Luke Walker

Portfolio

Table of Contents

TakingITGlobal

- TIGed.org (virtual classroom tools & global ed resources) strategy, ux design, ia, user research
- Making the Connection (best practices doc) strategy, user research, copy, layout
- Tobacco Control Game & Virtual Classroom project mgmt, game design, editor, layout
- Orange Revolution Game & Virtual Classroom project mgmt, game design, editor
- Understand the Issues (global issue info resource) strategy, ia, editorial team mgmt

MacArthur Foundation Series on Digital Media & Learning

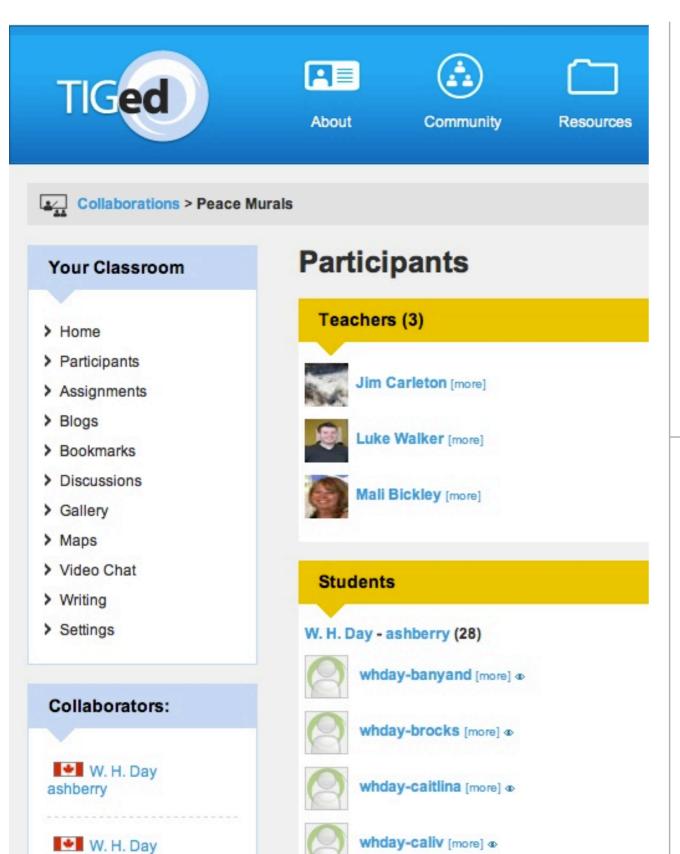
• Chapter in Civic Life Online co-author, researcher

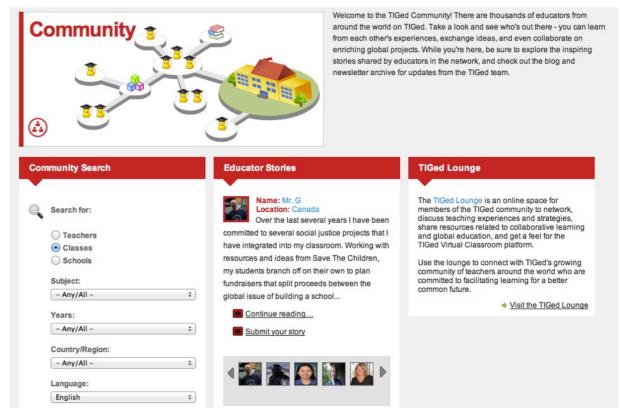
Atmosphere Industries

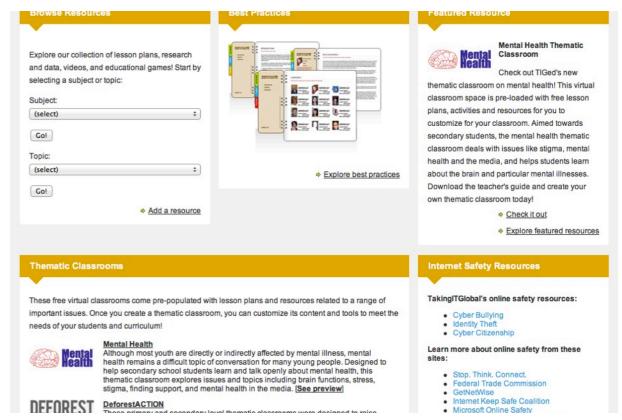
• Gentrification: the Game game co-design, pr, in-game & promo copy

