

We're in Second Life!
From Brainstorming to Begging to Building

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Instructional Designers

The University of Texas at Dallas

Virtual Worlds

- The Horizon Report, 2007 Edition
 - Virtual Worlds
- Time to Adoption: Two to Three Years
- “Campuses and businesses have established locations in these worlds, much as they were creating websites a dozen years ago. In the same way that the number and sophistication of websites grew very quickly as more people began to browse, virtual locations will become more common and more mature as the trend continues.”

Second Life

...is a virtual world entirely built and owned by its residents. Since opening in 2003, SL has grown explosively and today* is inhabited by **6,240,591** residents.

[Video](#)

[Website](#)

*Population as of 5/16/2007

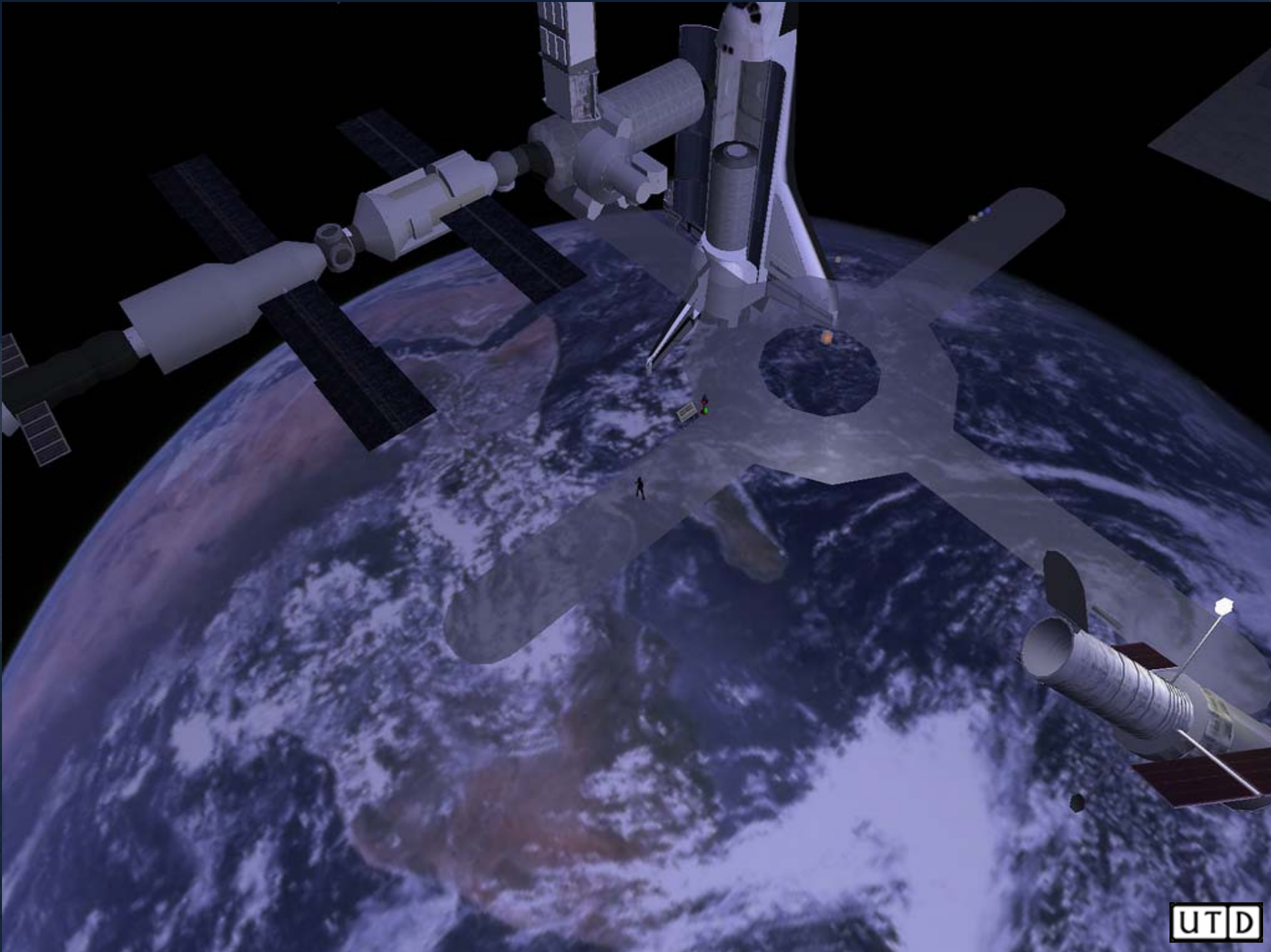
What got us interested?

