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## *News Release*

FOR IMMEDIATE RELEASE

### **FLOWORK INTERNATIONAL ANNOUNCES NEW SELF-DIRECTED ONLINE CURRICULUM FOR PURPOSEFUL SOCIAL NETWORKING**

**Social Capital Development course and certification helps learners leverage their social networks for academic and career success – perfect for grades 7 to Adult as 21<sup>st</sup> Century skills and career readiness instruction**

**TORONTO, ONTARIO, CANADA, January 22, 2011** – Flowwork International announces the release of "*Social Capital Development*," the first curriculum program for purposeful social networking for learners in grades 7 to Adult.

As the first ever online curriculum of its type, *Social Capital Development* instructs learners in how to systematically turn their own social contacts and networks into powerful tools for accomplishing their everyday goals and objectives. Students can enroll in the *Social Capital Development* course online and access it anytime over the Internet. The *Social Capital Development* program and certification enables students to learn the methodologies and techniques for becoming strategic social explorers, turning their social network into a strong asset for achieving their goals – or engaging in “purposeful social networking”.

#### **Social Networking by the Numbers**

Social networking and collaborative tools and technologies are a fixture in today’s globally connected world:

- 90% of college students visited a social network in the last week
- 40% of college students report having over 500 friends in their social network

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- 67% of online users are members of social networks
- 75% of successful job seekers find their employment through social connections
- Social networks and blogs are the fourth most popular online activity – ahead of email

Built on a proven research-based method of sequential, skills-building instruction, *Social Capital Development's* curriculum provides 8 modules, complete with overview, demonstration, practice exercises and workbook activities, multiple formative assessments, review, and additional resources via short videos from Flowwork TV.

As an online solution, *Social Capital Development* supports all computer operating systems. It is available online now at [www.flowwork.com](http://www.flowwork.com).

In addition, *Social Capital Development* builds critical 21<sup>st</sup> Century skills of collaboration and fosters social learning and social networking for all students in grades 7 to Adult via the Flowwork model which:

- Provides a systematic process of identifying and managing social network resources which support students' goals and objectives.
- Motivates students to network with people who can help them accomplish their goals and increase their likelihood for success.
- Reinforces the importance of social networks as a critical 21st Century resource for goal attainment and as a resource for relevant and up to date information regarding their achievement of these goals.
- Systematically guides students through the necessary steps to increase their utilization of the social resources that exist within their network.

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“We are proud to offer this curriculum and enable the purposeful use of social networking to digital learners globally,” said Dr. John Paul Hatala, Founder of Flowwork International and author of the *Strategic Networker: A Learner’s Guide to Effective Networking*. “The ability to collaborate and social network is a critical, lifelong skill in today’s computer-based, connected society.”

“While there may still be some institutions who do not want to allow their students to access these powerful learning assets, social networking and collaborative tools and technologies are here to stay and we need to educate students and individuals in the correct methods and techniques for using them” added John Hillsman, a consultant to Flowwork International. “Research shows that collaboration and social learning can lead to academic improvement, and the methodologies and techniques taught in *Social Capital Development* will help learners, instructors, and administrators gain important awareness and mastery over this essential 21<sup>st</sup> century skill for academic and professional success.”

Dr. Hatala added, “The strength of the *Social Capital Development* curriculum lies in its ability to motivate students by presenting high-interest content in a success-oriented environment. The on-going assessment and evaluation system built into *Social Capital Development* ensures that students are challenged as they learn, but are also provided the necessary scaffolding to promote personal accomplishment.”

### **Lessons and Activities**

The *Social Capital Development Course* is comprised of eight learning modules with an assessment at the end of modules 2 through 7:

1. Introduction
2. Turning Social Capital into Social Income
3. Social Exploration Versus Social Networking
4. Setting Networked Goals
5. Mapping Your Social Network
6. Developing Connection Strategies
7. Managing Your Network Connections

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## 8. Putting It All Together (review)

Once the course is completed at pre-set achievement levels, learners can print a certificate of completion. Many modules also contain video resource supplements of author Dr. John Paul Hatala discussing key topics and concepts within the course.

More specifically, the Flowwork *Social Capital Development* program involves five key areas:

1. *Assessing network accessibility – social networking competencies (ability level)* that includes information gathering, initiating contacts, network spanning, self-awareness, confidence, flexibility, and communication preference (social networking).
2. *Setting networked goals* (i.e. career related, academic achievement, etc.) includes integrating a goal development process into the curriculum, as well as illustrating concepts, skills, applications, and pedagogical strategies that promote goals which can easily be communicated to the network.
3. *Linking social network members to goals set (network mapping)* includes getting students to think and constructing network maps to determine who in their social network can help students achieve their goals.
4. *Mobilizing social network resources around their set goals (goal attainment)* includes initiating the process for capitalizing on relationships and opportunities within their social networks to achieve their goals.
5. *Creating paths to attainment of goals (action plan)* includes identifying their goal path and linking their social network resources to successfully move forward towards their goals.