Career Cruising

- Application Planner Launch (email marketing) writer, layout, deployment
- Trade Journal Award Announcement copy
- Webinar Calendar & Reg System strategy, ia, copy
- Course Planner (print collateral) copy, design mgmt

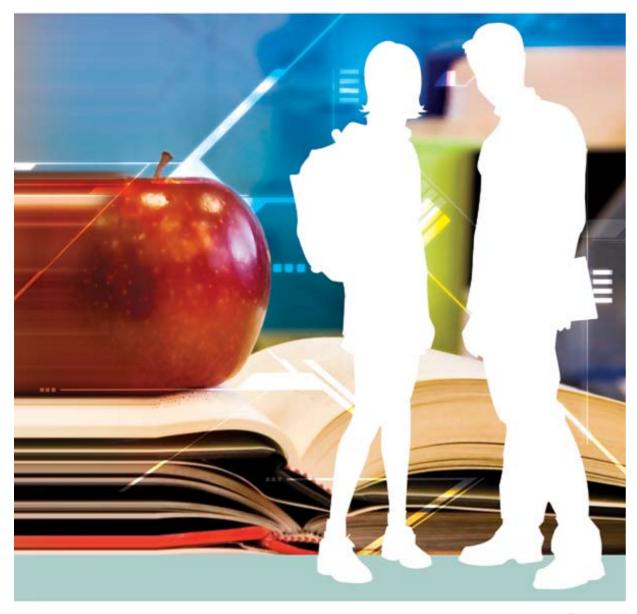






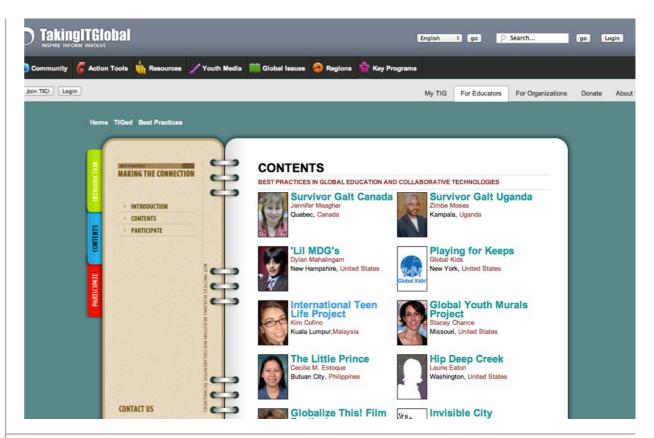
MAKING THE CONNECTION

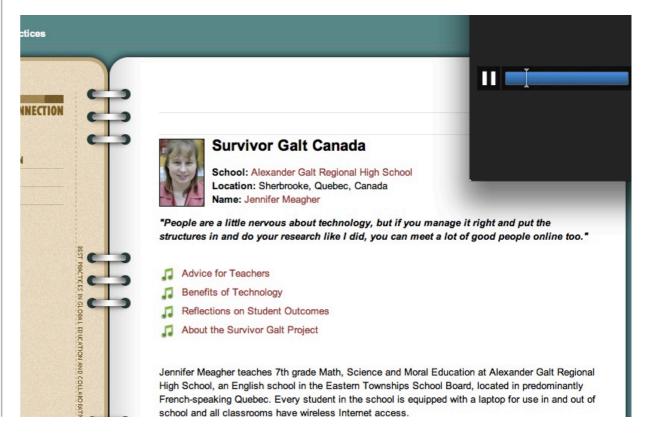
>> Best Practices in Global Education and Collaborative Technologies

