Logic Model for New Media Enabled Technician

INPUTS   **ACTIVITIES**   **OUTPUTS**   **SHORT & LONG-TERM OUTCOMES**   **IMPACT**

- Expert knowledge of social media, building a business brand/network using social media tools, DACUM, Problem-based learning.
- Pedagogical expertise in community college settings
- Social media tools/resources
- Capacity building technical assistance strategy

Research, Review, & Planning
- Conduct research on use of social media to build a business brand/network
- Collect data from social media experts and technician employers
- Validate social technologies skills framework

Develop & Pilot Resources
- CC faculty teams pilot rubrics, IT in Action statements, scenarios, and scenario-based lessons.
- Build capacity of faculty to integrate social technology applications

Publish & Disseminate
- Create/populate social media resources to support project work and dissemination (Facebook, YouTube, Blog, Twitter..)
- Conduct concalls and online seminars
- Make presentations, publish articles.

OUTPUTS
- Framework for social technology skillsl/ knowledge needed by technicians to build a business brand/ network.
- Assessment guidelines for proficiency of the New Media-Enabled Technician.
- Library of action statements/ scenarios that illustrate the use of social technologies to build a business brand/network.
- Guidebook for Integrating Social Technologies into college programs/ courses.
- Technical assistance to pilot site faculty on PBL, seminars for faculty on piloting PBL scenarios.
- Piloted instructional resources for community colleges
- Social Media sites/tools used to disseminate project information

Community College Faculty
- Enhanced awareness of the use of social media by technicians who are building their own business brands/ networks
- Increased capacity of technician educators to integrate new media into technician education programs.
- Collaboration with CC faculty to collect and disseminate related resources
- Enhanced instructional practices in community colleges that support development of social technology skills to build buisness

CC Students
- Enhanced awareness of the uses of social media tools to build a business brand and network.
- Application of social media skills to the building of a business brand and network.

IMPACT
- Established partnerships within ATE community that support dissemination and use of project resources
- Increased integration social technologies into technician education programs/courses.

Contextual Influences

- CC program, climate, access to technologies   ■ Teacher factors (knowledge, motivation, pedagogy)   ■ Student interest/skills