- Educational Opportunities
 - Simulations/immersive environments
 - Recreate buildings to feel like you're there (sense of community)
 - Meeting areas for guest speakers, teams, classes









Glacier Simulation







Thursday's Child
Dancer Morris

Rick Liebknecht

Click here for Assignment 1

Week 1
Lecture 1/2

Week 1
Lecture 1/2

Week 1
Lecture 2/2



The Proposal Process

- Proposed to our manager, received go ahead to present to SOM deans/administrators
- Borrowed land and built proof-of-concept (include pictures of...)
 - Classroom
 - Conference room
 - Auditorium
 - Info booth
 - Communication/collaboration tools

ITEM 1 OF 1
GMBA T-Shirt (Black)
Clothing (full permissions)



ITEM 1 OF 1
UTD T-Shirt (White)
Clothing (full permissions)



ITEM 1 OF 1
UTD T-Shirt (tie-dye)
Clothing (full permissions)



Click me to receive your
UTD Backpack and Goodies



ITEM 1 OF 1
UTD T-Shirt (Black&White)
Clothing (full permissions)

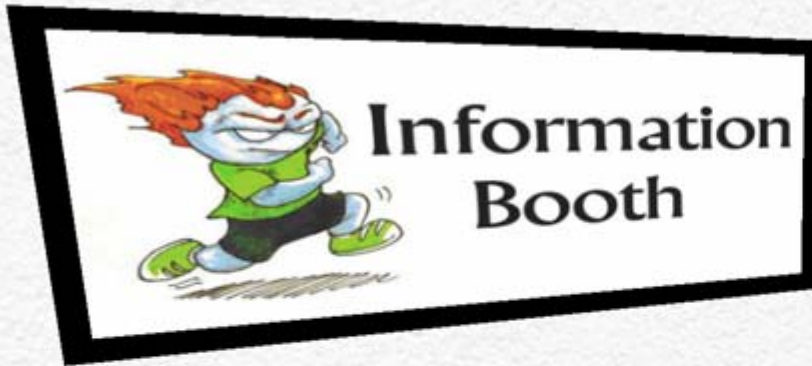


ITEM 1 OF 1
UTD T-Shirt (Black)
Clothing (full permissions)



ITEM 1 OF 1
UTD Comets T-Shirt
Clothing (full permissions)





[Click to view our GMBA Brochure](#)



[WebCT Course Descriptions](#)
University of Texas at Dallas website
UserID: som-guest
Password: som-guest

[Global MBA Online website](#)

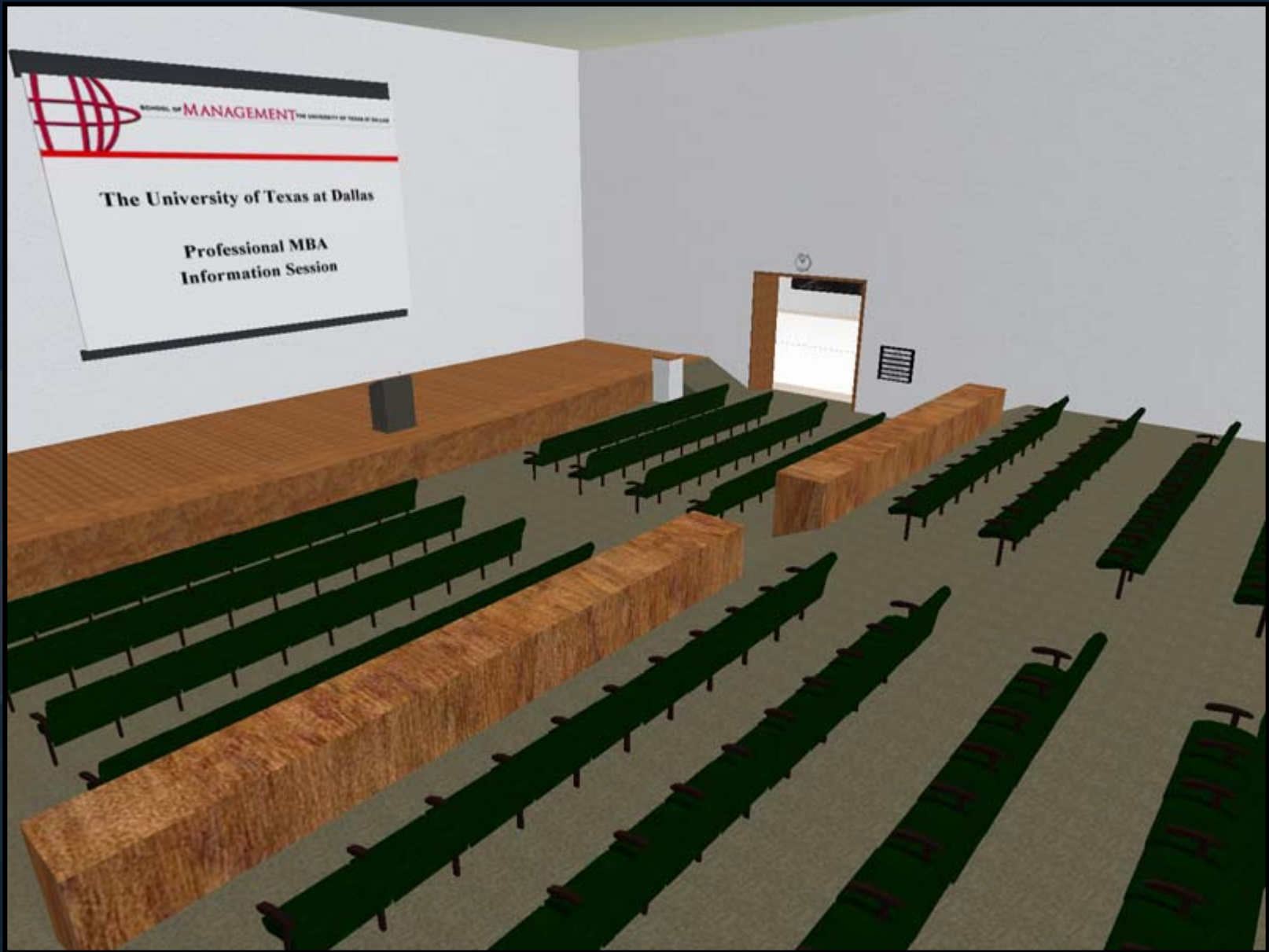
[UTD School of Management website](#)





