ENHANCING ORGANIZATIONAL CULTURE

Through Innovation, Enthusiasm and Action!

Fall FLEX 2018
Dr. Dianne Van Hook, Chancellor
August 16, 2018

Enhancing Organization Culture
Through Innovation, Enthusiasm and Action!

Here is what we will cover today:

- Innovation…What is it anyway?

- How Do We Create a Culture of Innovation?

- How Do We Unleash Creativity?

- The Innovation Process…Where Do We Begin?

- How Does Collaboration Relate to Innovation?

- Who Leads Innovation…YOU Do!

INNOVATION

What is it anyway?

Innovation Defined

[in-*uh*-vey-sh*uh* n] - noun

1. Something new or different introduced

2. The act of innovating; introduction of new things or methods

What is Innovation?

Innovation is coming up with ideas and bringing them to life.

- Hatching ideas is the "creative" part.
- Bringing them to life successfully in the form of a new product or service is what transitions an idea into innovation.

LEAP Projects

2008 LEAP Solution Team Projects

GO Program

My Canyons

We Connect

Enrollment Management

Synergy

Learning Communities

Student Success Points

2009 LEAP Solution Team Projects

The Get Real Center – Re-Entry and Adult Learners

Project-Based Learning Model

BIT – Behavioral Intervention Team

Idea Incubator Program

Gardens of the Canyons

Team ABC – Arts and Business Learning Community at College of the Canyons

2010 LEAP Solution Team Projects

Student Call Center

2013 LEAP Solution Team Projects

Visual Arts Resource Center: ARC Unlimited

Marketing of Student Success Task Force Initiatives

Summer Workshops for K-12 Teachers: When Art & Science Tango

Assessment of

COC Website P
Integration Fac

COC Extension

Adult Developmental Training Center: Rising Path
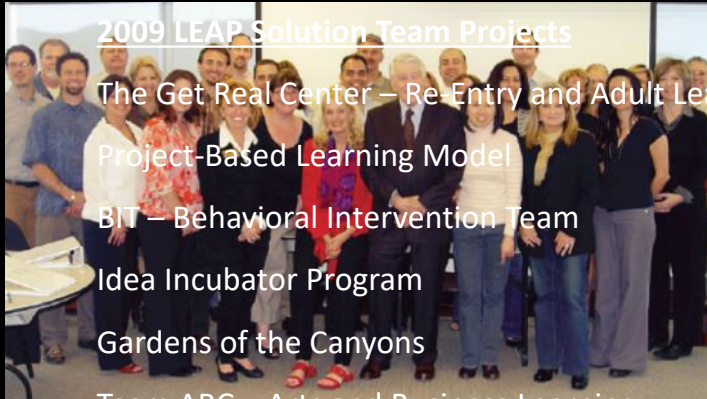
2015 LEAP Solution Team Projects

Entrepreneurship Center

Improving Outreach to Underserved Populations

Summer Bridge Program

OER – Associate Degree Program

COC Innovation Showcase

F.I.T. – Faculty in Training

2016 Solution Team Projects

Mini Grants Funded by Foundation

2016-17 Mini Grants

Workshop for Tech Advanced Animation Students

Civic Engagement and Human Trafficking Conference

Civic Engagement Media Literacy Workshop

EOPS/CARE/CalWORKS

Secrets of the Historian Student Workshop

History Lecture Series

History Book and Film Series

COC Librarian's Workshop on Teaching Skills

Dimensional Analysis Lab Equipment for Maker's Space

Cancer Awareness Conference Series

Hart High School Student Theatre Festival

Military Reception

Honors Student Boot Camp

2017-18 Mini Grants

Civic Summit

Human Trafficking Forum

Entrance of five productions in the Kennedy Center Theatre Fest

Training faculty to develop authentic assignment using Wikipedia

Student Veterans of Americ National Conference 2018

Theatre Department Hosting of Hart High School Theatre Fest

3-D Printing of Unit Cell Models

The Sociology Book Award

Student-Athletic Academic Achievement Dinner

Operation School Bell for RISE Project

Biodiversity Campus Project

Leadership opportunities for COC Honors

Technology Innovation Fund Projects

2014-15 Innovation Fund Projects

Next Generation Microscopes – Biology Dept.

Tablet PC's for Faculty – Math Dept.

Chem Polarimeter – Chemistry Dept.

Camcorders and SW - TLC

Smartpens and notebooks - TLC

Present Me (Captivate) – English Dept.

Tablets - Library

Video Cam, Tripod, iPad – Womens Volley Ball

iPads – Physical Education

Gopros – Math Dept.

Tablet and Camtasia – Psychology

Tablet PC's – Math Dept.

Camera Equipment – KPE/Athletics

iPads – Early Childhood Development

Smartboards – Business Dept.

Diagnostic Tools – Math, Science & Engineering

2015-16 Innovation Fund Projects

Dot and Dash robots – ECE/EDU

Photo Equipment - Photo

GarmineTrex Receiver Units - Anthropology

Human Physiology teaching kits – Biology Dept.

Virtual Reality technology

2016-17 Innovation Fund ProjectsProjects

Drone – Anthropology

Animation VR Camera - AnimationPopulations

MEA Shogun Monitor - MEA

iPads – Chemistry

iPads – Sign Languag

iPads – TEACH

Internet Radio - MEA

2017-18 Innovation Fund Projects

Art iPhone - Music

Ground-penetrating Radar - Anthropology

WikiScan Devise - Welding

Let's break it down…what else does Innovation mean?

On a practical level, what else do we think innovation means?

- The development and intentional introduction of new and useful ideas (Amazon).

- The creation of a new product, market, technology (Placement).

- A result of a core renewal process - unless we change what we do, we risk growth and market share (ADTs).

- The process that turns an idea into value for our students, results in sustainable progress and improvement for the college (Acceleration).

- The search for or discovery of experimentation, development, imitation, and adoption of new pursuits, sources, partnerships, ways of doing business, structure, and/or relationships (Pathways, ITAB, Athletic Mentors).

Why Innovate?

At COC, the purpose of innovation is deliver quality education for our students and to drive growth for our college.

Our new ideas:

- Create **unique and exceptional value** for our students - they can't get the services we offer anywhere else but from us; and we do more for them than other colleges.

- Increase revenue, reduce costs, and raise the quality of services we provide.

- Expand access

- Create opportunities

The New Attitude About Innovation

In recent years, business CEOs have listed innovation as one of their top priorities.

- Leaders understand that the organization must innovate, or else tomorrow the cupboard of new growth opportunities will be found bare.

- Leading in the 21st century calls for leaders who can manage the present while focusing on the future.

- Leaders put processes in place that virtually force them to devote attention and resources to inventing the future.

What are the Myths Surrounding Innovation?

There are four common myths about innovation that might cause someone to pause:

- Innovation is about creativity.

- The provider (business/college/community-based organization) knows more than the user (those who do it know it best).

- With innovation, being first is critical.

- Innovation starts at the top.
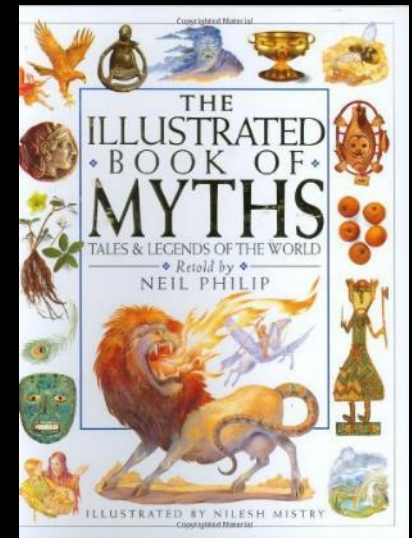
Are these truly misconceptions?

Myth #1: Innovation is about Creativity

NOT TRUE! This IS a Myth.

- At COC, we don't suffer from a lack of creative ideas or projects.

- Generation of these ideas is not difficult.

- It is difficult to identify the right ideas that will lead to successful services or products.

- We need a PROCESS to screen and inculcate ideas, so that only the right ideas and innovation can launch.

Myth #2: Those who design it know it best – they know more than the user.

NOT TRUE! This IS a Myth.

