



# Do You Have An Idea?

We Want to Hear It!

**2021**



**HAWK  
PITCH**

Presented by: The College Innovations Workgroup

# Who Are We?

The College Innovations Workgroup was established in 2020 in response to the need to both capture and incite innovation across the institution.

## College Innovation Work Group: mission/goals

**The College Innovation Work Group ignites and grows innovation through education, research, and collaboration across the institution.**

### **Goal 1: Imagine and facilitate inclusive collaboration and innovation between internal stakeholders.**

- Design a system of innovation capture and cultivation
- Act as an innovation broker by providing employees and students with a process to pitch new ideas.
- Improve inter-departmental collaboration on projects and new ideas

### **Goal 2: Expand educational opportunities**

- Encourage professional development about innovation and intrapreneurship
- Encourage a speaker's series
- Research and stay current on innovative practices particularly in higher education

### **Goal 3: Catalyze Capacity Building and Community Development**

- Encourage employees and students to be innovative and have an intra/entrepreneurial mindset
- Reward and celebrate innovation

# Who We Are?

## Members

Erin Ebersole

Ellen Flowers-Fields

Hugh Burrell

John Short

Michelle Simpson

Taylor Kiessling

YOU!!!

*We need new  
members, join us!*



# Agenda

- Purpose of Today's Meeting
  - Define innovation and why its important
  - Discuss details of 2021 Hawk Pitch and how to participate
  - Q&A



# Innovation

**Innovations can either be performed by individuals, groups or an entire organization. They can be radical and wide-spread, or incremental and localized.**

- Product innovations are often technology driven based upon demand or new advancements.
- Process innovations are those improvements made to how a product or service is produced, i.e. efficiency.
- Technical innovations can involve both product and processes as its adaptation can improve upon an organization's work.

## **Why Innovation matters to CSM...**

It enables the vision of CSM to be the region's first choice for accessible, inclusive, and innovative education that transforms communities.

We must continually examine, renew and adopt leading edge policies, practices and technologies that advance continuous improvement.



# Why Should I Innovate?

Those closest to the work often understand it better than anyone else.

We need *everyone* at CSM invested in improving processes that advance our mission and drives student success.

Your opinion matters and providing you with an opportunity to share your ideas and to engage others in the institution who may have similar ideas is the first step.

We invite you to contribute and participate routinely and often in CSM's innovation capture efforts.

**Thank you for your interest in Hawk Pitch!**

**Now Let's Innovate!**

It All Starts Here....







# 2021 HAWK PITCH

HAWK PITCH is an annual event giving employees the opportunity to pitch their innovative ideas.

This year, we are focusing on how we can best use some of our HEERF funding. Ideas that cover costs associated with lost revenue, technology related to distance education, faculty and staff training, additional grants to students, student support activities that address needs related to coronavirus, implement evidence-based practices to monitor and suppress coronavirus, or conduct direct outreach to financial aid applicants regarding allowable FAFSA adjustments due to coronavirus are encouraged.





# 2021 HAWK PITCH

So...What's your big idea to retain students and help them complete? What new processes, technologies, programs or collaborations do we need? How can we create efficiencies, remove barriers, reduce redundancy, improve outcomes?

**Win support for your idea, prizes, and a chance to have your idea funded.**


**Here's how it works**

- Step 1: Visit <https://www.csmd.edu/faculty-staff/hawk-pitch.html> under Submit an Idea click the hyperlink to download the “I Have An Idea” Worksheet

**I have an idea!**

*Please use this worksheet to tell us about your project idea.*

1. I'm calling it:
2. My overall goal for the idea is:
3. Here is an overview of my idea including how it can be sustained:
4. My idea meets the mission and strategic goals of the college by:
  - a. Or, my idea does not meet the mission and strategic goals of the college, but it still meets the needs of the stakeholders by:
5. My idea will make the college/my department better by (include measurable outcomes):
6. My idea will contribute to student success by (include measurable outcomes):
7. My idea will appeal to (list specific stakeholders, avoid saying everyone) \_\_\_\_\_ because it would benefit them by:
8. I talked to five stakeholders about my idea and they said:
9. I talked to my supervisor about my idea and they said:
10. I would like to talk to or collaborate with \_\_\_\_\_ about my idea.
11. My idea impacts accreditation and state requirements by:
  - a. Or, my idea does not impact accreditation and state requirements because:
12. My idea will need to be supported by (list all that apply) \_\_\_\_\_ before it can be implemented.
13. I will need these resources (include a budget if necessary):
14. Here is a timeline for my project's implementation:
15. I still need help with:

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- Step 2: Begin a rough draft of the document, involve others and get your supervisors support for your idea.
  - Step 3 (optional): Attend Pitch support workshops. Registration information will be posted on Hawk Pitch website.
    - September 10<sup>th</sup> – Tweak your idea or develop a new one
    - September 17<sup>th</sup> – Learn how to pitch your idea
  - Step 4: Register for your pitch <https://www.csmd.edu/faculty-staff/hawk-pitch.html> . Finalize your I have an Idea Worksheet. Submit to [bglahman@csmd.edu](mailto:bglahman@csmd.edu) along with any supporting presentation materials (if applicable) by midnight September 20, 2021
  - Step 5: September 24<sup>th</sup> presenters must arrive at Velocity Center by 8:30 am to prepare for 9:00 am go live event.



# How to Win Hawk Pitch

- Pitches will be rated and scored by both the judges and the audience
- There may be multiple winners
- Winning pitches will be forwarded to the President's Cabinet for authorization of funding requests
- Funding for projects is available through January 17, 2022



# Hawk Pitch Event Schedule

8:30 – 9:00 Coffee/Mingle

9:00 – 9:10 Welcome and Remarks

9:10 – 11:00 Pitch Competition

11:00 – 11:30 Voting & Winner Announcements

11:30 – Lunch

11:30 – 2:30 Makerspace demonstrations and tours



# Q & A

