

News•Briefs

YOUNGSTOWN STATE UNIVERSITY

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Featured in this week's YSU News Briefs:

- **YSU: There's an app for that – and a map**
- **Learning communities explore technology, teaching**

Calendar

Monday, Dec. 6, 11 a.m. The city of Youngstown and YSU cut the ribbon on the new Hazel Street Extension along the new Williamson Hall.

Monday, Dec. 6, 5:45 p.m. The YSU Williamson College of Business Administration hosts a Master of Business Administration Information Session in the Executive Board Room on the third floor of Williamson Hall, Room 3301. For more information, contact Monique Bradford at 330-941-3069.

Tuesday, Dec. 7, 8 to 11:30 a.m. The office of U.S. Sen. Sherrod Brown hosts the Northeast Ohio Export Seminar Series in YSU's Williamson Hall. The seminar will highlight government programs and tools that help companies increase exports and enter new markets around the world. It is designed for companies interested in growing their business through global market development.

Tuesday, Dec. 7, 10 a.m. to 6 p.m. YSU SMARTS

– Students Motivated by the Arts, hosts its annual Holiday Open House at the SMARTS Center, 258 Federal Plaza West in downtown Youngstown.

Featured are refreshments, music, hands-on activities and the SMARTS Store. For more information, call 330-941-2787.

Tuesday, Dec. 7. The YSU Board of Trustees meets on the following schedule in the Presidential Suites on the second floor of Kilcawley Center: **Noon**, Board Luncheon; **1 p.m.**, Investment Subcommittee; **2 p.m.**,



YSU's new iPhone app features a new virtual campus map and tour, photographs, videos, campus news and much more. See details in this week's YSU News Briefs.

Audit Subcommittee; **3 p.m.**, Academic and Student Affairs Committee; **4 p.m.**, Ad Hoc Subcommittee for Negotiations and Collective Bargaining; **5 p.m.**, Executive Committee.

Sunday, Dec. 12, 2 p.m. About 750 students receive diplomas at YSU's fall commencement in Beeghly Center. Eric D. Fingerhut, chancellor of the Ohio Board of Regents, receives an honorary degree and gives the commencement address. Salvador Bolan, who will graduate with a bachelor's degree in education, is the student speaker.



YSU: There's an app for that – and a map

Students, families, alumni and others can learn about YSU, view videos and photographs and read about university news and activities through a new free “app” now available for the iPhone, iPad and iPod Touch.

The app also features a new virtual walking tour that allows visitors to experience YSU's 140-acre campus through photos, videos and 360-degree panoramic views of buildings and other campus areas.

The app can be downloaded for free on iTunes by searching “iTour YSU.” The tour can also be accessed from the YSU homepage at <http://www.ysu.edu/campus360.html> and via Facebook.

Mark Van Tilburg, executive director of the YSU Office of Marketing and Communications, said work is underway to make the “app” available for other mobile devices and smart phones, including the Droid.

“The new iPhone app and virtual tour are just two of the rapidly evolving ‘new media’ and social media tools we are deploying in association with our website and our overall Internet presence,” he said.

“We have worked hard and will continue to use the resources at our disposal to carefully craft a very user-friendly, rich media experience that thoughtfully and accurately portrays YSU in exciting, visually appealing and interactive environments. We are competing within a rapidly evolving, extremely rich medium, so we have to be constantly building out new content that is relevant and entertaining in order to successfully attract the right visitors to YSU.”

The app and the virtual tour were developed in partnership with YourCampus360, a leading virtual campus tour provider. The tour includes stops at more than 20 buildings and features 360-degree panoramic views of the Ward Beecher Planetarium, the Andrews Student Recreation and Wellness Center, Stambaugh Stadium and many other campus locations.

YourCampus360, based in New York, equips colleges and universities with campus tours on three key platforms: Facebook, mobile devices and on websites. Aubree Smith, marketing director for YourCampus360, said: “The tour serves as a valuable preview of YSU's impressive campus, as well as the real student experience. We are excited about this partnership with YSU and look forward to bringing even more college-bound students one step closer to becoming Penguins.”

YSU learning communities explore technology, teaching

Nearly two dozen Youngstown State University faculty and staff are exploring ways to more effectively utilize technology in the classroom.

The initiative, created by YSU's Council on Teaching and Learning, is called Better Learning Through Technology and is designed to help faculty and staff discover not only how to use different educational technologies but how to apply them successfully to enhance student learning.

"It's an opportunity to start a campus-wide conversation about teaching with technology," said Sherry Linkon, Council chair and English professor.



Four "learning communities" comprising 21 faculty and staff members from nearly every undergraduate college, Metro Credit and the Office

of Assessment have been formed. They are focusing on using multimedia and online tools to facilitate discussion and interaction, and each will develop a specific project and analyze its effectiveness.

The four learning communities are:

- **Online Collaboration and Interaction**, led by Linkon. The group is examining how to better employ social media like Facebook, wikis, e-portfolios and Blackboard.
- **Developing Online Learning Resources**, led by Jena Root, Music, and Teresa Volsko, Health Professions. Members of the group are working with Adobe Captivate to combine sound with visuals, developing user-friendly handouts and spreadsheets and exploring Google Docs and online discussion forums.
- **Multimedia In and Out of the Classroom**, led by Mark Vopat, Philosophy and Religious Studies. Members are finding advanced technologies approaches that compliment both traditional and web-based classes. One member, for example, is working with software that gives interactive views of the brainstem, while another is incorporating video lectures in a distance-learning environment.
- **E-portfolios as Learning Tools**, led by Suzanne Leson, Human Ecology. The group is analyzing e-portfolios, which allow students to compile in one online location the papers, projects, résumés, pictures, etc., of their academic careers. Members are finding new ways to use e-portfolios for student assessment, during classes, for a job search or interview process and even for tenure and promotion.

Linkon said the idea of communities is "what's going to make this tick." She pointed out the value in groups, saying that she is gaining insight into her students' learning by working with educators in other fields.

Root added, “We’re all interested in different programs, and we’re here to share our ideas to find new solutions.” Linkon has already implemented wikis into a course, and Root has started using Captivate to design music listening exercises for her music students.

To spread the conversation on technology, a one-day institute will take place Jan. 13. Better Learning community members will lead workshops and roundtable discussions, and a keynote presentation will be given by Richard Katz, former vice president of Educause, a national organization on educational technology. The event will be open to all faculty and staff.

Better Learning Through Technology is supported by the Provost’s Office with funding for two years and is sponsored by the Council on Teaching and Learning, which provides development activities and resources for faculty. Linkon said two additional learning communities will be added next fall.