Agenda

• STAGE 1: Gathering information
• STAGE 2: Collaborating with others
• STAGE 3: Research analysis
• STAGE 4: Presenting your research
• STAGE 5: Sharing your work and building your brand
Your Digital Literacy

Google

Doodle®

Instagram

Facebook

Blackboard

Twitter

LinkedIn

Your Future, Our Focus
What is digital literacy?

- Digital literacy is the ability to find, evaluate, utilize, share, and create content using information technologies and the Internet.
STAGE 1: GATHERING INFORMATION
The World According to Google

• Google Chrome browser makes integration easier
• All the Google products you have access to:
  • http://www.google.com/intl/en/about/products/
• Most often will use “Home and Office” and “Social”
• Google Scholar (from NIU library)
• Available on your desktop/laptop or mobile device
• Free
Academic Research Strategies

• Google Scholar (don’t just Google for scholarly research)
• NIU Library Databases
Google Scholar

- Go to https://scholar.google.com/
- Searches scholarly work
- BUT use on NIU computer or log in through NIU library to know what you have access to (not to pay)
- Useful to **START** research
- Use academic databases at NIU for full search
NIU Library Databases

- [http://www.ulib.niu.edu/](http://www.ulib.niu.edu/)
- **Off-Campus Authentication**
- Book search: library catalog, I-Share borrowing
- Article databases: alphabetically or by subject (social sciences, public administration), then core databases
- MY ACCOUNT
- Journal search
Getting PDFs of Journal Articles NOT in NIU System

• NIU ILLiad requests: Il articles need to be ordered via NIUILLiad.

• Log in with your NIU provided login and that corresponding password.

• The first time you log in, you will need to set up your account.

• When your articles arrive, you will receive an email notice, and you will be able to access the article electronically through ILLiad.
Nonprofit Online Data Sources

- http://foundationcenter.org
- http://www.guidestar.org
  (Premium Access)
- http://nccs.urban.org/
Foundation Directory Online

• Basic profiles of nearly 90,000 U.S. foundations. Users can search by name, EIN, and location (state, county, city, metro area, congressional district, and ZIP code).

• Profiles include a foundation’s background, purpose and activities statement, program area(s), fields of interest, financial data, and 990-PFs.
  – NIU Founders Library, free access, log in required, request from reference desk
  – DeKalb Public Library, free access
Government Online Data Sources

• Census data:
  – www.census.gov
  – https://usa.ipums.org/usa
  – http://dataferrett.census.gov/

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Northern Illinois University
Center for Governmental Studies
Outreach, Engagement, and Information Technologies

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STAGE 2:
COLLABORATING WITH OTHERS
Cloud File Storage

- Can create and share files in the Cloud
- Can access anywhere
- Share files for group projects
- Digital storage inexpensive or free (Google, Dropbox, Icloud, The Box etc.)
Google Groups

- Discussions in one place
- Rich-text editing
- Photos and automatic translations
Google+ Hangouts

- Find people
- Know if they read your messages
- Live video call with up to 10 friends
- Start a voice call from your computer.
- Use on all devices
Skype

- [www.skype.com](http://www.skype.com)
- The only tools required are a computer, a camera, and a microphone.
- Other Skype features include:
  - Instant Messaging - send instant messages to anyone on your Skype contact list.
  - Online Collaboration - share your computer screen with others over the Internet.
  - Online Conference Call - with Skype, you and 24 other people can take part in an online conference call.
  - With subscription service or pay as you go plan, call land line phones or cell phone numbers.
Qualtrics: FREE online survey tool

• Qualtrics is online survey software. Track participation, send invitations and reminders, display survey results graphically and statistically in real time, and export raw data in a variety of formats including CSV, XML, HTML and SPSS.

• Go to niu.qualtrics.com

• Enter your NIU AccountID and password and click the Sign In button.

• **First-time users:** accept the Terms of Service. Once accepted and your account is now ready to be used.
STAGE 3: RESEARCH ANALYSIS
Office 365

- Link on the home page under “Quick Links” upper right
- Log in [online](#)
- Mail, calendar, OneDrive, Word Online, PowerPoint online, Sway online
Lynda: A LinkedIn Company

• Lynda.com is now available for all current NIU faculty, staff and students. All of you now have 7x24 online access to more than 3,500 courses on any subject (like Word, Excel etc.)