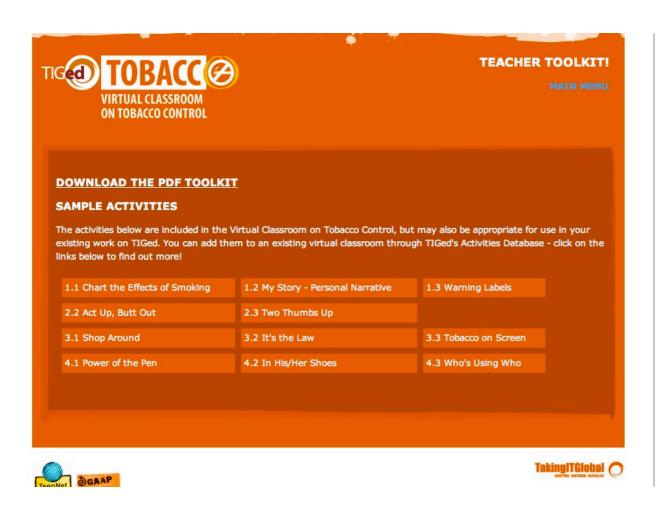
















ORANGE REVOLUTION PROJECT

HUMAN RIGHTS, GOOD GOVERNANCE, AND NON-VIOLENT CONFLICT

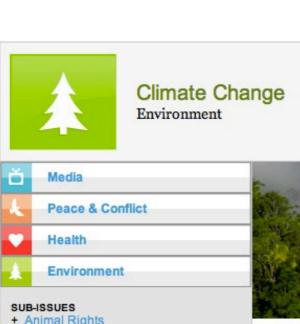
The Orange Revolution Project is a suite of resources that explores Human Rights, Good Governance and the role of Canadians and Canadian organizations during Ukraine's move toward democracy during 2004-2005.

The project consists of three comprehensive lesson plans, assessment and evaluation tools and rubrics, curriculum links, a teacher's guide and an online simulation. Employing the simulation, students will stand in the shoes of various characters who took part in the Orange Revolution and see the influence of their decisions on the outcome of the events.





Produced with the financial support of the Government of Canada through the Canadian International Development Agency (CIDA)



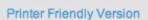
+ Animal Rights + Climate Change

- + Natural Disasters
- + Sustainable Development



In the past decade, it has been called everything from the "greatest hoax ever perpetrated on mankind" to the "greatest challenge to face man". There have been conventions, coalitions, and conferences held in its name. Hundreds of politicians have discussed, debated and even come to agree on possible solutions armed with which we might stand and face its impending challenge. Thousands of scientists have released studies, statements, and reports documenting its harmful and possibly even apocalyptic consequences for all of the world's biodiversity. Millions of people have individually altered their own lifestyles and together they have walked and run and biked in fierce protest. The issue at hand is climate change, and it has literally and figuratively taken every corner of our... (more)







Partnerships



Click here to learn more about how you can become a Global Issues Partner.

more info

Notable Quotes

"The 3 billion people who live in poverty around the world will be hardest hit by climate change. The poor are more dependent on natural resources and have less of an ability to adapt to a changing climate. Diseases, declining crop yields and natural

Resources

Organizations

Publications

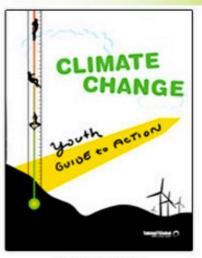
Blogs

Policies

Statistics

- Student Climate Change Coalition
- "" BURG" Youth Environmental Center" NGO
- International Forestry Students Association
- Ontario Environment Network
- Canadian Youth Climate Coalition
- Peel Environmental Youth Alliance
- Zerofootprint
- Sierra Youth Coalition-Sierra Club of Canada
- Green Ocean, a Youth-driven Environmental Initiative
- Greenpeace Canada

