

M A C K I N N O N ' S C L O U D

October Edition

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- ❖ Connected Networks
- ❖ Drupal & Collaborating
- ❖ 21st Century Literacy
- ❖ ACYR Benefit Concert
- ❖ Listening Dashboard

Using the social web to
enrich your work
and learning.

Brent MacKinnon

<http://socialmediatools.ca>

Greetings colleagues and fellow collaborators,

Welcome to the October (a few days late) edition of the Mackinnon's Cloud newsletter. With October behind us, we are pulling out our winter coats and boots from the back of the closet and thinking of the coming snow.

Life streaming is a new term for me. I'm taken with it because I feel it's closely connected to the work many of us are doing. Here is [Dennis Callahan's](#) definition - "*publishing your learning activities online for the benefit of you and others*".

MacKinnon's Cloud newsletter is one of my life streaming efforts. I share stories that add to our collective effort to build healthier and more inclusive communities. My goal for MacKinnon's Cloud is to foster learning and sharing, both online and off. I hope you enjoy this edition. Drop me a note if you would like to suggest a story related to your work or learning.

You can easily subscribe or unsubscribe by clicking on the links in my email. I will be adding a newsletter page to my web site so new readers can find earlier posts on subjects that interest them.

Featured Posts

- The [non profit starvation cycle](#) is an elephant in the room. This post cites American research that makes the elephant visible. My opinion is that this research applies to the Canadian scene as well. What do you think?
- I enjoy participating in and mapping the [inter-connected networks](#) at play in York Region. In this post I diagram a mash up of the value sets and initiatives that I believe share a common purpose. You can click on an online map to add your own initiative. It would be kind fun to grow an online map of York Region collaborations.
- My partner Alain ([iAutomate](#)) and I, custom design web sites and online communication strategies that engage stakeholders. We love the Drupal platform for site design and using Open Atrium (a module of Drupal) for collaborating with our clients. It's like preparing a great feast. [Have a read](#) and you will see why.
- Howard Rheingold is one cool dude. He is a famous author, educator and futurist. In this interview titled [21st Century Literacy Skills](#), he talks about the key learning attributes that will be crucial for those seeking to cross the digital divide. Howard's message opened my eyes to a very real present and future.
- The [Aid Committee of York Region](#) is hosting a Benefit Concert featuring a collection of local York Region musicians. The CD, titled "Solstice", is been launched and the musicians will be performing songs from the CD. The fundraising event will be on Friday November 13th at [Aurora United Church](#). Tickets are only \$20. You can't beat that for a great night of music and supporting a valued community organization.
- Staying up to date and listening to your community can be a challenge. [Amy Sample Ward](#) will explain how to set up a Dashboard with [Nevtibes](#) for your subscriptions and [Google Alerts](#) for listening to your community.

