Note: If you are a Career Center Partner Organization, please work with your New York State Department of Labor Career Center Operator/Manager to broadcast a videoconference workshop.

DIVISION OF EMPLOYMENT & WORKFORCE SOLUTIONS

Videoconferencing Guide

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Videoconferencing brings…

Benefits to our customers.

Imagine yourself as one of the many job seekers you currently serve. You've been out of work for forty weeks and have found yourself smack in the middle of one of the most competitive job markets in your lifetime. You've met with your career advisor or counselor at your local Career Center, have taken as many workshops as possible and have used the resource room so often "everybody knows your name."

You've networked ad nauseum and have even expanded your job search to include social networking tools. You're wondering what else your Career Center can offer you to help you succeed in finding a job. You've discovered other Career Centers are offering workshops and one-on-one sessions on: Improving Your LinkedIn Profile, OSHA 10 Hour Safety Training, Personal Branding, and employer roundtables in specific industry clusters. How can you also tap into these services?

Through videoconferencing, Career Centers can improve customer service by providing workshops and information sessions tailored to a specific customer base. These workshops can be offered by another Career Center and viewed on-site at a center conveniently located to the customer. Each customer, regardless of geographic location or specific needs, can benefit from the entire workforce system's resources and tools.

Benefits to you.

The workforce system has experienced an increase in the number of customers seeking our services resulting in an increased demand of our time and resources. The Department has invested in videoconferencing technology to help meet these challenges. Videoconferencing is an ideal tool to reach more customers in less time.

You may be curious about how your colleagues are using their videoconferencing equipment. Although the use of videoconferencing in Career Centers is in its infancy, Career Centers across the state are finding the technology helpful when providing workshop and training events to their customers. Many Career Centers are collaborating to broadcast and view customer workshops that might not have been available previously or were offered infrequently. Workshops delivered via videoconferencing include: resume writing, interviewing, job search and personal branding.

Videoconferencing affords you, the workforce professional, the ability to collaborate with colleagues statewide without the cost and time associated with travel. Through videoconferencing, you can participate in training opportunities, get immediate input and ideas from other professionals, and work on projects in real time **all** with the benefits of seeing the person on the other side of the desk.

Career Centers are now envisioning how videoconferencing can improve their services to customers. Imagine the delivery of translation services offered through videoconferencing. Need a workshop in a specific language but don't have the staff available to deliver it? In the not too distant future, workshops in foreign languages could be provided at a Career Center and viewed by customers across the state.

A Win-Win for everyone.

The result? Improved delivery of services. Improved customer service. Improved chances of helping that customer snag their next job. Videoconferencing is a win-win for both ourselves and our customers.

Videoconferencing Takes Hold in New York & Nationwide

New York- North Country

The North Country region is using videoconferencing equipment to hold joint staff meetings where staff in multiple locations can participate at one time. This helps the Career Center Manager make sure their message is uniform and that all staff, regardless of location, get the same message. Videoconferencing is also being used to connect with Veterans. DVOPs videoconference directly with a local college and speak with Veterans on the college campus. Career Center services can be delivered more conveniently and this eliminates the hassle for college attending Veterans to physically stop in to a Career Center to visit with their DVOP or LVER.

New York- Auburn & Oneonta Career Centers

Auburn and Oneonta Career Centers are using videoconferencing to broadcast and view job seeking customer workshops between their Career Centers. This collaboration maximizes staff time and provides customers in both locations the availability to participate in workshops more often.

Rhode Island- netWORKri

Rhode Island's One-Stop Centers use videoconferencing to provide qualified interpreter services to hearing impaired customers.

Kentucky- One Stop Center Business Services

Kentucky's One-Stop Centers use videoconferencing to assist their business customers with delivering interviews for open positions. This benefits both job seeking customers and business customers in the state.

