

Emily Carr University of Art + Design
Snapshot
Defining Emily's Networks

Social Media at Emily Carr
Twitter
Facebook
YouTube

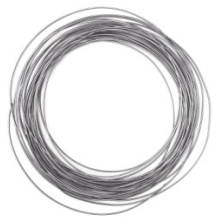
Case Study:
Summer Institute 2009
Blog
YouTube Videos
Aboriginal Arts Recruiting
Results in 2010

Next Steps

Social Media at Emily Carr

Listening, Engaging, then Marketing

A Guided Tour and Case Study



emily carr
university of art + design

CAUCE, June 2, 2010

Presented by Amy Clausen

Continuing Studies, Emily Carr University
of Art + Design, Vancouver BC

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We are a small group of seven administrative staff, plus a technical team.

About Us

Emily Carr Continuing Studies offers exciting education and training opportunities for career transition, portfolio development, professional upgrading or personal interest in the visual arts, media arts and design.

A wide range of programs, studio courses and seminars offer enjoyable, challenging and practical experiences, responding to a wide scope of interests. From Certificate programs and innovative courses to thematic institutes, Continuing Studies is an innovator and leader in the delivery of unique programs.



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Continuing Studies Snapshot

Registration

- 1300 – 1500 students per semester, three semesters per year;
- 4201 total registrations in 2009;
- Since 2007, web registration has increased from 0%, now accounting for 45% of our registrations.

Primary marketing activities

- 48-page calendar for each semester, available in print, and online;
- Certificate program brochures;
- various flyers, rack cards or posters for specific program areas;
- seasonal print campaigns with weekly papers;
- partnerships with small arts and cultural publications;
 - Local theatre, music and dance companies
 - Vancouver Fringe and Folk Festivals
 - Independent cinemas and art publications
 - Vancouver Arts blogs and networks

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Emily Carr is located on Granville Island,
a cultural and tourism hub of Vancouver

Defining Emily's Networks

The Arts Community – local

- Vancouver has a vital arts and culture sector;
- Word of mouth drives all sectors in the arts;
- Emily Carr is a natural fit within local arts networks.

The Arts Community – national and global

- Emily Carr is an arts and cultural institution on a national and global scale.

A Unique Geographic Community

- Granville Island is a community within itself.



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A Fertile Ground

- The Teaching + Learning Centre supports departmental and staff blogs, iTunesU, YouTube and Vimeo channels for lectures + public content;
- The Social + Interactive Media Centre is launching in 2010, providing leadership and research in art and design practice (@simcentre);
- Our 2010 Grad catalogue is available as a free iPhone App (search Emily Carr in the App store);
- University President, Dr. Ron Burnett, and several Deans are on Twitter (@RonBurnett).

The screenshot shows the Emily Carr University of Art + Design website. The header includes the university logo and navigation links: people, admissions, faculties and programs, about us, student services, resources, and research. A large artwork by Ian Penn is featured in the main content area. Below the artwork is a news article titled "Emily Carr 2010 Grad Awards" with the sub-headline "Grad Jury Announces Grad Award Recipients at Donor Appreciation Event". At the bottom, there are two sidebars: "news" and "site activity".

emily carr
university of art + design

people admissions faculties and programs about us student services resources research

LOG IN

Ian Penn

Emily Carr 2010 Grad Awards

Grad Jury Announces Grad Award Recipients at Donor Appreciation Event

news MORE

- Elizabeth McIntosh | A Good Play
- Emily Carr Film + Animation Students Honoured at TIFF
- Geoffrey Farmer, Ron Terrada and Althea Thauberger Featured in Creamier Contemporary Art in Culture

site activity MORE

- Phoebe Chard has created a profile.
- Louise Phillips created a new 10x.
- Louise Phillips added a new work "Translations: U and more".
- Rachel Gavin has created a profile.

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Emily Carr Facebook page:

www.facebook.com/EmilyCarrUniversity

The screenshot displays the Facebook interface for the Emily Carr University page. At the top, the Facebook logo and a search bar are visible. The page header includes the name 'Emily Carr University' and navigation tabs for 'Wall', 'Info', 'Photos', 'Boxes', 'Notes', and 'Events'. Below the header is a text input field for a status update, currently containing 'What's on your mind?'. To the left of the main content area, there is a cover photo of three vertical banners with the text 'art des igr' and 'emily carr'. Below the cover photo are options to 'Edit Page', 'Promote with an advert', and 'Suggest to friends'. A URL 'http://www.ecuad.ca/' is listed. The 'Information' section provides the university's location (1399 Johnston Street, Vancouver, BC, V6H 3R9) and phone number (604.844.3800). The 'Insights' section shows a 3.9 Post Quality rating. The main content area features a post by Heidi May, an art review of a performance by Julie Andreyev, and a post by Mark Economic Crisis Dahl about an art and critical theory tutor. At the bottom, a post by Araya Waan Mahawanitwong provides registration dates for Fall 2010.

