



LEADERSHIP AND INNOVATION

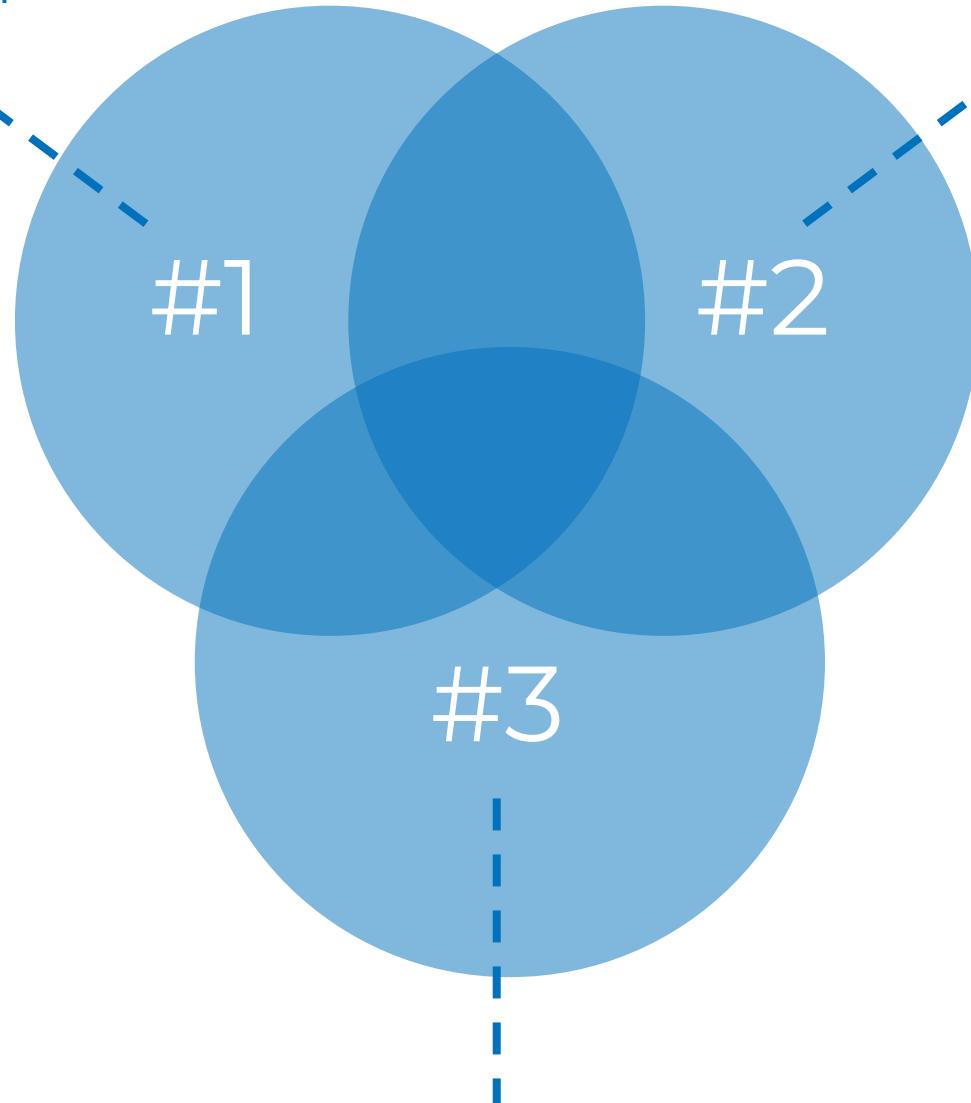
SMART CITIES COLUMBUS PRESENTATION

BRETT BEJCEK, MICHAEL BESSE, KILEY NOLAN

HOW CAN WE EXPAND
THE AWARENESS AND
ENGAGEMENT OF
SMART CITIES IN THE
NEXT GENERATION OF
COLUMBUS?

