

## Introduction

1. Introduce myself to the group including my background in pupil transportation
2. Talk about my experiences and perceptions of communication as an SBDI over the past 25+ years

## Objective

**Who:** This program is geared to SBDIs and MIs from across New York State.

**What:** By the conclusion of this program, NYS Certified SBDIs and MIs will have:

1. An understanding of the history of networking/communication amongst SBDI community.
2. An understanding of the power and potential impact provided in the easily accessible format of Social Media
3. Everything necessary to immediately connect and access this newly created Facebook Group

**When:** This program has two completion dates. First, upon completion of the program, participants will leave with adequate information to create a Facebook account and understand how to access the group page. Secondly, upon access, the SBDI will make immediate connections with SBDIs from across the state and have the opportunity to learn, share, grow and make a difference for themselves and others both personally and professionally.

**How:** This program will be delivered utilizing PowerPoint presentation which will include screen shots showing step-by-step process of both setting up a Facebook account and joining the NYS SBDI Facebook group

Additionally, there will be a handout available for takeaway for those needing additional support setting up Facebook account and/or joining the NYS SBDI group.

**Test it:** Asking questions during presentation to periodically check for understanding will happen throughout presentation. Growth in membership of group will be an additional post-presentation method of testing.

## Content:

1. History of SBDI Communication:
  - a. SBDI Newsletter
  - b. Eastern Suffolk BOCES
  - c. Capital Region BOCES
  - d. Professional Development Seminars
  - e. NYSED website
2. Power and potential impact of Social Media
  - a. Population that uses
  - b. Potential impact
  - c. Opportunities for SBDI Community via social networking
3. NYS SBDI Facebook Group
  - a. History of group
  - b. Success stories from group to date
  - c. How to set up FB account
  - d. How to access group

## Conclusion

Were our objectives met? Ask Audience:

1. Do you have an understanding of the history of networking/communication amongst SBDI community
2. Do you now appreciate the power and potential impact of Social Media
3. DO you feel like you now have the tools Everything necessary to immediately connect and access this newly created Facebook Group

Challenge Audience: I'd like to challenge every SBDI/MI to join this FB group and share 1 tip, trick or experience you've had that would help another SBDI.

## Evaluation

1. As stated in the Test It portion of Objective, questions to be asked throughout presentation to ensure participants are correctly receiving the information.
2. Growth of membership in Facebook group after presentation.