Guide to Action



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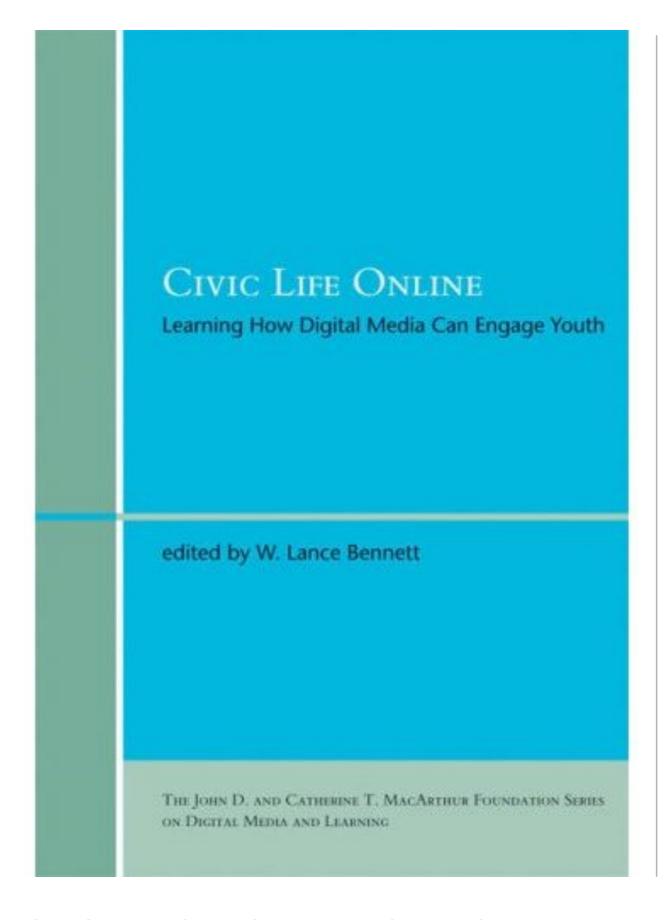
TakingITGlobal TV



Suggestions? Let us know!

Understand the Issues (global issue info resource)

Content strategy, ia, editorial team management



Citation: Raynes-Goldie, Kate, and Luke Walker. "Our Space: Online Civic Engagement Tools for Youth." Civic Life Online: Learning How Digital Media Can Engage Youth. Edited by W. Lance Bennett. The John D. and Catherine T. MacArthur Foundation Series on Digital Media and Learning. Cambridge, MA: The MIT Press, 2008. 161–188. doi: 10.1162/dmal.9780262524827.161

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Our Space: Online Civic Engagement Tools for Youth

Kate Raynes-Goldie and Luke Walker

TakingITGlobal Research

Introduction

The Internet is quickly becoming an integral part of life. The embedded role of the Internet in everyday life is perhaps most prevalent for youth, particularly in developed countries: in 2005, the PEW Internet & American Life Project found that 87 percent of American teens go online, and half of them report going online every day. Many "real world" activities can now take place online—including many social-networking and community-building tasks that go well beyond traditional uses of information and communication technologies. Civic engagement, as other authors in this volume have presented, is one of the areas of activity that has made the transition to the online realm, with varied forms of implementation and varying degrees of success.

