
POST-ED PRESENTS

COMMUNITY COOKBOOK

Recipes for Community
Success in the Digital Era



Assembled For:

Desautels Faculty of Music

Foreword

Why a Cookbook?

When experimenting in the kitchen it's easy to feel lost and overwhelmed. You may have ingredients you don't know how to use, or dinner guests who want something you've never heard of. Having a good cookbook can make the challenge feel more manageable, provide inspiration and guide you to a great meal. University community leaders may feel the same way about adapting to the new landscape of 2020. The pantry is out of large group gatherings and traditional event staples, but full of new and exotic digital tools and ideas. We made this community cookbook to inspire new thinking and spur creativity surrounding all that is still possible when the traditional is not an option.

Covid-19 has challenged every facet of higher education. New restrictions varying institution to institution will fundamentally change the student experience. Social distancing, distance education and other dramatic changes have left almost every element involved in the post-secondary experience in disarray. After some reflection, it seems apparent that the needs of students have been consistently growing into the digital world long before Coronavirus. Students feel underserved by the current efforts and programming their universities provide to create and maintain digital communities. Simply put Covid has acted as a catalyst forcing us to rethink the nature of student communities, engagement and opportunity both on and offline.

This Cookbook for community is one way we at Post-Ed want to give back to the faculties, universities, and student communities who have supported our mission and are now wrestling with an uncertain future. It's our goal to promote creativity and resilience in all those who read this work and hopefully inspire them to strengthen their resolve and create programming for the communities they care about. It's our hope that these ideas can help steer you in a new direction and give you a glimpse of the possibilities for engagement and community in a socially distanced world.