• Log in using your account ID and password at http://go.niu.edu/Lynda
MPA Lab

- **Lab** information
- Nvivo: qualitative research
- SPSS: quantitative research
- Data sources

MPA Computer Lab

Guidelines for Using MPA Computer Lab

Welcome to MPA Computer Lab! The Lab is located at IASBO 112. We want to provide all users a comfortable and friendly environment. For this purpose, we will try to be as accommodating as possible, and it is also necessary to execute following policies so as to maintain a good environment for everyone:

- Students are not allowed to install any software or program in the computers.
- When a lab attendant is not on duty, lab users are responsible for the lab safety.
- When using computers, students are expected to save their files onto their own disks, not onto the hard drives.
- Do not try to change the configurations of computer’s operating system.

**Lab Hours**

The MPA computer lab is accessible during the regular office hours and scheduled time slots for each semester. You may ask for the lab’s key from the secretary to open the lab if it is closed. The lab assistant is Ronnie Nataatmadja (nataatmadja@niu.edu) who is glad to help you with any lab questions.

- **Monday:** 12:15 pm to 4:45 pm
- **Tuesday:** 8:00 am to 3:45 pm
- **Thursday:** 8:00 am to 3:45 pm

**Lab Equipment**
• **Lab Hours**

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• **Thursday:** 8:00 am to 3:45 pm
STAGE 4:
PRESENTING YOUR RESEARCH
• Automated proofreader
• Checks for more than 250 types of spelling, grammar, and punctuation errors, enhances vocabulary usage, and suggests citations.
• FREE and paid subscription (free trial)
• Google APP helps you write mistake-free in Gmail, Facebook, WordPress, Linkedin, and anywhere else on the Web.
PowerPoint Tips
PowerPoint

• NIU PPT Templates:

• http://niu.edu/marcomm/standards/templates-examples/powerpoint.shtml
Visual Aids

• Visuals are powerful
• Clip art or your own photos
• Don’t need to write everything
Slide Layout

- Play with the slide layout for best visual presentation
- Keep font size readable: 28+ font

We read and look left to right so put important things on the left
Links

• Can embed the link  [NIU](www.niu.edu)
• Can write the link out: [www.niu.edu](www.niu.edu)
• Create a QR Code:
Tables and Charts

- Cut and paste directly from Excel or Word
- Cut and paste a table from a JPEG

**TABLE 1: Grades**

<table>
<thead>
<tr>
<th></th>
<th>Course 1</th>
<th>Course 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student A</td>
<td>96.3</td>
<td>45.2</td>
</tr>
<tr>
<td>Student B</td>
<td>86.3</td>
<td>89.2</td>
</tr>
<tr>
<td>Student c</td>
<td>78.5</td>
<td>62.3</td>
</tr>
</tbody>
</table>

**FIGURE 1: Revenue**
• Embed a video in the presentation, no lost files, no Internet access needed

• Link to an online video: http://www.youtube.com/watch?v=ugFlHHom1NU&feature=c4-overview-vl&list=PLsRNoUx8w3rMHoQXKr3AKe6TljQHp6M0S or without showing the URL
Timing

- Plan for 1 minute of presentation per slide
- Slides should be prompts, not verbatim of what you are saying
- 10 minute presentation, roughly no more than 10 slides
- Under “slide show” tab, if you click on “rehearse timings” you can rehearse saying your presentation to meet required length
Presentations

• Don’t need sounds, scrolling words
• Slides are not meant to be read (face the audience not the screen)
• Slides should be visual cues, use notes section
• Have printed copy (see print function) to use if technical issues or with notes
• Under “Review” tab, select “start inking” to highlight
• Public Prezi account is free
• Prezi for my course introduction: https://prezi.com/zxlotuhwuzar/nonprofit-resources-management/
NIU Services

