MyeEMBA Getting Started Guide for Evernote
by Rodney G. Alsup, D.B.A., CPA, CITP

The MyeEMBA Getting Started Guide for Evernote is available for your personal use at no cost. A Creative Commons Attribution-Share Alike 3.0 United States License governs other use.

Overview: Evernote is a low cost, easy to use application that allows users to create "notebooks" and then save, organize, and share emails, documents, pictures, notes, ink files, and audio files in the appropriate notebook. Described in the WSJ as a private digital repository and digital file cabinet, Evernote is an ideal collaboration tool for MBA/EMBA/eMBA teams to use during their MBA program. Evernote can be used entirely as a Web-based application or through free easy to download applications on various computers and smart phones. The computer application gives users the option of working off-line with all changes synchronized to the Web application and other computers when reconnected to the internet.

One description of Evernote is an entry-level version of the more robust collaboration tool SharePoint, a Microsoft product. While SharePoint is an enterprise application, Evernote is more of an individual, small team, or small business application where the individual account holder is the application administrator as well as an end user.

There are two subscription levels, Free and Premium, which cost $5 per month or $45 per year. The main difference between the two subscription levels is storage capacity, types of documents you can store and access for viewing or editing. The Free level is limited to PDF files, 40 MB of storage, and shared viewing while the Premium level accommodates all types of files, 500 MB of storage, and shared viewing and editing. Both subscription levels provide a unique Evernote email address, and anything emailed to that address by anyone will go into the repository as a new note.

Type notes to yourself on a desktop or laptop, dictate a reminder to yourself on a smartphone, take a picture of a business card, copy text from Web pages, emails, or word documents and paste them as notes, or attach whole files. Within minutes, they are all available on a personal Evernote Web site that makes them assessable for editing, emailing, printing, or annotating from a Web browser, laptop or desktop, or Smartphone.

Premium Evernote for MBA/EMBA/eMBA teams:

- Easy to use and low cost
- Multi-user document sharing and editing
- Audio file sharing
- Note sharing and editing
- Adding notes, emails, and audio files via mobile phones such as the iPhone and Blackberry downloadable applications
- Using the unique email address that is assigned to each Evernote notebook to add things. Anyone can use the email address to add items for the team.

MBA/EMBA/eMBA Team Member Options for Registering to Use Evernote:

1. Have one team member register as a Free Evernote user using the Team's name-to-name the account. Once the account is created, sharing rights granted to the rest of the team they will be provided a unique email address for the account, the user name, and password for the account so they can start

viewing and using the account. The terms of use seem to allow sharing of user names and passwords. Also, have each team member download the mobile phone application for Evernote. Experiment with this arrangement for a brief period to see if the team wants to adopt this application as a team tool.

2. Have one team member register as a Premium Evernote user using the Team's name-to-name the account.

Possible MBA/EMBA/eMBA team uses of Premium Evernote:

1. Team Chat. Users can create, share, and edit notes. In effect, this provides users a chat capability. Teams can use this capability to discuss team assignments, debate issues, or develop meeting agendas without using email.
2. Team Voice Mail. Users can create audio files using their Smartphone. Once created the audio file is posted to the team's Evernote Web Site. Once posted, team members can listen to the audio file. This means a team member will not have to call each team member to leave a voice mail.
3. Meeting Record Retention. Teams could create picture files of their "white board" work during team meeting by using the camera function, the Evernote application installed on their mobile phone to take a picture of the white board, and the photo will automatically be saved and posted to the Evernote Web site for all team members to access.
4. Team Brainstorming. A team member can make an Evernote entry and the rest of the team's members can add their thoughts.

Steps for getting started:
Step 1: Click on the following URL https://www.evernote.com/Registration.action and complete the registration form.

Step 2: Download the Windows Evernote application to at least one personal computer and complete the installation process as directed.

Step 3: Download the mobile phone application to your smart phone.

Step 4: Start using by experiment to see the benefits.

Reference:
"Digital File Cabinet You Can Bring With You Anywhere," Walter Mossberg. Wall Street Journal, January 20, 2010.