CAMPUS
ENGAGEMENT

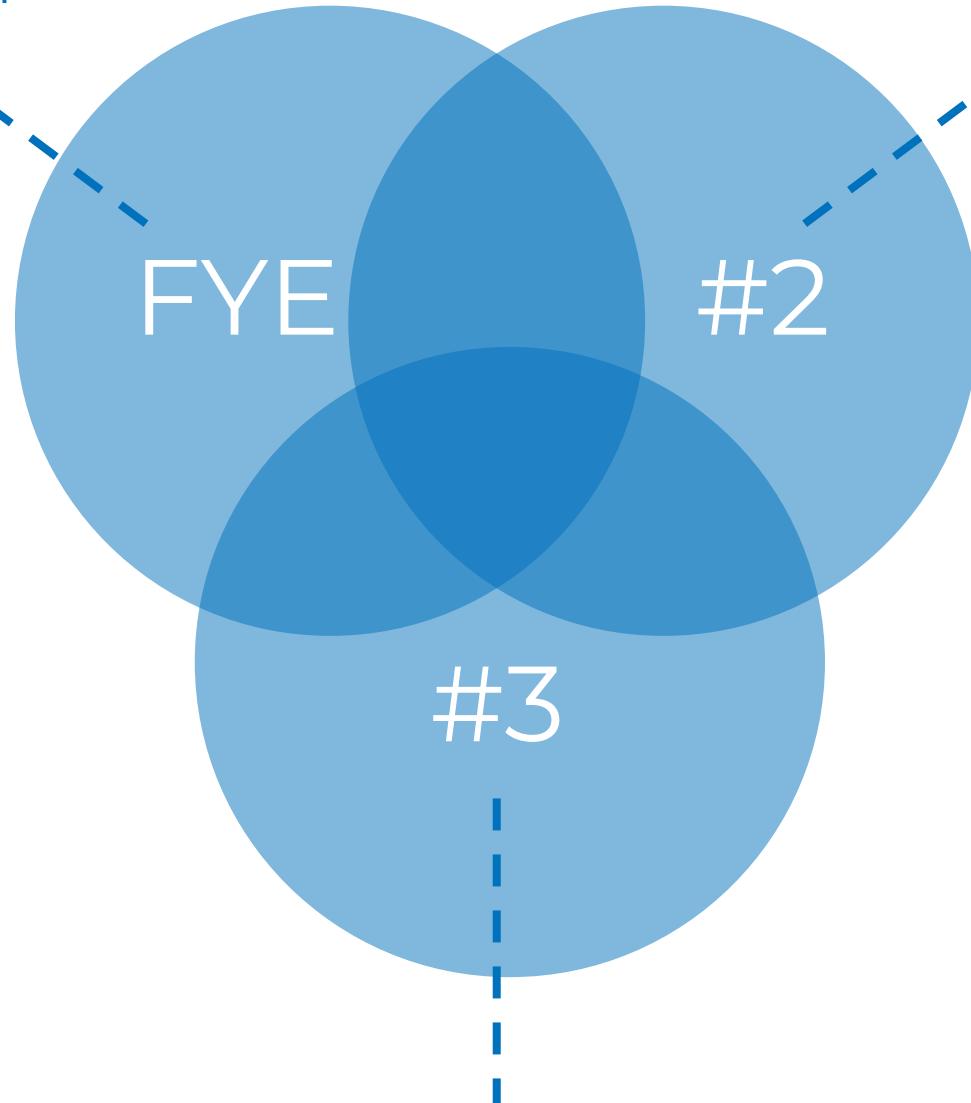
IMMERSIVE
EXPERIENCE



COMMUNITY COLLABORATION

CAMPUS
ENGAGEMENT

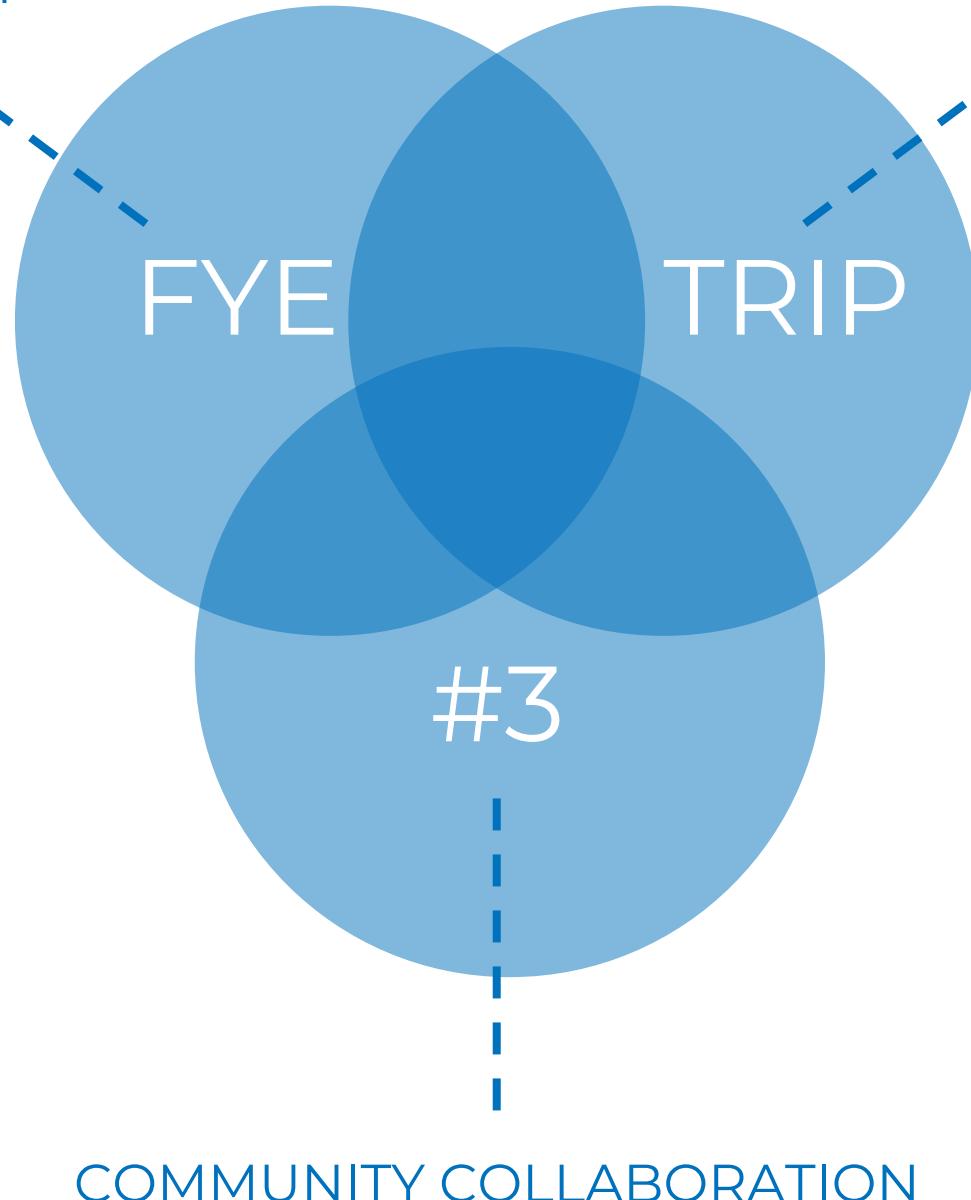
IMMERSIVE
EXPERIENCE



COMMUNITY COLLABORATION