Guidelines for Using Video Conferences in the One-Stop Center

New Videoconferencing Process: Step One- Identify Key Staff

Career Centers that have videoconferencing equipment, both large Tandberg screens as well as portable MOVI systems, are able to broadcast and view videoconferences. These locations can easily "dial-in" to another site without using a bridge code or following a more formal process. Recently, Career Centers began broadcasting various job search workshops for customers to view in multiple locations. With the potential for expansion of workshop offerings delivered via videoconference, DEWS is establishing a new videoconference process in order to streamline the existing process and to provide Career Centers with videoconference programming information. Each location with MOVI and Tandberg equipment will need to identify staff to fulfill the roles of Broadcast Coordinator and Viewing Site Administrator. These roles are crucial to the preparation and delivery of high quality videoconference workshops for customers.

Definition
Tandberg vs. MOVI

Tandberg: A company now owned by Cisco that sells videoconferencing equipment. Used in this guide to denote the larger sized videoconferencing equipment available in some locations.

MOVI: A desktop software that allows you to connect to a videoconference with full two-way video and audio. Viewer would use their computer and a webcam.

The Role of the Broadcast Coordinator

The Broadcast Coordinator is responsible for assisting a Career Center with planning and hosting a videoconference designed to be viewed by customers or staff at the hosting site and at other Career Centers. The Broadcast Coordinator:

- Schedules a broadcast meeting with presenter to discuss workshop content and video conference logistics;
- Announces a workshop being delivered via videoconference (including workshop description, Career Center Manager approval, etc.);
- Collects RSVPs from other Career Center locations wishing to view the Video Conference;
- Selects sites and locations to keep videoconference broadcasting manageable;

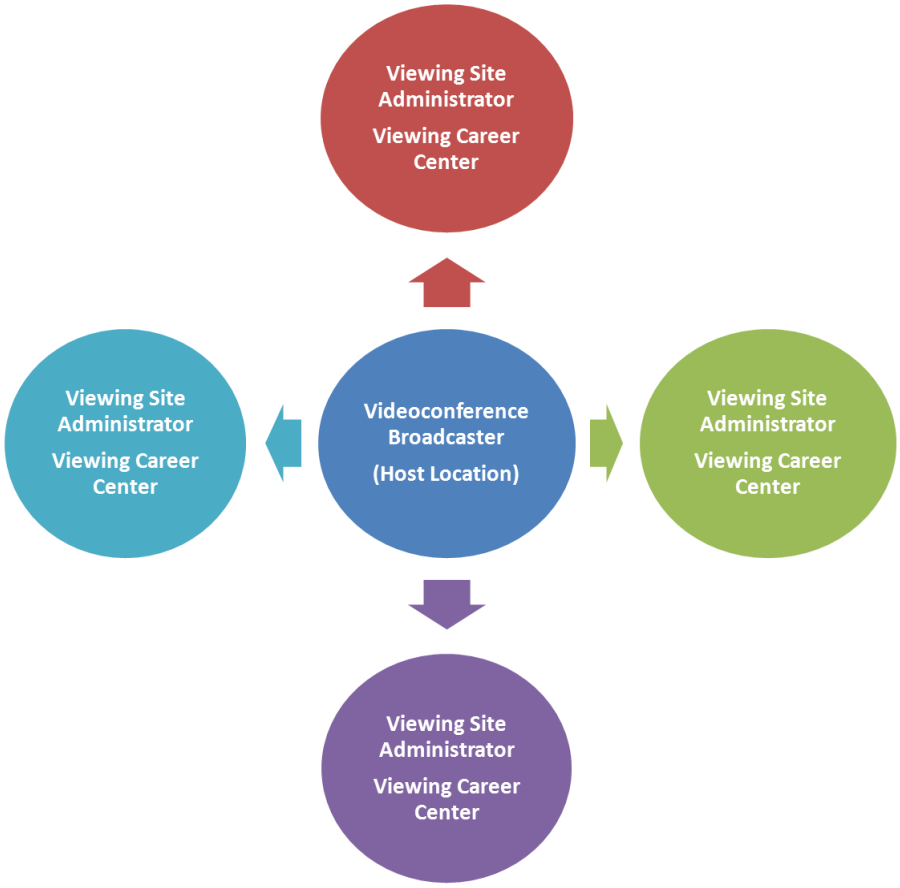
- Collects selected locations' Viewing Site Administrators names and contact information;
- Submits an A-Info ticket to request a Video Conference and receive a bridge code if more than one site will be viewing;
- Confirms RSVPs and disseminating call-in information to Viewing Site Administrators;
- Disseminates workshop agenda and materials to Viewing Site Administrators;
- Tests equipment prior to scheduled videoconference; and
- Assists workshop presenter(s) during the videoconference by dialing in to the videoconference, confirming all viewing sites are in attendance, operating camera and volume for optimal viewing, introducing the workshop and presenter, observing screen of viewing sites for questions or comments, assisting presenter with connecting computer to videoconference equipment if projecting a PowerPoint presentation, and other assistance as determined by the Presenter and Broadcast Coordinator during the broadcast meeting.

