

*Eric Bigrigg: Hi everyone and welcome to this session of Living Our Model. I'm here with Kate Landreth. Kate is the instructor in IHMN 290, it's a second year tourism hospitality management course. Kate you used what tool in your course?*

Kate Landreth: I decided to use Instagram as a tool to track participation.

*Eric: And how exactly did you use it in the course?*

Kate: So the course itself is an internship prep course to get the second year students ready for their internships in the spring, and I used the Instagram as a way to assess their participation using social media. And it led into our learning outcome under Knowledge which was to create an appropriate strategic plan for a hospitality enterprise, and the specific criteria that we were assessing was to discuss and investigate the role of social media for personal brand, positioning and career management. So it was a way for students to engage and show their knowledge and show pictures of them exploring parts of BC or even their home country. They did some pictures and sharing from when they travelled and they were required to do a hashtag of #IHMN290 so that I could see who was posting and they shared their pictures with each other as well as followed different hospitality and tourism businesses.

*Eric: So how many posts were they expected to do each week?*

Kate: They were expected to do two posts a week and it was required that they had to do it one day away from each other, so they couldn't post two on one day. And they were assessed...it was 1% per week for 15 weeks, so it was a 15% participation.

*Eric: And what do you think the result was, how was it received?*

Kate: The students, most of them had their own Instagram account, their personal. They were required to create a second account that was professional. It was received really well. I really watched the way that I integrated technology into the class in a mindful and a strategic way and allow them to have the opportunity to search and do research of businesses using Instagram and it definitely built into our discussion and questions that came up surrounding internships and employment.

*Eric: Did you notice anything surprising, did anything surprising happen during the course?*

Kate: Yeah there was an opportunity...the program head, Moira McDonald, was in correspondence with many businesses relaying that our students are interested in finding internships and she provided the IHMN 290 hashtag to these businesses that were able to view our students and understand what they were doing in class and who they were as people. So it was a great way to have that connection from business to our students.

*Eric: That's great, thanks so much Kate for taking the time to chat with us about Living Our Model.*

Kate: Thanks Eric.