- Manufacturers believe that designing a new product is a complex task.
- Users (students/frontline staff) who are doing the work are often the major source of innovation.
- Users can develop new products/processes and ideas.
- Users can validate the ideas and provide valuable input.
- Users are often the major source of innovation and usually the actual developers of new products and services.
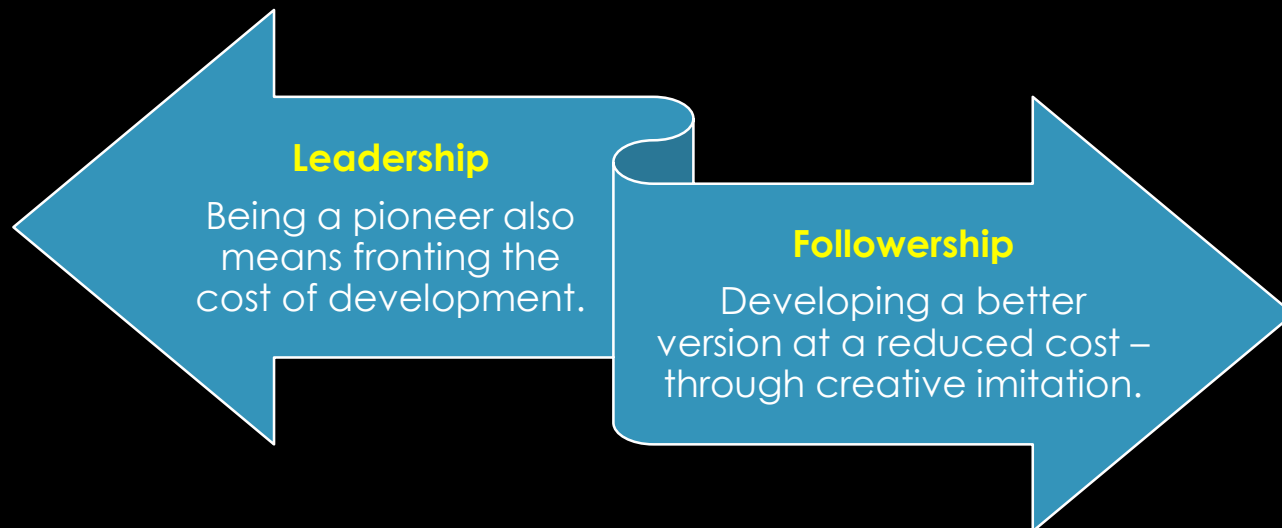
Those who think they know it all have no way of finding out they don't.
-Leo Buscaglia

https://youtu.be/P3_lgfiBHAY

Myth #3: With Innovation, being first is critical.

NOT ALWAYS TRUE.   There are two different strategies in terms of innovation.

Leadership

Being a pioneer also means fronting the cost of development.

Followership

Developing a better version at a reduced cost – through creative imitation.

16

Is being "first to market" an advantage?

- Facebook wasn't the first social media platform (MySpace).

- Apple didn't produce the first cellphone (Motorola).

- Dell didn't make the first PC (IBM).

- When technology changes rapidly, new entrants have the opportunity to differentiate themselves from the first movers and market leaders with new features and performance due to technological advances.

Myth #4: Innovation starts from the top.

NOT TRUE! This IS a Myth.

Innovation can be and is initiated anywhere on campus!

- Top management supports the process, helps to create a vision, and formulate the strategies.

- At the same time, innovation is a collaborative and collective process. Support from the top helps the process – but it is far from sufficient on its own.

- An entrepreneurial culture unleashes the creative and innovative power of hundreds of employees.

So what?
Why does Innovation matter?

- Inspires thinking "outside of the box"
- Generates excitement, creativity and passion
- Promotes teamwork (more ideas in the mix)
- Stimulates collaboration and connectedness

- Creates momentum: We have to innovate…not just to keep up but to stay ahead and STAY relevant!
- Has the power to change individuals' potential and confidence, their lives and entire colleges!

Great Example
Biodiversity Initiative

COC is fast becoming a leader in fostering awareness and initiating solutions to save the earth's ecosystem through our faculty-driven Biodiversity Initiative.

Developed a Network of Native Gardens and designated a Natural Habitat Area at Canyon Country Campus.

Created a structure to supply Field Studies Biodiversity Research

The Biodiversity Initiative may also include creative use of alternate energy systems, such as wind energy or geothermal systems.

Activity: Innovation Assessment

So What?
Why is Innovation important?

Consider this:

- The iPod changed the way *the world* consumes music and movies.

- Amazon.com started with books and transformed to shopping, *complete with same-day drone delivery!*

- Wearable medical devices allow those with chronic conditions to communicate with their doctors without getting near a medical facility.
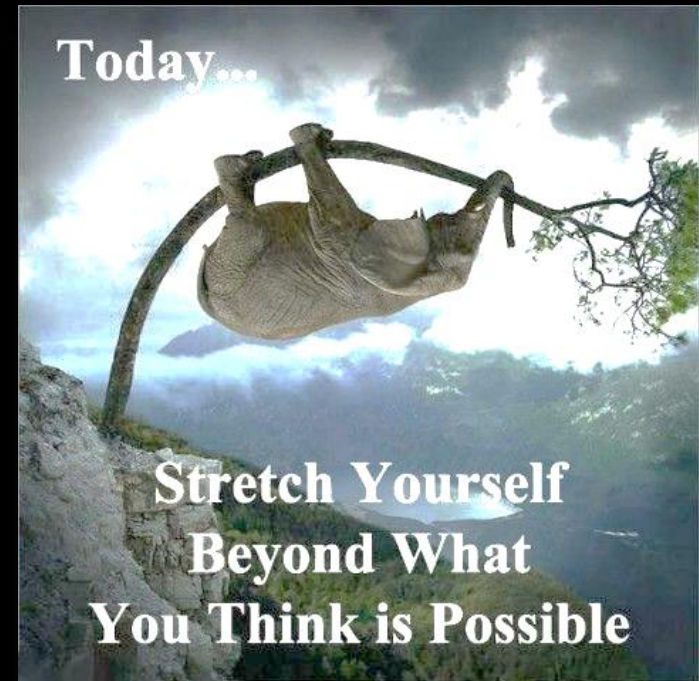
Why Innovate in the first place?

Innovation

- Fuels progress
- Impacts student success
- Shapes change
- Connects us to our Vision for Success
- Drives growth

Today...

Stretch Yourself
Beyond What
You Think is Possible

When we innovate, we challenge ourselves to stretch, to risk, and to do, we enhance our effectiveness.

Innovation Fuels Progress

Take a look at some of the Greatest Product Innovations of the 21st Century:

- Apple's iPod Digital Music Player

- Apple launches IPhone

- Amazon launches its original Kindle

- Google launches Gmail

- Manufacturers introduce Bluetooth technology in 2000

- GoPro's Hero extreme-action cameras

- Keurig's Single Cup Coffee Maker

- iRobot Roomba robotic vacuum

- 3D Printing

Spotlight on Innovation: Bruce Burrows

SCV resident, Bruce Burrows, inventor and CEO of iCoffee.

iCoffee home coffee maker inventor and Santa Clarita businessman Bruce Burrows, a self-described coffee fanatic, was at dinner seven years ago when the light bulb in his head switched on like a klieg light. He was enjoying his favorite meal of grilled chicken and steamed vegetables when it the idea for steaming coffee grounds came to mind.

"iCoffee is known for unique, innovative products that deliver the highest quality home brewed coffee," said Burrows.

"The iCafe system is just one more way that these innovations are revolutionizing the coffee-brewing industry and bringing great tasting and affordable coffee to millions of coffee lovers worldwide."

7 years, 1,257 prototypes, 1 Brewer

STEAMBREW™

The Worlds *First* Coffee Maker With Patented SteamBrew™ Technology!

Innovation Impacts Student Success

At COC, innovation happens all around us, all of the time!

- "Amazon" Project

- GIG Economy

- Makerspace

- "It Takes a Barrio" (ITAB)

- High Altitude Student Platform (HASP)

Amazon Project

The Amazon Project was the result of an idea pitched by a cross-functional team. Their goal was to make improvements to the current registration process.

The project has developed into a statewide model to enable students to "get on the path" more easily and with fewer detours.
The original idea evolved into a complete overhaul of our registration process and created the ability for students to:

- Track progress of their registration/matriculation steps
- Purchase parking permits online
- Easily and quickly pay registration fees online
- Monitor the status of their Financial Aid application

GIG Economy Project

The idea for the GIG Economy Project was unveiled at Stanford's Institute for the Future. COC was selected to lead the initiative to launch the GIG Economy Project which is designed to equip students with the academic and practical tools needed to compete in the freelance or GIG Economy.

As a leader of this initiative, we:

- Help other colleges to create a cohort of students who will engage in freelancing via online platforms.

- Provide training events/workshops to equip students to become freelancers.

12 students were involved in the most recent cohort of COC's GIG Economy Project and **40** students are signed up for Fall 2018.

MakerSpaces

The idea to create MakerSpaces at COC was inspired by a "Makerspace" presentation at the ACCT Conference in Phoenix in October 2015.

We formed a cross-disciplinary team to develop an implementation plan and began to move this initiative forward:

- Hosted a competition for the space design

- Broke ground on May 12, 2016

- Secured planning grant from CCCCO

- Competed for and were awarded grant for additional funding.