The Role of the Viewing Site Administrator

The Viewing Site Administrator assists their Career Center with viewing a videoconference broadcast by a different Career Center. The Viewing Site Administrator acts as the general organizer for the viewing site and more importantly, a staff contact for customers during and following the videoconference. The Viewing Site Administrator:

- Registers their Career Center for a workshop delivered via videoconference;
- Reserves their Career Center's videoconference room for scheduled workshop;
- Confirms the number of customers registered to attend the videoconference so that room occupancy levels are adhered to;
- Acts as a liaison from the broadcasting site to your viewing site by:
    - Operating the Video Conference Equipment- calling into the bridge, moving the video conference camera, zooming, panning, and muting and un-muting the microphone;
    - Collecting workshop materials from the Broadcast Site and disseminating the materials to viewing customers;
    - Trouble-shooting Video Conference connection issues by contacting the Service Center;
    - Assisting customers with asking the Broadcast Location questions and participating during the Video Conference; and
    - Facilitating customer discussion after the Video Conference including answering questions customers may have and promoting additional workshops and services.

How Broadcasters & Viewing Site Administrators Work Together



Step Two: Becoming Familiar with Videoconference Basics

Now that you have identified staff to act as a Broadcast Coordinator and Viewing Site Administrator you're ready to host and view a videoconference. Before hosting or viewing a videoconference with customers, there are certain guidelines and steps you should know about in order to maintain a high quality and consistent experience for our customers.

1. **A staff member should be in the room with customers viewing a videoconference at all times.** Since you have identified staff to act as a Broadcast Coordinator and a Viewing Site Administrator this basic guideline should be easy to follow. Although videoconferencing can reduce the number of staff hours dedicated for workshop preparation and delivery, it can't replace the type of customer service provided by a dedicated staff person on site. Videoconferences still require a Career Center to greet customers, direct customers to restrooms, operate the videoconferencing equipment, manage customer comments and questions, and facilitate discussion during or following the videoconference. This dedicated staff person shouldn't see themselves as merely monitoring the room but rather the representative of the Career Center responsible for delivering a service that allows for the customer to receive individualized attention.

2. **Not all videoconference equipment is compatible.** The recommended process for broadcasting a videoconference takes this into account and allows for each broadcast location to test their videoconference capability. If you are dialing directly to another location without using the bridge code, you may want to test the compatibility of the videoconference in advance by doing a test videoconference. Often, firewalls prevent DOL videoconferencing equipment from connecting to non-DOL videoconferencing equipment. Sometimes the issue is our firewalls and often it is the firewall of the partner organization. Some connectivity issues can be addressed by DOL's Planning & Technology Office. Don't wait until the actual videoconference to discover you have a connectivity issue.

