

CASA 2.0

WEB COMMUNITY DEVELOPMENT

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Abstract

This paper provides a brief description on how to develop CASA web activities and services through an enhancement of its Social Media.

Chinese American Scholar Association (CASA) –The Mission

Knowledge exchange facilitates modeling and construction of solutions.

The mission of CASA is to bring together people and cultures, allowing sharing and disseminating high-quality contents in many disciplines:

- Art, humanities, psychology, social science
- Business, finance, management, marketing
- Computer, engineering, information system
- Education and instructional technology
- Health services and physical sciences

Born in 1989 from the merging of Chinese and American cultures, right now this association is international and embraces different cultures, environment and people around the world.

CASA creates a direct and informal link between managers and students, professionals and researchers, business and education, increasing a progressive refinement of our cultures, through a “mix of knowledge and know-how”:

- Universities and companies are stimulated to implement new initiatives.
- Students and teachers can have a direct contact with workers and companies.
- Companies can tap into an authoritative source in innovation and transformation for their organizations and processes.

CASA provides its contribution to understand and approach different cultural identities, such as to establish opportunities to study and work.

The association collects in its on line archive a large and interesting literature: dissertations, applications and researches. Theory and practices broaden boundaries between competences and experiences through cross-fertilization.

CASA stimulates projects' start-ups and voluntary initiatives by all members, accelerating the contact between offer and demand: of people and of solutions.

Chinese American Scholars Association –The Community

People make communities.

This association does not distinguish between job description, country of origin, mother tongue, academic awards or age. It is a melting pot of different “cultural dimensions” (people) that collaborate harmonizing experiences, skills, relations and knowledge.

CASA is open to everyone who is interested to share ideas, studies, researches and projects: we are eager to discuss “contents”, “pieces of culture” in order to enlarge common interests and perspectives. And we can compare our different experiences focusing on problems and solutions.

The following ‘categories’ describe different role and commitment of all people involved.

Board Members

Up to current date, CASA has 200+ board members from 41 countries and they support the content system evolutions, providing dissertations, papers and slideshows on several topics and scopes.

They support this association through their attendance to E-Leader meetings, promoting the events and sharing contents in site (i.e. in their organization) and on line (i.e. using their own social network profiles).

Steering Committee

The Steering Committee is based in NYC and in world-wide-web.

The Steering Committee organizes and manages:

- ✓ events (E-Leader conference)
- ✓ papers' approval and publishing
- ✓ website structure and contents

Providers

They supply products (PCs, phones, other materials), services (accounting, answering, etc.), to manage the CASA structure and activities.

Partners and Sponsors

The organization who are working with CASA are grouped in three main categories:

- ✓ Universities, Business/Engineering/Economics Faculty

- ✓ Foundations and Associations
- ✓ Private and Public Companies
- ✓ Government Research Entities

They can support CASA in many different ways:

- ✓ hosting E-Leader Conference
- ✓ promoting attendance at E-Leader Conferences
- ✓ providing services for Meetings execution

Chinese American Scholars Association – The Knowledge Exchange

In a knowledge society we are shareholders and the cultures are our shares.

E-Leader Conference

Born in 2006, the main “product” designed and developed by CASA is the “E-Leader Conference”, an international forum on global issues.

During three days hosted by Universities, Business/Engineering/Economics Faculty around the world, each speaker presents his/her work and discusses with the audience (students, researchers, managers and entrepreneurs) his/her results and stimulating opportunities in many fields.

CASA arranges two events per year: in January E-Leader conference is based in Asia and in June the meeting is hosted in Europe. The attendance is free for local professionals, faculty, staff, and students. Professors, managers and entrepreneurs pay their registration fees if they present papers.

Since 2006, 17 E-Leader conferences have been delivered, involving more than 980 people.

Paper Database

The CASA website listed published papers. This is a database of high-level contents on several disciplines. All of them are coded with ISSN **1935-4819** approved by United States Library of Congress:

- +160 PowerPoint slides have been published online
- +315 papers are available

CASA provides an interesting “Basis of Knowledge” that everyone can download freely.

These contents give to our “end users” the opportunity to read issues related to innovative studies and problems, to have a direct contact with authors and researchers.

In our webpage you can find the list of links to all E-Leader papers.

Journal

Born in 2012, our Journal publishes articles that have been chosen from the best papers presented at the E-Leader conferences. All papers are subjected to double blind peer reviews and provide innovative researches and original proposals.

Website Map

CASA has this website: <http://www.g-casa.com>.