Since opening of MakerSpaces at both campuses, we have hosted training sessions, workshops, club meetings and an annual MakerSpace Festival. Photo, Astronomy, Architecture, Computer Science, Physics, and Engineering students and clubs have made projects in our MakerSpaces!
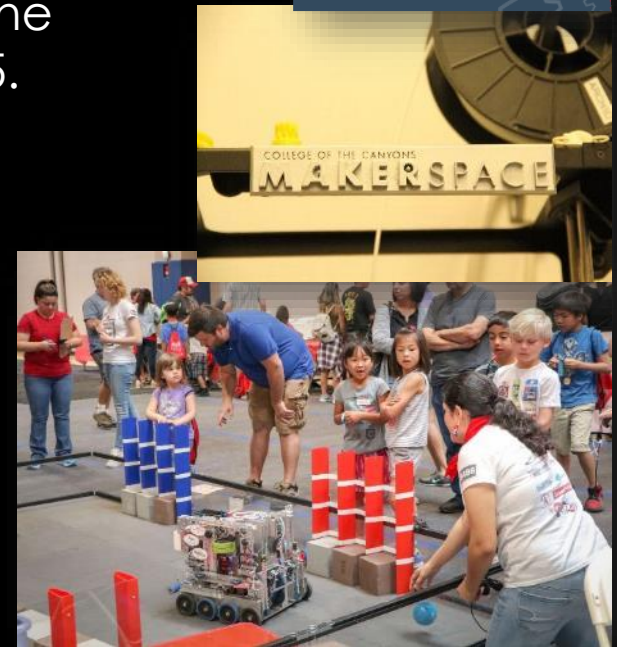
It Takes A Barrio (ITAB)

The idea for "It Takes a Barrio" came from COC faculty members, Vince Devlahovich and Juan Buriel who collaborated with the Hart School District and CSUN's Department of Chicano Studies with the goal of inspiring more Latino students to attend college and hopefully pursue a career in teaching.

ITAB's mission has been to mitigate the achievement gap as compared to other ethnic groups in retention, completion and degree attainment.

Since 2014, ITAB students graduating from high school and going to college has increased from **20%** to **90%**.

Innovation Shapes Sustainable and Scalable Change

At COC, we place a high priority shaping change through innovation:

- OER

- ZTC

- Placement

- Noncredit/Adult Ed.

- Civic Engagement

- The "Righteous Conversations" Project

- Entrepreneurship Center

- Cyber Security Initiative

Open Education Resources (OER)

At COC, we continue to advance our reputation as a **leader in innovation** by creating affordable textbooks for our students!

- With the cost of textbooks and educational materials increasing every year, many students are unable to reach their goals of a higher education because of this obstacle.

- Through OER, we have saved our student over **$7,000,000** over the past two years.
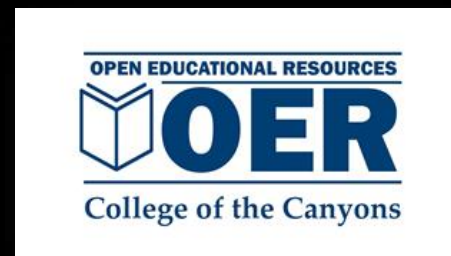
Civic Engagement

The Civic Engagement Initiative at COC continues to set the stage for collaboration and impact as we engage others and change thinking through awareness!

Launched a Civic Engagement Club and Civic Engagement Steering Committee and hosted community-based conferences on the following topics:
- Human Trafficking
- Domestic Violence
- Sexual Harrassment

The point? **Get students involved in their environment!**

OCTOBER 5-6, 2017

COLLEGE OF THE CANYONS
SANTA CLARITA, CALIFORNIA

CALIFORNIA COMMUNITY COLLEGES
CIVIC**ENGAGEMENT**
SUMMIT

The "Righteous Conversations" Project:

The Righteous Conversations (RC) Project was designed to facilitate dialogue, social action and collaborative creative work connecting students with Holocaust Survivors.

In workshops and engagements developed in collaboration with schools and community organizations, the RC provides students with the ability to:

- Provide opportunities to carry on the work of Holocaust Remembrance
- Speak up about injustice in the world around them through film and media.

THE RIGHTEOUS
CONVERSATIONS
PROJECT
A COLLABORATION BETWEEN
HOLOCAUST SURVIVORS & TEENS

Innovation Connects us to the Vision for Success

Innovation will help us advance towards the outcomes stated in the **Vision for Success.**

- California Community College System's **Vision for Success** outlines "six areas of focus" that need to be met in order to fulfill California's needs by 2020.

WHAT ARE THOSE 6 AREAS OF FOCUS?

Vision for Success: Six Areas of Focus

#1 - Increase by at least 20% the number of CCC students annually who acquire associate degrees, credentials, or specific skills sets that prepare them for an in-demand job.

So, how are we doing so far?

Completions over 5-Year Period: Degree Recipients Completers and Transfers

Degree/Certificate/ Transfer	Cohort Years		Comments
	12/13	16/17	
Degree and Certificate Completers Combined (unduplicated)	1,853	2,649	Increased by 43 percent
Degree Completers Only (unduplicated)	819	1,759	Increased by 115 percent
Transfers to Four Year Institutions (number of students)	1,104	1,387	Increased by 25 percent

Vision for Success: Six Areas of Focus

#2 - Increase by 35% the number of CCC students system-wide transferring annually to a UC or CSU.
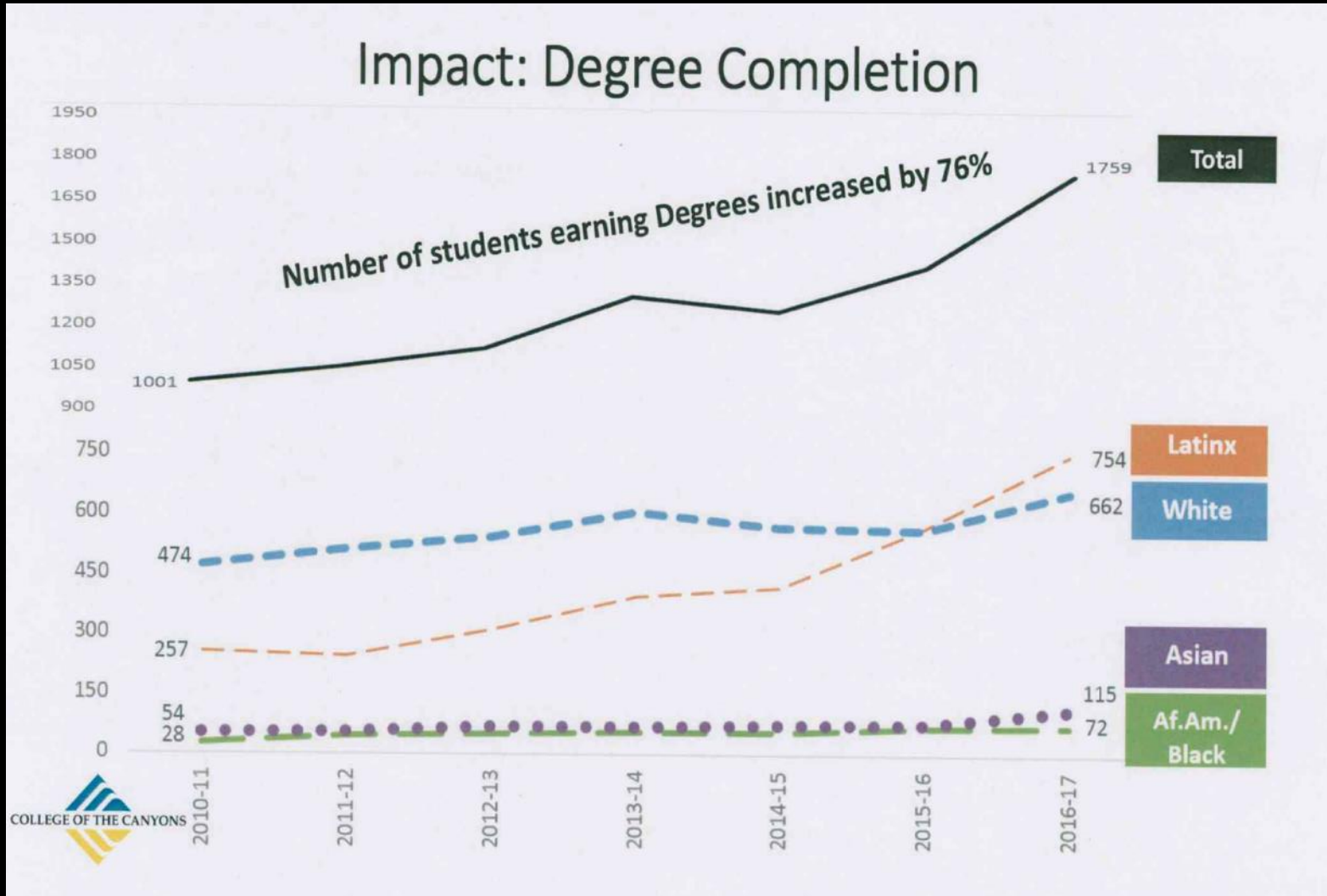
So, how are we doing so far?

College of the Canyons
College-wide Indicators and Targets – Spring 2018

ACCJC Institution-Set Standards	Average Baseline (2012-13)	2016-17 Performance	Standard (2023-24)
Completion (success)-fall term	74%	75%	78%
AA/AS/ADT Degrees Academic Year (unduplicated)	819	1,759	1,438
Certificates of Achievement Academic Year (unduplicated)	292	1,932	1,247
Unique Count of ADT Earners	90	723	Not Available
Career Technical Education Completion	45%	57%	49%

So, how are we doing so far?

Impact: Degree Completion

So, how are we doing so far?