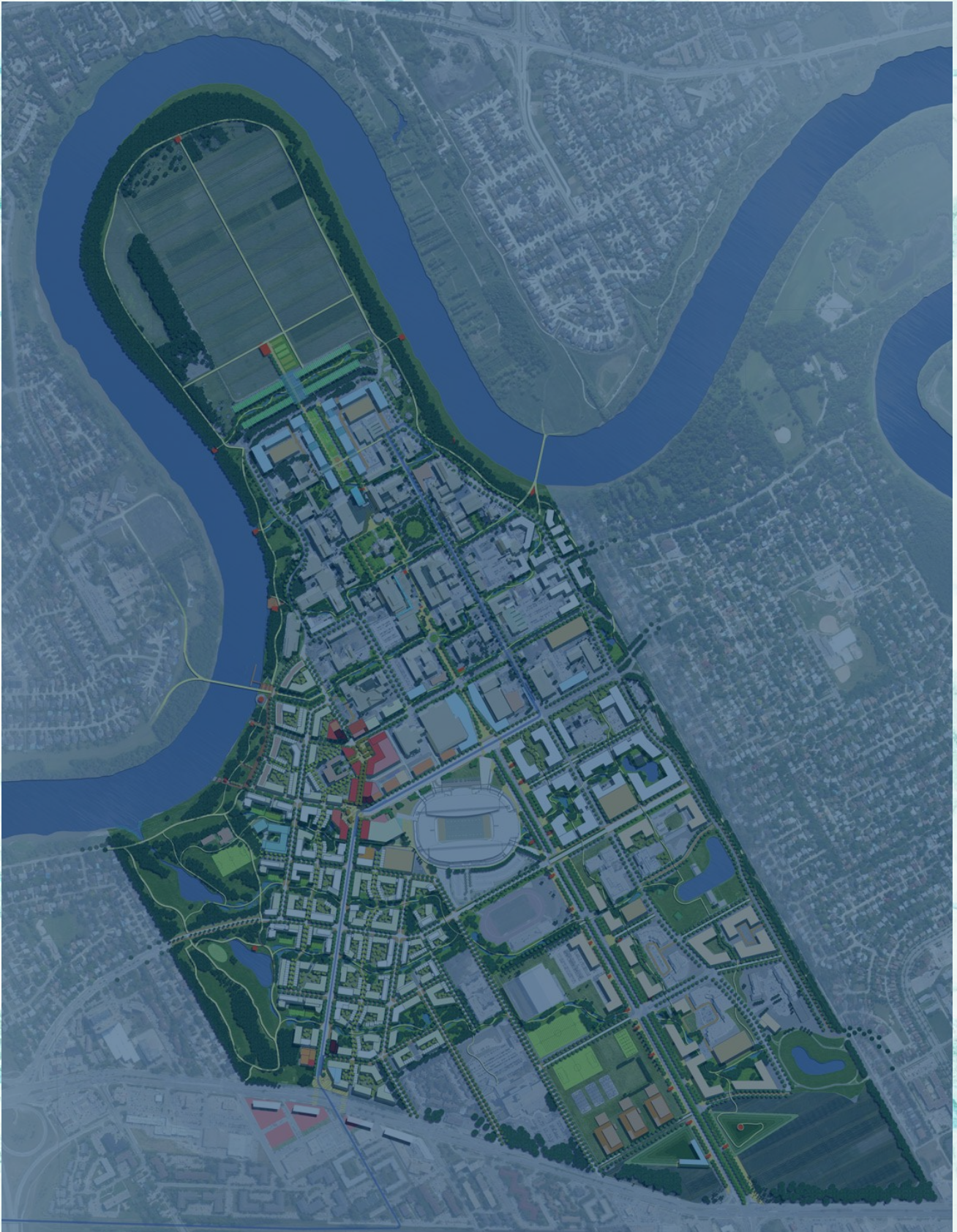
**Carson Milberg
&
The Post-Ed Team**

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PREPARATION



Post-Ed

All the events in this booklet can be shared on Post-Ed to maximise attendance and awareness of interested students. To add an event on Post-Ed simply press the add event button in app, fill in the event information and select the appropriate tags.

After posting: the event will be presented to students with matching tags who can then purchase tickets, get directions and even receive updates about the event in real time. Post-Ed even gathers analytics on how well each event performs so you can measure student interest and engagement.



BENEFITS

- INCREASES ATTENDANCE
- PROVIDES INSIGHT ON STUDENT BEHAVIOR
- PUSH NOTIFICATION ENABLED

LIMITATIONS

- REQUIRES POST-ED LICENSE
- REQUIRES SMART DEVICE

Instagram

Instagram is a tool used by many educators already. When students can't see each other in person Instagram should be used differently. Things like posting multiple times daily, using stories, and encouraging your followers to engage with more of the content in your posts are just a few ways to boost your presence.

An active Instagram gives students a look at faculty highlights and reminds them of the community they belong to throughout their day, the key to growing an Instagram is consistency of posting and content. A strong Instagram presence will also be valuable when classes resume as normal.



BENEFITS

- BUILT IN AUDIENCE
- LIVE OR STATIC VIDEO OPTIONS
- FREE TO USE

LIMITATIONS

- COMPETITIVE ENVIRONMENT
- NO TRAFFIC TRACKING
- LIMITED MODERATING TOOLS



Twitch

Twitch is a free streaming platform designed for creators of all types. Sharing live video to your audience is as easy as distributing a link and starting a stream. Premium features are available for more advanced users.

Twitch streaming has built in chat features and automatic archiving of streams so that your broadcasts can be replayed and viewed later. Streams can be set up from a device as simple as a smartphone or tablet, but of course there is also support for higher end setups which allow for more features and quality.

BENEFITS

- ACCESSIBLE TO AUDIENCES
- EASY TO USE
- MOST ROBUST LIVE VIDEO TOOLS

LIMITATIONS

- REQUIRES SOME COMPUTER LITERACY
- PUBLICLY ACCESSIBLE
- LESS PROFESSIONAL ENVIRONMENT



Social Distancing

Social distancing is a measure which is intended to aid in preventing the spread of a contagious disease by maintaining a minimum physical distance between individuals in a shared space. By reducing the number of times people are close to each other the likelihood of virus transmission is reduced.

Social distancing is often paired with use of personal protective equipment (PPEs) such as gloves and masks as well as use of hand sanitizer and frequent hand washing. Maximums are placed on the number of people allowed at any one gathering and further guidelines are managed by the local health authority.

BENEFITS

- ALLOWS FOR LIVE EVENTS
- COMPLIES WITH UNIVERSITY POLICY
- HELPS PROTECT THOSE AT RISK

LIMITATIONS

- LIMITS ATTENDANCE
- POTENTIAL ATTENDEE CONCERN

Discord

Discord is a multi-user private chat room service that is free for users. Discord offers users both text and Voice Channels which can be set with moderation tools and invite only status. Discord is useful for providing a space for communities to collaborate or simply hang out over the internet.