3. **The MOVI webcam is portable.** If you have a MOVI webcam at your Career Center and wish to broadcast or view a videoconference- you can! MOVI systems can be moved from one PC or laptop to another. If you discover that the computer you downloaded the MOVI software to isn't in the best location for customer viewing, you can easily submit an A-Info ticket asking for a software download at a new workstation. Don't forget to list the computer name in the A-Info ticket request.

4. **Bridge codes are needed only for videoconferences held between more than two locations.** If you are broadcasting or viewing a videoconference with only two locations, you do not need to request a bridge code. A bridge code is a number that allows multiple locations to dial and brings each of these locations into one videoconference. Bridge codes must be requested from the broadcast location through the Broadcast Coordinator via an A-Info ticket.

Step Three: Following the Process for Broadcasting a Videoconference

1. Postings to the DOL website may be requested by management only (Career Center Operators or Managers).

2. Prior to requesting that a workshop be posted for statewide video conferencing access by other LWIA Career Center locations, the following must be completed and documented in the request:

- The Career Center Operator/Manager must have personally reviewed the workshop presentation and can attest to the quality of the presentation.
- Evidence that the workshop has been positively reviewed by staff other than the workshop creator/presenter (for example: by Senior Counselor or other supervisory level staff within the LWIA) for both content and presentation.
- Evidence that the workshop has received positive customer feedback either through workshop evaluations, email or verbal feedback.

The workshop will be posted on the NYSDOL website located at: http://www.labor.ny.gov.

The path to view postings is www.labor.ny.gov > Other Information > Workforce Professionals > Staff Professional Development > Training and Events.
A printable videoconference program calendar will also be available.

- Prior to posting the workshop statewide, the workshop must have been tested with at least one other video conference site to ensure details relating to video presenting have been worked out. For example: microphone is in use/properly placed, presenter is able to incorporate both the audience in the room and the audience attending virtually, camera controls (example: zoom) have been used to optimize the picture. It is recommended that the video conference content be rehearsed prior to actual live video conference air date.

NOTE: if the video conference testing date will occur after the posting request has been submitted, identify the second location willing to arrange initial test session(s) and the scheduled test session date.

Example Description

Title: Expand Your Network
Broadcast Site: Career Central, Albany
Presented by: B. Anonymous, Employment Counselor
Wednesday 7/5/2012 2:00 pm – 3:30pm
Description & Target Audience:

- This workshop is for the advanced job seeker. You will uncover employment opportunities not advertised on job boards or in the newspaper.
- Receive tips on how to maximize social networking, such as Facebook, LinkedIn and Twitter and the importance of having a strong network.

RSVP: To participate as a viewing site please email XXXX at XXXX@labor.ny.gov with your viewing site information. Workshop materials will be emailed to the viewing sites after reservations are accepted. Please RSVP no later than: (insert date)

3. Requests for postings must go through Human Resource Development Unit of DEWS.

4. Send requests to:
WDTD Employment & WorkforceSolutions@labor.ny.gov
.
Requests must include:

- title of the workshop
- description of what the workshop will cover
- the target audience
- the date(s) and time(s)
- broadcast site and presenter
- contact info for RSVPs
- closing date for RSVPs

Videoconference Customer Workshop Announcement Form

Name of Workshop:

Description of Workshop:

The Target Audience:

Date(s) and Time(s):

Broadcast Location:

Presenter/Trainer/Speaker Name:

Brief Speaker Bio (if wished to be included in the announcement):

Broadcast Coordinator Name and Contact Info for RSVP's (or name alternate staff person for RSVPs):

Closing Date for RSVPs:

❍❍❍

Sample Videoconference Confirmation Form

The following form can be used by a Broadcast Coordinator to confirm a viewing site's participation for a customer focused videoconference.

Confirmation Form-please print and bring with you

Videoconference Name:

Date/Time:
Bridge code:

This is your confirmation to attend * Please reserve your videoconference room * An agenda is attached *

Videoconference Description:

Suggested Preparation:

List of Materials to be Disseminated to Customers:

❶
❷
❸
❹

Broadcast Coordinator for this videoconference is:
Broadcast Site location is:

Please arrive early (suggested 15 minutes) to power equipment to sign in and to allow time for any technical difficulties.

