

Part 1.1 Background Search

I conducted a search of my profile and have learned a couple of things. When doing a google search of images and websites with my name, I would be confused with Alicia Keys quite easily because my name Alicia Song especially my last name will almost always provide the search that leads to this singer. It's just one of those combinations that won't help my profile as an educator because she's famous and popular for a long time to come. I will like to definitely change this outcome. I think that social media will be one way of proceeding. Having a more public image in twitter or other media platform would bring a more professional outlook of my profile. For example whenever events I organize in my school with the garden I should try to upload to a social media site and post it. As well as having events published by other sources.

What was surprising is that in order to find me online as a professional you have to also enter the keyword teacher or my hobby which is gardening then my search extends to a climate change data gathering website called budburst, there I'm listed as teacher collaborator. In this website students explore the phenological data they collect through BudBurst in light of historical and recent climate and weather data sets from NOAA, NASA and other sources, and use both to draw conclusions about ecosystem responses to climate. I also was able to find under teacher, the connection to MSU urban stem lesson as well as my website.

Part 2.1 Evaluate STEM educators

There are three educator websites that I evaluated for content and overall presence of their website. I do have to add that finding websites of STEM educators was quite a challenge. The search was difficult because most educators had a twitter and linkedin account by a website was more difficult to find.

Bill Farmer

Evanston Township High School

Science teacher 9th, 10th, 11th, 12th

<https://sites.google.com/a/eths202.org/farmer/home>

Bill Farmer website is connected to the school website where he teaches, but it's definitely constructed to cater to his students. In the welcome page explanation of what you will find in the sidebar are explained. The sidebar includes agendas, announcements, assignments, class calendar and current events and an version online of text required. This is a straightforward and simple website that leads students to what is important. The class calendar could be an informative tool but is not being use by the teacher at this time. One of the aspects of the website that I will like to have in mine is the assignments page. He has included every unit of study with all documents that he has developed for science classes. I wanted to evaluate his website because he's a science teacher at this high school but also teachers the same content as I do. Bill Farmer is also consider an innovator in his teaching and is praise by his students as a model teacher.

Farmer's web page lacks graphics and photos as well as social media icons. It would definitely be an improvement if these were added.

Chrissy Garcia

Orville T. Bright Elementary

Middle School Science and English Language Arts Teacher

<http://www.chrissyagarcia.com/about.html>

Chrissy Garcia's website is well design website. I enjoyed the simplicity of her site. It is very inviting and mysterious at first. The first thing I wonder about the picture of a teacher that comes up, it looks so much like her and is very tastefully done, creativity is evident. I specifically enjoy the organization of content in her site. The MS Urban STEM coursework is well organized in semesters and every creative assignment is well showcase. I have learned much from her website. It showcases how creative and innovating Ms. Garcia is with Technology. Her assignments are meaningful and are meant to engage all students. In her website Ms Garcia entered her qualifications and exceptional work she has done through the years. Her profile is impressive and showcases her as a expert professional.

Gion Matthias Schelbert

Astronomy and Physics teacher

Evanston Township High School

<https://sites.google.com/a/eths202.org/astronomy/home>

Mr Schelbert website is engaging on the cover page. His welcome page has a twitter feed, remind feed, calendar, astronomy picture of the day. I would like to incorporate these

features into my website. Viewers become engage even though the graphics and photos are simple, the elements and contents are substantial for visitors, specifically students.

Qualifications are missing in his website, but you have a sense that the teacher is an expert in his field, it would benefit the educator to also include his professional portfolio.

3.1 Brand Makeover

After viewing the educators websites I can definitely make improvements. I will like to modify some of the elements in my website to a more professional look. The main page I will like to modify by adding an About me drop page and add qualifications and work that I have done as an educator throughout the years. Part of the reason is that I have so much to add to this page it can be overwhelming to look thru past information, but I see how this can bring my brand to another level.

Another aspect of my website that I will like to work on is the coursework done for MSU Urban STEM program. At this time I have included all of the work on one page. The overwhelming amount of documents and pictures on one page confuses the viewer. It might be a challenging to rearrange all the work at this time without compromising the different documents, but it can improve the overall look and define the work in a more organized fashion. The coursework that I have completed I don't feel too comfortable leaving these documents up online, it may be something I remove eventually.

From the websites I evaluated I find that a twitter feed can be engaging yet I'm comfortable with this feature. I will like this element to be on the first page because It build in my journey as an educator. In this tweeter feed I will like to add pictures, events, conferences and findings that interest me. I also like to share resources that I find to share with other educators. At this time, the privacy settings are mostly private. I will probably change the privacy settings even more public for the twitter feed only.

Another aspect that has me thinking is the privacy of my students. I taken many pictures and some have my 7th grade students on them. Even though in my school students

Alicia Song

sign a photo release form , I do not entirely comfortable with having them their faces on the website. I may be infringing on their privacy rights. I hope to modify this element as well.