There is currently no established methodology for evaluating the effectiveness of online civic engagement sites, for youth or other segments of the population. We believe a shift in perspective of what civic engagement is and how it could occur online is necessary to evaluate the sites, methodologies, and tools that promote civic engagement among youth. Just as Jimmy Wales, founder of Wikipedia, argues that social software should empower rather than replace traditional forms of interaction, we see the role of online civic engagement tools as enhancing and empowering real-world action:

A lot of programmers, seem to me to think that the whole point of *social software* is to replace the *social* with the *software*. Which is not really what you want to do, right? Social Software should exist to empower us to be human . . . to interact . . . in all the normal ways that humans do.²

Preliminary research points toward this paradigm shift. Research conducted by Michael Delli Carpini,³ of the Annenberg School of Communications, as well as research conducted by TakingITGlobal for the J. W. McConnell Family Foundation,⁴ have found that efforts in the online civic engagement space are often more strongly suited for enabling or more deeply engaging young people who are *already* civically minded. MySpace and digital youth expert danah boyd has blogged⁵ and written extensively about the importance of the latest generation of online spaces for youth in developed countries who, for various reasons, have low access to physical hangout spaces, such as the mall or the park.⁶ MySpace is so popular, she argues, because it acts as a digital public space where youth can hang out online with

We thank Jennifer Corriero, Michael Furdyk, Xingtao Zhu, and Nick Moraitis for their assistance throughout the development of this chapter, with special thanks to Jo-Anne Raynes and Emily Kornblut, as well as John Horrigan from the Pew Internet & American Life Project, for their indispensable feedback.

Gentrification: The Game!

Atmosphere Industries









Description

Gentrification: The Game! is an award-winning transmedia game, which uses mobile technology to facilitate and augment offline gameplay. It has been presented at game and culture festivals around the world to critical acclaim. Small teams compete to collect real-world properties, "convert" them, and transform the neighbourhood. As developers, they'll build swanky lofts, erect coffee shops, and raise property values. Or, as locals, they'll form BIAs, make community centres, and try to thwart the developers. The neighbourhood's changing face is tracked on a mobile web app, which updates along with players' offline actions, and allows them to strategize while moving around. The same data is replicated on a giant sidewalk chalk map, which serves as a central meeting point, and looks fabulous.

Listen to a radio documentary on the game.

Awards & Honours

Best of Fest, Come Out & Play 2010 (Brooklyn)

Best Use of Technology, Come Out & Play 2010 (Brooklyn)
Invited Selection, Hide and Seek Weekender 2010 (London)

Invited Selection, You Are Go 2011 (Berlin)

Winning Selection, <u>TIFF Sprockets Future Games 2011</u> (Toronto)

The Game

Gentrification is played in rounds. In each round, your team scrambles to perform a variety of tasks. You start the round by consulting the web app, strategizing, and deciding who needs to do what. Some of you head out into the neighbourhood to choose and photograph properties to collect.

Hide and Seek Weekender 2010 (London)

Gentrification is a fantastic combination of real world action and online strategy; a bit like SimCity mixed with a scavenger hunt. What's surprising about the game is how it uses technology so effectively - normally any kind of mobile technology is a pain to use and doesn't provide much benefit, but I saw plenty of smartphones being used to plan tactics and outwit opponents. Certainly my favourite game out of the entire Hide and Seek festival in London.

Adrian Hon, Six to Start

Come Out & Play 2010 (Brooklyn)

Gentrification at Come Out and Play 2010 was so much fun! Really tight monopoly-like game design around buying and improving local properties was tied effortlessly with RIDICULOUS antics like fake petitions and flower-distributing, culminating with a completely wonderfully bombastic parade. Technology was DIY but seamlessly integrated — I'd love to see it built out into an always-on version. I loved the tone of the game too; a really fun sense of humor tied the whole thing together. I can't wait to see what Atmosphere Industries does next!

Gabe Smedresman, MeetGatsby

I noticed players debriefing after the game, talking about what worked, what didn't, and how things were in "real life." With all due respect to the brilliant artists of the museum hall, I would be hard-pressed to configure a means by which a painting or sculpture could accommodate such reflexivity.

Sarah Brin, Brintendo

Kensington Pedestrian Sunday 2010 (Toronto)

Atmosphere Industries - Gentrification: The Game

Co-designer, PR, in-game & promo copy (Big Game: Toronto, NY, London, Berlin)



Take the stress out of college applications

Your students are already using Career Cruising to discover their career interests, research college and training options, and develop meaningful four-year plans.