Discord has largely overtaken the usership of services like Skype or Google hangouts as it is easy to use, share, and moderate. It is a nearly ubiquitous software that now has over well over 250 million users.



BENEFITS

- CAN BE USED CASUALLY AT ANY TIME
- DIGITAL COMMUNITY INFRASTRUCTURE
- FREE TO USE

LIMITATIONS

- VIDEO CALL IS PAY WALLED
- USERS MUST BE INVITED

Soundcloud

Soundcloud is a free audio file sharing platform that allows users to upload and share their own tracks. This sharing can be done from user to user or more relevantly via hyperlinks on any other platform.

Much like the other tools we recommend here, a major advantage of Soundcloud is its popularity which means many students will likely already be using it. Its broad appeal amongst young adults stems from its role in the modern music industry as it is credited with spawning the careers of some of today's most popular and famous recording artists.



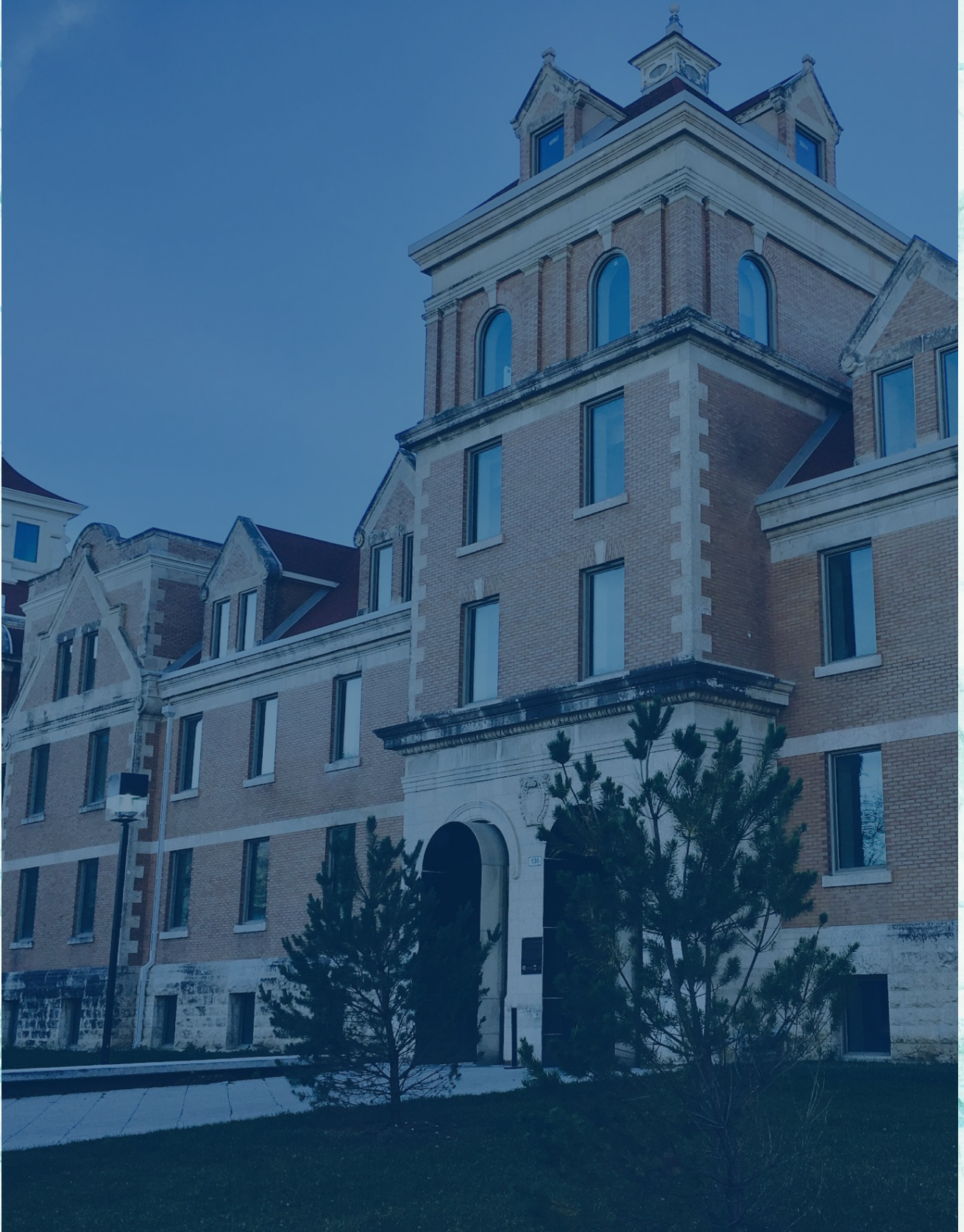
BENEFITS

- FREE TO USE
- BUILT IN AUDIENCE
- HIGHLY SHAREABLE

LIMITATIONS

- ON SITE VISIBILITY
- LACK OF ON SITE FEATURES
- LIMITED MODERATING TOOLS

MAIN COURSES



Streamed Speakers



Serves:

Featuring:

Duration:

Difficulty:

1-100+

Twitch

60-180min

Moderate

DESCRIPTION

One or more lecturers or panelists speak on a live broadcast to their peers and fellow students. A live chat monitor shows speakers the audience questions and reactions. The stream can also be archived and rewatched later.

BENEFITS

- ACCESSIBLE TO AUDIENCES
- INEXPENSIVE TO PUT ON
- PROMOTES EDUCATION AND LEARNING
- PROMOTES RELEVANT EXPERIENCES

REQUIREMENTS

- STREAMING CART
- TWITCH ACCOUNT
- SOUNDCLOUD ACCOUNT
- BOOKING SPEAKERS

DIRECTIONS

A lecturer or panel can present at an arranged time using a Twitch livestream to reach an audience of hundreds. The stream can easily be set up and operated by a panel moderator or by the lecturer following simple provided instructions. Presenters can also share any presentation or video with the audience during the stream.

Students who want to watch the stream can access the lecture live through a web link that can easily be distributed. The audience can send questions to panelists either to be seen live on a monitor or read to the panel by a moderator. Panelists can easily choose which questions to engage with and how long to discuss each.

Streams are automatically archived after broadcast, and students can rewatch the stream later to take detailed notes or catch up incase they missed the initial broadcast. This allows for easy ongoing discussion of the topics and further exploration of everything discussed. If the lectures exist in a series then this availability also provides the perfect opportunity for students to review a previous discussion before watching the next.

