

Howard Community College Commission on the Future

[Commission on the Future | Howard Community College (howardcc.edu)](https://www.howardcc.edu/cof/)

Friday, December 2, 2022

Innovation Task Force – Meeting Notes

The task force will consider the explosion of new technologies and their applications and how best to use those resources in meeting student and stakeholder educational, support, and communication needs. It will further address the generational challenges of effectively utilizing technology

Task Force Prompt Questions:

1. How can we acquire the latest technology?
2. How can HCC use new technologies, social networks, mobile apps, etc. to educate students, deliver services in an e-format, improve communication with students and stakeholders, and link services and track the effectiveness of those services?
3. How can HCC best address generational differences of students and stakeholders regarding the use of technology?

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| Topic | Discussion Items | Outcomes |
| **Review of Meeting 2 Notes**  | ***Decreased Enrollments post COVID**** + *It would be interesting to know if less people are enrolled post COVID.*
		- *HCC lost enrollment as well as other institutions nationally.*

 * + Enrollment is down at other institutions nationally and in the next few years there is a population cliff coming. Hispanic population is the only demographic expanding
		- Expand the demographic of virtual students and reach out to Hispanic students
		- Use social media and marketing to appeal to certain populations
		- Understand how that age group interacts with Social Media
			* Consider influencers as they have an incredible impact on decision making
* From a PR standpoint, the college has been looking at trends and changing demographics.
	+ HCC is focusing efforts on non-traditional and underrepresented students
	+ HCC partners with an outside source to have influencers help with social media for HCC

 * + Is HCC reaching out beyond the US borders to attract International students?
		- Yes, we have healthy international students, both in person and online
		- We also have students from outside Maryland attending the college
	+ Is Marketing focused outside the borders of MD and beyond
		- Some digital marketing does reach borders outside of HoCo
			* There are several services through continuing education that also markets to immigrant students

 * + As older people move out of the county and their children move on, will there always be a “backfill” of potential students?

 * + - The college has a strong relationship with HoCo Public school system. HCPS is a feeder for us, as people move away, younger people move in.
		- The county is aging and HS are not as populated; Is this less of a concern at this time?
			* Population Decline is of consideration and we are planning strategically for how the college can respond to the population changes/decline
		- At the college we are looking for students not being reached presently. How do we find innovative ways to reach future students?

 ***HyFlex Classrooms**** + Hybrid Flexibility - goal is to allow students to make the decision
		- Class will meet Tuesday and Thursday and a student can choose to say I will not attend in person one of those days, but still have the college experience.

 * + To deliver this experience there are several logistic issues. How do you work out active learning with remote and onsite. Lots of work on faculty to figure this out.

 ***Certifications coming out of School**** + Many times degrees are great but in technology, certifications are important.
		- Is the college prepared to compete with vendors with 3-day boot camps.
			* The college teaches 15 week courses designed such that at the end of the course, students will be able to sit for certification examinations.
				+ The difference is it takes 15 weeks, allowing students with minimum experience to go through and learn and connect the dots. Goal is to be certified.
				+ Boot camps are designed for people with experience, but just want to get the certification.

Continue to be aware of those organizations competing for our future students. Provide different certifications to attract students to community colleges  | * Continue to be aware of those organizations we compete against regarding future students.
* Provide different certifications that would attract students to community colleges
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|   | **How can HCC best address generational differences of students and stakeholders regarding the use of technology?** |   |
| Digital Literacy Skills | * There is a fear of technology by some people over a certain age
* College should try to reduce barriers to using technology through mandatory student ***Onboarding Sessions*** - "Going back to school before going back to school"
	+ Consider creating task based training at the college for all new students, so that they have a basic understanding of the college's technology and systems and how to use them.
	+ Lead by a Cross-Functional team (Completions specialists, Admissions and Advising, and Information Technology)
	+ Students physically come to campus to attend these sessions
* The college is working with Swim Digital Consulting groups to help us identify gaps and duplications in services. Onboarding is one the services being evaluated.
* Are there free/Open events to talk to community about technology?
	+ Create sessions where community members can come in and learn about technology
* Partner with Glenelg Honor Society as students must provide tutoring. Perhaps these students could help train others.

   | Create a technology onboarding strategy for new students to help assuage fears of using technology |
| Bridge gaps for access to technology | * Does the college find there are people that do not have access to technology?
	+ The college loans technology (laptops) to students
	+ We are no longer loaning hotspots as it is too expensive to sustain
	+ The college is evaluating the possibility of 1:1 device initiative
		- HCPS gives students a chrome book; however Chrome books are not robust enough for use at the college
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| Advertising/Relationship Building | * + Concerns were expressed by a COF community member the college is not doing enough advertising. There is a need to be proactive about marketing. How do we go about reaching people to inform them about our services.
		- The college is striving to build relationships in the community to ensure we are reaching people not fully familiar with the college.
		- Swim Digital Group is working with the college to help build a comprehensive communication strategy.
 | Align marketing strategies to bring people into the college  |
| Next Steps: | * + Review meeting Notes and provide any updates to Crocetta
	+ Schedule one more meeting to get feedback on recommendations to ensure we are all on the same page
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