Education Design Lab

Designing Education Toward the Future of Work

Why are we doing this work?

The non-profit Lab designs and tests new school-to-work and higher education models to address *affordability*, *relevance* and *portability* in a rapidly changing knowledge economy.

DISCOVER
Passions & Pathways

EXPERIENCE
Efficient & Affordable
Higher Education

LAUNCH
Workforce-Ready
As A Lifelong Learner

We are focused on underserved communities and the persistent workforce-ready gap.

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We are migrating towards a DIY learning ecosystem,
Which is efficient for some, but potentially disastrous for anyone who needs guidance

Institution-centric

Learner-centric

service

certifications

courses

badges

apprenticeship

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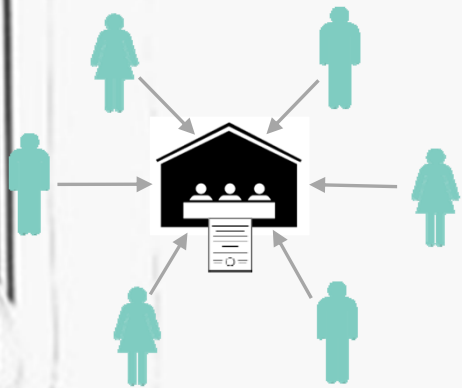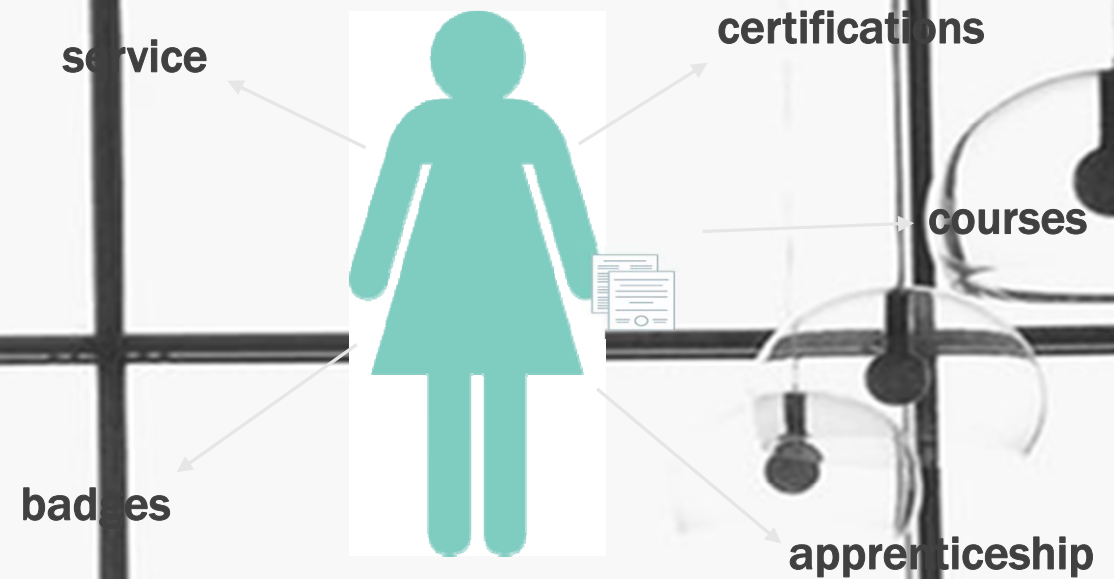
FutureState