Creating Together, Apart



Serves:

Featuring:

Duration:

Difficulty:

1-100+

Discord

Ongoing

Easy

DESCRIPTION

Many students publish their take on, or part of, the same work to a Discord. Submissions are then edited together. Thus capturing the feeling of hearing multiple artists performing together. By using editing and multi-user submission this event aims to make collaborating possible at a safe distance.

BENEFITS

- ACCESSIBLE TO AUDIENCES
- INEXPENSIVE TO PUT ON
- CAN BE EASILY REPLICATED
- PROMOTES RELEVANT EXPERIENCES

REQUIREMENTS

- WILLING PARTICIPANTS
- DISCORD ACCOUNT
- SOUNDCLOUD ACCOUNT

DIRECTIONS

Students are instructed to record versions or parts of a piece and then submit them to a designated submission area (which can be in the form of a discord channel) with a short description of their piece. After all students who wish to submit have done so, edit the clips together into a single performance which can then be re-uploaded anywhere.

Comments and sharing on Discord give students everything they need to collaboratively experience the gallery as if they were actually there in person. Students are already intimately familiar with these tools and can easily connect their work in the gallery to existing social media such as Facebook.

Those wishing to submit work to the gallery can either record in their own space and digitally upload the file to a host server or can record in a designated space on campus thus providing accessibility to anyone wanting to participate. Sharing work and receiving feedback is critical to growth and learning as an artist; a digital gallery provides remote access to that feedback.

Music on the Roof



Serves: Featuring: Duration: Difficulty:

20-100 Social Distance 180min Challenging

DESCRIPTION

Music on the roof is a live performance event suited for a warm day outside. Audience members sit on the grass, in small separated groups and come and go throughout the day while a line up of musicians play from a nearby rooftop. By performing in a high traffic area, students who may not have been aware of the event can discover what the faculty of music has to offer.

BENEFITS

- INCLUDES IN PERSON ELEMENT
- FEATURES STUDENT ART
- PERFORMANCES ARE LIVE

REQUIREMENTS

- LARGE UNIQUE VENUE
- VOLUNTEERS / STAFF
- AUDIO EQUIPMENT
- LIVE PERFORMERS

DIRECTIONS

Secure permission to use a roof looking over an outdoor high traffic area of campus. If necessary set up amplification from this roof and have several groups of musicians scheduled to play throughout the day. Each act can introduce themselves or a host can facilitate this casual live performance.