For technical assistance:
For immediate assistance, please call the Service Center TOLL-FREE: 1(866)592-4640 or CAPNET: 2-4640, 8:00AM - 5:00PM, Monday through Friday, and refer to **Ticket Number:**

Videoconference Broadcast Telephone Number:
The Broadcast Coordinator, , maybe reached 15 minutes prior to start time at the conference location at this number:

Before the Videoconference

Hold a Broadcast Planning Meeting

As the videoconference broadcast coordinator hold a planning meeting with the videoconference presenter or trainer. Discuss the videoconference in detail being sure to include:

- How will content be delivered;
- How learning activities might need to be modified to accommodate a videoconference delivery;
- Timeframes for completion of audio visual presentation tools (PowerPoint, Keynote, ELMO & Whiteboard) and audience handouts;
- Your introduction and closing process (who will open and close the videoconference);
- What assistance the presenter requires from the Broadcast Coordinator; and
- Strategies for keeping the virtual viewing audience engaged.

Practice & Rehearse Workshop Using Videoconference Equipment

Delivering a videoconference seems easy and if your presenter has good presentation skills and is comfortable with the videoconference equipment it might be easy. However, appearances can be deceiving and a little practice can go a long way. Use a rehearsal videoconference to determine: who will be panning and zooming the camera (presenter or broadcast coordinator), how will viewing audiences be engaged (call out each specific site similar to that of a round robin, ask if there are any questions in general, see if the virtual audience has a hand up, etc.), what is the transition between speaking and then presenting an audio visual (practice this so there is no dead air in transition), where will the presenter speak from in the room (is the view clear, obstructed, etc.), and how technical difficulties will be handled and addressed.

Start Small – Approve Registrations To Keep Viewing Site Locations Manageable

Until the presenter and yourself are comfortable managing a videoconference with multiple viewing sites, keep your viewing locations at a manageable level. You will want to determine, in advance, how many viewing sites you'll want to deliver your presentation to. Remember, the more viewing sites you have, the smaller the viewing squares are on your screen making it difficult to engage attendees. Keep your viewing site number to seven or less until both you and the presenter feel more confident in your videoconference abilities. Juggling more than ten viewing sites can be tricky and should be reserved for the more seasoned Broadcast Coordinator and presenter.

Use the space below to add additional planning steps specific to your location.

During the Videoconference

Set Camera So It Gives All Viewing Sites a Close View

Some presenters don't want the videoconference camera zooming in close to their face. Although a presenter may feel under scrutiny, the camera should be positioned in a way that gives the viewing sites the appearance of being in the room. Many of our customers might have limited English proficiency and find that a camera view closer to the presenter helps with improving learning.

Don't Forget About Your Virtual Audience

It is common for presenters to get absorbed with delivering their presentation to the audience located in the room. Do your best to assist your presenter with engaging the audience located at their respective viewing locations. Use the panning and zoom feature of the camera to follow the presenter, continue to review the screen to determine if the audience in viewing locations is engaged (Are they shifting in their seats? Leaving the room? Talking?), and during any presentation breaks offer engagement suggestions to the presenter.

Use Descriptions or Zoom Shots When Referring to Specific Materials

Unlike an in person meeting or workshop, customers viewing your presentation during a videoconference cannot clearly see the handouts or materials you or the presenter may be referencing. Use clear and detailed descriptions when referencing handouts or use the zoom feature of your videoconferencing equipment to show a close-up of specific information you want your viewing audience to see.

After the Videoconference

Track and Record Activities in OSOS

A videoconference workshop or training opportunity may be a service or an activity that should be recorded in a customer's OSOS case file. Discuss with your Manager or Career Center Operator the process that your Career Center will use to capture customer attendance in videoconferences and how this will be reflected in OSOS.