CAMPUS
ENGAGEMENT

IMMERSIVE
EXPERIENCE



CAMPUS
ENGAGEMENT

IMMERSIVE
EXPERIENCE

FYE

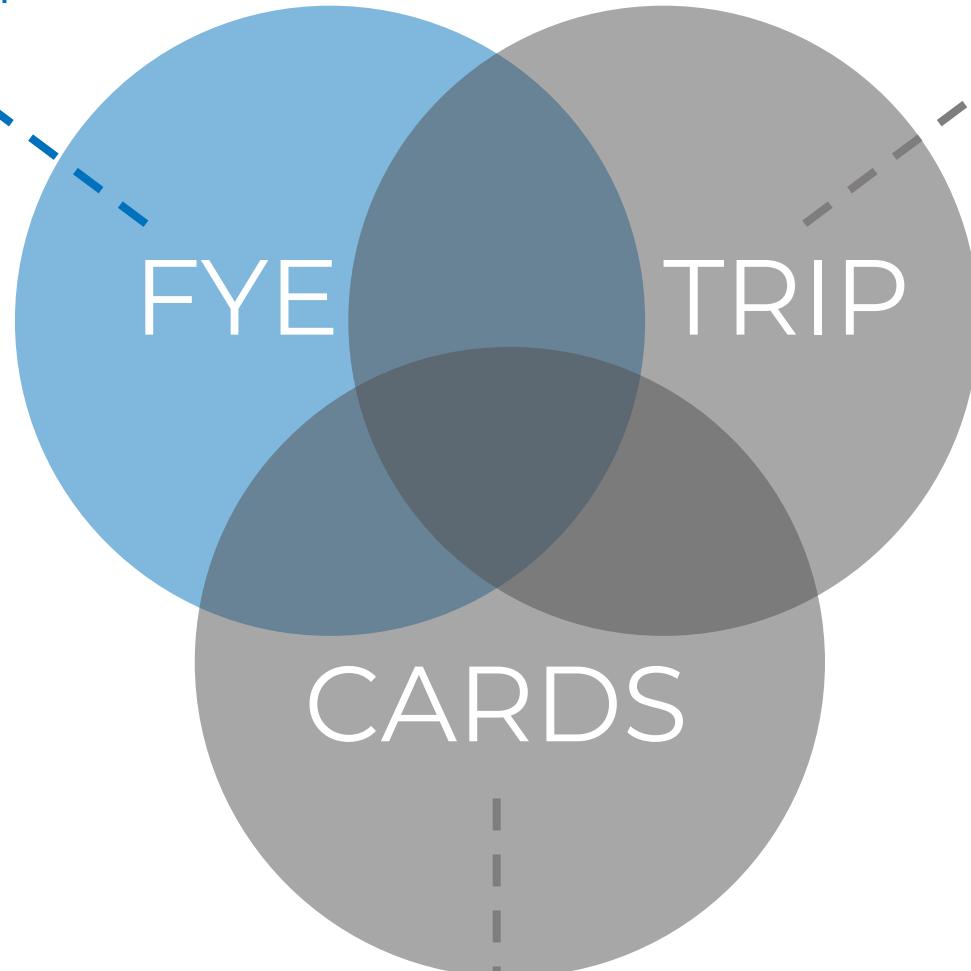
TRIP

CARDS

COMMUNITY COLLABORATION

CAMPUS
ENGAGEMENT

IMMERSIVE
EXPERIENCE



