

Professional Learning Network (PLN)

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Thought Leadership Goals

As founder of the Training and Development department for Centura Health Connections, I am depended on to design, develop, and deliver training for the non-clinical contact center staff - a team composed of phone agents responsible for delivering an unparalleled customer service experience for new and established patients at primary care clinics around the Denver area. My expertise in creating clean, thorough, and engaging training programs have captured the attention of other departments for being easy to use and efficient at delivering learning.

As a thought leader for the contact center and the company, I hope to create a training department that surpasses expectations. I want our contact center to be known as experts in delivering training and developing its employees. Our patients expect a great experience when they call their doctor's office, and I plan to surpass that expectation.



Description of Professional Learning Network

My professional learning network is currently mostly made up of people from within the contact center. Over the past three years, I have connected with other learning professionals at Centura Health and had the opportunity to be a collaborator in creating company-wide onboarding training. I accomplished this by attending multiple leadership development courses led by Senior Training and Development Specialists at Centura Health. Through these courses, I met clinic and hospital managers, directors, CFOs, and CEOs. I also became a member of several email distribution groups that have connected me with people I often reach out to when expert help is needed when designing training for my team.

I also became a member of the eLearning Guild and attended several webinars throughout the year which is how I met veteran instructional designers. I've already learned so much by following their blogs and social media posts. I plan on improving these relationships by communicating with them often, and remaining visible through my professional website and social media.

During my first semester as a graduate student at the University of Colorado Denver, I increased my social media presence and improved my profiles, as result, I connected with all my schoolmates in the Instructional Design program. I plan to continue posting my experience as a learning professional through my blog and sharing articles on different instructional design topics on social media. I will rely heavily on Twitter and LinkedIn to improve my professional learning network.



Role of Base Camp Site and Networked Learning Space

The first step in expanding my professional learning network was creating a base camp for others to get to know me, my goals, thoughts and experience on the eLearning industry, and my abilities as an instructional designer. However, the most challenging part about this step was getting over my high expectations and expectation of perfection right away. I knew I wanted a place that would make it easy and simple enough to showcase my abilities in instructional and visual design so I chose Wordpress as my platform.

I designed the site to be a resource where I can collect information, tips, ideas, and experiences to grow as an instructional designer. I began to add examples of my work and created a portfolio that would be easily accessible to any potential recruiter or client. Currently, the portfolio has four categories based on my strengths: eLearning, PowerPoint & Other Medias (e.g., document design), Video, and Graphic Design. I anticipate this list to evolve as I gain new skills or acquire new projects. I hope to use this feature to share my creativity and talent with my peers and professional connections.

Regarding Networked Learning Spaces (NLS), I plan to continue communicating and sharing with these connections to improve these relationships. I currently have one NLS created in Google+ Communities but plan on creating a new NLS to better connect with my peers and address their learning needs. I hope to create a space where I can easily interact with my coworkers on internal processes, software design, and learning needs.



Strategic Plan for Establishing Web Presence

Regularly Update Professional Website

I perform better when I am given deadlines so I created a schedule to regularly update my professional website. Writing has never been my forte but I believe you'll never improve if you don't continue trying. I will take what I can from class projects, discussion topics, reviews, and articles I read as content for future blog posts. I believe taking time to review is a great way to absorb information.

Also, I will continue to add to my portfolio as projects become available (and approved for sharing).

Track Visitor Traffic

Wordpress offers basic analytics on visitor traffic and it has been helpful so far. I plan on submitting my basecamp to Google for indexing so I can receive detailed information about my posts and site. I will attempt to run a test and publish blog posts on a few categories to track which ones receive more attention so I can focus on posting more of those themes. I hope to obtain keyword searches to aid in my writing and increase visitor traffic.

Publish Work via Social Media Sharing Sites

The majority of what I share on social media are blog posts. I don't have any presentations or teaching materials to share to the community since they are only created for internal company audience. I do plan on creating a presentation of general topics to share them on LinkedIn's SlideShare. This is something I want to focus on since some of my best work contains sensitive information only available for company use. However, I will be able to share blog posts on project development progress and general topics or tools used.

Leverage Social Networks

I plan on using LinkedIn as my main professional social network. Depending on the content I am sharing, I will occasionally use Twitter to share blog posts as well and Instagram and Facebook for others. For example, I use Instagram to share my graphic design work, which is usually the result of me trying to get better at graphic design.

Be a Good User of Others' Content

Contributing or reviewing community content is something I'd like to do in the future. I'm currently focused on establishing quality blog posts and portfolio content on my basecamp. As I start using the new Learning Management System I plan on implementing next year, I will be more involved in forums, discussions, and reviews about the software.

Building a repository of information is "what I do" - I like to surround myself with resources so I can reference if needed. My basecamp currently has a Resources page with a list of blogs I find interesting, Instructional Design organizations, and many other resources to aid in document or instructional material design, such as sites for fonts, icons, mockups, stock photos, slides, and vector graphics. I found most of these resources by attending eLearning webinars held by the eLearning Guild.

Complete All Profiles

Although a tedious task, I managed to complete all my profiles online and briefly tailored each “about me” message to be consistent. Some are more professional than others, however, they all describe the person I am.



Description of Privacy Concerns and Strategies

As I mentioned previously, I will use social media platforms such as Facebook and Instagram for less professional posts, maybe when playing around with graphic design, but I do understand every professional out there has a personal life and would rather share that with close people. I don't necessarily have any concerns with privacy, but I do care about impressions so I had initial concerns when I created my basecamp because I wanted to portray my professional self.

I am a very open person, but I always think before I speak. However, when it comes to my social media presence, I reviewed all my profiles and carefully described myself according to the audience the platform was intended. My Facebook and Instagram profiles are very much not related to my work. Usually filled with photos of my dogs, home, and selfies detailing how my day is going. I do have strict privacy settings on these sites so as not to attract unwanted attention. I will only add people I've met.

I will use LinkedIn, and occasionally Twitter, to participate and contribute to the online professional community of practice.



Next Steps with Social Networking/Media

As mentioned previously, I am developing my LinkedIn presence by creating a schedule to regularly share blog posts and presentations. I will continue documenting my progress in the Instructional Design program to review and absorb class content. LinkedIn will be my primary professional social network as it is a necessity in today's job market.

I hope to increase my online presence by creating more content for my portfolio as well as contributing to other professionals' posts.