



## Maximizing Your iStream Subscription

When your college subscribed to iStream, you and everyone at your institution gained 24/7 access to a wide range of invaluable resources that support student and organizational learning, and we would like to make sure you're getting the most from your iStream subscription. We also want to ensure that everyone at your college is finding what they need on iStream, from conference presentations and topical webinars, to digital publications, professional development tools, eLearning opportunities, and more.

In the six years since the League launched iStream, we've learned that **promoting iStream on your campus will significantly increase the return on your subscription investment!** We've also learned the **top five ways to increase awareness and the number of visits** to the site. Here are some of the ways you can optimize the visibility and use of iStream at your college:

1. **Make sure iStream is visible.** Place information and a quick link on either your home page or your professional/staff development page, or both. We can supply you with a logo for your website and the URL is <http://www.league.org/istreamsite>.



Here's how one school is positioning iStream on their websites:

- The iStream logo and link are posted to our Teaching and Learning website and our Adjunct Resource website
- Also, internally, the Teaching and Learning Advancement intranet site was updated and there is a dedicated page planned for our Institutional Professional Development (IPD) intranet site as well.

You can also download the informative snapshot video on the iStream homepage at [www.league.org/istream](http://www.league.org/istream) and post it to your website.

2. Remember that **everyone at your college can access iStream – including faculty, staff, administration, and students.** Make sure everyone has an individual account set up! Setting up an account is easy; forward these simple directions to **everyone** at your college:

- Go to [www.league.org/istream](http://www.league.org/istream)
- Click on "Create Your iStream Account"
- In the next window, select your college from the dropdown menu
- Enter your first and last name, and your institutional email address
- Click "Submit"

You will receive a confirmation email with instructions on logging in and creating your password. Make sure you check your junk folder if you don't receive this email fairly soon.

3. **Promote iStream** during your Professional/Staff Development week in the fall and spring! Many schools actually create assignments using content found only in iStream.

4. **Sign up to receive iStream Updates**, the monthly email highlighting special features and announcing new items exclusively available through iStream. Go to <http://www.league.org/league/subscribe.cfm> to subscribe. Share this link with others at your college.

5. **Forward important and interesting information** to specific colleagues, students, and/or groups at your college! If you run across an item you think others will find of value, you can simply forward this information to them. As long as recipients have set up their accounts and have access, they will be able to view the information you forwarded.

For additional ideas and tips, I've also attached a list of the top 5-10 ways to promote and use iStream.

**Did you know?** iStream provides access to a multitude of resources, including:

- ❖ All keynote and special sessions video, and general conference presentations from [League conferences](#);
- ❖ All [League publications](#) - accessible digitally, and unlimited quantities can be printed for distribution;
- ❖ [Professional development](#) tools from LENS and Getting Results;
- ❖ All best practice, innovative program, and [project contributions](#) provided by our Alliance membership, over 40 years worth;
- ❖ Free and discounted **eLearning** modules from member colleges;
- ❖ Community college focused **webinar archives** from partners such as Innovative Educators, Microsoft, and CISCO;
- ❖ **Exclusive curriculum for students**, downloadable to the iPod, through our partners at NROC (providers of HippoCampus);
- ❖ And, [so much more!](#) Over 200,000 pieces of resources and tools, available 24/7.

If you have any questions, suggestions, or comments concerning any aspect of iStream, please let me know ([jessup@league.org](mailto:jessup@league.org)). My goal is for you and everyone at your college to get the most out of your iStream subscription!

Warm regards,



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[www.league.org/istream](http://www.league.org/istream)