Vision for Success: Six Areas of Focus

#3 - Decrease the average number of units accumulated by CCC students earning associates degrees **from approximately 87 total units** (the most recent system-wide average) **to 79 total units** – the average among the quintile of colleges showing the strongest performance on this measure.

So, how are we doing so far?

According to the specifications set forth by the Vision for Success goal of decreasing the average units attained by associate degree earners, institutions should assess their total overall units (degree applicable + general education). Further, "analysis should include total units for all students, excluding those student records showing degree attainment with less than 60 units, on the rational that virtually all 2-year associate degrees require at least 60 units."
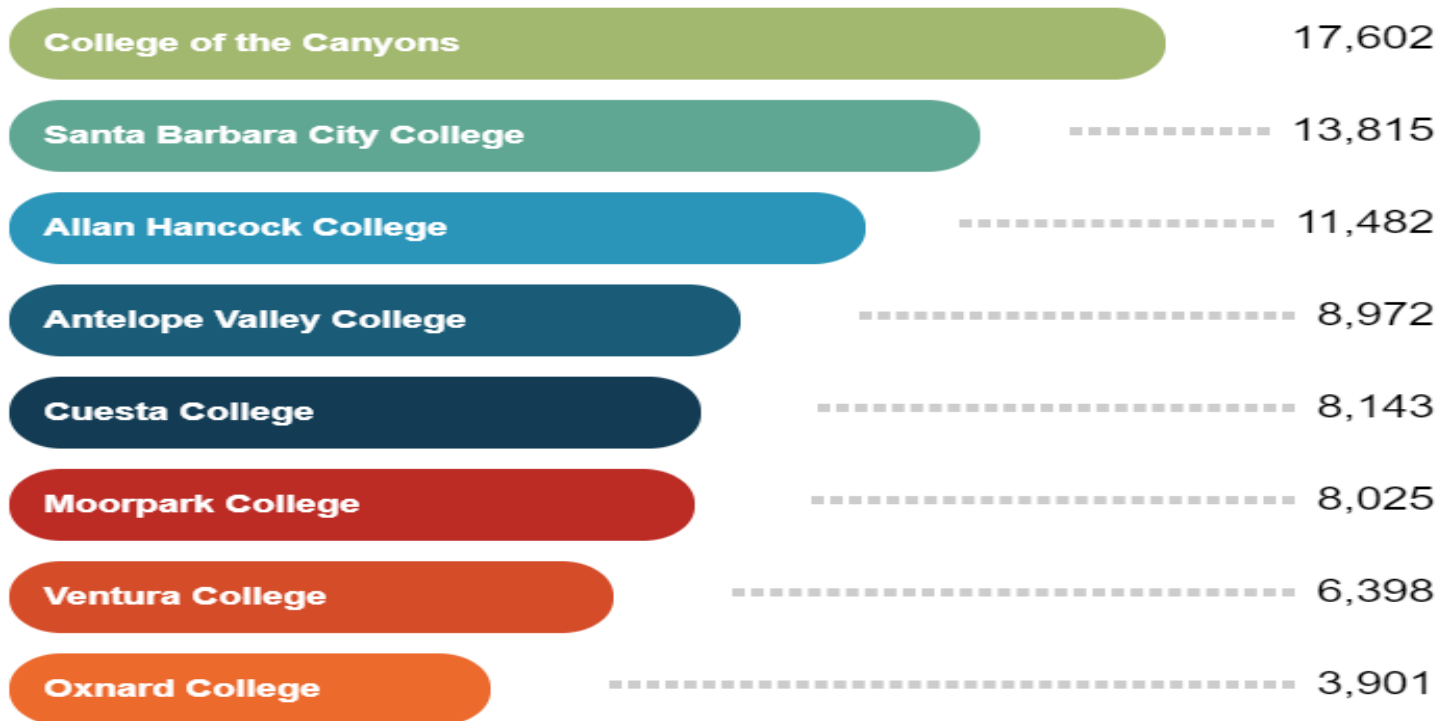
When analyzing the 2016-2017 degree completers data in this manner the median units becomes **86.**

Vision for Success: Six Areas of Focus

#4 - Increase the percent of existing CTE students who report being employed in their filed of study from the most recent statewide average of **60%**, to an improved rate of **69%** - the measure in the most recent administration of CTE Outcomes Survey.

So, how are we doing so far?

Earned the **#1** rank in the SCCRC region for highest enrollment of students taking Career Education courses (according to Launchboard data).

College	Enrollment
College of the Canyons	17,602
Santa Barbara City College	13,815
Allan Hancock College	11,482
Antelope Valley College	8,972
Cuesta College	8,143
Moorpark College	8,025
Ventura College	6,398
Oxnard College	3,901

Vision for Success: Six Areas of Focus

#5 - Reduce equity gaps across all of the above measures through faster improvements among traditionally underrepresented student gaps, with the goal of cutting achievement gaps by **40%** within **5** years and fully closing those achievement gaps within 10 years.

So, how are we doing so far?

Completions over 5-Year Period: Degree Recipients Completers and Transfers

Degree/Certificate/ Transfer	Cohort Years		Comments
	12/13	16/17	
Degree Completers			
• **Latinx**	312	754	
• **African-American/Black**	51	72	Increased by 142 percent Increased by 41 percent Eliminated disproportionate impact for African-American/Black and Latinx students by 2016/17.
Certificate Completers Only (unduplicated)	882	1,932	Increased by 119 percent

Vision for Success: Six Areas of Focus

 # 6 - Reduce regional achievement gaps among colleges located in regions with the lowest educational attainment of adults.

So, how are we doing so far?

We Don't Yet Know.

Innovation Drives Growth!

Innovation drives growth through the creation of more and better products and services.

Think about how the following innovation super-heroes incorporated innovation strategies:

- Dell – manufactured "made to order" computers instead of creating an inventory of standardized products to be stored in a warehouse until sold.

- Southwest Airlines – offered customers low fares in exchange for their giving up amenities (preassigned seating, meals, nonstop flights).

- Costco – pioneered warehouse club retailing

- Wal-Mart – offered many of the same products as traditional merchants, but offered "everyday low prices" to lure customers with a perception of greater value.

At COC, our students benefit from the value of the services we provide for them – local, affordable higher-education.

New and improved methods of service - **how** we market these offerings and **who** we market them to (new student groups) are examples of strategy innovations at COC.

How do we Create a Culture of Innovation?

What do Innovators do?

Grab and apply what they can

- Leverage existing methods, new ideas, proven or unproven practices to improve, to solve persistent problems, or to create a completely new offering, service, solution, product or idea.
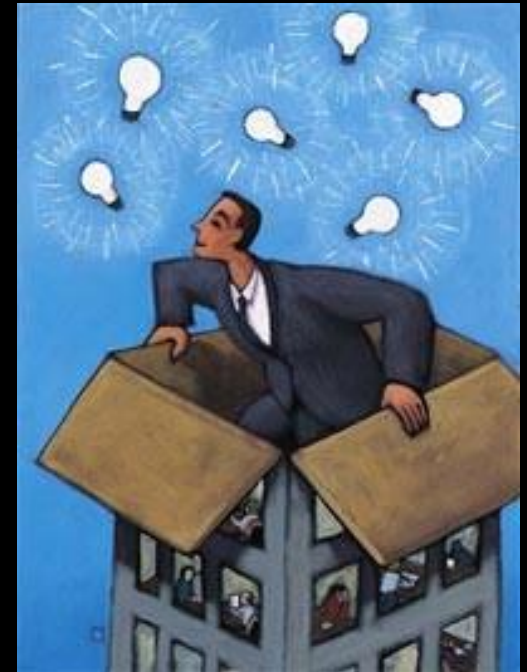
Do not shy away from choices

- They make important choices and trade-offs throughout the process of implementing new innovative ideas.

Are inspired by their world and use it

- To identify new tools, ideas, or practices from other fields and apply them to new contexts.

Try, try and try again

- All approaches are considered, tested and learned from.

Encourage Others

As an innovation leader, you may have a vision for how innovation can best be supported and maintained in the future.

Without the participation and support of your team, you won't get far with a new approach to innovation – you must gain people's emotional buy-in and engagement:

- Spread the responsibility for designing your new innovation process.

- Communicate

- Encourage others to embrace change

- Cultivate a culture of innovation and growth

Practice Teamwork

The greatest inventions, ideas, and "ah ha" moments come when you are brainstorming and thinking up new ideas as a team. With more than one set of creative thinkers, you will have different people to help develop, fine tune and implement ideas in the most innovative way possible.

Some guidelines for effective teamwork include:

- Ensure that everyone feels their contribution is valued.

- Be willing to realize that others may have better ideas.

- Listen rather than compete with others to produce the cleverest answer.

- Offer support and encouragement to others rather than seek to score points.

Explore

Research and exploration are essential innovative behaviors.

- Humankind is interested in what lies beyond the horizon and has always wanted to "get to the bottom" of things.

- We are compelled to understand the processes and mechanisms that determine our lives and our environment.

- This urge to explore allows us to draw conclusions and transform spectacular findings into new products, ways of doing things, and new services. It allows us to push the boundaries of what is feasible. It drives innovation!