COMMUNITY COLLABORATION



IDEA: First Year Success Series

SUCCESS SERIES

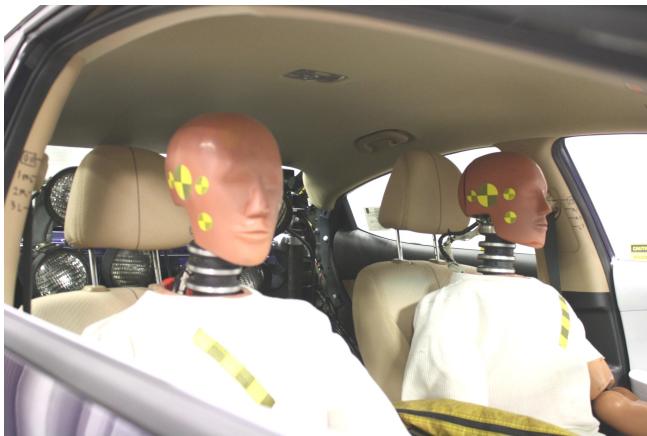
TRANSITION OF FIRST-YEAR STUDENTS

INTERACTIVE EVENTS

TRANSPORTATION RESEARCH CENTER



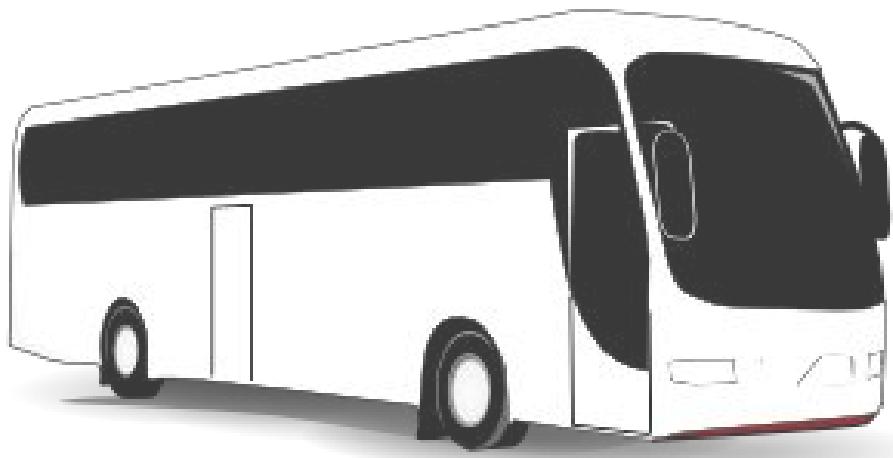
OVERVIEW



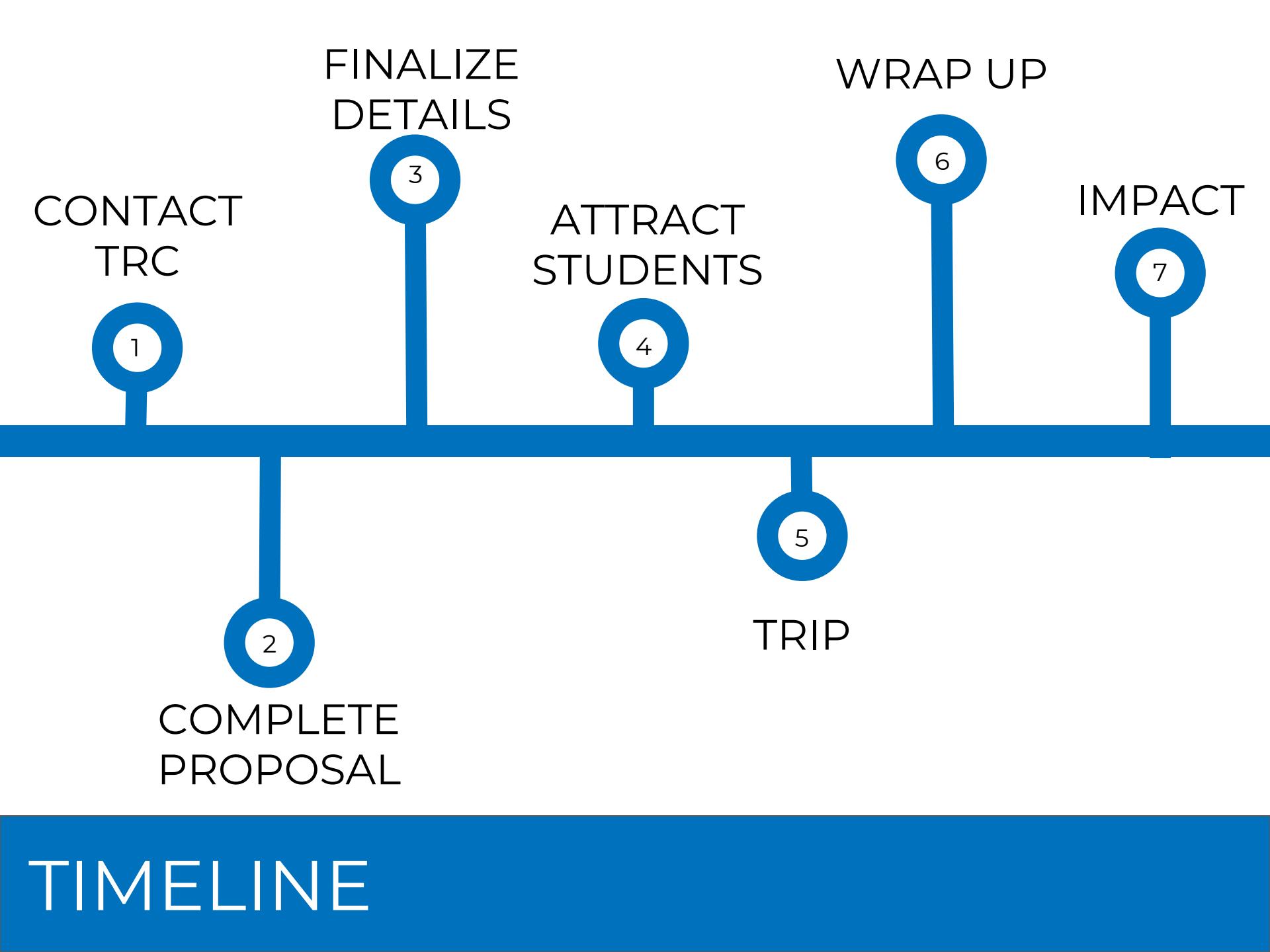
SPECIFICS



CHALLENGES



OVERCOMING CHALLENGES





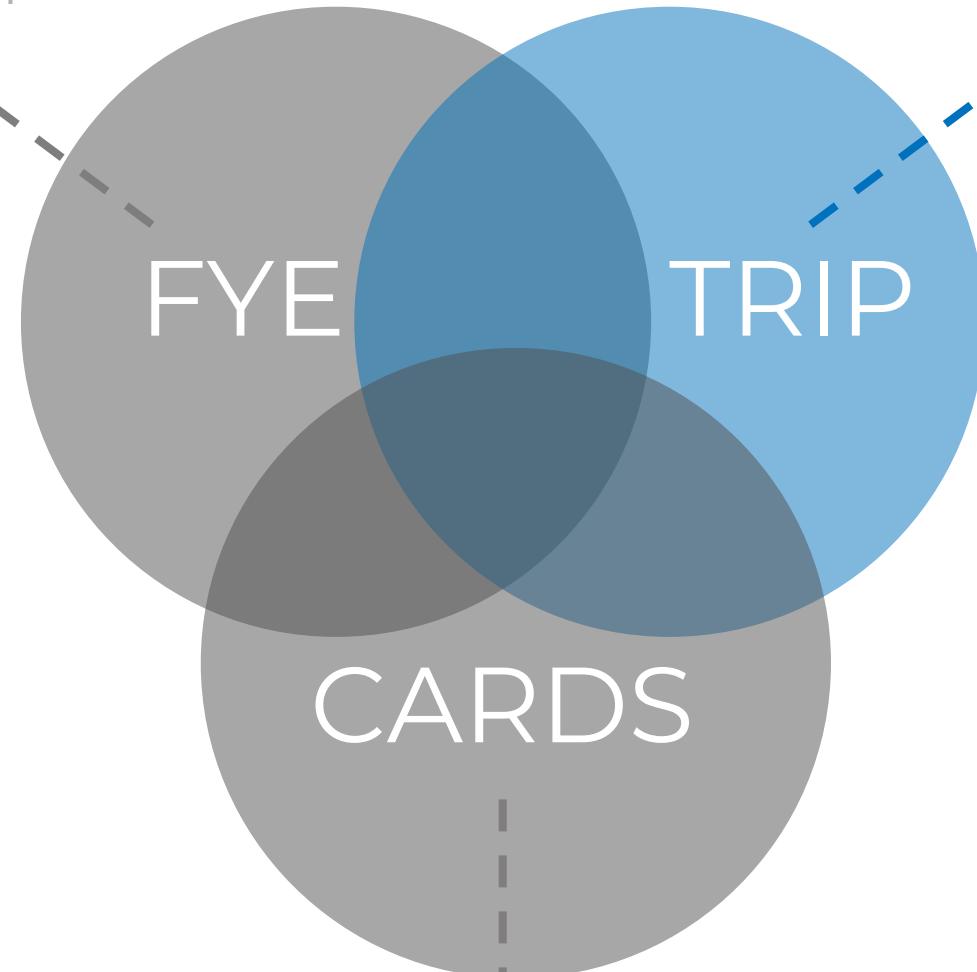
VALIDATION

QUESTIONS?

