E-Newsletters: a step ahead: using Blogs as newsletters

Presented by Johann van Wyk,
Dept of Library Services, University of Pretoria

Library 2 Workshop, 25 November 2008
3rd National Conference of the Health Information Community of South Africa, 24-25 Nov 2008
To Blog or Not to Blog? That is the Question

http://www.coxandforkum.com/
Steps before setting up your blog

Determine:

- the purpose of your blog
- your target audience
- how the lay-out of your blog should look like
- which blogging programme will best suit your needs
Lay-out of the blog

• Use templates/or own design?
• One column or more than one?
• Own header or template header?
• Copyright licence?
• More than one page?
• Widgets?
• Comments?
Deciding on right Blogging programme

- There are many programmes to choose from:
The Education Library Blog @ the University of Pretoria: a case study

- Available at: http://edulibpretoria.wordpress.com
Purpose and target audience of the Blog

- To keep people informed of new trends and developments in services and products in the library as well as new trends and developments in the field of Education.
- Primary target: Students and academic staff of Faculty of Education
- Secondary target: researchers in the field of Education internationally (supports networking)
Lay-out of Education Library Blog

- Used template from blogging programme
- Used 3 columns
- Used template header
- Used 4 pages
- Used a variety of widgets
- We allowed comments
Why we decided on Wordpress?

- Many university libraries are using Wordpress. We used Cubberley Education Library’s Blog at Stanford University as a benchmark.
- Wordpress had many of the features we wanted in a blog.
- You could easily add your own widgets to the blog (Customizable)
- The lay-out of the blog templates looked very professional
- The blog had a thorough statistical function
- The blog had a good Spam filter
Features of the Education Library Blog
Minister of Education proposes replacement of 3 year university degrees with 4 year degrees

Three-year university degrees in South Africa may be a thing of the past if the Minister of Education’s proposal to make degrees four-year courses, is accepted by the Council for Higher Education. The four-year degree is a personal idea of the minister’s to close the gap between university and business, after employers indicated that graduates were lacking in language skills. (She believes all students should have at least a working knowledge of one Indigenous language and an introduction to African history and civilization). The fourth year would give students the extra time universities need to do additional training.

Another problem she identified is the high number of students who drop out. There are several factors that contribute to this. Schools fail to teach proper language skills and many first-year students struggle to cope with academic language and independent research and learning.
Downloads Page
Example of permission

From: "Paul Hoffman" phoffman@law.co.za
To: Johann Van Wyk
Re: CFCR article

Dear Johann,

None whatsoever - spreading light in the darkness is what we are all about. There will shortly be more on education on our website www.cfcr.org.za, look out for it.

Kind regards

Paul

----- Original Message -----  
From: Johann VanWyk  
To: Paul Hoffman  
Sent: Monday, April 14, 2008 11:34 AM  
Subject: Re: CFCR article

Dear Paul

Thank you for the prompt response! The English version will be fine. Would you have any objections if I put it up on our Library's blog? http://edulibpreatoria.wordpress.com
RSS Feeds
Education Library Blog @ University of Pretoria

You are viewing a feed that contains frequently updated content. When you subscribe to a feed, it is added to the Common Feed List. Updated information from the feed is automatically downloaded to your computer and can be viewed in Internet Explorer and other programs. Learn more about feeds.

Subscribe to this feed

Minister of Education proposes replacement of 3 year university degrees with 4 year degrees

15 August 2008. 09:31:49 AM | Johann van Wyk

Three-year university degrees in South Africa may be a thing of the past if the Minister of Education’s proposal to make degrees four-year courses, is accepted by the Council for Higher Education. The four-year degree is a personal idea of the minister’s to close the gap between university and business, after employers indicated that graduates were lacking in language skills. (She believes all students should have at least a working knowledge of one indigenous language and an introduction to African history and civilisation). The fourth year would give students the extra time universities need to do additional training.