Review Customer Feedback Evaluations or Follow-Up with Customers to Get Verbal Feedback

As with all training and workshops delivered to customers, customer feedback is paramount for continuous improvement. Be sure to review customer evaluations and forward relevant comments and suggestions to the workshop presenter. Look for themes among customer suggestions and use these during your next broadcast meeting when planning future videoconferences. If you don't have completed evaluations to review, verbally ask customers what they found valuable and what suggestions they may have for improvement.

Before the Videoconference

Collect & Confirm Relevant Dial-In Information

As the videoconference Viewing Site Administrator, make sure you have all of the relevant dial-in information for the videoconference. Check to make sure you have the correct bridge code and the Planning & Technology Service Desk phone number handy in case you encounter any difficulties dialing in and viewing the videoconference.

Confirm Customer Attendance

Every videoconference viewing location has a room occupancy level. Confirm that the customer attendance list does not exceed the number of seats available in your viewing room. If you have available seats, inform your Career Center Manager/Operator and colleagues that the workshop still has viewing seats available. Discuss in advance how attending customers will be reminded of the workshop. Are you going to send an email to customers 24 hours in advance of the videoconference reminding them of their reserved seat? What additional information will be in the email? Are you going to include in the reminder that customers should arrive 15 minutes prior to the videoconference? Will this email be generated from REOS or OSOS? Deciding on this process in advance will help your videoconference viewing attendance and will prevent over booking or low attendance.

Prepare Videoconference Materials

Most workshops delivered via videoconference will have customer handouts and takeaways. Check with the Videoconference Broadcast Coordinator that your viewing site has received all of the customer handouts. Confirm the number of handouts (including the number of pages per handout/file) and print these handouts at least 24 hours in advance of the videoconference. This way you'll have the materials ready for customers and will not be caught off guard if your photocopier breaks down or if the amount of preparation is more time consuming than you had anticipated. Is there anything your Career Center would also like to provide to customers that was not included in the materials sent from the broadcast location? Would you like your customers to receive a workshop calendar? A workshop evaluation? A flyer on a specific follow-up workshop or event? Check with your Center Manager/Operator to see if any additional materials should be offered to customers.

Prepare the Viewing Room

If the viewing room is used for workshops or other meetings, check the layout of the room furniture and videoconference equipment prior to your customers arrival. Furniture may need to be moved to provide an unobstructed view of the videoconference screen. Also consider how the broadcast site will see your room. Can the camera capture all of the attendees? Use the self-view feature of your videoconference equipment to see what the broadcast site will be viewing. If the presenter can't see your customers, it'll decrease the level of engagement your customers will have during the videoconference.

Use the space below to add additional planning steps specific to your location.

During the Videoconference

Greet Your Customers & Provide Logistical Information

Greet your customers viewing the videoconference as they enter the room. Don't assume that your customers are familiar with your Career Center. Provide directions to the nearest restrooms, water fountain, etc. If the videoconference agenda accounts for a lunch break, be sure your customers are aware of the nearest location to purchase lunch or eat the lunch they might have brought from home. Remind customers of emergency evacuation procedures and fire exits.

Share With Customers How You're Going to Assist Them During the Videoconference

It's good practice to tell customers that you'll be assisting them during the videoconference. Let them know you'll be muting and unmuting the microphone, connecting with the broadcast site, checking with them during the videoconference to see if they have any questions that need to be answered by the presenter and answering any additional questions they may have following the videoconference. Much of this can be covered while you are disseminating any workshop materials to customers.

Help Your Customers Connect With the Broadcast Location

If at any time during the videoconference your customers in the viewing room have questions or comments, assist these customers by unmuting the equipment and informing the Broadcast Coordinator that there is a question at your location. If the Broadcast Coordinator and the presenter want questions asked only at specific points during the videoconference, assist your viewing customers with keeping track of their questions until such time occurs. If the broadcast location's presenter or audio visuals are not visible, please assist your customers by informing the broadcast location. Your customers may be intimidated by the equipment or delivery method, and it is helpful if you keep their viewing needs in mind throughout the videoconference.