Click the screen to view a Sample GMBA Lecture





The Proposal Process

- Created buzz through “guerilla tactics”
- Gave live demo/walk-through to approval committee
- Received approval for funding; purchased island

The Proposal Process

- Formed steering committee to design and govern island



The Proposal Process

- Developed map of island areas/functions
- Developed land and designed areas
- Gathering/adding content (on-going)

The Beach:
Advising, Recruiting and
Student Organizations

Hill Country:
Career Services

Trinity River: Alumni

Piney Woods:
Academic Programs

West Texas:
Centers and Institutes

Cityscape:
Executive Education



The Proposal Process


- Publicizing
 - Flyers
 - Expos
 - Demos



THE SCHOOL OF MANAGEMENT
THE UNIVERSITY OF TEXAS AT DALLAS

The School of Management recently opened its doors in Second Life, a virtual world entirely built and run by its millions of residents! Visit our website to learn more about all the exciting things you can do at our virtual campus and how you can get a Second Life.

We hope to see you "in-world" soon!



Your Avatar

UTD SOM Island

Second Life

http://som.utdallas.edu/globalmba/secondlife/SOM_SL.html

Click image to view “UTD SOM Island” video



Faculty Moves In

- Submit proposal
- Complete form (with IRB approval)
- Steering committee deliberates
- Group proceeds with research project

Construction Crew

- ERIN JENNINGS!!!
- Katrina and Darren
- ATEC (Arts and Technology) students
- TA ...hopefully

Where did we start?

- Erin had background in 3D modeling
- Online video tutorials
- Utilized scripting wikis
- Attended in-world classes
- Made friends ...lots of friends in SL
- Roughly 700 man-hours later we had an island

Resources

- SLED (SL EDucators mailing list)
- Second Life the official guide
- SL Knowledge Base
- SimTeach.com



Resources

- Info Island
- EduNation
- NMC Campus
- Groups within SL
 - Real Life Educators in SL
 - Academy of Second Learning



Obstacles

- System requirements
 - ✓ Hardware
 - ✓ Network Connection
- Stability
- Maintenance/Updates
 - 🙄 “Black Wednesdays”
- Learning Curve
- Pricing

Pricing

- Basic Account is free
 - Access to events, shopping, building (temporarily in sand boxes), scripting & more
- Premium Account Costs \$9.95/mo
 - Allows you to own land in SL
- Private Island Ownership
 - Education Discount
 - Small island = \$980 for 65,536 sq. meters (about 16 acres)
 - Monthly land fee for maintenance = \$150/mo
- Renting space

Obstacles

- “Griefing”
- Vandalism
- Inappropriate materials
- Keeping students on-task





Questions?

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Thank You!

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