No ticketing is required as audiences can distance themselves and come and go from the performance as they please. Further structuring can be undertaken to fit institutional requirements if necessary. In the event of adverse weather this event can be replicated in indoor high traffic areas such as University Center or the Engineering Atrium.

This event is unique in its ability to capture and expose students to live performances, doubling its functionality as a performance in of itself and raising the profile of the Desautels Faculty of Music on campus. If possible this event should be paired with signage and or music students and faculty who aren't performing informing the audience of other performances to come.

The Digital Gallery



Serves:

Featuring:

Duration:

Difficulty:

1-100+

Discord

Ongoing

Moderate

DESCRIPTION

A forum for students to self-publish original recordings to a public digital gallery that other students can interact with, comment on, and share. The forum would take the form of a channel on the Music students Discord page. Students can link or upload the files they want to share.

BENEFITS

- PROMOTES COMMUNITY
- LOW COST
- CREATES OPPORTUNITIES TO PERFORM

REQUIREMENTS

- STREAMING CART
- DISCORD ACCOUNT
- SOUNDCLOUD ACCOUNT
- SPACE FOR RECORDING

DIRECTIONS

Students can record audio of their own performances and submit them to the online gallery with a short description of their thoughts on the piece. An artist schedule of the virtual gallery can be shared on other platforms designating a set time when creators will be online and able to discuss and experience each other's work.

Comments and sharing along with other social features give students everything they need to collaboratively experience the gallery as if they were actually there in person. Students are already intimately familiar with these tools and can easily connect their work in the gallery to existing social media such as Facebook.

Those wishing to submit work to the gallery can either record in their own space and digitally upload the file discord or they can record in a designated space on campus, providing accessibility to anyone wanting to participate. Sharing work and receiving feedback is critical to growth and learning as an artist; a digital gallery provides access to that feedback any time students cannot meet in person, and gives a much larger reach to any work produced.

Gallery of Sight and Sound



Serves:

Featuring:

Duration:

Difficulty:

10-50

Discord

120min

Challenging

DESCRIPTION

A socially distanced sound and art gallery where student recordings are paired with student art. Visitors walk through the gallery and can scan a QR code or plug in their own headphones to hear a piece of student music that accompanies a piece of artwork.

BENEFITS

- INCLUDES IN PERSON ELEMENT
- FEATURES STUDENT ART
- PROMOTES STUDENT ARTISTS
- INTERACTIVE FOR AUDIENCE

REQUIREMENTS

- QR CODE PRINTING / SOUNDCLOUD
- VOLUNTEERS / STAFF
- VISUAL ART PIECES
- AUDIO ART PIECES

DIRECTIONS

To execute this idea organizers must first pair Music Students with Fine art students who need to agree on a prompt. Then each pairing must produce a piece of recorded music and an Art piece. Next upload the music to any one of a variety of hosting services accessible by QR Scan. Place Art and QR code next to each other in the gallery and funnel the attendees one at a time through each exhibit.

After all attendees have explored the exhibit a gathering should be hosted either digitally via discord or if possible in person, in order to give attendees the chance to discuss the experience and reflect on the featured works.

This event should be ticketed to best manage the flow of gallery attendees, time specific digital tickets can be distributed via Post-Ed to clearly communicate with attendees and provide updates if entrance times need to be adjusted in order to keep the event safe.

Large Ensemble Performance



Serves:

Featuring:

Duration:

Difficulty:

50-200+

Social Distance

180min

Challenging

DESCRIPTION

Winnipeg has several unique venues large enough that may make a live concert with a large group of performers and significant audiences possible. Performers spread apart, can create a unique surround sound experience for the audience. Taking a restriction and turning it into a positive, intriguing, and engaging live performance format.

BENEFITS

- INCLUDES IN PERSON ELEMENT
- FEATURES STUDENT ART
- PERFORMANCES ARE LIVE

REQUIREMENTS

- LARGE UNIQUE VENUE
- VOLUNTEERS / STAFF
- AUDIO EQUIPMENT
- AUDIO ART PIECES

DIRECTIONS

Secure a large venue of suitable shape to have each performer ten feet apart yet remaining visible to each other. Venues with multiple levels are ideal. The Manitoba Legislature for example has great acoustics, and a massive amount of space for musicians on the upper level to spread out but still see and hear each other clearly without infringing the view or experience of an audience on the lower level.

