

August 12, 2020 #EquityChat  
Dr. Josie Ahlquist (@josieahlquist),  
Author Digital Leadership in HigherEd

[@SDMesaPrez](#) Good evening and welcome to #EquityChat with your hosts @iamkeithcurry & me @SDMesaPrez. Each week we host guests who are experts in their field and tonight were excited to have @josieahlquist - to chat about digital leadership in #highered Welcome Dr Ahlquist

[@SDMesaPrez](#) Let's dive right into #EquityChat josieahlquist Q1. Our education, background, and experiences make us who we are. Please tell us about the non-resume you? We want to know what's not on your resume. @iamkeithcurry  
[@josieahlquist](#) Hi #EquityChat! Love this Q1. I'm a small-town girl in a far too big city, with tiny feet and huge life plans. I'm currently surrounded & supported by my rescue baby fur family and my improv comedy/YouTube rapper husband/BFF @theepicloyd @iamkeithcurry @SDMesaPrez @josieahlquist

[@josieahlquist](#) wow then I get his twitter handle wrong @TheEpicLLOYD lol [rolling on the floor laughing]

[@SDMesaPrez](#) So glad you fixed that-the other guys is suspended!

[@iamkeithcurry](#) Q2. @josieahlquist. Tell us about being CEO at Dr. Josie Ahlquist? Why is your work as a Digital Leadership Educator so crucial to organizations and for higher education leaders? @SDMesaPrez #EquityChat

[@josieahlquist](#) Title of CEO I forget like my Dr title often. I'm just Josie. Being an entrepreneur has been a learning curve, both my grandparents & a lot of family are ranchers in WY & SD. My dad was a coal miner & mom a teacher  
@iamkeithcurry @SDMesaPrez @josieahlquist #EquityChat

[@josieahlquist](#) Digital leadership is crucial for campuses/leaders as we need intentional connection for a real impact - students how to be leaders online -faculty blending a tool like twitter into courses -staff creating digital communities  
@iamkeithcurry @SDMesaPrez @josieahlquist #EquityChat

[@SDMesaPrez](#) You've gone to the right people tonight-@iamkeithcurry and I really believe that as well. Trying to get better at video and @instagram

[@josieahlquist](#) My work with campus leaders is far overdue & the cracks are seriously showing in COVID. We need campus execs who r authentic, transparent & strong communicators - on campus but esp online Social media is not optional for leaders anymore @iamkeithcurry @SDMesaPrez #EquityChat

[@LegaspiVp](#) How would one identify when cracks are present? Is there a vision or goal that we as leaders can strive for?

[@josieahlquist](#) Great Question! - Silence on social - Only promotions//press releases -Only one way communication - Misdirected ROI - Feed feels like a brand/billboard and not a human #EquityChat

[@SDMesaPrez](#) I'm so glad to hear this-we have been able to with students via social media. I have been zooming with a few this summer to stay in touch! #EquityChat

[@ahandsintheair](#) @SDMesaPrez, You definitely model the way in this area.

[@ahandsintheair](#) Your work is so important for times such as these. I love your mention of students and how they can be leaders online. My [brain] is screaming #moreplease #EquityChat

[@SDMesaPrez](#) Q3. @josieahlquist What is your definition of equity? How is equity-minded practice embedded in your work? #EquityChat @iamkeithcurry

[@josieahlquist](#) Q3 For the work I do it means exposure & amplification. I aim 4 equity-minded practices 2 b infused in everything. From who you see featured on my podcast [@josieatpodcast](#), blogs, my keynote slides or in my book.

[@iamkeithcurry](#) [@SDMesaPrez](#) [@josieahlquist](#) #EquityChat

[@josieahlquist](#) Q 3 x 2 From backgrounds positions, campus types I highly value lifting up, surrounded by & amplifying voices from all pockets of the world - especially #HigherEducation [@iamkeithcurry](#) [@SDMesaPrez](#) [@josieahlquist](#) #EquityChat

[@josieahlquist](#) I actively audit myself/ask colleagues to do the same. A couple years ago I was kindly nudged to expand my network around #comm\_college & now those leaders r some of my favs 2 feature! Spoiler [@EvccPrez](#) is going 2 b on the pod next week! [@iamkeithcurry](#) [@SDMesaPrez](#) #EquityChat

[@SDMesaPrez](#) Excellent! We will be right behind you in connecting with [@EvccPrez](#)!