- This encourages research and exploration by urging students to ask their own questions and pursue possible answers.

Prepare To Fail, Expect To Learn

There's a reason for the saying: "If at first you don't succeed, try, try again"

Without trial and error, *there is no innovation*

- We gain self-confidence by learning that we can survive failure. When one fails; one learns

- We work toward success:
  - ✓ Hands-on experience challenges us to make ideas work; solve problems; learn from errors; refine plans; and persist (*the "try, try again!" part*)
  - ✓ By understanding that developing critical thinking skills is as important as gaining knowledge
  - ✓ By bringing reflection into the experience.
    - ○ Instead of moving on right away after the experience, reflection helps us anchor what we learned while stimulating deeper thinking and understanding.

Inspire Other Innovators

People can learn the skills needed to become more innovative in whatever they do.

- Techniques for cultivating innovation include:
  - **Focus on Project-Based Learning** – Choose engaging, meaningful themes for projects, include developing a focused question, allowing for multiple solutions, and enlisting community resources
  - **Challenge students** to invent new products or better ways of doing things
  - **Teach concepts**, not facts
  - **Set up** an innovation lab (like MakerSpace!)
  - **Form teams** – Teaching people to work collectively and become better collective thinkers

Innovation?
We Can Do It!

A New Approach to Innovation

Innovation is critical to meeting our objectives. But, how do we get there? As a campus community, how do we embark on our own innovation journey?

First:

- Embrace a new way of thinking and doing.

- Consider new approaches to innovation.

- Infuse our culture with a spirit of innovation.

Strategies for Cultivating a Culture of Innovation

Identify barriers to innovation

- Lack of time
- Lack of communication
- Inadequate human resources
- Complacency
- Silo thinking
- Lack of knowledge of students needs
- No established innovation process

Activity: Identifying Barriers

Take 10 minutes to identify and list what you think are the biggest barriers to innovation. Prepare to share.

https://www.youtube.com/watch?v=jP80EoL4Z70

Balance the Mix

Diversity is helpful in cultivating a culture of innovation.

- Different thinking styles and personality types; variances in gender, age, ethnicity, and country of origin add different perspectives and ideas to the mix.

- Team problems call for a variety of problem-solving styles.

Identify the "innovation mavericks"

Innovation mavericks are champions of innovation – free thinkers who are cut from a different cloth, who are curious and tenacious by nature. They:

- Are essential to a climate conducive to creativity.

- Don't thrive on "going along to get along"; look at things differently; ask questions that nobody else thinks of or is willing to ask.

- Are excited by the thrill of discovering new information or novel solutions to problems.

- Are the people most likely to come up with ideas that become tomorrow's breakthroughs.

"YOU HAVE TO BE WILLING TO BE MISUNDERSTOOD IF YOU'RE GOING TO INNOVATE."

Jeff Bezos
CEO, Amazon

Creativity is the front end of Innovation

Creativity Brings Innovation to Life

The results of creativity bring innovative ideas to life.

As mentioned earlier, creativity is about hatching ideas.

If you're in charge of leading your department into a different future, start the journey with **CREATIVITY!**

How do we become more innovative as individuals, as a department, and as a college? We unleash our own Creativity!

How Do We Unleash Creativity?

Creativity, Curiosity & Dopamine

Encouraging creativity opens up the mind to explore new paths and increases curiosity.

- Curiosity releases *dopamine*, a chemical associated with movement, motivation and pleasure.

- When you engage in movement and motivation, you will have fun and inspire others - your teams will come up with creative ways of improving the workplace and solving problems!

Everyone Has Creative Potential

It is often thought that creativity is a rare talent – that only special people are creative. This is **not true!**

- Everyone has huge creative capacities: The challenge is to develop those capacities.

- A culture of creativity must involve everybody, not just a select few.

- Creativity is about making connections and is driven more by collaboration than by solo efforts.
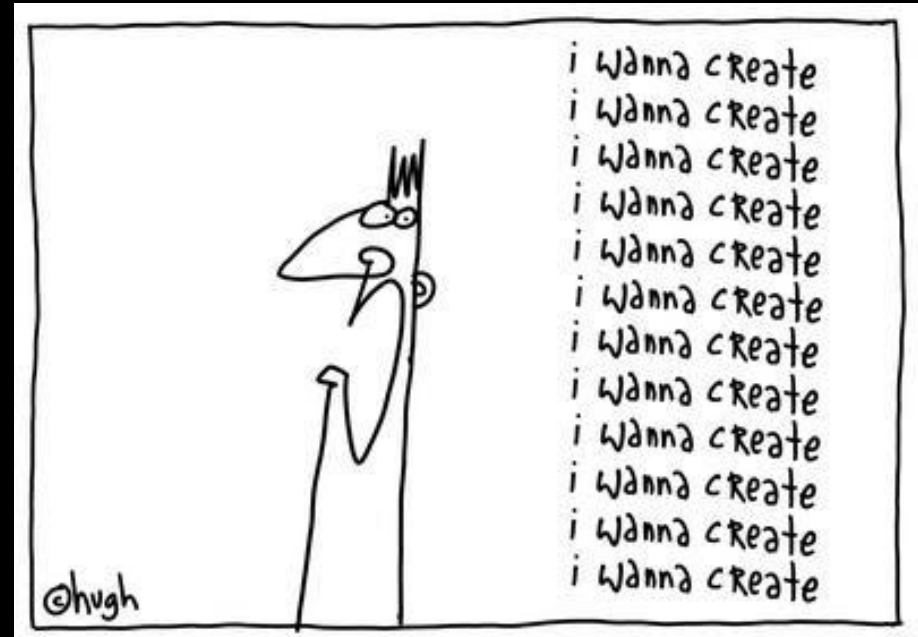
Unlocking New Solutions

- In our day-to-day lives, we settle into routines of behavior and habits of thought

- When we encounter new situations, our established habits make it difficult to see new solutions

- Break out of your thinking rut and start to use your imagination!

- Imagination unlocks your power to see beyond the present moment and immediate environment

Getting to our Creative Core…Be Brave!

Don't Be Afraid to Be Wrong!

- There are likely to be failures and changes before the best outcome is produced – finding out what doesn't work

- It is a constant process of trial and error

- **If you're not prepared to be wrong, it's unlikely that you'll ever come up with anything original**

https://www.youtube.com/watch?v=aH2ll5bwpKw
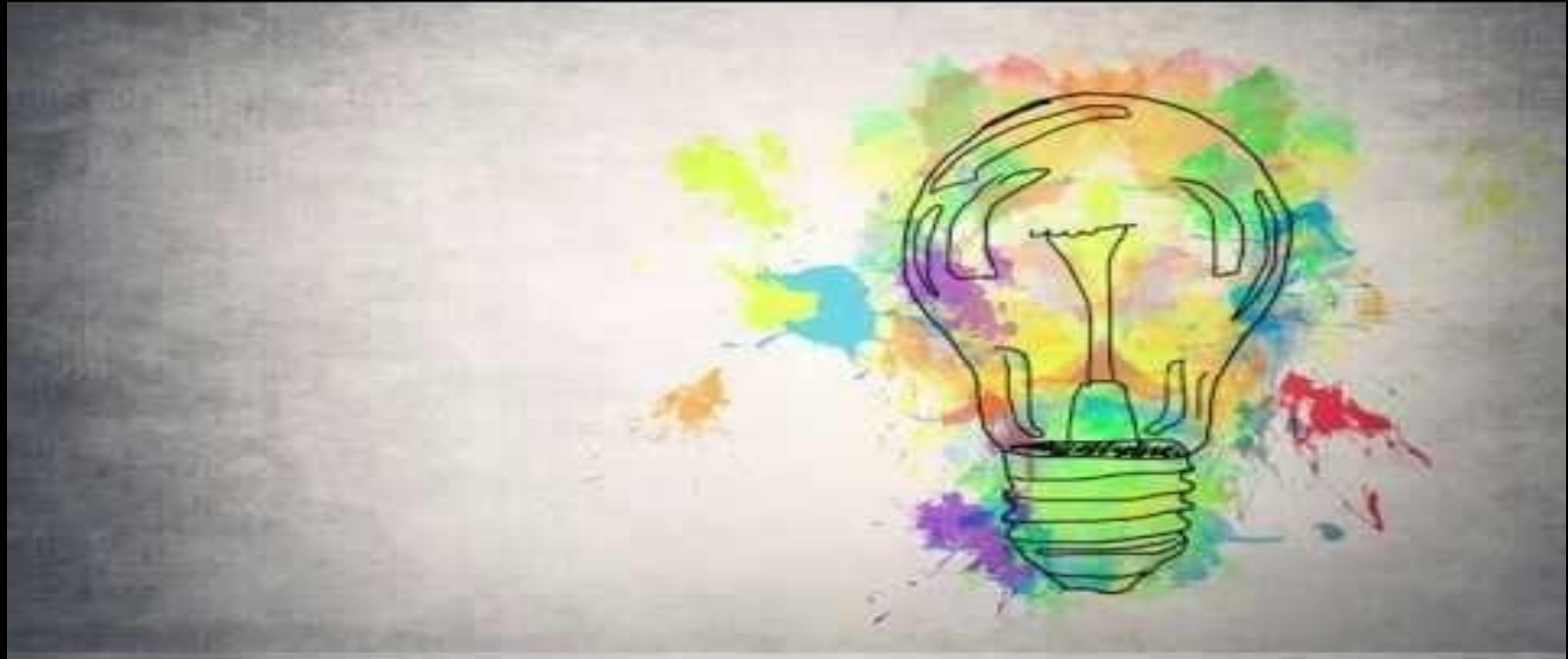
Fueling Creativity through Your Imagination

In imagination, we step out of the here and now and we transform the present.