There are several options available to facilitate seating, seating plans laying out chairs in pairs of two or other small groups allows for greater space efficiency than total separation while allowing small groups of attendees to experience the performance together.

Mandatory masks and PPE equipment can further reduce any possible risk of infection. Depending on the differences between institutional and provincial guidelines this event may be better suited to a non-student, public audience.

Student Music Streams



Serves:

Featuring:

Duration:

Difficulty:

1-100+

Twitch

60-180min

Easy

DESCRIPTION

One or more student musicians perform on a stream broadcast to their peers and fellow students. A live chat monitor shows performers the audience participation and reactions. The stream can be archived and rewatched later.

BENEFITS

- ACCESSIBLE TO AUDIENCES
- INEXPENSIVE TO PUT ON
- EASILY REPLICABLE
- PROMOTES RELEVANT EXPERIENCES

REQUIREMENTS

- STREAMING CART
- TWITCH ACCOUNT
- SOUNDCLOUD ACCOUNT
- SPACE FOR RECORDING

DIRECTIONS

Performers book time and space on campus to stream. At their scheduled time they have access to a room fully set up in advance to stream their performance on Twitch. Simple instructions to start the stream are provided, and from there students perform as normal.

Other students who want to watch the stream can access the performance live through a web link that can easily be distributed. With the creation of a free account those in the audience can send messages to the performers that can be read while they perform. Any performer wanting to respond to messages can simply speak and be heard by the audience.

Streams are automatically saved after broadcast, and performers and peers alike can rewatch the stream giving performers the advantage of seeing an audience react to them in real time and giving other students the chance to see a performance they otherwise may have missed.

SIDE DISHES





Community Discord Server

DESCRIPTION

Students can join and access an official faculty discord server live text and voice chat allows students to easily plug in to virtual social spaces on their schedule. Separate voice and text channels make information digestible and accessible regardless of how active members have been.

BENEFITS

- LOTS OF CONTROL IN MODERATION
- NO COST AFTER INITIAL INVESTMENTS
- CAN BE REPEATED EASILY AFTER SETUP
- STUDENTS LIKELY FAMILIAR WITH TOOLS

REQUIREMENTS

- DISCORD ACCOUNT
- STUDENT EMAILS (GMAIL / STUDENT)
- VOLUNTEERS TO HOST (MODERATORS)

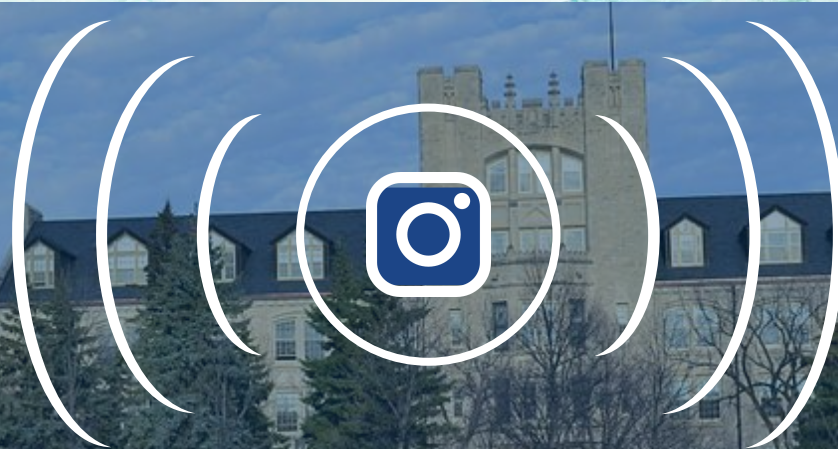
DIRECTIONS

Voice channels can be used for everything from private advising and discussion of course work to casual conversation and music sharing. Whether it's collaborating and working together or simply chatting with peers Discord provides a valuable space to online communities.

Text channels and pinned messages can provide directed information about any number of topics and can also be used to share pictures and videos with all server members. Giving each text or voice channel a name and purpose will ensure students know where to look for important information and gives them a place where they know they can engage socially with peers.