But did you know that they can also turn to Career Cruising to simplify and take the stress out of the college application process?

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The module also provides extensive tracking, reporting, and messaging functionality for counselors and administrators.

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- Thursday, Oct 27, 11AM EDT
- Wednesday, Nov 16, 2PM EDT

If you aren't able to attend one of our scheduled webinars, please email me for more information and a product demo!

Sincerely,

Steve Yaun Educational Sales Consultant Career Cruising Madison, WI 1-800-562-1079

Application Planner Launch email

Copy, layout, deployment - increased sales webinar reg's ~2000% over company newsletter



Background & Purpose

Contact Us

News & Events

Careers

What people are saying...

"We have never had such a strong, positive response from our students, parents and faculty to a career development program."

Guidance Department Waukesha West High School

more >

News & Events

5/27/2011

Over 300,000 Students Complete Course Requests Online

3/30/2011

Two Major Library Publications Name Career Cruising Among Top Resources

11/2/2010

Career Cruising partners with University of Waterloo to develop

News & Events

30/03/2011

Two Major Library Publications Name Career Cruising Among Top Resources

Career Cruising is very proud and pleased to announce that it has recently received major recognition from two influential library publications.

In January, the ALA **Booklist** selected Career Cruising as an **Editor's Choice** recipient, after giving it a "starred review" in the November 2010 issue. This influential library publication "highly recommended" Career Cruising for libraries serving patrons from middle school students to adults in the midst of career transition. Visit the Special Edition of the Booklist Online Newsletter for more information on this Award. You can find the original ALA Booklist review here.

Reviewer Jerry Carbone commended Career Cruising for its abundance of userfriendly features and content:

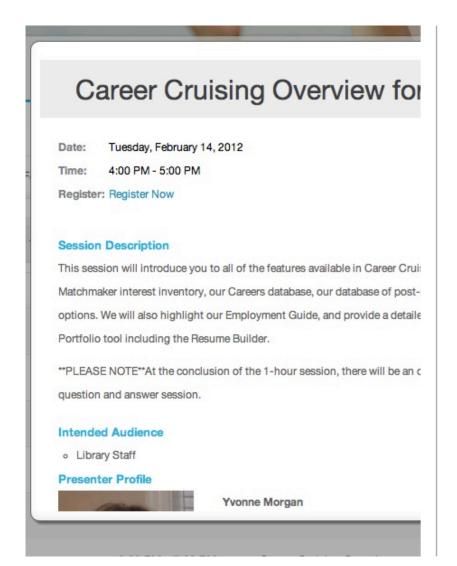
"Because it needs to be used as a self-directed resource, Career Cruising must be easy to use and navigate, and it succeeds here admirably... A single click switches the database to Spanish, adding further value."

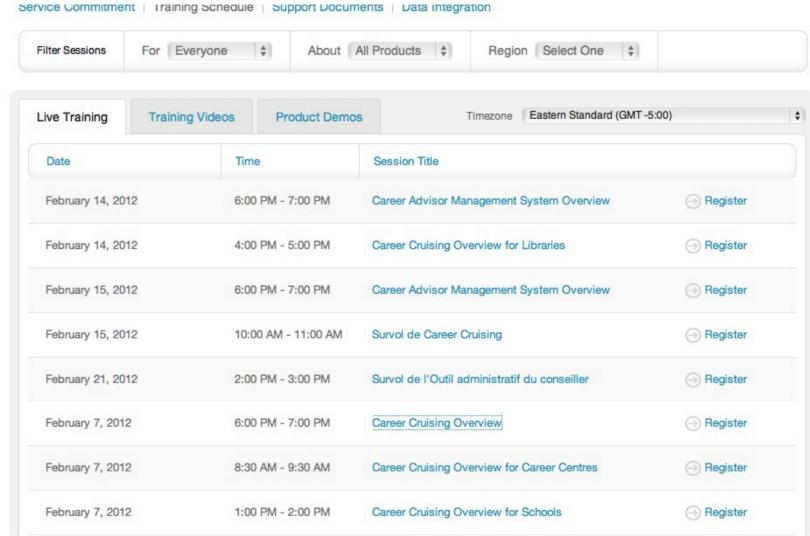
Jerry also made special mention of noteworthy features like our portfolio development system and resume builder, as well as our new employment guide and job search tool, which are particularly helpful for library patrons who are looking for employment or to make a career move.