- Imagination:
  - Is the source of our creativity – imagination and creativity are not the same thing
  - Is the ability to bring to mind things that are not present to our senses lets us imagine things that exist or things that do not exist!
  - Takes courage

Imagination is about seeing the impossible, the not concrete.

Creativity is using imagination to unleash the potential of existing ideas in order to create new and valuable ones.

Getting Into Your Imagination

Inspiration drives imagination.

Imagination is the power to see beyond the present moment and our immediate environment.

Look beyond today!

- Human beings differ from the rest of life on earth: We have imaginations

- As a result, we possess unlimited powers of creativity and can anticipate many possible futures

https://www.youtube.com/watch?v=f6rdfTbSOR0

Example of Creativity in Education
"MyMachine" – Asking kids to dream and bringing their dreams to life.

- Started with a boy named Oskar in the Netherlands who made a drawing and wrote a user manual for his dream machine – a machine to dig for Roman Treasure.

- His father took him to a technical school (i.e., a community college) to talk to engineers and "MyMachine" was born.

- Elementary students are asked to describe their dream machine.

- College and high school design students help bring their dreams to life.

- Some are silly – some are serious. But it's all about the process – the journey, the learning, and fostering creativity in the education system.

"MyMachine" ideas include:
- ✓ Ghost-Chaser Machine
- ✓ Homework-Making Machine
- ✓ Anti-Boredom Machine
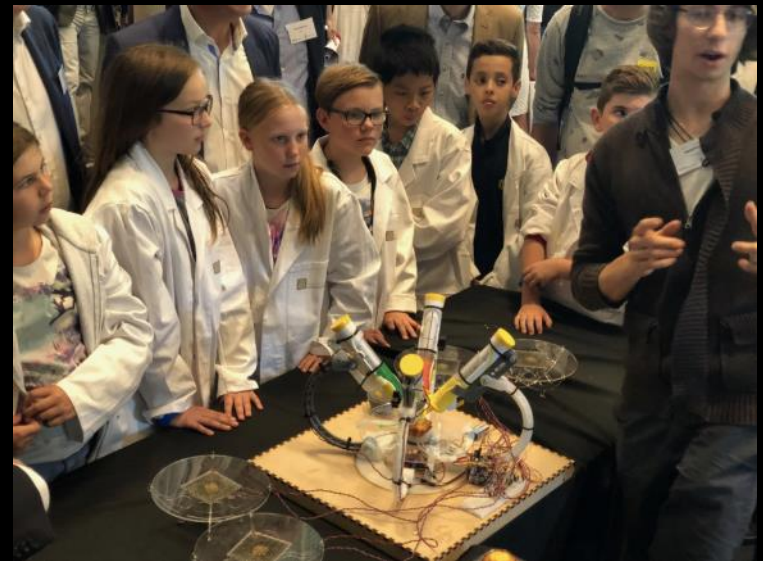
Musical cupcake-icing machine

Designing Opportunities For Creativity To Thrive On Campus

By encouraging self-confidence and independent thinking,

we:

- Help students discover their own creative strengths

- Create conditions where they will flourish

- Promote experience, inquiry, and a willingness to make mistakes.

- Encourage the expression of personal ideas and feelings.

- Develop an awareness of the role of intuition

- Support students to play with ideas and possibilities

- Place students in situations and give them challenges that reveal their abilities

- Encourage brainstorming

- Engage the entire classroom – gives students opportunities to discuss together and to recover from mistakes together

Great Example
The NASA Weather Balloon Experiment

- Daniel Tikhomirov, a member of the Cougar Astronomy & Physics Club, submitted a proposal to NASA for COC to be one of 12 schools to have an experiment onboard a NASA weather balloon

- The College of the Canyons Astronomy & Physics Club payload was accepted for flight on HASP 2016!

- The Astronomy & Physics Club will be working on the payload, but it is Daniel who presented the idea to the club and who is leading the effort.

Getting the Creative Juices Flowing

There are different types of creativity – people are often more creative than they think.

Tips for getting your creative juices flowing:

- Unplug & Disconnect – with a steady barrage of messages coming at us, we are susceptible to a "continuous partial attention" state of mind and are unable to pause and become "in touch" with our ideas.

- Shift your environment – find a spot that brings beauty to your eyes, peace to your soul, and energizes your soul.

- Take time – we are most creative when we are emotionally committed, passionate about the project or problem at hand, and turned on by the work we do. Schedule a block of time where you have absolutely nothing to do, go to a different environment, and sit and think, or draw, or write.

Let's get this Innovation Party started!

The Innovation Process…where do we begin?

We need
some ideas!

Ask for Ideas!

It's amazing the creativity that can result when you simply ask people for their ideas and help them move forward!

Where do our ideas come from at COC?:

- Individuals who are committed and passionate
- Conversations
- Department dialogs
- Planning and program review
- Review of Best Practices
- Open Office Hours
- Technology Innovation Grants
- Workgroups
- Ideas forms
- And now, a new Innovation Process!

Establish an Innovation Process

The most frequent barrier to innovation is **not** having an Innovation Process:

- Get ideas.

- Use a formal process to collect ideas.

- Create a group that will review ideas and help others take action.
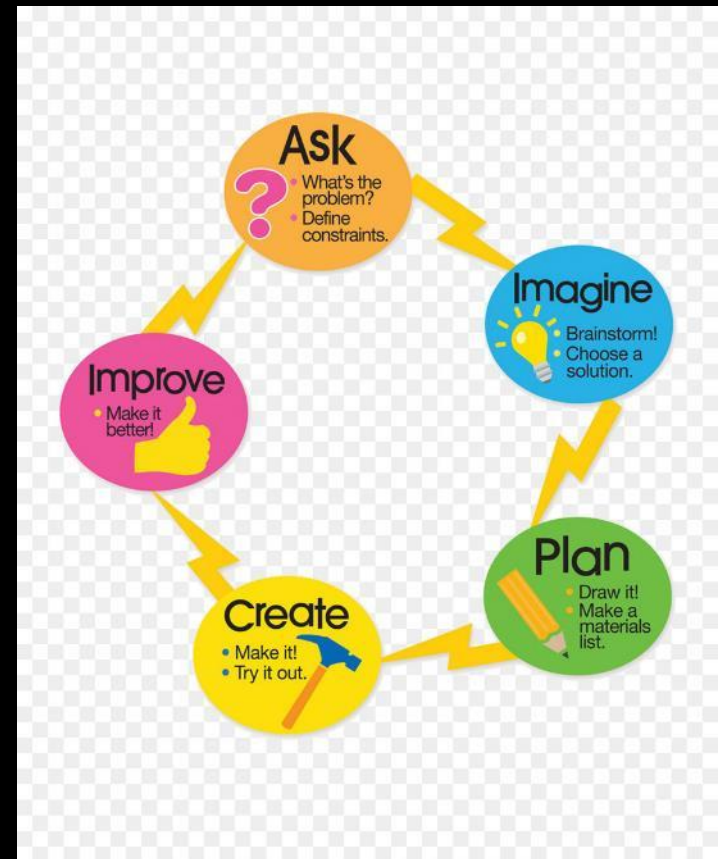
What Does Our Innovation Process Look Like?

Our innovation process:

- Is built upon a common definition of what innovation means at COC.

- Spells out the opportunities for people to get involved.

- Describes how our innovation processes will encourage folks to "step up".

- Provides a way for everyone at COC to channel their ideas.

- Provides expertise to overcome perceived or actual barriers to getting on the innovation path and staying there.

- Embeds innovation into COC's structure.
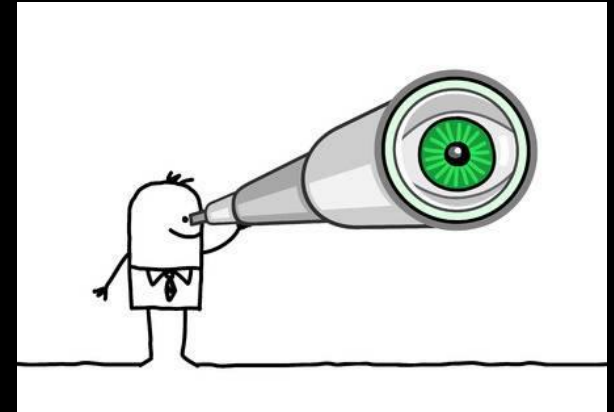
How does our process help analyze risks, get barriers out of the way and start movement?