Serves:	Featuring:	Duration:	Difficulty:
1-100+	Discord	120min	Very Easy



Echoes: Looking Back

DESCRIPTION

Though the halls and classrooms may be empty for now, they still hold happy memories of music, laughter, and community. Remembering these great times keeps the promise of students coming back to campus as something everyone can look forward to.

BENEFITS

- CONTENT IS ALREADY MADE
- SATISFIES EXISTING AUDIENCE
- EASY TO REPEAT
- STUDENTS LIKELY FAMILIAR WITH TOOLS

REQUIREMENTS

- ACCESS TO OLDER CONTENT
- FACULTY OF MUSIC INSTAGRAM

DIRECTIONS

Post a new collections of pictures, audio, and video from past events over the years at a set time each week. This is a fun way to keep students engaged with the faculty and remembering the things they enjoyed most. Captions written by students and faculty who were involved in the events can add a personal touch and bring extra personality to each collection.

Posting about a different event at the same time each week will help students remember they belong to a vibrant community of passionate learners and encourage them to stay active in that community. The ideal forum for this would be posting a collection each week onto instagram and allowing for discussion in the comments!



Serves:	Featuring:	Duration:	Difficulty:
1-100+	Instagram	Ongoing	Very Easy



The Musical Book Club

DESCRIPTION

Students can read a book to be discussed digitally at a set time and date. Discussion questions can be provided to facilitate easier dialogue, or conversation can be left in a more free form. Participation in a book club will help students feel like they're a part of the community even when they're alone by doing some reading.

BENEFITS

- ENCOURAGES RELEVANT LEARNING
- NO LIMIT TO NUMBER OF PARTICIPANTS
- CAN BE REPEATED EASILY AFTER SETUP

REQUIREMENTS

- DISCORD ACCOUNT
- READING MATERIALS
- VOLUNTEERS TO ORGANIZE

DIRECTIONS

Discord or other chat platforms make discussion during social distancing easy and safe. Collaborative discussions are an obvious link to the community, and anticipation of the discussion will also heighten consciousness during reading creating secondary feelings of connection.

Questions and prompts about the book can include things such as group listening sessions of any music that was referenced in the book or even a simple conversation about habits and behaviors of the characters. The goal is to encourage critical thinking and create a stronger link to the faculty for its members while they are away from campus.



Serves:	Featuring:	Duration:	Difficulty:
1-100+	Discord	Ongoing	Very Easy



The Buddy Program

DESCRIPTION

Incoming students are best integrated into the faculty's culture when introduced to a peer who's been through it, and those in later years of study can get a huge sense of accomplishment from helping new students get immersed into the learning community.

BENEFITS

- HELPS INTEGRATE NEW MEMBERS
- LOW COST
- ENCOURAGES COMMUNITY
- IN PERSON ELEMENT

REQUIREMENTS

- PERSONAL PROTECTIVE EQUIPMENT
- STUDENT EMAILS
- VOLUNTEERS TO HELP NEW STUDENTS

DIRECTIONS

Pairing up students and having them talk about experiences in the faculty as well as their experiences as a student in general can help to ease anxiety for new students and to excite and prepare them for their future in the faculty.

These sorts of conversations remind students what they love most about being in the faculty and help to maintain their excitement as well. Making new connections and expanding their network makes them more likely to continue to participate in faculty programming to be able to share it.



Serves:	Featuring:	Duration:	Difficulty:
2-100+	Social Distancing	Ongoing	Moderate



Faculty Viewing party

DESCRIPTION

Watch online media at the same time with any size of group. Free shared streaming software such as Rabbit, Metastream, TwoSeven and many others allow you to stream any video with as large of a group as you'd like.

BENEFITS

- CONTROL IN MODERATION
- PROMOTES RELEVANT EXPERIENCES
- CAN BE REPEATED EASILY AFTER SETUP
- STUDENTS LIKELY FAMILIAR WITH TOOLS

REQUIREMENTS

- DISCORD ACCOUNT
- STUDENT EMAILS (GMAIL / STUDENT)
- MEDIA SELECTIONS

DIRECTIONS

Whether it be a live performance or a great documentary there are countless hours of amazing video content on the internet, pick some of your favorites and share them with students so that you can all watch together. The joy of discovering a new group or piece you fall in love with is even better when it's shared with a community of like minded explorers.

By hand picking relevant media you're interested in students will know it's worth their time. Links can also be posted to the videos after the stream so students can access it on their own time. Discussion will be incredibly easy to facilitate and can become integrated with Discord activities seamlessly.

