

3.3.24: Assignment- Communicating Through Technology

Imagine the small business you have been working for has gained traction in the market, and you are considering expanding. The distance between your new businesses, however, will make face-to-face meetings with key managers inconvenient. You have been charged with finding a way for the company to conduct synchronous meetings in an efficient, effective manner while keeping costs to a minimum.

Communication Services Research:

Your task is to search the internet and find two free or low-cost online communication services to present as options to your manager. Prepare a summary along with a chart comparing the different features such as: cost, ease of use and setting up an account, number of users allowed, and technology required to operate. You may also list any specifics about screen sharing capabilities, video conferencing, and recording conference, etc.

Once you have conducted your research, you will be assigned to a group with 3–4 other students to conduct a video or phone conference on the assigned topic to share your findings.

Before your call your group must:

1. Schedule a time for all of your group to meet. When you have established a time create a Google calendar event and invite each member of the group AND the instructor to save that time. (You instructor will not participate—they will just check that you have followed instructions).
2. Read this article: [Tips on How to Conduct a Conference Call](#)
3. Decide which technology you will use for the call (Google Hangouts, Skype, [Free Conference Calling.com](#), [Free Conference USA.com](#), etc.)
4. Create a meeting plan as a Google document. Name it “Group #: Action Items”, and share it with your instructor.
5. Choose one person to be the facilitator (or decide which group member will facilitate different phases of the call).

After your call you will individually:

1. Turn in your Communication Services Research on the two free online communication services you proposed to the group on the “call.”
2. Turn in a short reflection essay (300 words minimum) on your experience. Use the following questions as prompts:
 - Describe which type of conference tool the group used and the quality of tool. Would you use it again? Why or why not?
 - What was successful or unsuccessful about the call?
 - Were all of the action items addressed? If not why? If they were all addressed, did you have enough to talk about?

Grading Rubric

Criteria	Not Evident	Developing	Proficient	Exemplary	Poin ts
Schedule and conduct an online meeting	0 pts Meeting does not occur	0 pts Meeting does not occur	5 pts Meeting is scheduled but does not occur	10 pts Meeting occurs with all members in attendance	10 pts
Create a meeting plan	0 pts Plan is not created	0 pts Plan is not created	5 pts Plan is created but does not include the designation of a call facilitator	10 pts Plan is created and lays out the flow of the meeting, as well as designating the facilitator	10 pts
Turn in research on communication services	0 pts No research is submitted	5 pts Research only discusses one service	10 pts Research covers two services, but does not compare the services against one another	15 pts Research covers two services and compares their pros and cons	15 pts

Criteria	Not Evident	Developing	Proficient	Exemplary	Points
Turn in short reflection essay	0 pts No essay is submitted	5 pts Essay does not meet word requirement	10 pts Essay meets word requirements but does not answer any of the prompt questions	15 pts Essay meets word requirements and effectively discusses the success or failure of the call	15 pts
Total:					50 pts

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