



AGRICULTURE



YOUTH &
FAMILIES



HEALTH



ECONOMY



ENVIRONMENT



ENERGY



COMMUNITIES

Technology Application – Expectations and Quality Control

WSU-Spokane – 1-7-10

So....Where Are We Headed?

- You now have valuable tools that empower you to develop new online content.
 - Online Conferencing
 - Asynchronous Online Program Delivery
 - Digital Video
 - Social Media



So How Will You Use Your Newfound Powers?



Where Will Your Content Reside?

- We very much want to develop libraries of online 'courses.'
 - Placed appropriately within our new content management system.
 - Made readily available through online searches.
- Question: Is all content appropriate for this 'library?'
 - Does it have broad application or is it very specific to your county?



How Will We Ensure That High Quality Content is Produced and Delivered?

- Should online courses and web sites be reviewed?
 - Do we desire this content to be considered as ‘scholarly product?’
 - Should online courses be given the same emphasis as extension publications?
- Can we avoid the ‘wild west’ approaches that we have seen with other web development?



Extension Occupies a Unique Space

- We are part of a major research university.
- We deliver science-based information.
- We value the quality of our information.
- We leverage peer-review as the predominant means of ensuring quality control.



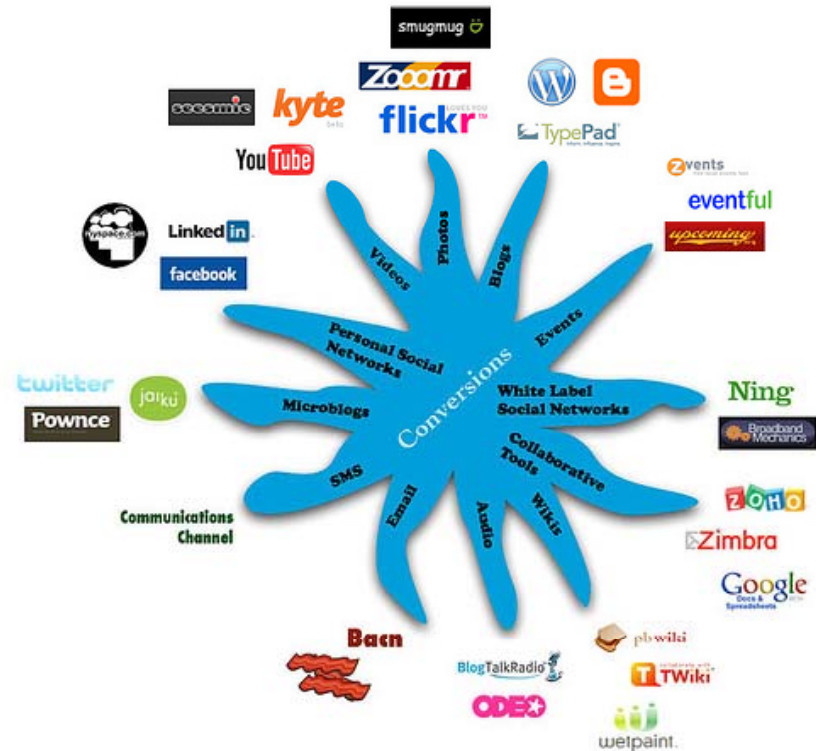
So, How Does This Translate to the Web?

- Web content should be viewed in the same light as other delivery systems.
 - We should strive to be relevant, science-based, accurate, and dependable.
- We should use our quality standards and reputation to differentiate ourselves in the online world.
 - There is a lot of information out there, but we believe that ours is the best!
 - If our content is the best, we will separate ourselves from the pack



Have the Rules Changed?

- No! New Tools Exist, But They Must Be Used Properly.
 - Example: Social media (blogs, wikis, etc.) can be powerful tools, but we must avoid trapping ourselves in an earlier version of extension work.....answering questions from the masses.



Have the Rules Changed?

We need to *'dance with the one that brung us'*

- ✓ We have a reputation – let's not compromise it.
- ✓ Let's be thoughtful, scholarly, and relevant.
- ✓ Let's follow the policies and procedures of WSU Extension and WSU related to online media.
- ✓ Failure to follow theses could result in personnel actions or in civil or criminal legal actions.



So, What is the Desired Future?

- A Fully Integrated Web Presence Leveraging a Robust Content Management System.
- Rich, Abundant, and Well-Organized Digital Content
 - Online Publications
 - Online Extension Courses
 - Online Decision Aids
 - Online – Other
- Documented Outcomes from Online ‘Products’
- Large Numbers of Satisfied and Engaged ‘Customers’



Points for Discussion

- Should we develop a peer review process for online educational content?
- How do we maintain standards while encouraging innovation?
- How do we ensure that time is devoted to the most valuable processes?
- How do we help others apply these technologies in an appropriate manner?
- How do we document impacts from online educational processes?
- Should we form a committee to develop BMPs for online interactive processes?