Another problem she identified is the high number of students who drop out. There are several factors that contribute to this. Schools fail to teach proper language skills and many first-year students struggle to cope with academic language and independent research and learning.

The fourth year will thus be a bridging year to the workplace.
To read more go to the Star Newspaper article by Clicking Here!
RSS Feeds (Continued)

You are viewing a feed that contains frequently updated content. When you subscribe to a feed, it is added to the Common Feed List. Updated information from the feed is automatically downloaded to your computer and can be viewed in Internet Explorer and other programs. Learn more about feeds.

Subscribe to this feed

Comment on Spady: OBE in SA: Time to End the Confusion by Johann van Wyk
25 August 2008, 09:00:38 AM | Johann van Wyk ➜
Dear Dr Aluko

I have obtained the full text English version of the article from Dr Spady and have placed it on the Blog

Comment on Spady: OBE in SA: Time to End the Confusion by Dr Ruth Aluko
21 August 2008, 12:26:29 PM | Dr Ruth Aluko ➜
Kindly translate to English language.

Thank you.

Comment on Spady: OBE in SA: Time to End the Confusion by Johann van Wyk
Search function
According to the Bloch fixing education will be a 30-year task, which must start now, with urgency. Everyone should be on board, united around a vision for a learning nation. Priorities should be identified, phases for restoration should be stipulated, and a starting point chosen. The debate around this should not be once-off, but a process.

Bloch further highlights some elements that could help focus such a restoration plan:

- "Teachers. How do we motivate the teachers? With training and clear tests, quality can rise. Through a mixture of encouragement and support - where necessary gently holding recalcitrants feet to the fire, teachers will be central to the national endeavour. The best of our generations should aspire to teach."

- "Departments must do their part, especially at provincial level. Fill vacant and "acting" posts, manage property, deliver on time and at the right place. The focus should be on management and follow through, responsibility and accountability."

- "Society can rally around to ensure government structures fulfill their tasks."

- "Corporate social investment spending is increasingly focused in clusters of schools over a consistent and long period across a range of programmes of support."

- "Many graduates can organise to plough back into schools and help in a systematic way."

- "Community programmes such as Proudly Mandela, Tikkun, or efforts like those by the parents of Piet N Aaphe High pupils in rural Limpopo, show that schools can be improved at grassroots level."

- "A huge change in our mindset, accompanied by a massive effort, is needed to improve the quality of education, especially in the poorer schools where the majority of the disadvantaged are."

To read the Pretoria News Article Click Here! 

Funding under: Edu News (South Africa) Tagged: South Africa, Schools, Failure, Quality of Education, state, disaster, skills shortage, education system, restoration plan, teacher training,
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- to Remix — to adapt the work

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- Share Alike. If you alter, transform, or build upon this work, you may distribute the resulting work only under the same or similar license to this one.
Widgets
Calendar Widget
Link to library web site
Link to RSS feed on new books at Education Library
From 2009 every Grade 9 pupil in South Africa will be writing a national certificate whether they are leaving school or not. This was one of the major policy changes announced by Minister of Education Naledi Pandor recently.

Other changes include proposals to:

- Lower teacher pupil ratios (reduced class sizes);
- Reorganize districts into smaller more manageable areas;
- Get Internet into [...] 

Filed under: Edu News (South Africa), Higher Education, Minister of Education South Africa | Tagged: South Africa, Naledi Pandor, Schools, policy changes, smaller class sizes, teacher-pupil ratios, Internet access, Further Education and Training Colleges, Grade 9 National Certificate | No Comments »

South African teachers not adequately equipped to teach maths

Posted on 15 August, 2008 by Johann van Wyk

A coalition of Western Cape-based mathematics teachers (Concerned Maths Educators) is appealing to the National Department of Education to suspend the format of the mathematics curriculum for grade 10 to 12 learners, claiming educators are not adequately equipped to teach it, according to an article in the Mail & Guardian Online newspaper. To read the article Click [...] 