- NIU Division of Marketing and Communications
  - Creative Services
STAGE 5:
SHARING YOUR WORK AND
BUILDING YOUR BRAND
• Who has used Blackboard or another course management system?
• Blackboard App for phones and tablets
• http://www.blackboard.niu.edu/blackboard/
• Help for students: http://www.niu.edu/blackboard/students/index.shtml
What you can do:

- Checking Your Grades
- Discussion Board Thread
- Wiki Page
- Submitting an Assignment
- Accessing Groups
• From NIU Home Page www.niu.edu
• View courses (if they are available)
• Tabs at the top are customizable by the instructor so may not all be the same
  – Discussion Board (everyone can see, organized by thread)
• My Grades (if instructors use this function)
Blackboard Collaborate

- Under “Tools”
- Launch session
- If Instructor turns on teleconference, you can call also call in to hear the session
- Sessions can be recorded and then you can launch an MP4 (video) or MP3 (audio) file
- Have to download the collaborate launcher and have the latest Java installed (Apple users consult support)
Current Blackboard Collaborate

Introducing Blackboard collaborate

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Collaborate Session - TIPS

• Set your Connection Speed to the Internet (LAN, DSL, cable, dial up).
• Don’t use wireless, especially public wireless, very slow
• Use the Audio Setup Wizard to test your microphone and speakers.
• Raise your hand when you have a question or a comment.
• Use Chat to send text messages to other participants and the moderator during the session.
• Remember that running other applications on your computer can slow your connection to the session.
• Session will be recorded.
New Collaborate Coming!

- By summer, a new version of Collaborate will be integrated into Blackboard, which will be completely web-based similar to other web conferencing software packages.
• This version runs directly in the browser and does not require Java or a launcher
• Students will receive a link to the faculty’s online collaborate session and that’s it!
• Can also be recorded
• Can watch session online on any device and/or listen to the session on the phone (generate number through My Settings once you are connected online)
• Learn more about Collaborate Ultra at http://www.niu.edu/blackboard/tutorials/bbcollab2015.shtml
MPA Program Competencies

• A competencies based curriculum establishes specific skills and abilities acquired by the students as they complete the required courses.

• A portfolio of completed work is displayed by the graduate as evidence of proficiencies in distinct categories of public service.
Blackboard E-Portfolios

• Log into Blackboard
• Under Tools, select “Portfolios”
• Select “create”
• template for the MPA program there. It is preloaded with the competencies so they build their portfolio around those competencies.
• To add examples and demonstrate the competencies, they build narratives and examples by selecting that competency from the list given.
• Personalize!

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Sharing Your Portfolio

• share your portfolio with specific people at NIU by searching for the person’s Account or Z-ID and then adding that person to the “Shared with Me” area.

• share portfolio to people outside of NIU using an email address. That person will receive a URL to access the portfolio without going through Blackboard.

• share their portfolio from the MyPortfolios page to submit the portfolio to an assignment within a specific course.

• When you share a portfolio, you are sharing a snapshot of it at that point in time only so access later will not capture any edits since the time of the original submission.
Portfolio Upon Graduation

• After a student graduates, they do not have access to Blackboard and therefore their portfolio.

• However, can use portfolio artifacts to create an online CV on another website or they can also download a copy of their portfolio by working with the University before they graduate.

• To learn more about Blackboard portfolios, visit http://www.niu.edu/blackboard/assess/portfolios.shtml.

• FREE website templates for online CVs: wix.com, weebly.com, wordpress.com, Google
MPA/Certificate Current Students

- http://www.mpa.niu.edu/pub_ad/audience/current_students.shtml
- Many resources listed here for you
- Copy of slides will be posted here for you
Personal brand is what people say about you when you leave the room.

- Jeff Bezos, Founder, Amazon.com
Who controls content?

“Don’t believe everything you read on the Internet just because there’s a picture with a quote next to it.”

—Abraham Lincoln
How long do things “live” online?

