

Howard Community College Commission on the Future

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

Friday, December 9, 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 3 Notes**  | ***Technology Onboarding Strategy for new student to assuage fears**** Consider having a dedicated service to teach student’s technology; a platform to consistently orient students in terms of new technology.
* Make it mandatory for people to come onsite
	+ Concerns that this may turn technologically savvy students away
	+ Concerns for international students that may not be in the country or other non-traditional student populations.
* Combine engagement and Training – keep partnerships alive with public school system
	+ Will give students the opportunity to fulfill community service requirements while creating a pathway to the college

***Align marketing strategies to bring people to the college**** Understand community demographics
* Bolster relationship with public school system to get people to HCC

***Evaluate Certifications to enhance performance*** | *
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| **Statement emailed by Bradley Knieriem regarding Meeting 2 Notes. (Bradley is the English Learning Center Program Coordinator at the college and sits on this committee)** | I work with our non-credit F1 students who want to start studying in the US by improving their English language abilities with us. We are failing to get many F1 international students due to a lack of affordable housing in the area. International students WANT to come to Columbia. It’s been rated as the safest city in America, and people abroad recognize it has a perfect place to come and start studying in the US. However, the cost of renting an apartment in this area is prohibitive for so many prospective international students. College-owned, affordable international student housing would open the door for so many more international students for HCC. |   |
| **Mr. Beast YouTuber** | * <https://www.youtube.com/channel/UCX6OQ3DkcsbYNE6H8uQQuVA>
* <https://www.forbes.com/sites/chloesorvino/2022/11/30/could-mrbeast-be-the-first-youtuber-billionaire/?sh=96516c0191a2>
* Mr. Beast is the first YouTube Influencer to become a Billionaire
	+ An influencer is someone you know, and you trust their judgement, so they influence what you buy.
	+ Only 1 community college has a class on how to be an influencer
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| **Report** | * Mark to write the report and send to the committee
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