

To: Pooja Di Giovanna

From: Abby Scott

Re: Smart Cities Professional Certificate Evaluation Responses

The purpose of this memo is to provide a snapshot of feedback from the first virtual offering of our Professional Certificate in Leading Smart Communities.

Overall Session Responses

What delivery style would you prefer?

- 50% virtual offering (current format)
- 26% virtual offering (alternative format)
- 20% 3-day, in person certificate in Malibu

If you would prefer an alternative virtual format, what suggestions can you offer us?

- More interactive
- Hybrid approach: Virtual for lectures & in person workshops
- Have guest speakers for a portion of the 2-hour session, not the entire session

What would you most like to see changed in this course?

- More intense homework and reading
- A small final "project" to help lock in what we learned and form good partnerships with our class mates.
- More opportunities to interact with each other
- More case studies

What would you least like to see changed)?

- The guest speakers
- Loved the collegial cooperative spirit of the group
- The whole curriculum is terrific.

Was there information *not* presented that you would like to know more about?

- More case studies
- Having a Q&A session with a practitioner
- GIS
- Evaluation checklists for local governments
- Urban Planning and Design Thinking
- Practical governance issues, common barriers to implementation and how to overcome them.
- How to create a movement within your organization.

Week 1: Global Smart Communities Movement

“How might we improve this session in future?”

- Less history
- With the online format I think more breakout rooms would be good. Even though we were a small group, it's a little hard to get a conversation going.
- Have a film session or two as a group and individually. Make participants feel like it's a fireside chat convo rather than the student teacher relation

Week 2: Cybersecurity & Risk

“How might we improve this session in future?”

- It would be great to see something in action. If you've never seen a SOC find and close out an intruder, it's pretty cool. The video was great as well.
- Slower paced
- More of it. Get granular with who's out there and why we need to be careful.
- Maybe include pragmatic initiatives besides awareness for the audience: local gov, businesses, nonprofits, individuals...
- With the online format I think more breakout rooms would be good. Even though we were a small group, it's a little hard to get a conversation going.

Week 3: Digital Communication Strategy

“How might we improve this session in future?”

- More case stories
- Recommendations for reading material
- I would have like to have heard more about the future and less about the past.
- I would have liked to have heard more from others about their Strategic Communications. We were asked to be prepared to discuss work we had done, but time wasn't taken to include this dialogue.
- Add more of this topic and conversation

Week 4: Basic Analytics and AI for Managers

“How might we improve this session in future?”

- Data is hard to understanding until you work with it. A workshop would have helped as well.
- The breakout session was too long; not very helpful
- Would have also liked reading recommendations
- The instructor was very knowledgeable, but primarily focused on one application - Tableau. That's fine, however more diverse content would have been great.
- Touch on the cycle of data - collection, design, outcomes...

Week 5: Building Smarter and More Sustainable Communities

“How might we improve this session in future?”

- A capstone project or presentation from the class as the sixth session would be awesome and help lock in what we learned.
- Slower paced
- How to grow your vendor network.
- Case studies
- I would like to see a little more discussion of how to apply what we have learned, some practical tips for leading this change in our communities. But it was still excellent