### **Course Features and Uses**

As a self-directed online curriculum, *Social Capital Development* enables students to progress through the curriculum at their own pace and facilitates learner access to the program on a 24/7/365 basis. *Social Capital Development* can be used in K-12 brick and

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mortar, blended, and online or virtual learning environments. It is designed for use as supplemental or elective coursework and curriculum within career and technical education (CTE), instructional technology, career academies, or early college high school programs. The course can also be used in higher education (community, 2-year, 4-years, MBA and executive education) brick and mortar, blended and online virtual (both for profit and non-profit) institutions as business and career curriculum, technology and computer curriculum, or adult education curriculum. In addition, *Social Capital Development* includes a section for taking notes online, a transcript of the course instruction (for the hearing impaired), audio on/off settings, play and pause settings, a help section and an online activities and exercises workbook that can be later downloaded and kept by the learner after completion of the course. Reporting features for instructors and administrators within *Social Capital Development* include a list of lessons/ activities, whether the learner has completed the activity yet or not, and their number of attempts, assessment score to complete the activity, and the total time it took them to complete the activity.

### **21<sup>st</sup> Century Skills, National Education Technology Plan, and Funding Alignments**

*Social Capital Development's* curriculum correlates well with the Partnership for 21<sup>st</sup> Century Skills framework via its direct instruction in purposeful social networking and collaboration (Collaboration being one of the four "Cs" in the Learning and Innovation Skills) and due to its enrichment of Life and Career Skills and Information, Media, and Technology Skills within the Partnership's framework. The program's social networking and collaboration instruction also correlates well to the proposed U.S. Department of Education's National Technology Plan's use of social networking and collaboration within the Plan's framework for software services within a technology empowered learning environment (p.59), and the International Society for Technology in Education's "NETS-S" (National Educational Technology Standards for Students).

Schools seeking funding as a way to pay for learners' enrollment into the *Social Capital Development* online course should find it easy to align the program's curriculum to the federal government's Carl D. Perkins Vocational and Technical Education Act

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funding as well as the 21<sup>st</sup> Century Community Learning Centers funding program. It is also suggested that institutions talk to local corporations and businesses about donating a number of enrollments to the *Social Capital Development* course to their school as a way for these corporations and businesses to contribute to their next generation of employees.

### **Professional Development Available**

In addition to the *Social Capital Development* course as a curriculum for learners, the course can also function as professional development for instructors and administrators. Besides its online version, Flowork International also offers in-person professional development opportunities for teachers, facilitators, guidance counselors and trainers on how to leverage the social capital within their respective schools to deliver effective, collaborative and efficient curriculum. This unique program provides insight into how teachers can tap into the student population to foster collaborative social learning, which ultimately can lead to improved academic performance and distributed educational support amongst ALL members (including students' peers) of the class. For more information about opportunities related to professional development with *Social Capital Development* please contact Flowork International at **1-877-FLOWORK (356-9675) x705** or [www.flowork.com](http://www.flowork.com).

### **Pricing & Availability**

*Social Capital Development* is available online and requires an Internet connection, for which a high-speed Internet connection such as DSL or a cable modem is recommended.

*Social Capital Development* is sold in individual and multi-student enrollment tiers. The individual enrollment is \$50.00 per student with multi-student enrollment tiers ranging from \$30.00 per student enrollment for a minimum of 25 students to as low as \$12.00 per student enrollment for 2,000+ students on a single order. The program includes toll-free technical support, from 8 a.m. to 5 p.m. Central Time, every business day. For sales and ordering information, customers can call Flowork at **1-877-**

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**FLOWORK (356-9675) x705** or an authorized agent. Information, a preview of the overview and Module 1 of the course, and online ordering for this program are also available on [www.flowork.com](http://www.flowork.com).

### **Additional Offerings Coming Soon**

In addition to *Social Capital Development*, Flowork is also releasing another self-directed online course, *Strategic Job Search Management* which focuses on how to manage a strategic job search and career path, and a combined offering of both courses, *21<sup>st</sup> Century Strategic Job Search Toolkit* in the first quarter of 2011.

### **Company Background**

Flowork International, LLC ([www.flowork.com](http://www.flowork.com)) is an organization that works with individuals, organizations, and communities to develop their social capital and, more importantly, increase their ability to access social resources. We have designed a systematic process for increasing access to social resources through increased awareness of your network and the development of win-win relationships. Flowork also specializes in human capital development and strategic job and career services and research. The company is headquartered in Burlington, Ontario, Canada.

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