

Moving Forward!

J.D. Rottweiler, PhD

2016 Convocation

August 15, 2016

Moving Forward in 2016!



**Around here we don't look
backwards for very long...
We keep moving forward,
opening up new doors and
doing new things because
we're curious...and
curiosity keeps leading us
down new paths** --- Walt Disney

Moving Forward in 2016!

DEPARTMENT LOCATION LEGEND

- Building Circulation
- Building Function
- Center for Life-Long Learning
- Common Spaces
- Culinary (Lower Level)
- Disabled American Veterans
- Downtown Cafe
- Electronics Technology
- EMT/Paramedicine
- Future Academic Space
- IT Support
- Nursing/Allied Health
- Respiratory Therapy
- Small Business Development Center/Veteran's Business Outreach Center
- Virtual Campus
- Volunteer Interfaith Caregiver Program
- Workforce Services



Moving Forward in 2016!

We took a 50 year old building and gutted it to the core. Filled it with steel and sweat and built within this shell the ideas and knowledge of our brightest asset, ourselves. All with the help of a community yearning to improve their standard of life. A new educational opportunity, one of partnership. Bravo! ---Frank Dykstra



MD
← →

**NO PARKING
ANYTIME**
VEHICLES WILL BE
TOWED AT OWNERS
EXPENSE!



Moving Forward in 2016!

DEPARTMENT LOCATION LEGEND

- Building Circulation
- Building Function
- Center for Life-Long Learning
- Common Spaces
- Culinary (Lower Level)
- Disabled American Veterans
- Downtown Cafe
- Electronics Technology
- EMT/Paramedicine
- Future Academic Space
- IT Support
- Nursing/Allied Health
- Respiratory Therapy
- Small Business Development Center/Veteran's Business Outreach Center
- Virtual Campus
- Volunteer Interfaith Caregiver Program
- Workforce Services



