

To: Dean Peterson, Pooja Di Giovanna, Maureen Tobin, and Jonathan Reichental
From: Rebecca Doublesin
Re: Smart Cities Professional Certificate Winter 2021 Evaluation Responses

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

Overall Session Responses

What delivery style would you prefer?

- 69.2% virtual offering (current format)
- 7.7% virtual offering (alternative format)
- 23.1% 3-day, in-person certificate in Malibu

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

- Host slightly later to avoid conflict with work schedules
- Introduce a supplemental platform like Canva to serve as a home to interact and have more content
- **Quote:** “The ability to meet with professionals from other states and countries was quite valuable, and I would not want to lose that by moving to an in-person format”

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

- Shorter lectures to break up the material
- How to lead smart communities to safe ecosystems among tech
- Add a few more weeks/ classes
- Less general information and more case studies
- **Quote:** “More focusing on Emerging technologies and future real use-cases and vulnerabilities of AI.”

What would you least like to see changed)?

- The virtual setting
- The instructors
- The range of topics
- The amount of class participation and engagement

Is there a topic you would like to have seen covered in greater detail?

- More real-world examples
- The digital divide
- Emerging AI technologies
- Smart city software and hardware

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

- Strategies to overcome objections to smart initiatives
- Smart Community buy-in /decision-maker support
- More about measurements, metrics, and indicators for developing smart communities

How do you intend to apply what you've learned from this certificate?

- Continue helping clients innovate
- Strategize new lines of business/service offerings to help communities achieve innovation
- Implementing {our} groups final project in {our} city
- Advancing efforts for a CRM system
- **Quotes:** "Our project presentation, and real-life project, was changed based on the information in the engagement section."
 - "Presenting many ideas and projects including our CMR to our government in Jordan, and start building our next startup IAM."

How did you hear about the program?

- Dr. Reichental
- Employer
- Website
- From a peer

Week 1: Global Smart Communities Movement

"How might we Improve this session in the future?"

- Break up the lecture
- More time for Dr. Reichental
- Supplemental material through an online system

Week 2: Cybersecurity & Risk

"How might we Improve this session in the future?"

- More time
- More depth

Week 3: Digital Communication Strategy

"How might we Improve this session in the future?"

- More time and depth

Week 4: Basic Analytics and AI for Managers

"How might we Improve this session in the future?"

- More real-world examples of stories told by data
- Cover AI in more details
- Session was hard to follow/ would be better with broader views
- Too much time spent on Tableau

Week 5: Building Smarter and More Sustainable Communities

"How might we Improve this session in the future?"

- Break up the longer lectures
- Allow longer periods of time for presentations

Final Thoughts:

“Is there anything else you would like us to keep in mind as we plan future programs?”

- A Part II of the certificate program
- There is an interest for a program focused on **Communications**
- **Quotes:** “This was an amazing 5 weeks. I wish it was a little longer and I'm sad to see it end. The classes have really given me some new tools and ideas to work into my projects.”
 - “Thank you for a great course! While I wish it had been held in person, you did a good job of using the virtual format. I hope to take advantage of more offerings in the future.”