Target areas where the Lab is building out design visions

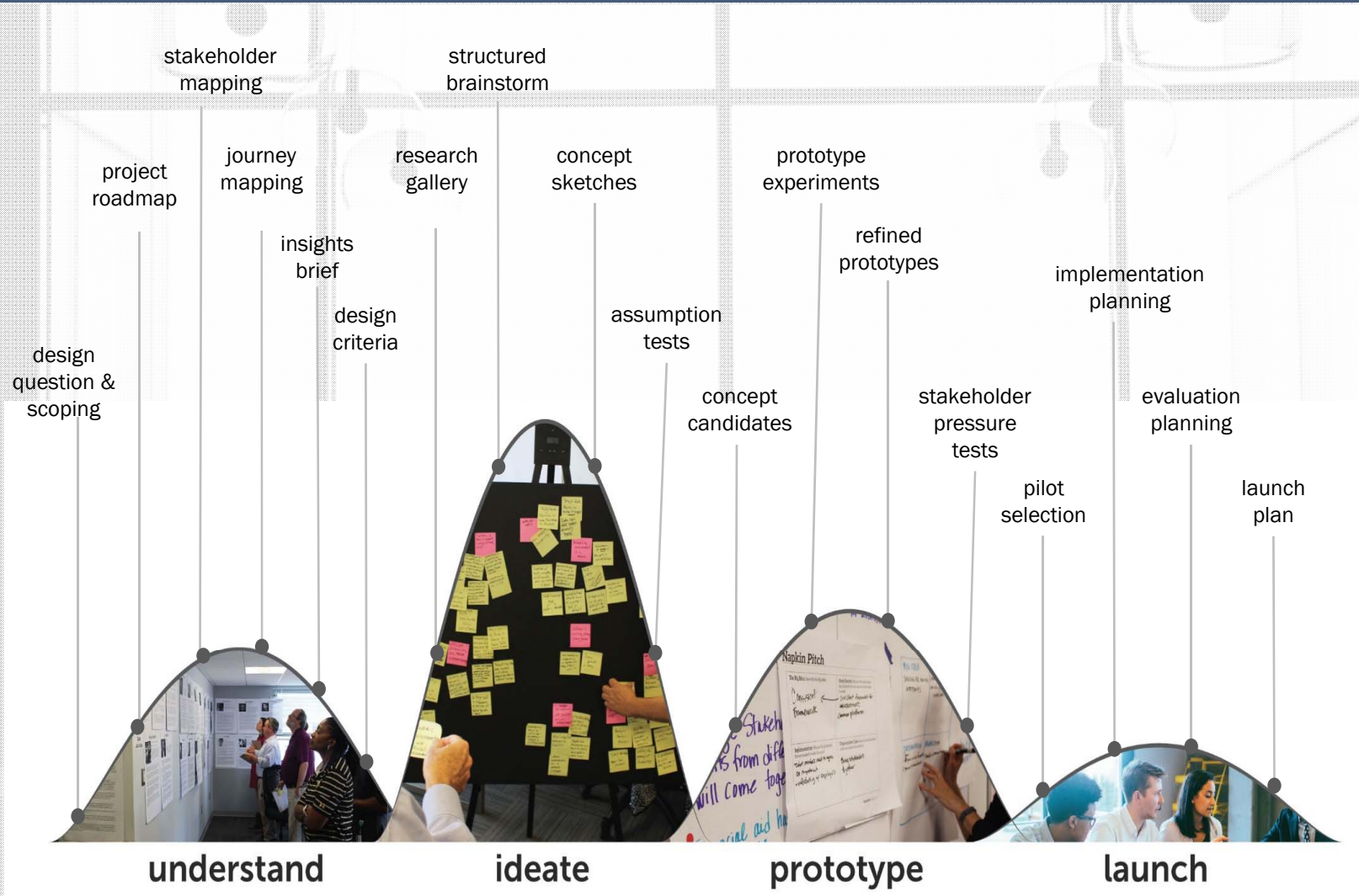|	
Micro-credentialing	Student & Faculty Engagement
21st Century Skills	Wrap-around services for DIY learners
Alternative Career Pathways	Building Innovative Leadership Capacity

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Why Design and Higher Education?