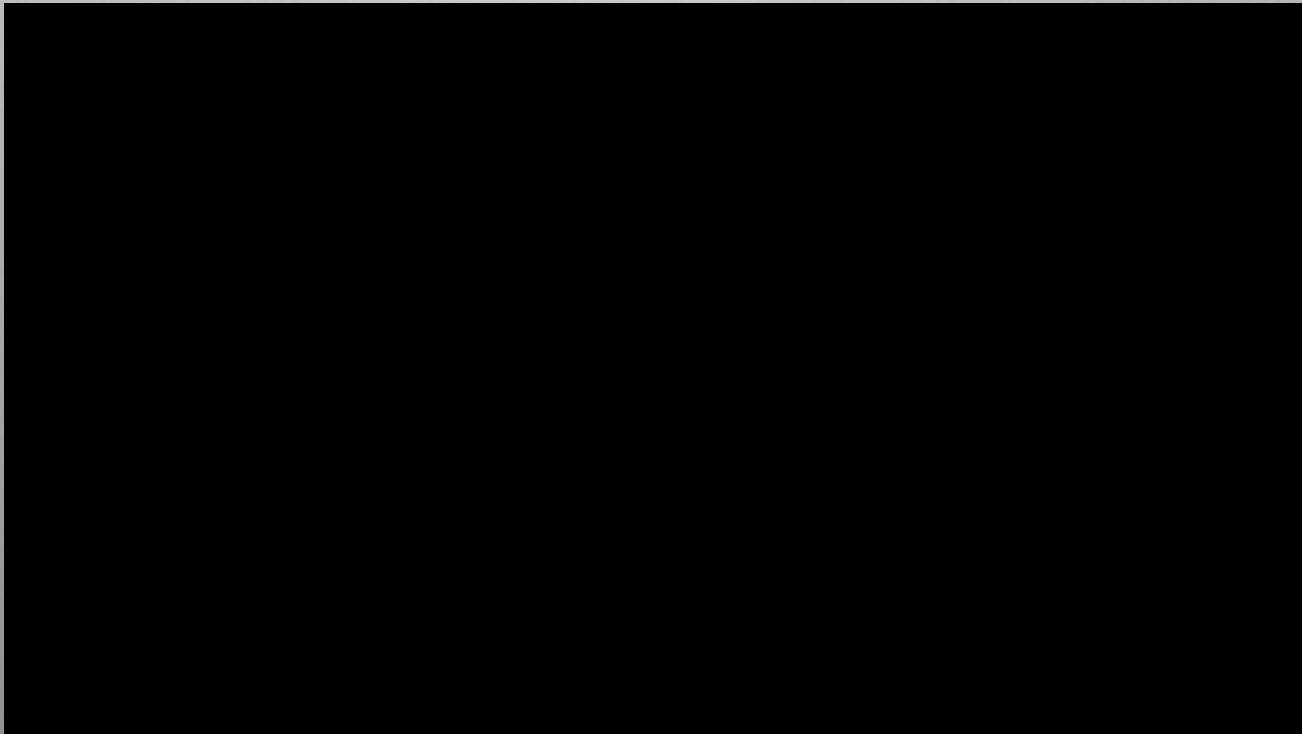
Creative Destruction

- o Joseph Schumpeter (1942) coined the term “creative destruction” to describe the process by which **innovation** causes an economy or market to evolve and change.
- o Today “creative destruction” is being applied to organizations, institutions, and societies.
- o “Creative Destruction” is a continuous process of **innovation** leading to destruction, evolution, and change.
- o What was obsolete, outdated, ineffective, or inefficient becomes renewed, repurposed, and **moves things forward!**

What is **Innovation**?

- o The act of introducing something new.
- o Improving an existing idea or process.
- o A creation (idea or process) resulting from study and/or experimentation.
- o Disruption of the status quo.
 - o “Disruptive Innovation”
 - o Innovation = Problem Solving

President Crow on Emerging Trends and Innovation in Higher Education



Innovation

o The ability to be innovative on a sustainable basis requires **Cochise College** to look within and to renew ourselves continually.

o Three organizational aspects that influence innovation:

Culture – the mindset and norms that allow individuals and teams to think imaginatively, to take prudent risks, and to seek out, create and introduce innovative solutions.

Process – the general organizational processes and practices that enable individuals and groups to operate effectively toward a common goal – “Cochise College Mission”.

Structure – organizational structures and supporting technologies that enable innovation across functional lines.

Innovation and Creativity

o **Innovation and Creativity** are different.

o Creativity is the process of generating something new.

o It is a prerequisite for innovation.

o Innovation is the practical application of creativity.

o A good idea is a great thing, but if the idea is not implemented, for whatever reason, we simply have creativity.

o Innovation is therefore...proof of creativity.

In order to be truly **innovative**...

- o we have to be willing to clear enough of what's on our minds to create an open space for new ideas, and to recognize new possibilities when they appear.
- o we have to be willing to act on those new ideas.
- o we need to be willing to change.
- o we have to be willing to let go of “things” that have run their course, are outdated, and/or are not working.
 - o **Dead Horses**

Riding a “dead horse” in Higher Education

- o Buy a stronger whip.
- o Change riders.
- o Threaten the horse with termination.
- o Appoint a committee to study the horse.
- o Send a delegation to see how others ride a dead horse.
- o Lower the standards so dead horses can be included.

Riding a “dead horse” in Higher Education

- Hire outside contractors to ride the dead horse.
- Harness several dead horses together to increase speed.
- Provide additional funding and/or training to increase the dead horse's performance.
- Rewrite the minimum performance requirements for all horses.

Riding a “dead horse” in Higher Education

- o Declare that the dead horse does not have to be fed, it is less costly, carries lower overhead, and therefore contributes substantially more to the bottom line than do some other horses.
- o Keep reassessing the horse until it rises from the dead.
- o Promote the dead horse to a supervisory position.

Strategic Drivers to “Move Forward”

1. Competitive Advantages
2. Excellence

Excellence

- o The state, quality, or condition of excelling; superiority.
- o the quality of excelling; possessing good qualities in high degree.
- o something in which something or some one excels.

Excellence

Two philosophies or logics

Aristotelian

- o Balance
- o Integration
- o Harmony
- o Virtue

Nietzschean

- o Edges
- o Boundaries
- o Limits
- o Frontiers

Quiz

1. Name the five wealthiest people in the world.
2. Name the last five Heisman Trophy winners.
3. Name five people who have won the Nobel or Pulitzer Prize.
4. Name the last five Academy Award winners for best actor or actress.
5. Name the last five winners of the Miss America.

Quiz

1. Name five instructors who aided your journey through college.
2. Name five colleagues who helped you through a difficult time or task.
3. Name five people who have taught you something worthwhile.
4. Name five people who have made you feel appreciated and special.
5. Name five people you enjoy spending time with.

Strategic Drivers to “Move Forward”

1. Competitive Advantages
2. Excellence
3. “Everything Speaks”
4. Completion/Student Success
 - First-year Experience
 - College Preparation
 - Professional Development
5. Institutional Effectiveness

Equation for Success

Innovation

+

Excellence

“...educational opportunities that are responsive to a diverse population and lead to constructive citizenship, meaningful careers, and lifelong learning.”

**If you can't fly, then run.
If you can't run, then walk.
If you can't walk, then crawl.
But whatever you do...
You have to keep
moving forward!**

---Martin Luther King