

ES / JHS / SHS / ALT OUTREACH

(a few things we could be doing now)

Presented by Matt Shannon at the 2nd EBM of 2014

Hi, this is Matt Shannon from Saitama Chapter, and I'm looking to recreate the presentation I gave at the second EBM. As stated in the JENL, I'm concerned that we're not representing ourselves well enough, that they are missing out on JALT and JALT is missing out on them. A lot of people start out right here. I'm one of them.



JALT is invisible.

Our work, current and past, is not getting seen. I mean that our content is not readily available for use, and importantly our organization, by a lack of accessible products, is also invisible. This is something especially relevant in the ES, JHS, and SHS market - the ALT market - where we exist along other groups ranging from ETJ, FETJ, to Dave's English Cafe and the like. We have the best talent, but absolutely do not drive involvement, not like these groups with which we already compete with for attention and investment.



JALT is invisible.

In short, JALT is invisible. If I want to share current work with my teachers, I need to provide a link to a rather flat page, or email a PDF from an article in *The Language Teacher*, an article which will have no video, no ongoing discussion, likely dead links, and does not suggest to the user what other articles are resources they should be looking at next. You know how PDFs are, and you know how most websites are. It's not the same thing. Our work is behind too many walls, in a place where it doesn't get found without our direct involvement in sharing it, and utilizes none of the content-suggestion or user-involvement available to us. Fundamentally, getting information from JALT sits outside the experience of almost every other group.

About the Market...

- they work really long hours
- theory can come later
- they may not be native English speakers
- nothing is permanent.

So why is this group so needy? Let's take a second to understand. This is an entire market operating without much solid in their lives. They have low incomes, are likely working extra jobs to support that low income (and are likely to opt for more work than they have planning time to support.) They are looking for practical ideas in context, which we offer. They may not be native speakers themselves, but they are asked to perform as such and will do their best. These are generally people on year-to-year contracts, without paychecks in summer, limited vacation, and the only resources provided are those they bring with them. These are people who network with each other, check their phones for lesson ideas as there's no computer, email, or internet most of the time, and like to stick with groups that DO serve them.

Video Products

- SIG Introductions
- Best of JALT Nominations
- MyShares, Interviews, Publication Announcements
- Phone + Screenflow + Whiteboard Recordings
- Use the 8 Questions

I strongly suggest increasing our online presence, beginning with video products. There is an entire ecosystem that self-supports video at no cost to JALT. We need to produce videos that take advantage of the average YouTube viewer - someone who clicks on something they were looking for, finds something associated that makes sense, and shortly after is clicking through and through, checking for updates, responses, and new videos. On this slide, here are a number of products that would directly meet those needs. SIG introductions and Best of JALT Nominations are self-explanatory - who are you/ what is it that you do, clear. I'm suggesting that we produce video products for short-format content; your MyShares, interviews or discussions between people, and that you make a video discussing the contents of each issue of your publications. Just an announcement of what's inside, and where to find it. We can do this with relatively limited technology, and some common templates to make things consistent and easier. And it would be enough to produce the 30-40-50 videos that would really provide the internal referencing and support we see in YouTube browsing.

What do we need to record?

- screenflow (or equivalent)
- iphone (or equivalent)
- set the laptop near the presenter
- wide enough to get the whiteboard
- render with the computer output included
- use some basic templates and titles

This is the formula we found to work most simply. Laptops generally have great microphones, and having that microphone closer to the speaker, while keeping the video angle wide, allows for an excellent package. Include the whiteboard for the presenter's ad-hoc notes and activities, and include their actual presentation in the third window, so that the ideas are recreated clearly. We can improve upon this. Our February event is a great example of this: <https://www.youtube.com/watch?v=LnyZI7oRIUY>

Use Of Templates

1. What do you call this?
2. What goal does it achieve?
3. How does it work?
4. Where did you first see the need for this?
5. About how long have you been using this?
6. What was important that you learned while doing this?
7. Can I use this another way?
8. How should I credit this?

We can use templates to help support both producers and consumers here - this is an example of my own "eight questions" - this set was made to help get to the heart and relevance of bigger ideas quickly and systematically, so that someone can simply click on a term or concept, and know what they will be getting - and get it. Whether it is actual template files, release forms, or "recipes" for content like this, we are all in the same circle and thus can share in the lifting.

Utilize Existing Assets and Relationships

- Have a Facebook presence
- Know an AJET member
- “Opening Act”
- Get a cool website. WEEBLY.
- Be giving with soft-copies.
- Integrate your BOE with JALT.

I'll speak more about this in the work-menu following, but there is a lot we can do now with our existing resources that complement this drive towards video and web-access. Make your events and notifications clearly visible where the market already is; contact your neighbors in AJET so that they, the best-supported group of this market, can inform and attend. Find more first-timers presenting - we do this with our “opening act” format, in which basically when you attend we're negotiating when you too can present. We've found it subtracts no time from the main event, and does an excellent job of informing everyone in the room of the kind of atmosphere and crowd present that day.

Get a cool website - I suggest weebly.com for free and smart content; provide soft copies of presentations, and then get yourself a presence with the local BOEs.