CAMPUS
ENGAGEMENT

IMMERSIVE
EXPERIENCE

COMMUNITY COLLABORATION



amsterdam
smart
city

IDEA: STUDY ABROAD

ARE STUDENTS EXCITED ABOUT THEIR OWN SMART CITY?



EXPLORE

INNOVATE

EXPAND

VISUALIZE

INTERACT

OVERVIEW

HOW WOULD WE DO THIS?

Office of International Affairs: Program Proposal



Faculty led program

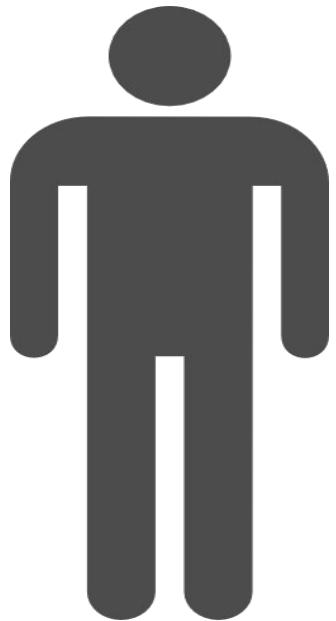


Location: Amsterdam
Time: ~1-2 weeks

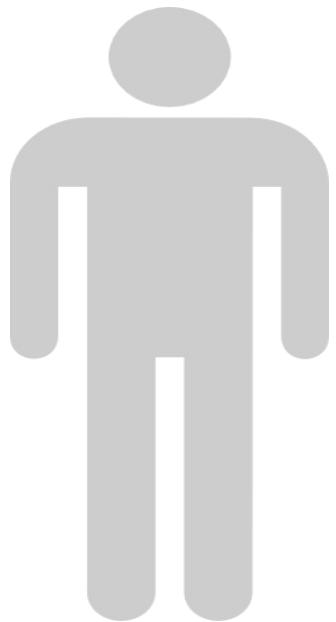
WHAT WOULD THEY DO?

- Speak to innovative leaders from Amsterdam
- Engage in creative workshops
- ASC Smart Mobility Experience
- ASC Circular City Experience
- Visit the Smart City Embassy

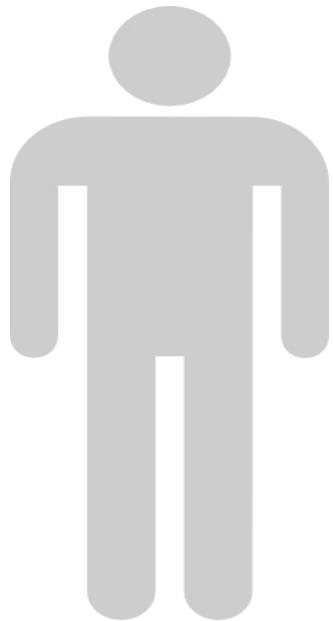
SPECIFICS



CHALLENGES



CHALLENGES



OHIO STATE
STAFF

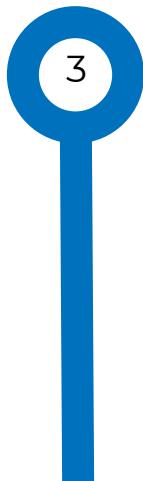
OHIO STATE
STUDENTS

OVERCOMING CHALLENGES

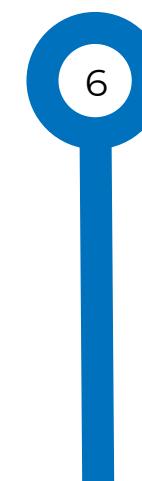
PROPOSAL

WRAP UP

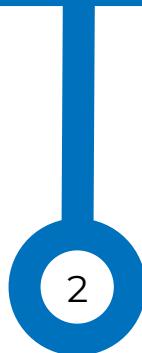
FACULTY
MEMBER



STUDENTS



IMPACT



CREATE PROJECT

TRIP

TIMELINE



VALIDATION

QUESTIONS?

CAMPUS
ENGAGEMENT

IMMERSIVE
EXPERIENCE

FYE

TRIP

CARDS

COMMUNITY COLLABORATION



A SMART CITY NEEDS SMART PEOPLE

ENGAGE PEOPLE ON A NEW LEVEL

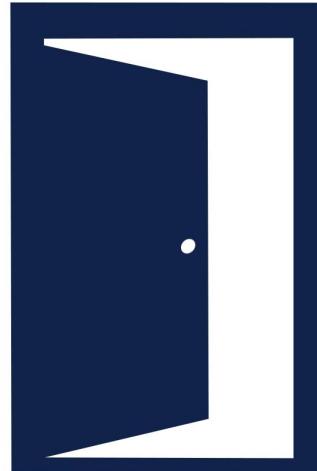
ENCOURAGE COLLABORATION

IDEA: CHALLENGE CARDS

#SMARTCOLUMBUS

BUILDING A STRONGER COMMUNITY

CHALLENGE #003



HOLD THE DOOR OPEN FOR FIVE PEOPLE.
PASS THIS CARD ON TO THE FIFTH PERSON.