Filed under: Edu News (South Africa) | Tagged: teaching, mathematics, teachers, Educators, training Aequoedil, Concerned Maths Educators | No Comments »

Fixing South African schools a 30 year task

Posted on 5 August, 2008 by Johann van Wyk

A coalition of Western Cape-based mathematics teachers (Concerned Maths Educators) is appealing to the National Department of Education to suspend the format of the mathematics curriculum for grade 10 to 12 learners, claiming educators are not adequately equipped to teach it, according to an article in the Mail & Guardian Online newspaper. To read the article Click [...] 

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Categories

- Conferences
- Edu News (International)
- Edu News (South Africa)
- Events
- Faculty
- Faculty Staff Publications
- Higher Education
- Library Collections
- Library Staff
- Minister of Education South Africa
- New Books
- Online Resources
- Reports
- SA Govt Dept of Education
- Statistics
- Tech Issues
- Uncategorized
- Web 2.0
Clustr Map (Continued)
Monthly archiving
Sweeping changes announced for South African schools

Posted on 15 August, 2008 by Johanne van Wyk

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- Rearrange districts into smaller more manageable areas;
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SOUTH AFRICAN TEACHERS NOT ADEQUATELY EQUIPPED TO TEACH MATHS

Posted on 6 August, 2008 by Johanne van Wyk

A coalition of Western Cape-based mathematics teachers (Concerned Maths Educators) is appealing to the National Department of Education to suspend the...
Example of page translated into Dutch
Example of page translated into Chinese
Link to Web 2.0 functionalities
Login
Links to favourite sites
University rankings
Comments
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Posted on 15 August, 2008 by Johanne van Wyk

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The fourth year will thus be a bridging year to the workplace. To read more go to the Star Newspaper article by Clicking Here!

Filed under: Edu News (South Africa), Higher Education, Minister of Education South Africa | Tagged: South Africa, universities, 3 year degrees, 4 year degrees, bridging year, language skills, lack curriculum changes, indigenous language, African History, African civilisation, dropout-rate, academic language, independent research skills, learning skills | No Comments →

Google Translator: translate page in:
Arabic Chinese Dutch French German Greek Italian Portuguese Japanese Korean Russian Spanish About

Internet | Protected Mode: Off
Snapshots
Categories
Minister of Education proposes replacement of 3 year university degrees with 4 year degrees

posted on 15 August, 2008 by Johannes van Wyk

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Filed under: Edu News (South Africa) Higher Education Minister of Education South Africa

Tagged: South Africa universities, 3 year degrees, 4 year degrees, bridging year, language skills, text, curriculum changes, indigenous language, African History, African Civilisation, dropouts, academic language, independent research skills, learning skills No Comments
Behind the scenes
Write posts or pages
Functionalities of writing a post
Functionalities of writing a post (Continued)

Categories

+ Add New Category

- Most Used
  - Minister of Education South Africa
  - Events
  - Higher Education
  - Uncategorized
  - New Books
  - Ecu News (International)

Advanced Options

Excerpt

Trackbacks

Send trackbacks to: 
(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress blogs, they'll be notified automatically using pingbacks, no other action necessary.

Comments & Pings

New Excerpt
Blogs Stats (Continued)

Referrers
People clicked links from these pages to get to your blog.

**Today**
None

**Yesterday**

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<tr>
<td>translate.google.com/translate?u=edul...</td>
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Top Posts & Pages
These posts on your blog got the most traffic.