- Digital content stays online FOREVER
- Look up old websites: the Internet Archive is a 501(c)(3) non-profit, is building a digital library of Internet sites and other cultural artifacts in digital form. Like a paper library, we provide free access to researchers, historians, scholars, the print disabled, and the general public.
• Two types of online content for students: academic and social.
• We tend to post things social content because it’s interesting, fun or different; do you agree it doesn’t necessarily represent our real lives?
• First impressions matter; bias to what we hear or see first.
• “Your online reputation is often the first impression you create” p. 44 AGREE?
• People also weigh negative information more heavily than good information (negative information bias).
How your online reputation matters

• Getting a job “70% of recruiters admit to having rejected a candidate based on information that they have found online”
  – Inappropriate comments
  – Inappropriate photos
  – Poor communication skills
  – Question judgment and maturity
• Where do you draw the line with content online?
• “To truly become a conscious creator of content, you must consider not only the personal consequences of your digital decisions, but also their effect on others”
• It matters what you do in person as well as how your life is displayed online
• You can control what you do at all times; you can’t always control what gets posted online so YOU control what YOU can
• How you behave speaks to your own personal values
• Question why you are sharing content: purpose
• Question timing: should it be done now or sometime later, do you need to identify where you are right now
• Question reputation: is this something that could be perceived incorrectly now or in the future because of my position, my role
Public or Private?

- Privacy settings
- But no control over what your friends do with your content
- Sometimes, in the digital age, your only real choice is between sharing your content with everyone and not sharing your content at all
- Think carefully about anything that you post online, or that others post about you
LONGER PASSWORDS MAKE STRONGER PASSWORDS
• Networks matter, and online networks are critical today
• Why?
  – Building your professional personal brand
  – Build online reputation and reach
  – Support face to face efforts
• How do you build your online networks?
  – Social media
• **Recent numbers** from the Pew Research Center:
  – 87% percent of Americans use the Internet
  – 74% are on social networking sites
• Not about avoiding a bad online reputation; it’s about building a positive one
• Manage your personal brand on and off line all the time
Skills in Demand in Public Service

• “Fake Mayor Dust Up Stupid”, [Chicago Tribune](http://www.chicagotribune.com) April 26, 2014, Peoria Mayor Twitter parody

• “Limited Resources make it difficult for Malta to spread word of boil order”, [DeKalb Chronicle](http://www.dekalbchronicle.com)

• Pittsburgh City Council gives early OK to publicizing wealth of government data, [TribLive](http://triblive.com)
Why it matters

- CTA has 64,200 Twitter followers
- agencies that interact with social media users have more positive statements about their CTA service on Twitter
• Two Schools of Transit Twitter Thought
• “active listening” approach.
• the “blast” technique, wherein agencies generally tweet out information on transit problems as they come up.
• “It’s when agencies have a Twitter handle just for service alerts,” she says. “They’re only showing things that are wrong with the system. There’s no positive to balance that out.”
Social Media Profiles

• Take about an hour a week to keep profiles up to date
• Add new examples of your work
• Share articles relevant to your field
• Participate in online conversations
• Personalize messages to connect with others, remind them of the context in which you met
Alicia: Do you have a minute to answer a quick question about social media?

Kurt: I don't have time... Real quick, one question.

Alicia: Okay, but make it fast. Please, I'm late for my meeting.

Kurt: Okay, the question is this...

Alicia: Can I Instagram a tweet right to Facebook...

Kurt: ... or does liking something I also favorited automatically pin it to my followers?

Alicia: I'm going to say yes and go to my meeting.

Kurt: I probably should have asked some follow-ups.
LinkedIn: “The Professional Cocktail Party”

- Add awards and volunteer experiences
- Proofread for grammar and spelling
- Request to join the MPA private group 300 members
  - https://www.linkedin.com/groups/2796463
- Use key words, not buzz words
- Get recommendations from all levels and types of interactions
- Use a good photo (like MPA photo)
- Connect with professors in program
Facebook: “The Office Party”

• Request to join closed MPA student group
  https://www.facebook.com/groups/NIU.MPA.PASA/
  – Share information for current students, job opportunities, questions, department information, events

• MPA program page (external page)
  https://www.facebook.com/NIUMMPA/
  – Share information with broader community interested in public administration, alumni and other stakeholders, broader issues

• Understand your personal privacy settings for comments and photos
Twitter: “The Water Cooler”

