Let’s Get HIP!

Be “Bad” in Technology

Experiential Learning Changes Lives
“Any sufficiently advanced technology is indistinguishable from magic.” — Arthur C. Clarke
Who?

• Who am I? - I am a “wired” Mass Comm professor.

• Who are we? - Educators who are teaching in the Digital Age.

• Whose lives are we changing? - Students who are pursuing their dreams (a future that will involve HIP technology).
Mentors Make a Difference!

Two-time Grammy winning producer/songwriter Dennis Scott shares invaluable insight with students during the “Famous Communicator Speakers Series” at Motlow State Community College.
What?

- Experiential learning is essential in today’s digital world.
- What do we need to do to prepare for our subject areas?
- What is holding us back? (Intimidation, time and resources?)
- What do our students need? (Preparing them for the workplace)
Be a HIP Example...

- I benefited from experiential learning while in college (Writing for the student Newspaper).
- I brought that mindset to Motlow as an adjunct professor who used hands-on communication technology in the workplace.
- I've discovered that hands-on activities inside and outside of the classroom can be fun, inspiring and life-changing.
Being ‘HIP’ Makes You Dance!

Members of the Smyrna Entertainment, Arts and Media Club “got involved” by creating the event “Dance Across the Decades.”
When?

- In the Digital Revolution, the time is “now.”
- One “baby” step or “big” step at a time. (Keep moving forward.)
- It’s okay to start “small.” (Look for “free” platforms and apps.)
- Good News! Eventually, the technology will be in place.
- Re-evaluate every two to three years.
The Motlow Buzz e-news blog is a great way for our students to experience the “real world” of Mass Communication in “Print.”
Where?

- Bring HIP Technology into the classroom (and mix it up).
- Create separate spaces on campus to help foster experiential learning.
- Take students to other off-campus locations where state-of-the-art technology is already being used.
SEAM Club organized a field trip to MTSU's state-of-the-art Media Center in Murfreesboro.
Why?

- Students are natives of the Digital World.
- Some of us (including me) are immigrants to the Digital World.
- Students must be prepared to do things!
- A college or classroom without digital technology is like a desert.
- Employers rank “Communication” as one of the “Top-Five” skill sets for employment.
Involve the Outside Community!

Tennessee State Representative Mike Sparks has interviewed Motlow students during live airings of his radio show “Rutherford Issues” on WNPS-AM/FM.
How?

• Come up with creative ideas, develop a game plan, and get to it!
• Knock on doors. Then knock again. Never give up on your goals.
• Understand what students need (and do the things they do).
• Learn by conducting research and attending seminars.
• Find creative ways to make use of the technology you currently have (using cell phones in class for research).
• Join forces with your peers.
Let Students Take the Lead!

Students put together all aspects of the “Motlow Holiday Traditions Show” on the Zoom and YouTube platforms.
Be ‘Bad’ in HIP Technology...
For the ‘Good’ of Our Students!

“When I’m good, I’m very good. But when I’m bad, I’m better.” – Mae West