**Today**

<table>
<thead>
<tr>
<th>Title</th>
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</thead>
<tbody>
<tr>
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**Yesterday**

<table>
<thead>
<tr>
<th>Title</th>
<th>Views</th>
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</thead>
<tbody>
<tr>
<td>Study on violence in South African school</td>
<td>1</td>
</tr>
<tr>
<td>Pandor dispels teaching myths</td>
<td>1</td>
</tr>
<tr>
<td>Minister of Education proposes replacement</td>
<td>1</td>
</tr>
<tr>
<td>save the OBE system in South African sch</td>
<td>1</td>
</tr>
<tr>
<td>Permission</td>
<td>1</td>
</tr>
<tr>
<td>Teaching Reading In The Early Grades: A</td>
<td>1</td>
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<tr>
<td>Downloads</td>
<td>1</td>
</tr>
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<td>Spady: OBE in SA: Time to End the Confus</td>
<td>1</td>
</tr>
<tr>
<td>About</td>
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Search Engine Terms

Clicks

Internet...
### Search Engine Terms

These are terms people used to find your blog.

#### Today

<table>
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#### Yesterday

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<td>teachers comments on teaching reading</td>
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<tr>
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<td>myths about teaching</td>
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<td>international violence schools statistic</td>
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### Clicks

Your visitors clicked these links on your blog.

#### Today

None

#### Yesterday

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<th>Clicks</th>
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<td>addthis.com/bookmark.php</td>
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<td>edulibpretoria.files.wordpress.com/20...</td>
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### Blog Stats

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<td>Total views</td>
<td>6,489</td>
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<tr>
<td>Busiest day</td>
<td>144 — Wednesday, April 16, 2008</td>
</tr>
<tr>
<td>Views today</td>
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Blog Stats (Continued)

Blog Stats

Summary Tables

Total views: 6,489
Busiest day: 144 — Wednesday, April 16, 2008
Views today: 1

Totals
Posts: 52
Comments: 10
Categories: 23
Tags: 271
Spam
Akismet has protected your site from 531 spam comments.

Just a note: we don’t count your own visits to your blog. All times are in GMT.

Thank you for creating WordPress | Frequently Asked Questions

switch today.
Akismet Spamfilter

Education Library Blog @ University of Pretoria

Caught Spam

Akismet has caught 531 spam for you since you first installed it.

You can delete all of the spam from your database with a single click. This operation cannot be undone, so you may wish to check to ensure that no legitimate comments got through first. Spam is automatically deleted after 15 days, so don’t sweat it.

There are currently 10 comments identified as spam.
These are the latest comments identified as spam by Akismet. If you see any mistakes, simply mark the comment as “not spam” and Akismet will learn from the submission. If you wish to recover a comment from spam, simply select the comment, and click Not Spam. After 15 days we clean out the junk for you.

Delete all

Search Spam »
A new comment on the post #99 "Spady: OBE in SA: Time to End the Confusion" is waiting for your approval
http://edulibreterias.wordpress.com/2008/04/03/spady-obe-in-sa-time-to-end-the-confusion/

Author: Dr. Ali Yaqui (IP: 193.188.80.50 , 193.188.80.50)
E-mail: ali.yaqui@unite.org
URL: http://www.unite-causal.org
Whois: http://whois.arin.net/whois/whois.pl?queryip=193.188.80.50
Comment:
I liked to access the summary of W. Spady's article on the result of implementing OBE in SA. Unfortunately however, when I tried to subscribe to the library by following the link above I couldn't get through. Is there a way for obtaining the summary. Thanks.

Approve it: http://edulibreterias.wordpress.com/wp-admin/comment.php?action=approve&c=85
Currently 1 comment is waiting for approval. Please visit the moderation panel.
Comments approved on site

Johann van Wyk

Dear Dr Yagh\n
Thank you for your comment to our Education Library Blog. I will send the article by Spady “OBE in SA: Time to End the Confusion” via e-mail to you. Unfortunately the article was only written in Afrikaans, but the first part of the article has an abstract/summary in English.

From Spady: OBE in SA: Time to End the Confusion, 2008/08/18 at 11:50 AM

Dr. Ali Yagh\n
I liked to access the summary of W. Spady’s article on the result of implementing OBE in SA. Unfortunately however, when I tried to subscribe to the library by following the link above I couldn’t get through. Is there a way for obtaining the summary. Thanks.