ABOUT THE SMART COLUMBUS CHALLENGE SERIES

In Columbus, we have an unprecedented culture of collaboration. By getting out there in the community and engaging with new individuals in new ways we can make our community stronger, together. Go outside your comfort zone. Complete this challenge and make today a little different.

<https://www.columbus.gov/smartcolumbus>

OVERVIEW

CHALLENGE #103



SURPRISE A COWORKER WITH COFFEE IN THE MORNING. PASS IT OFF TO SOMEONE AT THE WORKPLACE WHEN DONE.

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CHALLENGE #352



RIDE THE BUS AND PLAY THREE TRUTHS AND A LIE WITH A STRANGER. WHEN DONE, PASS THE CARD OFF TO THEM.

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OVERVIEW



ADDITIONAL IDEAS

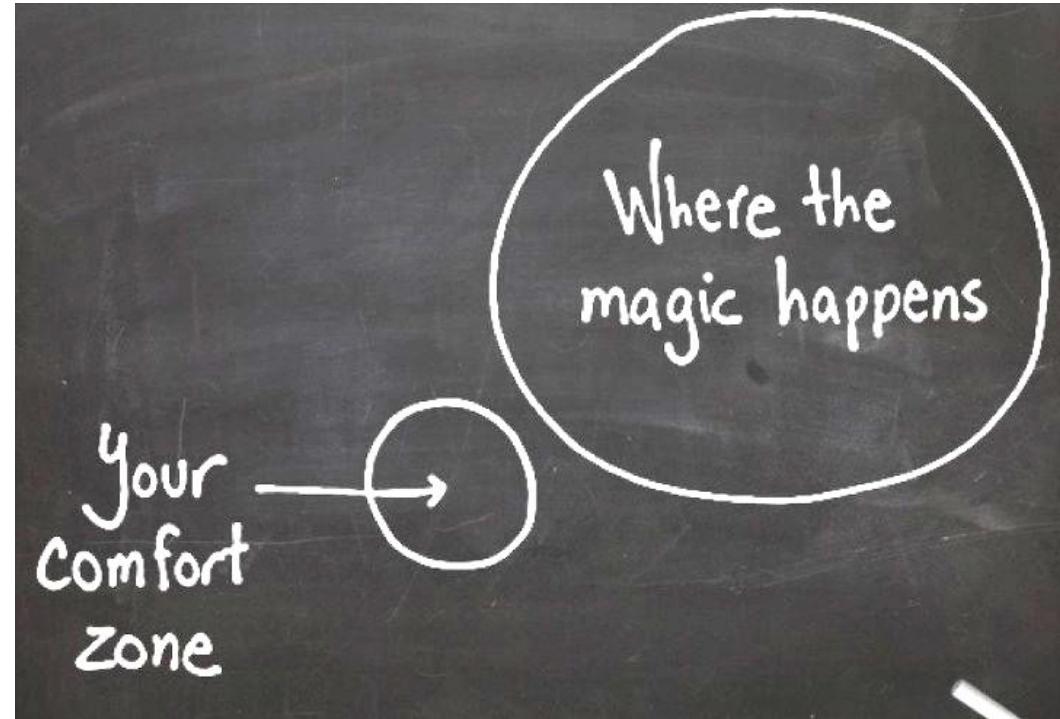
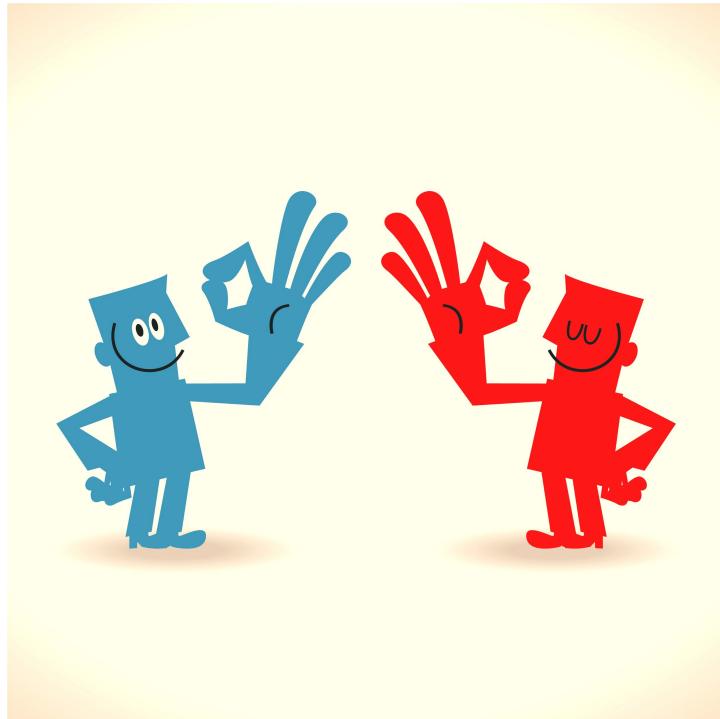
DISTRIBUTION OF CARDS

