ Thoughts on Social Media Use in the Classroom**

Moderator: Chris Nickel
Panelists: Kirsten Blakey, Briana Davis, Jaime Eller, Judia Griner, Johana Rocha

This student panel promises to shed light on a crucial part of the discussion – students’ views on the use of social media in higher education.

Big Blue Room | Wed 5/22 | 9:00am - 10:00am