From Spady: OBE in SA: Time to End the Confusion, 2008/08/18 at 11:20 AM

Idepocataple\n
http://www.fun-sms.ro/forum/index.php?showtopic=1... | sweet0608@ua.fm | 81.203.165.103

Brilliant!

From Pandor dispels teaching myths, 2008/08/02 at 10:12 PM

Chrissy\n
http://www.robb.com/web/guest/teachingbooks | chrissy517@gmail.com | 75.155.122.116

Teaching reading has come second nature for me with the help of Laura Robb of course. Without her book, Differentiating Reading Instruction, I would not know where to start.

I find her book easy to teach and easy to understand. Everything is laid out so clearly. A must have for teachers!

From Teaching Reading is The Sixth Sense | Teachingbooks Manual, 2008/04/02 at 01:01 AM
Settings

General Settings

Blog Title: Education Library Blog @ University of Pretoria

Tagline: Information of value to clients of the Education Library of the University of Pretoria. In a few words, explain what this blog is about.

Language: en - English
Language this blog is primarily written in. You can also modify the interface language in your profile.

E-mail address: johann.vanwyk@up.ac.za
This address is used only for admin purposes. If you change this we will send you an email at your new address to confirm it. The new address will not become active until confirmed.

Membership: Users must be registered and logged in to comment

Timezone: UTC
UTC time is 2008-05-22 7:15:49

Unfortunately, you have to manually update this for Daylight Savings Time. Late, we know, but will be fixed in the future.
Users and roles

Manage Users

Add User From Community

Type the e-mail address of another WordPress.com user to add them to your blog.

User E-Mail:
What are the different roles?

There are four roles: Administrator, Editor, Author, and Contributor.

Here is what they can do:

Administrator

The Admin can do everything. Complete power over posts, comments, settings, theme choice, import, users - the whole shebang. Nothing is off-limits, including deleting the entire blog.

Editor

They can publish any posts, edit any posts, edit any published posts, edit any pages, moderate comments, manage categories, manage links and upload files. They can also delete any posts and any pages. They can read, edit and delete private posts.

Author

Is able to edit their posts, publish their posts and upload files. And they can delete their posts too.

Contributor

They can edit their posts but cannot publish.
### Manage Function

**Education Library Blog @ University of Pretoria**

- **Write**
- **Design**
- **Comments**
- **Upgrades**

#### Manage Posts

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>Author</th>
<th>Categories</th>
<th>Tags</th>
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<tr>
<td>2008/08/15</td>
<td>Minister of Education proposes replacement of 3 year university degrees with 4 year degrees</td>
<td>Johann van Wyk</td>
<td>Edu News (South Africa), Higher Education, Minister of Education South Africa</td>
<td>South Africa, universities, 3 year degrees, 4 year degrees, bridging year, language skills, lack, curriculum changes, indigenous language, African History, African civilisation, dropout-rate, academic language, independent research skills, learning skills</td>
</tr>
<tr>
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<td>Sweeping changes announced for South African schools</td>
<td>Johann van Wyk</td>
<td>Edu News (South Africa), Higher Education, Minister of Education South Africa</td>
<td>Further Education and Training Colleges, Grade 9, Internet access, Naledi Pandor, National Certificate, policy changes, Schools, smaller class sizes, South Africa, teacher-pupil ratios</td>
</tr>
<tr>
<td>2008/08/06</td>
<td>South African teachers not adequately equipped to teach maths</td>
<td>Johann van Wyk</td>
<td>Edu News (South Africa)</td>
<td>Concerned Maths Educators, Educators, ill-equipped, mathematics, teachers, teaching, training</td>
</tr>
</tbody>
</table>
Design Function
Finally

- "Blogs...are creating a richer, more dynamic Web, where participation is the rule, rather than the exception” (Will Richardson, Technology and Learning. 26(3) 2005 Oct. p.48)
Bibliography