Shortly after receiving the Editor's Choice Award, we learned that **Library**Journal, has selected the database as a **Best Reference Pick for 2010** in their April 15 issue. Only 9 reference materials received this designation, and Career Cruising is the only careers resource to be included. LJ originally awarded Career

Award Announcement (press release)

Copy - wrote regular product announcements & other news items











The Course Planner module is a powerful set of tools to help students plan courses that reflect their career aspirations and graduation requirements. Integrated with your student information system, Course Planner brings together critical information, such as past credit history, diploma requirement tracking, prerequisites, and course recommendations.

(v) Online Course Selection

Save time and increase accuracy with online course selection, configured at the school level.

Customized Advisory Alerts

Advisory alerts inform students about everything from prerequisite gaps to the cost of supplies for a given course.

Diploma & Certificate Tracking

Track course selections against multiple diploma options and certification programs.

Data Integration

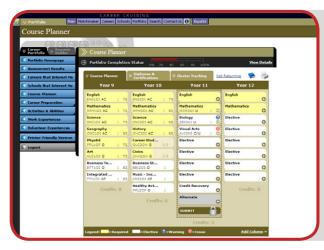
Student data and course history are managed through integration with your student information system.

Export Course Selections

Easily export students' course selections for integration with your scheduling system.

On-Demand Reporting

Quickly access reports with real-time data on student course selections and completion.



The Course Planner provides tremendous value to both students and counselors in the course selection

Kev features:

- » Import students' course history, including grades received, from the student information system
- » Easy-to-edit online course calendar, which can be printed or exported
- » Parent sign-off sheets, with course history, course selections, and advisory alerts
- » Ability to identify and track CTE courses

Course Planner is fully integrated with the Career Cruising Portfolio Development System, bringing together students' career and education exploration activities and course selections in a seamless process.



Validated Course Selections

Validated course selections help to ensure that students are choosing the right courses for their post-secondary goals.

- » Students can view detailed course information when making their selections
- » Prerequisite and successor relationships are clearly displayed
- » Custom advisory alerts relay important information such as teacher recommendations, prerequisite issues, and extra fees as part of the
- » Course selections are exported back into your student information system for scheduling

Career Cluster Integration

Career clusters can be directly incorporated into the course planning process.

- » Schools can link their course offerings to career clusters. Each course can he associated with more than one cluster
- » Students can search for courses by cluster or discipline
- » Students can track how their course selections match up with their cluster

Graduation Requirement Tracking

Course Planner helps ensure that student plans fulfill graduation requirements.

- » An easy-to-read graphical interface provides students with a simple view of the courses they have completed and planned, as well as those that are still
- » Schools can enter an unlimited number of graduation pathways and special certification options

Greater Efficiency & Accuracy

Course Planner makes the course selection process easier and more accurate, saving time and money.

- » Course selections are pre-verified and transferred directly to the scheduling system, ensuring that students select the right courses and eliminating data entry time
- » Advisory alerts save staff time, reduce course changes after the initial selection process, and ensure that parents sign off on important notices
- » The online course handbook reduces or eliminates the need for a costly printed version







To contact Career Cruising

For more information please contact us: phone: 1-800-965-8541 email: sales@careercruising.com web: www.careercruising.com





Course Planner Brochure