After the Videoconference

Ask Your Customers if They Require Additional Assistance

Immediately following the videoconference, ask your customers if they have any additional questions or require additional information. At this time you may want to inform your customers of relevant workshops or services at the Career Center.

Distribute Evaluations or Surveys

If the broadcast location has provided you with a customer feedback survey or evaluation, please distribute these surveys to customers. Also, encourage customers to complete these surveys. Collect completed surveys, review feedback and send feedback to the broadcast location as directed. If no survey or evaluation is provided, you may want to ask viewing customers what they valued from the videoconference and if they have any additional feedback they would like to share.

Track and Record Activities in OSOS

A videoconference workshop or training opportunity may be a service or an activity that should be recorded in a customer's OSOS case file. Discuss with your Manager or Career Center Operator the process that your Career Center will use to capture customer attendance in videoconferences and how this will be reflected in OSOS.

Six Tips for Presenting Via Videoconference

Source: Tandberg Videoconference Guide

If you have ever delivered a presentation in a live setting you are already halfway prepared to deliver a presentation via videoconferencing. Videoconferences require that you do make some minor adjustments to a typical live presentation. Some of these adjustments are subtle. Below is a list of six tips you should follow when giving a presentation via videoconferencing.

- **Always test your system and audio visuals and source material prior to any videoconference.** Do not leave this responsibility to anyone else and don't assume that since it worked well in one type of connection that it will work for every connection. You may be connecting to a less capable system or to an unstable network that may result in small difficulties that need to be worked out ahead of time.

- **Remember that eye contact is important.** Make sure the camera is set at an angle that makes it appear that you have great eye contact. The screen doesn't capture your eyes- the camera does. If the camera is set at the top center of your display screen you are more likely to give the impression of good eye contact.

- **Make yourself audible.** There are a number of ways you can make sure your audience hears you well. First, have the external microphone pads located near you. Second, speak loud enough where everyone in the room can hear you. If you are speaking in low volume, the people on the other end of the camera will have difficulty listening to what you have to say. Thirdly, enunciate clearly and try not to mumble.

- **Cameras and video displays make everything "bigger".** Nervous habits and reoccurring hand gestures will appear magnified and distracting. Fidgeting with papers, pens, eyeglasses and other items within reach will become an annoying mannerism to the viewing audience. Try not to rock or sway when standing or sitting. Relax and treat the videoconference as any other meeting but be aware of your physical presence.

- **Remember that people can really see you.** The video camera and the people viewing the videoconference can see everything you do. It's obvious when you aren't paying attention, when you are holding sidebar conversations, and when you are rolling your eyes. Don't get too comfortable with the equipment and forget that everything you do is seen by others- especially texting and checking your blackberry messages.

- **Videoconferencing is meant for two-way communication.** Don't forget to build in opportunities to verbally engage the viewing audience on the "other side" of the screen. Vary your materials, provide visually interesting items, ask for questions or comments and focus your content on what your audience needs.

Did you know? Shirts with stripes and colorful patterns can look distracting on screen. Opt for more subdued colors and refrain from wearing bold patterns when presenting via videoconferencing.

Videoconference Resources

Tandberg Video Unit Guide
http://pt.labor.state.nyenet/iwov-resources/documents/Online%20Help/pdf/Video_Using%20Tandberg%20Video%20Conference%20Units.pdf

MOVI Quick Reference Guide
http://pt.labor.state.nyenet/iwov-resources/documents/Online%20Help/pdf/Video_MOVI%20Quick%20Reference%20Guide.pdf

How-To Videoconference With A Non-DOL Video Machine
http://pt.labor.state.nyenet/iwov-resources/documents/Online%20Help/pdf/Video_Non%20DOL%20Video%20Machines.pdf

Continuously check the NYSDOL Website under Workforce Professionals for updates on videoconferencing and customer programming announcements.