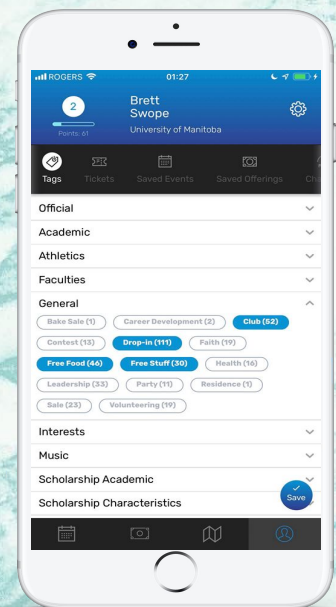
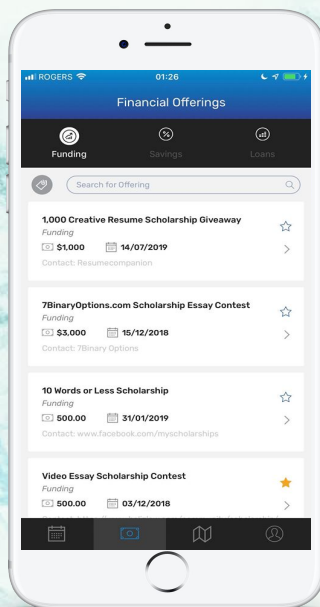
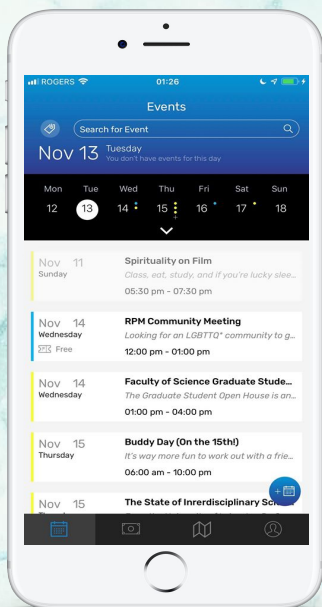


Serves:	Featuring:	Duration:	Difficulty:
1-100+	Discord	120min	Very Easy

About the Authors

What is Post-Ed

Post-Ed is a student engagement platform aimed at building stronger communities that minimize attrition. Started by a group of students who saw the impact that community and engagement have on their peers in making or breaking their academic careers, Post-Ed is an app available on the Apple App Store and Google Play Store that gives every user a unique information experience tailored to their interests. Users create a profile of interest tags that we use to filter out all of the irrelevant information to show the student only that which is impactful to them. Post-Ed then displays all of the events in a sleek self-populating calendar that's easy to use and interact with. Resulting in a more engaged and resilient student body. Explore more about Post-Ed at www.post-ed.info



Acknowledgements

Fall 2020 will mark the start of a new paradigm in post-secondary education. It's our hope that the event recipes in this book will go on to serve your communities long after the end of this crisis. It's time to rethink the value and capability of digital communities, students rely on digital tools more and more in their personal lives, those who don't keep up will lose them, while those who adapt will help their students thrive.



WHY USE POST-ED?

Students are overwhelmed by an avalanche of irrelevant information that bombards them and stops them from finding what matters most. Posters, pamphlets, mass emails, and unwieldy websites leave students underserved and isolated. Post-Ed better connects students to the abundant resources and programming available to them. Our first group of 2,000 students connected with 648 events over 78,000 times, and today we've helped thousands more feel connected to their institution and each other. As a result Post-Ed Students have higher engagement and better retention.

HOW TO CONTACT US!

Want to learn more about what Post-Ed can do for your student community? Have your own ideas on how to bolster student engagement online? We would love to talk to you.

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 [@postedoncampus](https://www.instagram.com/postedoncampus)

COMMUNITY COOKING



As students ourselves it's easy to recognize that the coming year will be difficult for all of us. There is a lot to adapt to, and new students in particular will be vulnerable to becoming disconnected from their institutions. We know the best way to help support these students is to give administrators the tools they need for success. Whether it be the Post-Ed platform itself or packages like this one designed to help spread new ideas and foster creativity our team is committed to improving student outcomes any way we can.

We want to thank the Desautels Faculty of Music, whose administrators, and faculty's dedication to serving students inspire us every day.

- **THE POST-ED Team**