Access to Talent

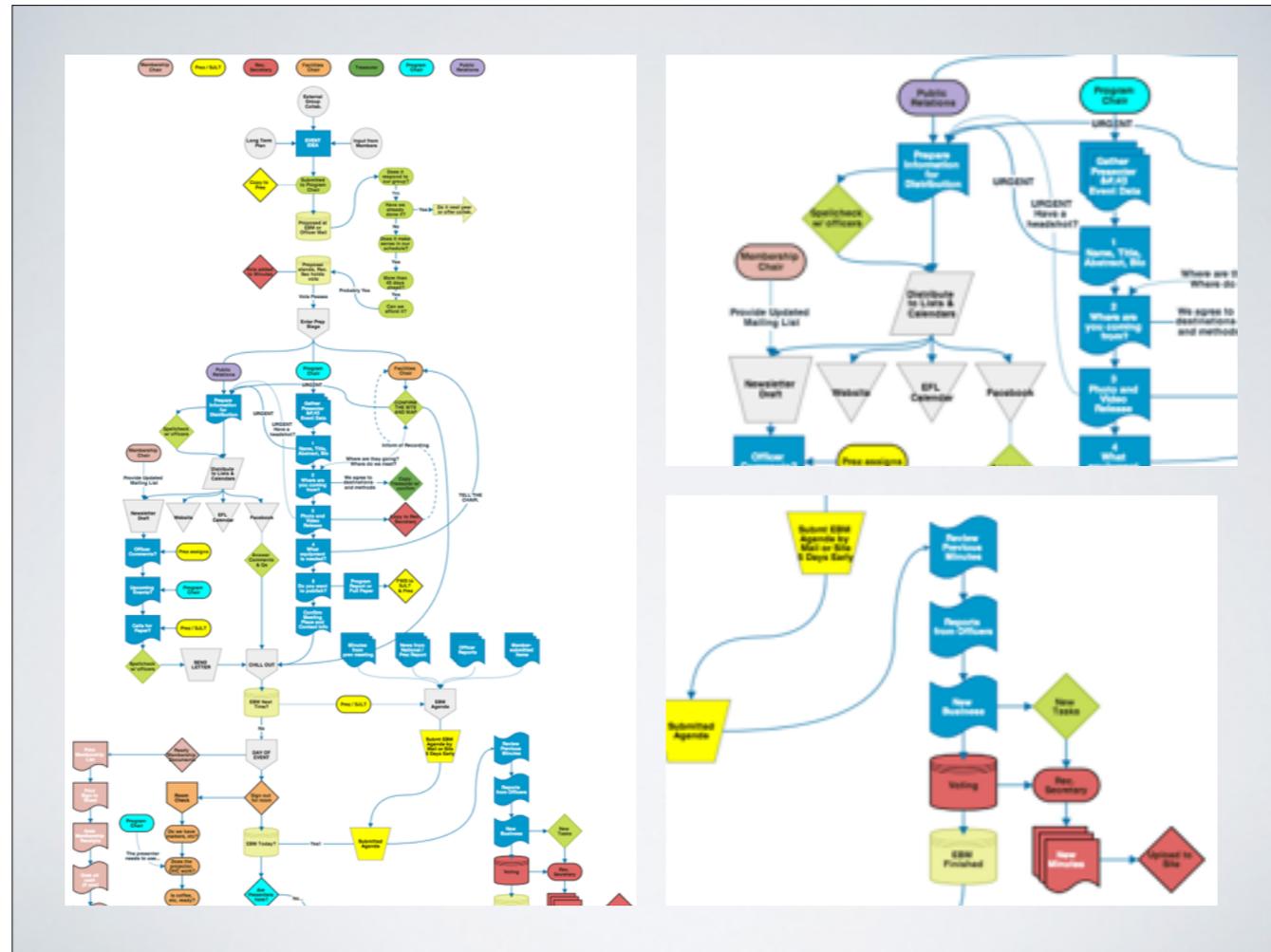
- Limited Events
- JALT Mailbag
- Be proactive in making connections
- Help us understand about SIGs

Finally, I want to talk about a few things that we have that no one else has - namely, the best human talent in Japan. Perhaps some of your VIPs would enjoy limited-engagement dinners with a few members making ¥5,000 donations - there's a good track record here and one that I think satisfies. We have the answers, but are we getting questions? Perhaps we should set up an "AskJALT" account and get those questions? And with all that human contact, make sure it's accessible. Guests and first-timers should not leave without at least one name, face, and email address with which to follow up on the good time they had - and make sure that they know where else they can go by introducing SIGs.



Two Points	Three Points	Five Points
Update your website	Record ANY presentation with ScreenFlow a phone, and an ipod.	Record a "What is ___ SIG?"
Contact your AJET Liaison	Announce your Publications over YouTube.	Have a dinner / social event with your VIP talent.
Set up your Facebook Account	Record a MyShare or 8-Questions Interview	Record and Produce Officer Training

This is a little work menu. Complete these by JALT2014 for points redeemable by yours truly. Take a look at each one; I've roughly organized them by difficulty. The last of the five points should make sense to anyone-



Let's meet the challenge of officer-training and recruitment head-on by laying out just what we do in a transparent way. This is a flowchart of Saitama's monthly work operation, from meeting to event and back again. Yours is probably similar, and all of our required officer duties are similar. So let's produce the training and reduce the friction associated with officer recruitment.



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And finally, this is a big one that we would all like to better understand, be one of the first to get a certification of training value by your BOE or similar bureau. We've discussed that in other meetings, but have not yet produced practical models and examples. We can do that.

THESE TEACHERS ARE
ALREADY LOOKING

In closing I want to say that we have the resources and human talent, and other people know that. The market knows that. These teachers already looking.

GET FOUND.

I say to you, "get found."

Thank you.