[@FoothillPrez](#) Dr. Willis rocks!

[@EvccPrez](#) I'm surrounded by some awesome cc presidents! We got this! Thanks, y'all!

[@iamkeithcurry](#) Q4. [@josieahlquist](#). Please define digital engagement? [@SDMesaPrez](#) #EquityChat

[@josieahlquist](#) Q4 The core of Digital Engagement in #highered is to:

[mobile phone with rightwards arrow at left] Engage Authentically

[mobile phone with rightwards arrow at left] Build Community

[mobile phone with rightwards arrow at left] Foster Belonging

[@iamkeithcurry](#) [@SDMesaPrez](#) [@josieahlquist](#) #EquityChat

[@SDMesaPrez](#) Do you prepare or "pretweet" for conferences, presentations, etc? I like to live tweet but find it a challenge to listen and paraphrase correctly in the moment #EquityChat [@josieahlquist](#)

[@josieahlquist](#) For something like this, I do prepare. I used to live-tweet a lot but found it was adding more noise to the feed, duplicating others, or distracting my learning. Now I sit to consider what value I'm adding. If I do live-tweet it usually is 2 celebrate/showcase someone #EquityChat

[@SDMesaPrez](#) Excellent-

[@josieahlquist](#) Digital Engagement is built around authentic relationships & genuine community building in order to foster belonging

[raising hands] Digital Engagement=Student Engagement

[raising hands] Digital Engagement=Community Engagement

[raising hands] Digital Engagement=Human Engagement

[@iamkeithcurry](#) [@SDMesaPrez](#) #EquityChat

[@SDMesaPrez](#) Q5. [@josieahlquist](#) On the <http://josieahlquist.com> website, you have the following quote" Digital engagement should not be an afterthought, add-on, or less-than strategy. It's valuable a tool for leadership." We have many higher education leaders following #EquityChat.

[@SDMesaPrez](#) What advice would you like to share with higher education leaders regarding digital engagement?

[@josieahlquist](#) Don't get caught up on the platforms or tactics. Prioritize connecting with your people - go wherever they are! Get very clear on your purpose (goals) to create a realistic, simple & sustainable strategy and get leading online already! [@iamkeithcurry](#) [@josieahlquist](#) #EquityChat

[@SDMesaPrez](#) Hence my need to do more IG and multi-platform posts

[@josieahlquist](#) IG has so many functions and possibilities for cross-platform engagement!

[@josieahlquist](#) Get connected with a community of other #highered leaders committing to purposeful digital leadership like this one I support: <http://facebook.com/groups/connectdexcl...> [@iamkeithcurry](#) [@SDMesaPrez](#) [@josieahlquist](#) #EquityChat

[@josieahlquist](#) Social Media is not a solo support - Invest in support! Either on your campus or heck even working with me [arrow pointing rightwards then curving downwards]

[https://josieahlquist.com/highereducationexecutives/...](https://josieahlquist.com/highereducationexecutives/) @iamkeithcurry @SDMesaPrez #EquityChat

[@SDMesaPrez](#) We reorganized our Comms Office a few years ago and created a Digital Communications specialist. The incredible @artgrl99 has taught me everything I know, and saved me from DT postings.