- Do you need a Twitter account?
- Professional Organizations: @NASPAA, @ICMA @ARNOVA etc.
- People: in your field of interest
- NIU: @NIULive
- @NIUMPA Official Twitter page for NIU Department of Public Administration
- Faculty:
  - Dr. Thurmaier @KurtThur
  - Dr. Peddle @doctorpeddle
  - Denise Burchard @dburchard1
  - Dr. Zeemering @DrZeemering
  - Dr. Schatteman @aschatteman
  - Dr. Porumbescu @gporumbe
  - Dr. Deslatte @adeslatte

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• NIU MPA YouTube Channel
• Subscribe!
EXERCISE

• Do you know what your online reputation is?
• Does your online reputation matter; and if so,
• Find someone at your table that you don’t know, give only your name to each other and then go online and try to find things out about that person as if you are interested in hiring them.
• Take some notes (3 minutes). Talk to each other about what you found, what was true, what was not.
7 steps to manage your online reputation

1. Google yourself (Google gets 66% of all searches, also check Yahoo and Bing)
2. Clean up your own accounts and content
3. Update your privacy settings on all sites
4. Ask for content to be removed
5. Update and strengthen your passwords: keep a record of passwords but make sure it is kept safe from others
6. Set up a Google alert for your name
7. Claim your name online by securing a web address, correcting any misinformation
Additional Resources

• “Your Network is Your Net Worth” by Porter Gale, 2013
• “lol...OMG!: What Every Student Needs to Know About Online Reputation Management, Digital Citizenship and Cyberbullying” by Matt Ivester, 2011
NIU Service Desk

• Starting January 1, 2016, the Helpdesk will become the Service Desk to reflect the services it provides.

• Phone number 815-753-8100 (save on your cell phone)

• 24 / 7 / 365
Professional Associations

• Most professional organizations have student rates, take advantage of them
• Most conferences have student rates or offer volunteer opportunities to earn registration
• Think regional, state and nationally
Nonprofit Associations

• DeKalb County Nonprofit Partnership at the DeKalb County Community Foundation [http://www.dekalbcountypartners.org/](http://www.dekalbcountypartners.org/)
  – Free and small fee programs and events

• Forefront, Chicago, (formerly Donors Forum) IL: state nonprofit association [https://myforefront.org/](https://myforefront.org/)
  – Free and fee-based programs and events

• ARNOVA: national nonprofit research association [http://www.arnova.org](http://www.arnova.org)
  – Annual conference every November
• International Society for Third Sector Research
  http://www.istr.org conference every other year, June 28-July 1, 2016 in Sweden

• Data Analysts for Social Good

• Association of Fundraising Professionals (AFP), http://www.afpnet.org
  represents 26,000 members in 169 chapters throughout the United States, Canada and Mexico, working to advance philanthropy through advocacy, research, education, and certification programs.
• Young Nonprofit Professionals Network, [http://www.ynpn.org](http://www.ynpn.org)
The Young Nonprofit Professionals Network (YNPN) promotes an efficient, viable, and inclusive nonprofit sector that supports the growth, learning, and development of young professionals. Chicago chapter.
• American Society for Public Administration (ASPA), [http://www.aspanet.org](http://www.aspanet.org) Chicago chapter.
  – Conference of Minority Public Administrators (COMPA), [http://64.91.242.87/sections/sectionpages/compa.html](http://64.91.242.87/sections/sectionpages/compa.html) is a chapter program of ASP and is the only national entity devoted to providing professional development opportunities for America's racial minority public administrators.

  – Association on Budgeting and Financial Management (ABFM), [http://www.abfm.org](http://www.abfm.org) section of ASPA, ABFM promotes the advancement and professional development of the art and science of budgeting and financial management in the public sector
• Government Finance Officers Association (GFOA), http://www.gfoa.org is the professional association of state/provincial and local finance officers in the United States and Canada, and has served the public finance profession since 1906. Chicago chapter.

• International City/County Management Association (ICMA), http://www.icma.org is the professional and educational organization for chief appointed managers, administrators, and assistants in cities, towns, counties, and regional entities throughout the world.