

## Tech Briefings

The Tech Briefings are individual or partnered presentations on new-to-you (or, new-to-your-audience) professional digital technologies. After the first unit, everyone will sign up for a presentation date, which will be spread out throughout the rest of the semester. The briefings will require each person/pair to give a 10-minute presentation and distribute and introduce a lean, digital document that communicates information about a technology that most of us will likely encounter or find useful in the workplace. Relevant technologies might include hardware (e.g. smart pens, tablets) or software (e.g. online calendars, networked spaces).

## Technologies

When selecting a technology, I hope that you will select one that is new to you or that will be interesting and useful for your peers (your audience). For example, even if Facebook is new to you, it is *not* new to your audience, so it wouldn't be useful to discuss. While you can select any communication-related technology that you believe is appropriate, this list may be a useful starting point:

- Skype
- Google Analytics
- Google Suite features (that we haven't used)
- PowerPoint, Prezi, SlideShare (digital presentations)
- Wix (building easy websites)
- WordPress, Blogger, Weebly (blog/website platforms)
- Wikis: Foswiki, Wikispaces, PB Works
- Google Ngram
- Evernote
- MyHomework

## Requirements

1. **Proposal Email:** At least one class period (preferably one week) before your presentation day, you will send me ([ahhitt@syr.edu](mailto:ahhitt@syr.edu)) a professional email proposing the technology that you will present on and why. If you are presenting with a partner, you should *both* write the email and *both* be included on the email. Only one person needs to send it, but please cc your partner. The email should quickly answer the following questions:
  - What technology have you selected?
  - What experience do you or your partner have with this technology?
  - Why do you believe this technology would be useful for future professionals?
  - Why do you believe your audience would find your presentation interesting?

Note: Without the email, I will not allow you to present on your scheduled day. *Do not forget this step.* As you will see, the schedule is tight, and it will be difficult to find another class time to make up your presentation.

2. **Presentation:** The presentation should be about 10 minutes— 15 minutes maximum. After 15 minutes, I will stop you: a crucial part of professional presentations is staying within the time constraints! If you're presenting with a partner, your time should be divided evenly in terms of speaking roles.

Consider the following questions as a guide when planning your presentation:

- What is the digital technology? (Summarize its purpose and use.)
- How could business professionals use this technology?
- How do you use the technology? (Be prepared to talk through the how-to basics.)
- What are the special features or aspects that are particularly relevant or interesting? (If you are using a familiar technology, this would be a main goal of your presentation.)

3. **Lean Digital Informative Document:** The lean digital informative document should be a visual that coordinates with the presentation. They can be PowerPoint presentations, Prezis, Word documents, videos, handouts, screencasts, etc. While you present, you need a visual that *supplements* your presentation. The visual does not need to do *everything*.

This document is a resource for your peers. Pairs should upload documents to the Drive folder "Tech Briefings" under the title of the technology. For example, if you present on Google Sites, your file should be something like, "Google Sites-Website Platform." If your peers decide later that the technology you showcased is one that they can use for this class (or another), they can reference your informative handout in order to help them with the new technology.

You may want to use the actual digital technology during your presentation instead of relying solely on the document. The document needs to be informative, but—again—it doesn't necessarily need to contain *everything* that your presentation includes.

**Tech Briefings are 100 points and are to be presented the day that you sign up for them.**

## Tech Briefings Rubric

Name(s):

Technology:

Presentation Requirements	Points Possible	Points Earned	Comments
<b>1. Email Proposal</b>	15		
Professional email proposing what technology is being presented, experiences with that technology, the value of that technology for professional communication, and appropriateness/interest to the audience.			
<b>2. Presentation</b>	50		
Both presenters speak equally. (10)			
Presentation provides an overview of the technology, its purpose, and its contributions to professional communication. (20)			
Presentation provides a technical overview of how to use the technology. (20)			
<b>3. Digital Informative Document</b>	35		
Document provides useful information for the specific classroom audience. (20)			
Document is well designed. (10)			
Document is error free. (5)			
<b>Total Points</b>	<b>100</b>		