



Boost your technology know-how at the AAWCC summer conference

By Kate Chester

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Ever feel intimidated about your technology savvy? Concerned that your knowledge base may be flagging? Or perhaps you're skilled but want to learn how the latest technology can expedite productivity – thus enhancing your professional image?

Computers, computer software, media delivery systems, social networking media outlets, digital photography: the list of ever-evolving communication vehicles and methodologies goes on and on. The digital world is exciting – and at times it's overwhelming, in terms of trying to keep up with constant change.

If you're in need of a refresher or in search of a technology professional development opportunity, then ***“Demystifying Your Digital World: Using Technology to Grow Productivity,”*** the day-long summer conference hosted by Oregon's American Association for Women in Community Colleges, is the place for you!

“Demystifying Your Digital World” will do just that. New technology and delivery systems will be presented to attendees in a user-friendly fashion – and as assets that help the bottom line and enable people to accomplish more, both easily and quickly. Sessions throughout the day include “Enter the World of Google Apps,” “Using Your Digital Camera: A Walk in the Garden” and “Brand or Be Branded: Social Media and Job Search for Career Development.”

“We've tried to develop a fun all-day conference that presents technology as our friend, not as our foe – it shouldn't be an enemy we're afraid of,” said Mary Kramer, AAWCC vice president of the summer conference, and Career and Technical Education director at Columbia Gorge Community College.

Yet the conference isn't just for novices.

“Google tools can be used to communicate and collaborate in so many ways,” said Kramer. “Even ‘techie’ will learn something new.”

“Demystifying Your Digital World” will take place July 22, from 8:30 a.m. to 4 p.m. at the Oregon Gardens in Silverton, Ore. The cost is \$75, and the deadline to register is July 12. To pre-register and for more information, visit: www.aawccoregon.org/summer-conference.

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