The overall process will identify the allocation of essential resources: time, money, and talent:

- Structures resources and talent that help deal with what emerges at various decision points in the stages of each idea development.

- Ensures the mobilization and involvement of the right people; and the identification of necessary time and available resources for implementation.
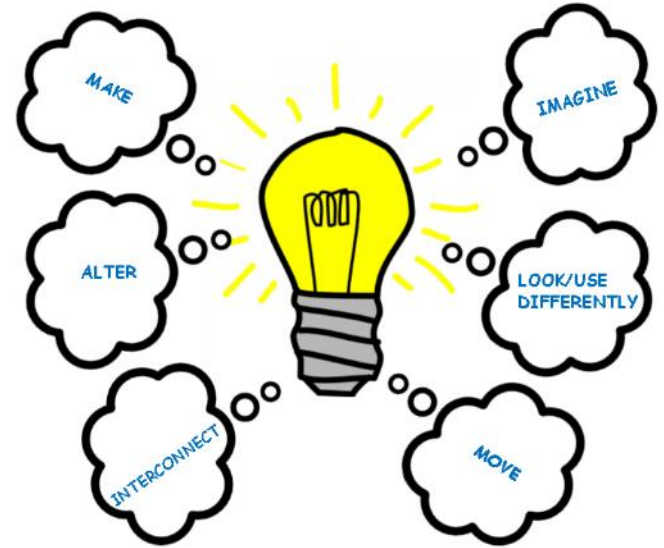
We Want Your Ideas!

"… Sometimes it's those quiet achievers who can make just as big an impact without having to be ostentatious about it." – Rebecca Merrett, CIO Magazine

I Have an Idea! What's Next?

- Let us Know! – www.canyons.edu/innovate
- Attend an "Opening the Door to Innovation" Dialogue.
- Work with Colleagues to Develop your Idea.
- Discuss your Idea with our Innovation Team.
- Get Started!

Think to Yourself:

- What can we Imagine?
- What can we look at Differently?
- What can we use Differently?
- What can we Move?
- What can we Interconnect?
- What can we Alter?
- What can we Make?

DEVELOP

INNOVATE

COLLABORATE

EXECUTE

Innovation

Innovation, on the other hand, can be describe...

Innovation is not always in the Mainstream

- Thomas Watson, Chairman of IBM Said in 1943:

  "I think there is a world *market for maybe five computers"*

- In 1876, an Internal Memo at Western Union Stated:

  "This telephone has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us"

- In 1977, Ken Olsen, Founder of Digital Equipment Corp thought:

  "There is no reason why anyone would want a computer in their home"

Art of Innovation

✓**Make Meaning** – Change the World – More is Better – Enhance Access – Create Opportunities

✓**Make a Mantra** – Two to Four word statement on what you are trying to do.

✓**Jump to the Next Curve** – Don't define yourself on what you do but rather on the services you provide.

✓**Don't Worry, Be Crappy** – Don't give up just because some elements might need refinement.

✓**Let 100 Flowers Blossom** – Embrace that your idea might be used differently than what you imagined.

✓**Don't Back Down Because You Polarize People** – Some with love your idea, but some may hate it.

✓**Churn Baby, Churn** – Change and Evolve your idea.

✓**Niche Thyself** – Identify something that is unique and has value.

✓**Don't let the Bozos Grind you Down** – Don't give up on your idea, regardless of what others may think of it.

Guy Kawasaki, Berkley Ted Talk 2/22/14

Moving Forward…

At COC, we are committed to innovation and to using the process.

Some things to consider as we move forward:
- How will you lead innovation in your department/division?
- How you will motivate the search for future opportunities?
- What can you expect of the individuals in your group?
- How can you encourage the success of the process?

If Good Ideas Don't Get Hatched, They Aren't Going to Bloom & Grow!

Ideation is the New Brainstorming

Brainstorming, the "tried and true" gold standard strategic planning management tool for producing new, exciting and workable ideas has been discovered to have developed some problems that have evolved over the past decades.

- Research shows that big groups experience worse results than smaller groups.
- Participants tend to forget their ideas when others have the floor.
- "Quiet" people are less likely to speak up and make their ideas heard.
- Others find themselves unable to contradict the authority of more senior, tenured staff members.

Net result? Brainstorming sessions end without solving problems.

What's the solution? It's time for a fresh approach known as **ideation**.

Brainwriting & Wishing

The following are two popular ideation techniques:

- *Brainwriting*

    Brainwriting is easy. Instead of asking participants to shout out ideas, they are instructed to write down their ideas pertaining to a specific problem or question on sheets of paper, for a small number of minutes. After that, each participant can pass their ideas over to someone else. This someone else reads the ideas on the paper and adds some new ones. Following another few minutes, the individual participants are again made to pass their papers to some else and so the process continues. After about 15 minutes, someone collects the sheets and posts them for instant discussion.

- *Wishing*

    This technique begins with asking the question, "In a perfect world, what would the ideal (fill in the blank) situation look like?". There should be collaboration among the members of the team to produce 10+ wishes pertaining to your business. Everyone's imagination should be encouraged to run wild – the more bizarre the idea, the better. There should be no restrictions on thinking.

    The next step is to concentrate on a number of these wishes and utilize them as creative stimuli to trigger ideas on what it would take to make these wishes a reality (or at least an approximation) or to come up with new ideas that are more practical.
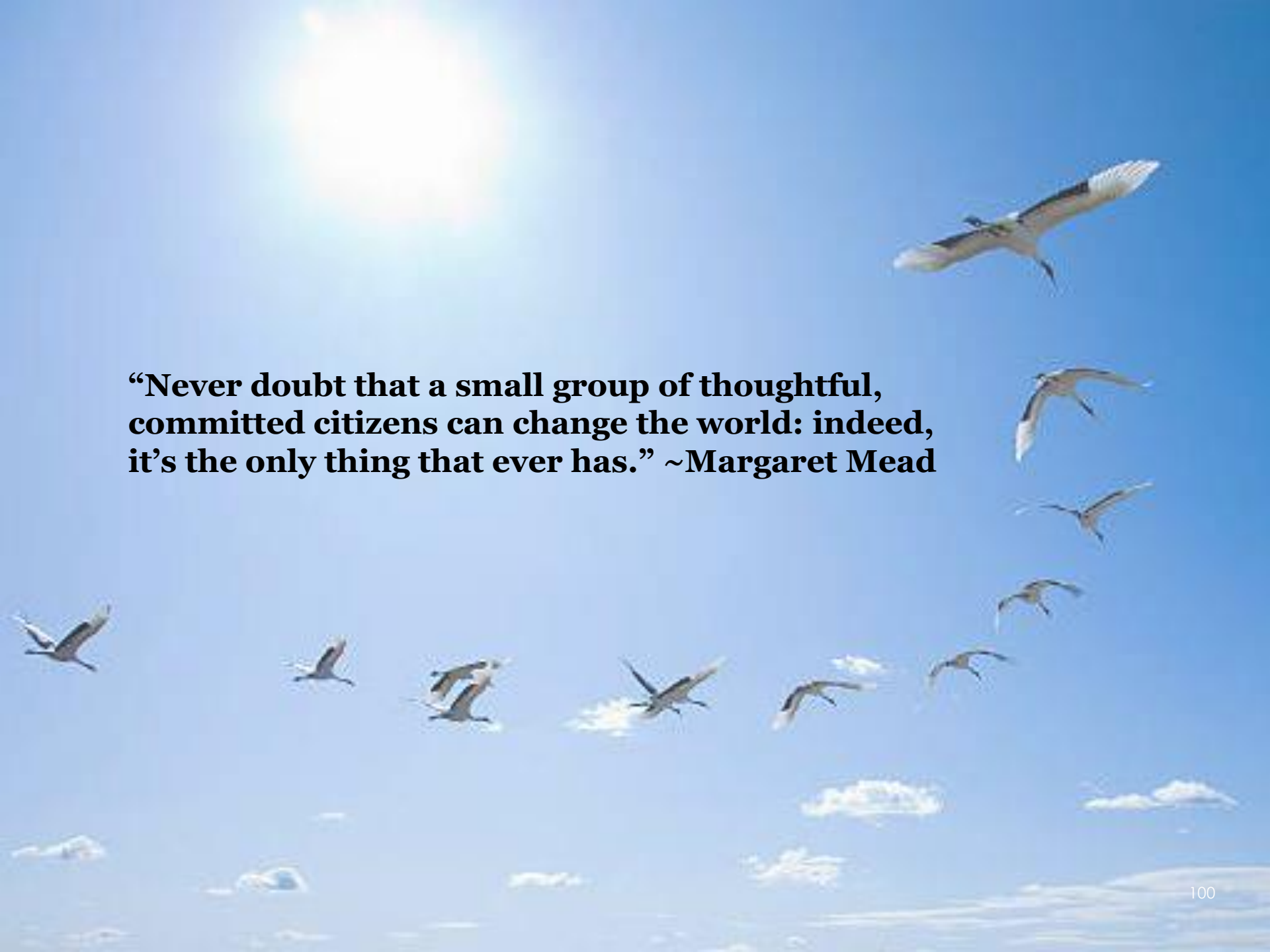
Activity: Collecting Ideas

- Using a combination of the "Brainwriting" and "Wishing" techniques, take some time to write down your idea regarding an innovation (something new and different) that will you would like to see implemented for your students or your departments.

