Welcome to the Ombudsman Community of Practice!

If you did not select the "Dial-out" option for your audio when first logging in:

- Please look for the telephone icon on the top toolbar.
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Selecting this option will ensure that you are able to fully participate in today's discussion.

Ombudsman Hub: Facilitating Stakeholders Online

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State Support Network
Partnering for School Improvement

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Objectives

1. Identify key differences between engaging people face-to-face and online.

2. Establish social presence online.

3. Understand how to scaffold synchronous activities.

4. Engage and manage online participants at multiple levels (e.g., lurkers, reluctant participants, and active), including those who are uncomfortable with their capacity to discuss technical topics.

Warm Up

Testing, Testing, 1, 2, 3…

Test the chat:

In the chat box, type in your name, your state, and your experience level with facilitating online meetings and collaborative sessions (beginner, intermediate, expert).

Test the Hand Raise:

Raise your hand.

Test the Agree/Disagree:

Let us know whether you agree or disagree with the following: A hot dog is a sandwich.

Warm-up

I'm engaged and participate like a superstar.

I listen, and chat occasionally, but also read email, surf the web….

I log out when I realize the meeting ended a few hours ago.

What brings us here today?

What we know

- As an ombudsman, you work with people and groups all over your state.

- It's not always possible to visit everyone, every time.

Key differences between engaging people face-to-face and online

Brainstorm

What are the key differences between engaging people face-to-face and engaging them online?

Brainstorm ideas and enter them in the chat box labeled "Key Differences" below.

Key Challenges for Online Facilitators and Participants

- Social bonds are less apparent.

- Physical proximity and visual cues are not available.

- Trust is more difficult to build.

- Participants will not have the same technical acumen.

Establishing social presence

Socializing the Experience

- Facilitators tend to think they need to get "down to business."

- Taking time to build in social activities at the front of a meeting or webinar increases the likelihood that people will engage when you want them to.

- Giving people a low-risk, low-intensity way to get involved builds their confidence and trust level.

Social Strategies

Social communication

- Develop common trust-building and norm-setting protocols.
- Discuss personal lives and experiences.
- Discuss/activate personal connections to content.

Communication that conveys enthusiasm

- Encourage positive feedback and experiences.
- Encourage aspirational visions for future learning outcomes, which in turn motivate members to contribute in a way that builds that desired future.
- Employ team-building activities.

Scaffolding synchronous activities

Synchronous Activities

- Individuals don't expect to engage online in the same way they do face-to-face.

- Everyone knows how to write on a piece of paper, but not everyone knows how to participate in online activities.

Scaffolding Strategies

Coping with technical and task uncertainty

- Design content that familiarizes members with the online space and functionality
- Make sure you designate a live support person during events.
- Offer readily available support resources.

Individual initiative

- Require defined team roles in group activities.
- Publicly recognize leadership and accomplishment.
- Encourage personalized learning approaches to activities and content, in which facilitation support teams provide a framework in which members can tailor the learning experience to their own interests, expertise, aspirations, and learning styles.