#EquityChat @iamkeithcurry

[@josieahlquist](#) Amazing! Campus leaders gotta prioritize investing in digital communications, and putting highly skilled pros to work + recognizing them overtime! #EquityChat

[@iamkeithcurry](#) Q6. @josieahlquist. Tell us about your article titled "Campus Leadership in the COVID-19 Era: 40 Digital Leaders to Follow." How did you identify the leaders? What are some digital leadership practices that are redefining leadership? @SDMesaPrez #EquityChat

[@josieahlquist](#) A few things I looked for:

[white heavy check mark] Deans & Above

[white heavy check mark] Redefining what it means to be an effective leader

[white heavy check mark] Most likely on more than 1 platform

[white heavy check mark] Making a clear impact w/ a values-driven strategy

[white heavy check mark] Diversity of voices/institution types

[https://josieahlquist.com/2020/07/30/campus-leadership-in-the-covid-19-era/...](https://josieahlquist.com/2020/07/30/campus-leadership-in-the-covid-19-era/) #EquityChat

[@josieahlquist](#) These #highered digital leaders personalize their online presence so they are approachable & relatable. A strategy is backed up with values. They prioritize relationships & community not just promoting the latest press message. @iamkeithcurry @SDMesaPrez #EquityChat

[@SDMesaPrez](#) Q7. @josieahlquist What are you reading? And what book(s) would you recommend we consider reading? #EquityChat @iamkeithcurry

[@josieahlquist](#) Honestly reading has been really hard for me since COVID. Anyone else out there? However, I've been finally digging back into these:

[books] The Art of Gathering by @priyaparker

[books] Race After Technology by @ruha9

[@iamkeithcurry](#) @SDMesaPrez @josieahlquist #EquityChat

[@SDMesaPrez](#) Have not read either one, but will check them out!

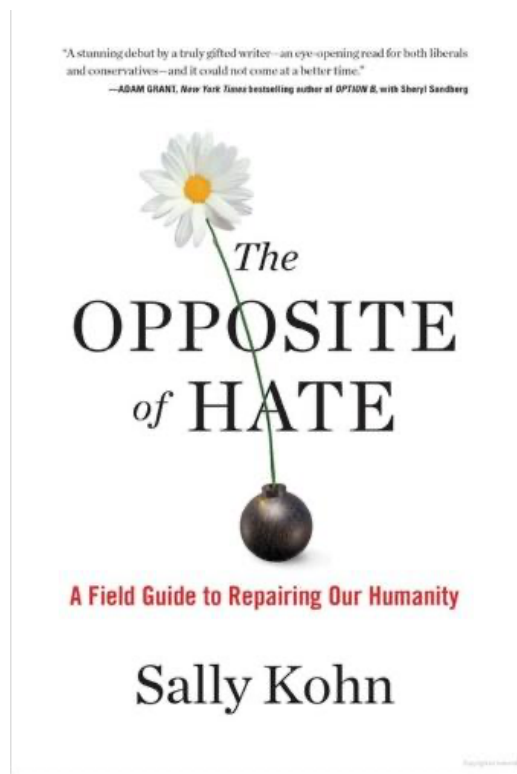
[@josieahlquist](#) I will also blame my reading struggles due to finishing my own book - coming out in September!

[closed book] Digital Leadership in Higher Education: Purposeful Social media in a Connected World

[https://josieahlquist.com/digitalleadership/...](https://josieahlquist.com/digitalleadership/) #EquityChat @iamkeithcurry @SDMesaPrez

[@SDMesaPrez](#) Will be preordering!

[@DrGoldsmith777](#) [image of book cover for The Opposite of Hate: A Field Guide to Repairing Our Humanity Sally Kohn]



[@SDMesaPrez](#) Ty @DrGoldsmith777!

[@DrGoldsmith777](#) The Opposite of Hate: A Field Guide to Repairing Our Humanity by Sally Kohn

[@SDMesaPrez](#) TY 4 #EquityChatting tonight w/ @josieahlquist! Pls keep posting & replying...This is the time to get our digital leadership on point! - Join us Aug 19 as we host our colleague @PCCprez @PCCLancer - chairs @CCCAASports board & active in CEO LGBTQ coalition. #EquityAvengersout

[@josieahlquist](#) Thank u so much for the invitation @lamkeithcurry & @SDMesaPrez for #EquityChat! Find me over at <http://josieahlquist.com> anytime [hugging face] P.S. If you're looking 4 support on building digital communities, esp. 4 students this FB group is (free) resource for you! <http://facebook.com/groups/DigitalStudentEngagement/...>