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Emily Carr YouTube channel:

www.youtube.com/EmilyCarrUniversity

YouTube Search Browse Upload Create Account Sign In

emily carr
university of art + design
Creativity and innovation for a sustainable world.

Emily Carr University
EmilyCarrUniversity's Channel **Subscribe** Uploads Favorites Playlists

Emily Carr University of Art + Design - Graduation 2010
From: EmilyCarrUniversity | May 26, 2010 | 41 views
2010 Graduation Ceremony
Saturday, May 1
Chan Centre for the Performing Arts
University of British Columbia
Like Comment

Emily Carr University of Art + Design
41 views - 6 days ago

Digital Comics Instructor - Julian Lawrence
27 views - 3 weeks ago

Master of Applied Arts: Emily Carr University
2,520 views - 6 months ago

The Legend of Boruta (Short Film)
hansknow - 35,850 views

Emily Carr Institute Foundation Show: Ditch
palmcross1 - 2,898 views

2009 Foundation Exhibition Runner-up
ECUADRCoin - 988 views

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@EmilyCarrPR (Communications)

@EmilyCarrAlumni (Alumni Relations)

@EmilyCarrCS (Continuing Studies: me!)

- Upcoming courses and workshops;
- Registration news;
- Public events, speakers and exhibits;
- Arts news from around Canada;
- Local area interest;
- Granville Island merchants;
- parking and traffic news;
- whale sightings!



[Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)

What's happening?

18

Presenting a session on Emily Carr's use of Social Media in marketing University Continuing Education tomorrow morning...

Latest: Arrived in Fredericton for the CAUCE conference this a.m. (Canadian Association of University Continuing Education). It's a beautiful city! 27 minutes ago.

Tweet



EmilyCarrCS
134 tweets

117

119

14

[following](#) [followers](#) [listed](#)

mom-bo
n. where every tweet is a movie critic.

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@EmilyCarrCS

- Started Tweeting in February 2010
- Connecting to the three defined community networks
- Gaining about one follower per day
- Maintaining a follower balance

Twitter Learnings

- Twitter is a cocktail party.
- You could tweet all day!
Limit your time, set goals.
- Put someone in charge of Twitter who really wants to be on Twitter.
- Don't say anything bad about cats!

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The Summer Institute for Teens in 2009.

Case Study for Social Media: Why Summer Institute for Teens 2009?

Students aged 15 - 18 very likely to use social media, and to share links with family and friends.

Active, photogenic situations: studio-based courses in Painting, Drawing + Illustration, Digital Comics, 2D Design, 3D Design and Aboriginal Arts.

Instructors eager to use blogs to share class outlines, assignments, and images of work.



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Case Study for Social Media: The Blog

Goal

Equal parts teaching tool and marketing tool

Is this possible?

Approach

- Wordpress blog, free and user-friendly
- Supported by ECUAD IT team
- Hosted on ECUAD server
- Written, edited and uploaded by two staff members new to blogging
- Goal - one blog post per day for July

www.blogs.ecuad.ca/summerteens

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Case Study for Social Media: The Blog

Pros

- Central online resource for class information
- Acted as archive for work created over 4 weeks
- Very useful as a marketing tool - potential new students get a behind-the-scenes view of classrooms, and a casual delivery.

Cons

- Students did not contribute writing to blog
- Some instructors needed technical assistance to post, others were very comfortable, leading to imbalance in content
- Maintaining blog consistency, resizing images, monitoring tone is a lot of work for an administrator!

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Case Study for Social Media: YouTube Videos

8 videos produced on the last day of the Institute

- Photogenic, articulate and confident
- Had express consent from parents / guardians
- Well-rounded, diverse group
- 2500+ total viewings to date

Pros

- Have long shelf-life, linked to Blog, Facebook, Twitter, ECUAD website, personal profiles
- Useful for new students considering the program
- Cheap! Whole project cost just over \$1000.00

❖ [Erykah](#) (Painting + Drawing)

❖ [Yoyo](#) (3D Design)

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Videos were included in the project's final report to funding partners, helping secure its future.

Aboriginal Arts student videos

Three scholarship recipients in the 2009 Summer Institute for Teens were asked to speak about their experience in the program:

❖ [Ruth](#)

❖ [Greg](#)

❖ [Ashley](#)



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Attaching a link in an email is free, and allows that content to move naturally through the right channels.

Case Study for Social Media: The Results in 2010

In 2009, 17 students applied for the Aboriginal Arts scholarship to the Summer Institute .

In 2010, more than 55 applications were received, from every corner of BC, and beyond.

Word of the opportunity spread very organically through community channels.



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