HP HBCU TECHNOLOGY CONFERENCE

IBILITY
WHERE INNOVATION MEETS ABILITY
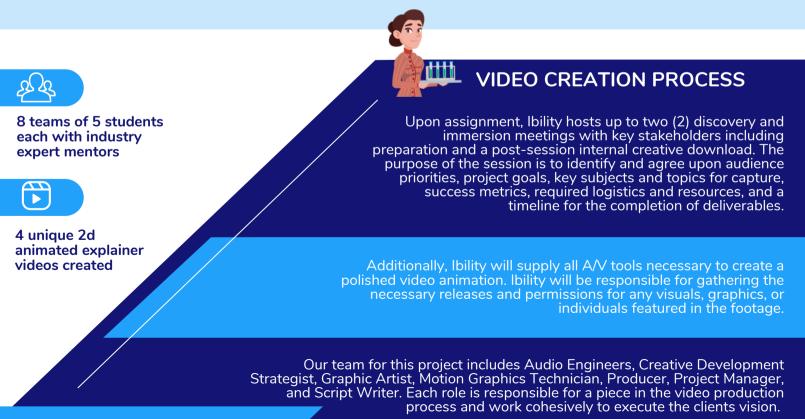
BACKGROUND

HP has had an active relationship with HBCUs, Historically Black Colleges, and Universities, interacting with IT, leaders, educators, and students. Through this association, HP learned about the need for a technology conference dedicated to HBSUs and a forum to provide learning and networking opportunities. The HBCU Technology Conference started in 2021, and the 2022 conference continues to expand the offerings for all participants. The 2022 conference offered keynote addresses from visionary academics and industry leaders, breakout sessions for HBCU peer presentations, a virtual exhibit hall to see new technologies and education solutions, and a variety of activities that aim to take students from theoretical to practical application. Experiences are grouped into tracks for different groups including IT, HBCU Executive Leadership, Faculty & Staff, and Students. Ibility was able to support the student track which featured a Health IT student challenge. The theme of the challenge was to explore data and information exchange (interoperability) between local and University first responders in EMS and the local hospital Emergency Department.

Learning Objectives:
- Working with your local or University EMS & the local hospital ED, use research principles to understand and contextualize their needs; learn to scope and define a problem statement
- Using a Design Thinking framework, develop a solution to the problem
- Learn how to Influence others as you sell your ideas in a final pitch program

2D ANIMATED VIDEOS

Ibility created four 2d animated explainer videos to help teams competing in the challenge prepare for the experience. Video is one of the most engaging types of content and is a powerful tool to help spread awareness and information about a new tool, process, or program. Video allows viewers to engage with the story and become immersed in the details, more than other types of communication materials. Videos can come in the form of real people telling their stories or in the form of fun 2D animation. The goal of 2D animation is generally to explain, educate and entertain viewers. This is so successful because the animation helps break down complex processes into simple scenes with visual guides, making information easy to digest and fun. Furthermore, adding characters allows videos to transfer emotion and lets a brand connect to its audience on a personal level, creating an even more persuasive marketing tool.

8 teams of 5 students each with industry expert mentors

4 unique 2d animated explainer videos created

VIDEO CREATION PROCESS

Upon assignment, Ibility hosts up to two (2) discovery and immersion meetings with key stakeholders including preparation and a post-session internal creative download. The purpose of the session is to identify and agree upon audience priorities, project goals, key subjects and topics for capture, success metrics, required logistics and resources, and a timeline for the completion of deliverables.

Additionally, Ibility will supply all A/V tools necessary to create a polished video animation. Ibility will be responsible for gathering the necessary releases and permissions for any visuals, graphics, or individuals featured in the footage.

Our team for this project includes Audio Engineers, Creative Development Strategist, Graphic Artist, Motion Graphics Technician, Producer, Project Manager, and Script Writer. Each role is responsible for a piece in the video production process and work cohesively to execute the clients vision.

METHODOLOGY

1 PREPARE
Ibility confirmed understanding of the problem statement, developed a strategic communications plan, developed the hosting platform for particpants, and identified evaluation criteria.

2 OUTREACH
Ibility developed an outreach plan, researched, drafted communication materials, and outlined video scripts.

3 COMMUNICATE
Ibility advertised the project using email, newsletter, and social media, maintained weekly communication, and monitored and adjusted communication efforts based on engagement metrics.

4 SHARE
Ibility finalized the communication materials and videos to be used during the competition and added them to the hosting site.

5 CONDUCT
Ibility hosted the showcase of solutions from the 8 teams along with an opening ceremony, and judging of the presentations,

6 AWARD
Using the formal rubric provided to the judges, the award winning solutions were selected by Ibility and HIMSS.

SUMMARY

Ibility was able to create four 2d animated explainer videos to help participants during the challenge experience. Video is one of the most engaging types of content and is a powerful tool to help spread awareness and information about a new tool, process, or program. Video allows viewers to engage with the story and become immersed in the details, more than other types of communication materials. Videos can come in the form of real people telling their story or in the form of fun 2D animation. The goal of 2D animation is generally to explain, educate and entertain viewers. This is so successful because the animation helps break down complex processes into simple scenes with visual guides, making information easy to digest and fun. Furthermore, adding characters allows videos to transfer emotion and lets a brand connect to their audience on a personal level, creating an even more persuasive marketing tool.