- Remember as you come up with your idea, consider "In a perfect world, what would the ideal (fill in the blank) situation look like?"

- Pass your idea over to someone else at your table. This someone else will read your idea and add a new one or add an idea on how your idea can become a reality.

- After a few minutes, return the idea back to original person and we will prepare to share and discuss.

COLLABORATION

How does it relate to Innovation?

"**Never doubt that a small group of thoughtful, committed citizens can change the world: indeed, it's the only thing that ever has.**" **~Margaret Mead**

Innovation Happens through Collaboration

Innovation and collaboration are not mutually exclusive, they feed and build upon each other. It's not "either-or".

- Collaboration increases the chance occurrence of happy combinations that represent just what is needed to solve a problem. In other words, half of our ideas combined with another's half ideas can make whole innovative ideas.

- Collaborative feedback from open-minded people can help quickly validate whether an idea will have merit and help build upon that idea.

- Collaboration results in more connections to people that can help push a good idea forward - you might need capital or partners.

- Collaborate with creative people outside of the college: from other colleges and universities, backyard inventors, students, and our community partners.

Get Out of Your Own Box and COLLABORATE!

Here's How You Do It!

Collaboration is teachable

➢It involves teaching how to harness the strength of the individual members of the team and encouraging them to work together toward a common or greater goal.

➢WHY?

  ✓To make the college and its stakeholders successful!

How to Be a Better Collaborator

Communicate Team Expectations

- In a collaborative environment team members take responsibility for good outcomes, individually.

- Defining roles and responsibilities within the team, and ensure that each member understands her position & the requirements.

Set Team Goals

- Ensure concise, measurable goals are set and re-evaluated regularly.

- Encouraging the team to focus on goals will keep individual efforts are aligned with desired outcomes.

How to Be a Better Collaborator

Foster A Creative Atmosphere

- Allow team members to question and brainstorm in a non-judgmental framework.

- Encourage the team to look at obstacles as being conquerable.

- Nurture a "can do" attitude. Ask why, or why not, on a regular basis.

Build Solidarity

- Include every person on the team in as many large decisions as possible.

- Create a means of communicating current work flows to avoid duplication of effort.

- Initiate regular team huddles to share progress.

How to Be a Better Collaborator

Create Team Spirit

- Different personality dynamics, skill sets and experiences are present in every team.

- Openly discuss strengths and weaknesses plus likes and dislikes with regard to communication, tasks and personal focus.

Leverage Team Members' Strengths

- Position team members for success by assigning tasks that play to their respective strengths.

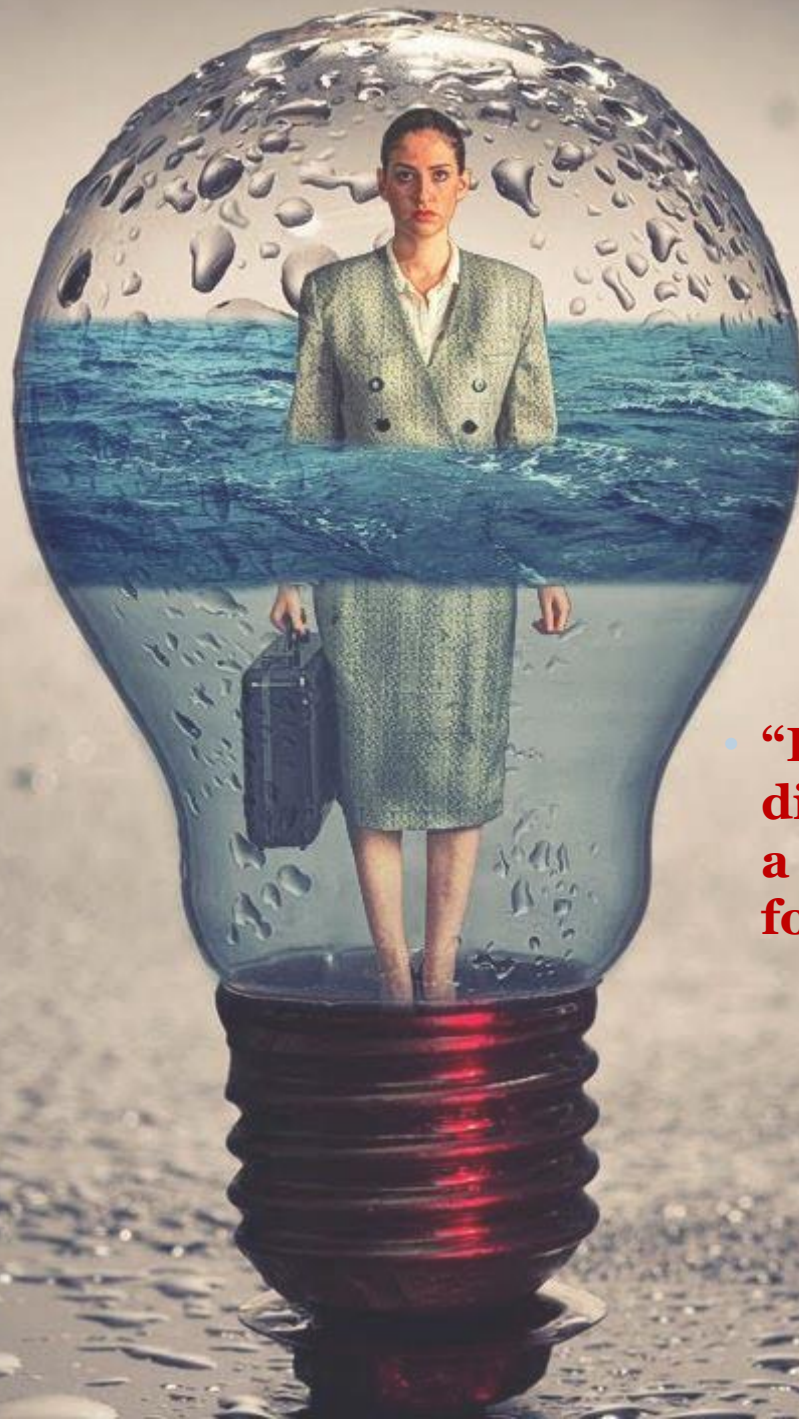- Reward both individual and team accomplishments regularly.

- Collaboration is working together through idea sharing and thinking to accomplish a common goal.

- Working to collaborate will yield visible, tangible benefits for everyone involved.

- Anyone can collaborate at any time! So, get started!

LEADING INNOVATION

"Innovation distinguishes between a leader and a follower." ~Steve Jobs

Leading the Innovation Charge!

If we want to shape change and move forward in important ways, we must help bring together innovative ideas with tremendous leadership to make those ideas come to life.

Remember, **you** are the leader in this business of innovation.

Innovation must be supported from the top

As mentioned earlier, **innovation must be supported from the top.**

Innovation needs to be a top priority.

- Take the lead and establish innovation goals.

- Figure out how to involve others in contributing ideas

- Break down silos that prevent collaboration and experimentation.

- Establish milestones and metrics to gauge progress.

Leaders: Make a commitment to innovation

The weapon of choice for leaders who are determined to get an organization growing fast is - **innovation on all fronts!** You:

- Make a major commitment to innovation and spread the word that you want everyone to be involved!

- Conduct annual innovation reviews in your work zone and set stretch goals for growth.

- Reward and celebrate creative ideas.

- Depart from "the way we've always done it" thinking.

- Encourage the flow of ideas between divisions to break down silos and share expertise.

Innovative Leaders View Adversity as Opportunity

Innovative Leaders see adversity through the lens of opportunity. They:

- **Transform difficult circumstances into opportunities for growth and success**
- Enable previously unseen opportunities

Strategies for innovation include:

- Assess the reality of current situations
- Explore new ideas and different approaches to situations
- Educate others
- Ask questions and listening for solutions and possibilities
- Share your vision
- Set goals
- Take risks and investing resources
- Focus and stay on point
- Maintain a steadfast determination

https://www.youtube.com/watch?v=LmW3H-EXYS0

CONCLUSION

The Benefits of Innovation are Countless!

Here are just a few of the amazing results we can experience when we embrace innovation:

- Increased engagement

- Increased interaction

- Increased desire to talk to each other and come together to solve problems

- Increased passion

- Increased motivation

- Increased ability to solve problems

- Increased collaboration

- Faster and better results

- Better relationships

As You Move Forward, Ask Yourself…

- Do you champion innovation at all levels?

- Do you work to improve new ideas rather than discouraging them?

- Do you generate creative solutions by bringing together the most talented people?

- Do you integrate ideas and input from different sources to find innovative solutions?

And, Don't Let Anything Deter You!

- Believe in YOU

- Know you can figure it out.

- Don't panic, you have an unlimited abundance of opportunities to innovate before you.

- Don't spend too much time trying to choose the perfect opportunity to innovate…you may miss the right opportunity!

- Be optimistic…innovation is fun!