- COTA BUSSES
- DOWNTOWN
- OHIO STATE
- BUSINESSES
- SHORT NORTH
- COFFEE SHOPS
- COMMUNITY EVENTS

RESOURCES NEEDED

- PRINTED CARDS
- LAMINATION
- DISTRIBUTION SYSTEM
- PROMO VIDEO
- CAMPAIGN

SPECIFICS



OVERCOMING CHALLENGES

FINALIZE IDEAS
AND DESIGNS

MARKETING
CAMPAIGN

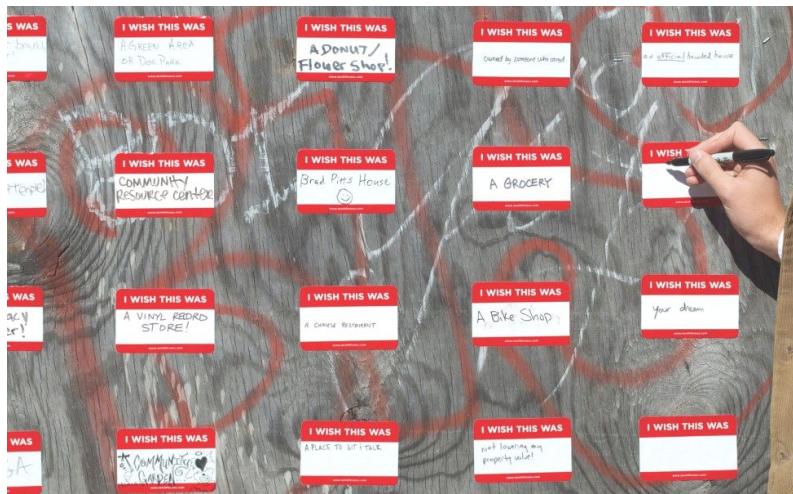
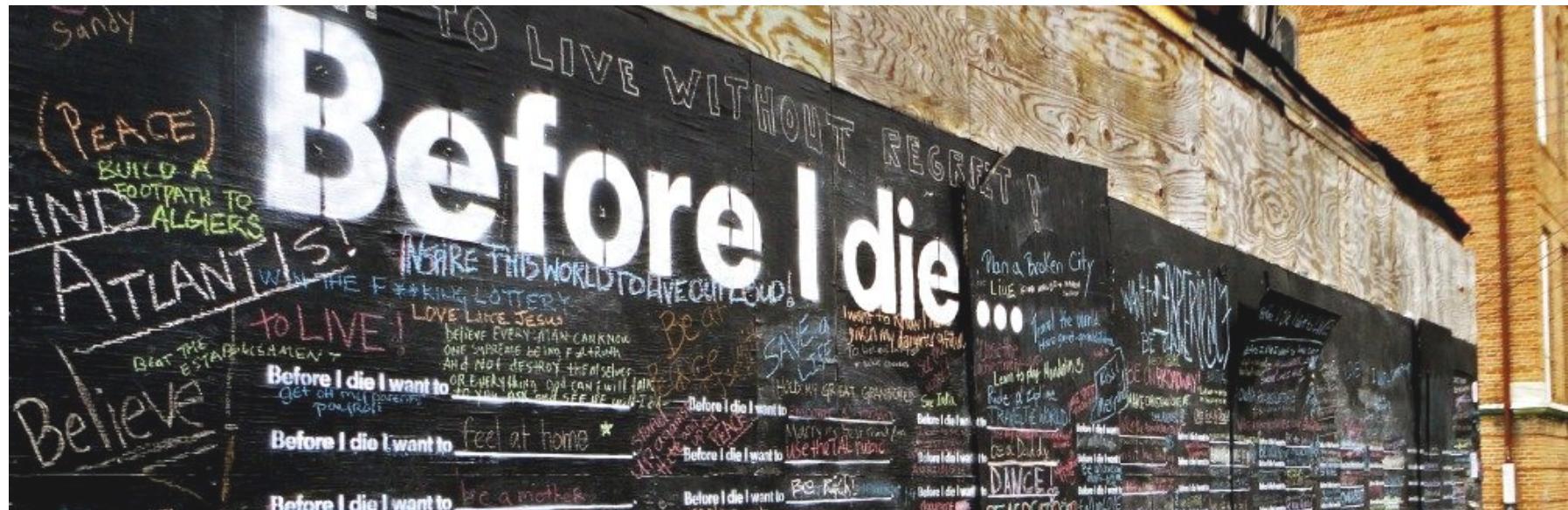
ITERATE



PRINT CARDS

DISTRIBUTE
CARDS

TIMELINE



VALIDATION

QUESTIONS?

CONTACT INFORMATION

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