And this is our current site map:

1. Home Page (focused on E-leader conference)
 - E-leader Conferences links. For each event you have links for more details:
 - a. Location
 - b. Benefits
 - c. Registration fee
 - d. Program (with link to slideshows)
 - e. Accommodation
 - f. Useful links
 - Link to Paper Subscription
 - Link to Testimonials
2. About Us
 - CASA Organization Information
3. Events
 - E-Leader Conference
 - List of past events
4. Picture Gallery
 - E-Leader meetings' pictures
5. E-Leader International Journal
 - List of best articles for each E-Leader Conference
6. Papers Data Base
 - List of Papers by Author (ISSN: 1935-4819 - Approved by United States Library of Congress).
7. Contact Us
 - Mailing list: right now you can contact directly
 - the Papers and Conferences' Chair
 - the Marketing Manager

On Line Services

Right through our website we provide:

- Open access and free download of each slideshow and paper to every web users.
- Call for paper – Submission of paper (<http://www.g-casa.com/propernow.htm>)
- Suggested accommodation: for each event we organize around the world we suggest 2 or 3 different hotels

Our Evolutionary Leap on Social Media

Mind and Close the gaps

Digital Media are changing rapidly the surround of social and business relationship.

In this multitude of entities (contents, APPs, media and tools) we need to be recognized, to have a clear identity: track, aggregate, synthesize and share content of social interest are important tasks in the Internet era.

Distinguishing CASA becomes crucial, especially because its mission is the Dissemination of Valuable Content.

A New Brand Identity

To distinguish who we are, we have suggested a new brand logo for our Association and for E-Leader Conference during last E-Leader Conference in Milan: the proposal was well received but we have to implement some changes in graphic design.

Here we can briefly explain the reason why we suggest these logotypes.

*In the future everyone will be world famous for 15 minutes
(Andy Warhol, 1968)*



CASA Community – The House of Collaboration

- The Pop Art has included imagery from popular culture in art works
 - and CASA wants to include non-academic world in Academia
- The concept of Pop Art refers not as much to art itself, but to attitudes and behaviors that bring art.
 - and CASA wants to widen stimuli for tomorrow's leaders ... and leadership is primarily related to attitudes and behaviors
- Pop Art is not “of people” nor “for people” but is mass-produced. The artist is outside. Only in this way the artwork can be understood and accepted by as many people as possible.
 - and CASA aim is spreading knowledge, giving access to high value information to non-insiders

Our more relevant product is our international conference and we need to have a brand also for this important event:



e-Leader Conference - The Collaborative Leadership at work

These concepts have inspired our proposal:

- We are a worldwide group.
- We are strictly linked from common interests.
- We organize 2 events per year around the world.
- We share contents focused on “cultural evolution” in several fields.

Liquid times, Earth and Networks remember our interdependence.

This proposal has been used for Milan2014 but we have to change it with a different visual identity for future events.

Institutional Website Updating

We can design a different organization of our Front End, more oriented to final users, members and partners.

Our Contents Access System is not useful and efficient: we cannot find our papers through browsers' search. We need to review the documents Database in order to 'assign' to each content (slideshow, papers or other objects) a set labels/categories for advanced search into website and through several internet browser.

Changing our Database structure, we can implement a searchfunction: by topics, by E-Leader conferences, by authors and other labels will be useful to increase on line traffic and spreading of our peer to peer researches. Integration with 'academic search' (as example, Microsoft Academics) can be more evident.

Right now the website provide a newsletter subscription. It doesn't fit with current publish and reading needs. We suggest implement a User Management System integrated with the Content Management Systems. In the future members will up-load directly his/her contents, commentand share using Social Networks. A link to attendees' profiles (on LinkedIn) and a link with theirSocial Network presence (Google+, Twitter, Facebook, etc.) will be useful to improve the “peer to peer” communication between members and to enlarge our audience.

We can integrate Pay-Pal system (or equivalent) in order to simplify the registration fee payment, the donations and other future services.

We have to extend partnership and sponsorship to other Institutions, Associations and Private Companies through a more flexible system for managing events' calendar, press releases and other news about papers, sponsors and partners.

Social Network Presence

For an international community like CASA is now the time to implement its social media presence. Many CASA board members have profiles on LinkedIn and some have Facebook profiles.

At the end of E-Leader Conference – Milan Edition we have released:

I. a LinkedIn Group:



www.linkedin.com/groups/Chinese-American-Scholars-Association-8119383?home=&gid=8119383

II. a Facebook Page:



www.facebook.com/pages/Chinese-American-Scholars-Association/723045237763183

But few CASA members or attendees interested in developing and share contents on these platforms. This is what we have to do if we want to maintain our international and innovative perspective on leadership and collaboration.

For this reason we hope to join other Social Networks in the future: Google+, Twitter, Pinterest, YouTube, or Tumblr.

Conclusion

The main features of our association are concerning:

Self-motivation: each one can contribute

Self-esteem: professional and academic activities are tracked and shared (authoring, experiences, best practices)

Self-adapting: each one defines his/her time, style and way to learn the Open Collaboration

Co-creation: community members increase knowledge, starting up initiative with one another

But these concepts are also at the basis of Social Media engine and usage... and not only: a set of academics are involved in Open Access and Creative Commons protocols' improvement

Through a jump from 1.0 to 2.0 social environments, we want to enlarge our "impact on teaching future leaders":

- We want to make available and keep up to date the scientific and business materials in our database.
- We consider it is essential to simplify the synthesis and dissemination of contents and to make them accessible to the greatest number of people.
- We Re-use, Update and Recycle what we already have without wasting time and resources into plans that we cannot observe: we need pragmatism and focus on solutions.