More Scaffolding Strategies

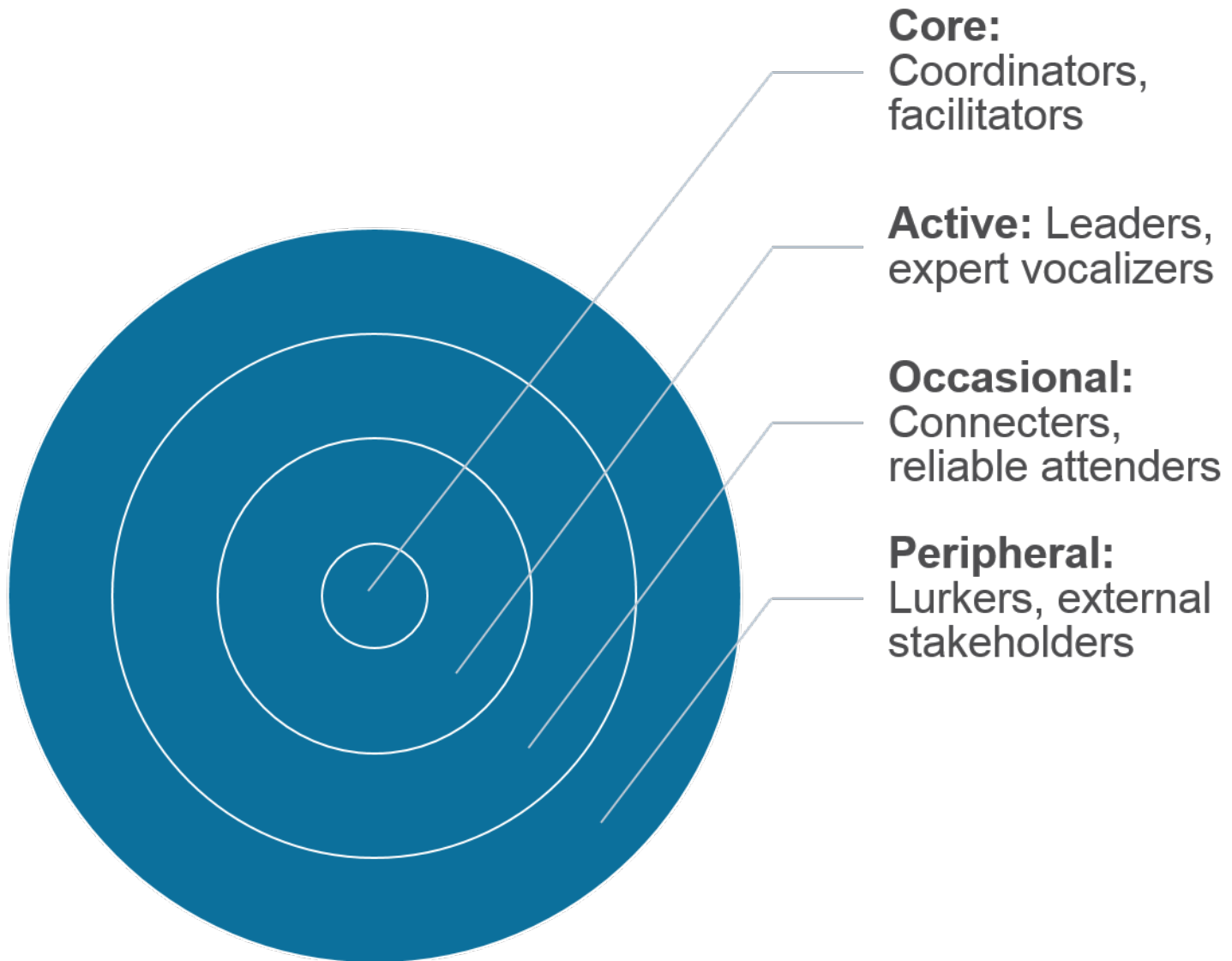**Provide predictable communications with substantive and timely responses**

- Define norms for discussion content, tone, and frequency.
- Consistently respond to both verbal and written responses.
- Use questioning techniques that enable further exploration.

Transition from procedural to task-based focus

- Clearly establish and enforce procedures, rules, and norms for participation.
- Publicly recognize optimal participation in learners.
- Build in explicit practice for procedures early in the experience to instill desired behaviors and actions within the activity.

Engaging different types of participants

Know your Group

Core: Coordinators, facilitators

Active: Leaders, expert vocalizers

Occasional: Connecters, reliable attenders

Peripheral: Lurkers, external stakeholders

Apply the Strategies

1. Download the pdf version of the slides about these facilitation strategies.

2. Choose strategies that apply to the participant groups.

3. Enter the strategies in the relevant chat boxes below, which are labeled by participant group.

Putting it all together

Questions?

- What questions do you still have?
- What topics do you want to learn more about?

Additional Tools and Tips

Tools for engaging stakeholders online:

https://statesupportnetwork.ed.gov/ombudsmanHub/resource-library/tools-engaging-stakeholders-online

Next webinar: Planning Stakeholder Engagement

Wednesday, May 22, at 3 PM ET

Feedback

Polling

Did you learn something new today?

- Yes
- No, but it was valuable to hear the discussion
- No

Polling

Which of the following objectives did we meet today? Do you feel prepared to (select all that apply)?

- Identify key differences between engaging people face-to-face and online

- Establish social presence online

- Understand how to scaffold synchronous activities

- Engage and manage online participants at multiple levels (e.g., lurkers, reluctant participants, and active), including those who are uncomfortable with their capacity to discuss technical topics

Polling

Which activity did you find most valuable?

- Testing the features of the platform
- Assessing your approach to online meetings
- Brainstorming differences
- Viewing the engagement strategies
- Applying the strategies to participant groups

Polling: Objectives

In the space provided, tell us about what topics, ideas, or strategies you would like to learn more about or receive additional resources.

Polling: Objectives

In the space provided, tell us which strategies you learned today you plan to use and how you will integrate them.

We are…

a technical assistance initiative designed to support state and district school improvement efforts.

Thank You!

For additional information

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https://statesupportnetwork.ed.gov/ombudsmanHub

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