o Fanatically grounded in student experience

o Works across institutional silos

o Bias towards action: rapid prototyping and iteration

o It's ALL about experiments, learning and evidence

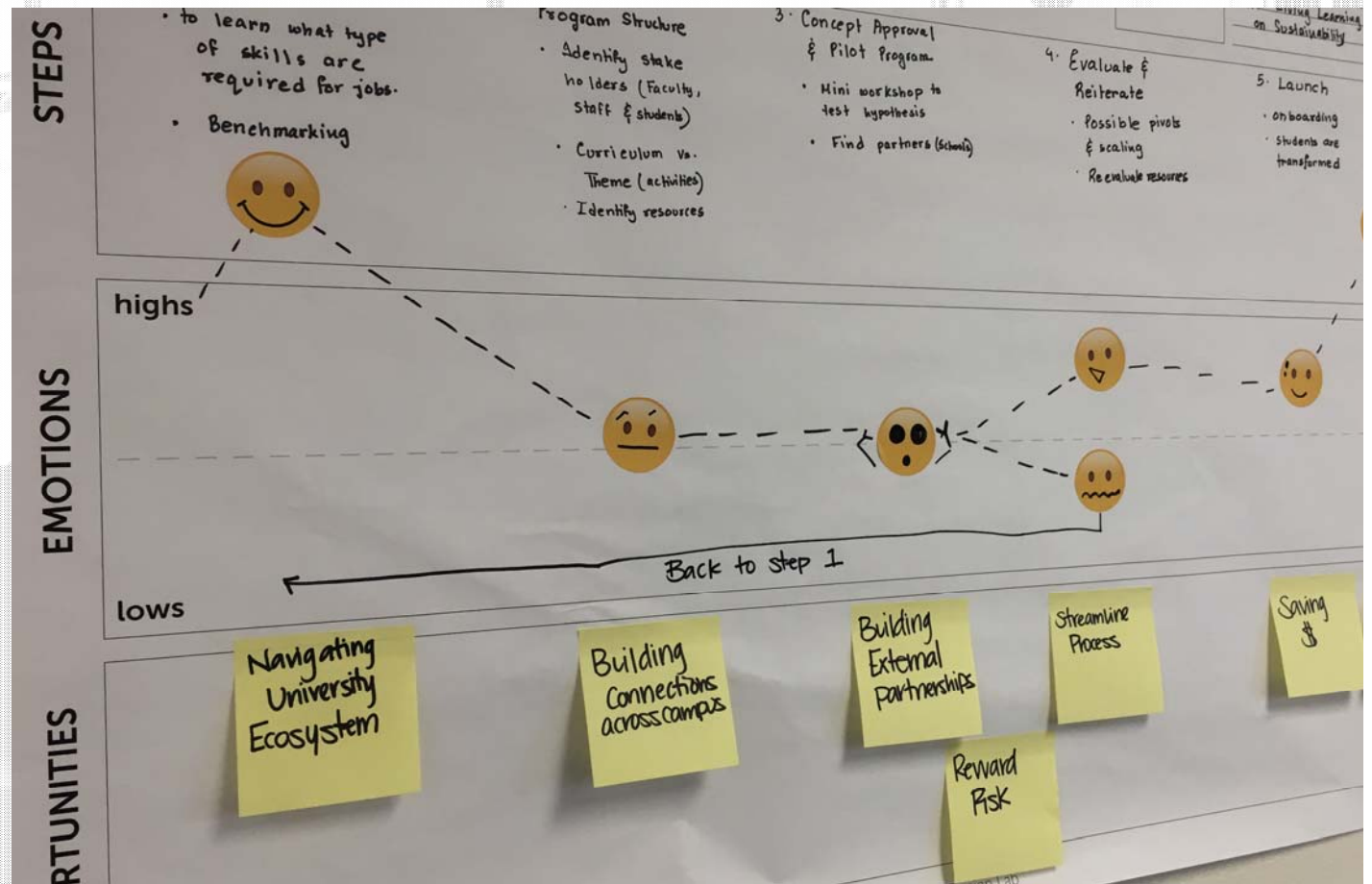Education Design Lab

Designing for Higher Education

A design process developed by the Education Design Lab for higher- education innovation

stakeholder mapping

structured brainstorm

project roadmap

journey mapping

research gallery

concept sketches

prototype experiments

insights brief

refined prototypes

implementation planning

design criteria

assumption tests

design question & scoping

concept candidates

stakeholder pressure tests

evaluation planning

pilot selection

launch plan

understand   **ideate**   **prototype**   **launch**

# Journey Mapping Innovation on Campus

Two ways to Approach Systemic Innovation

- Structural:
  - "Suburban" governance models
  - Intense focus on student journey

- Cultural:
  - Make Innovation and Greenlighting Process Intentional and Visible
  - Make Learning Opportunities Horizontal as well as Vertical
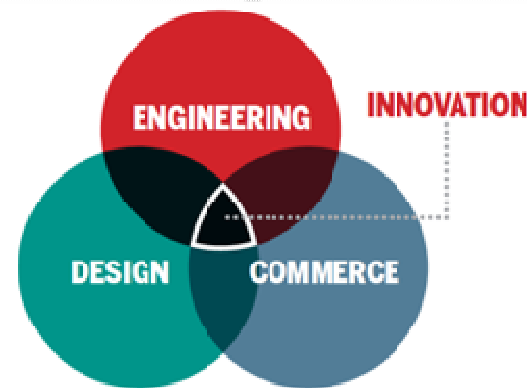 - Support Faculty and Admin with Design Thinking

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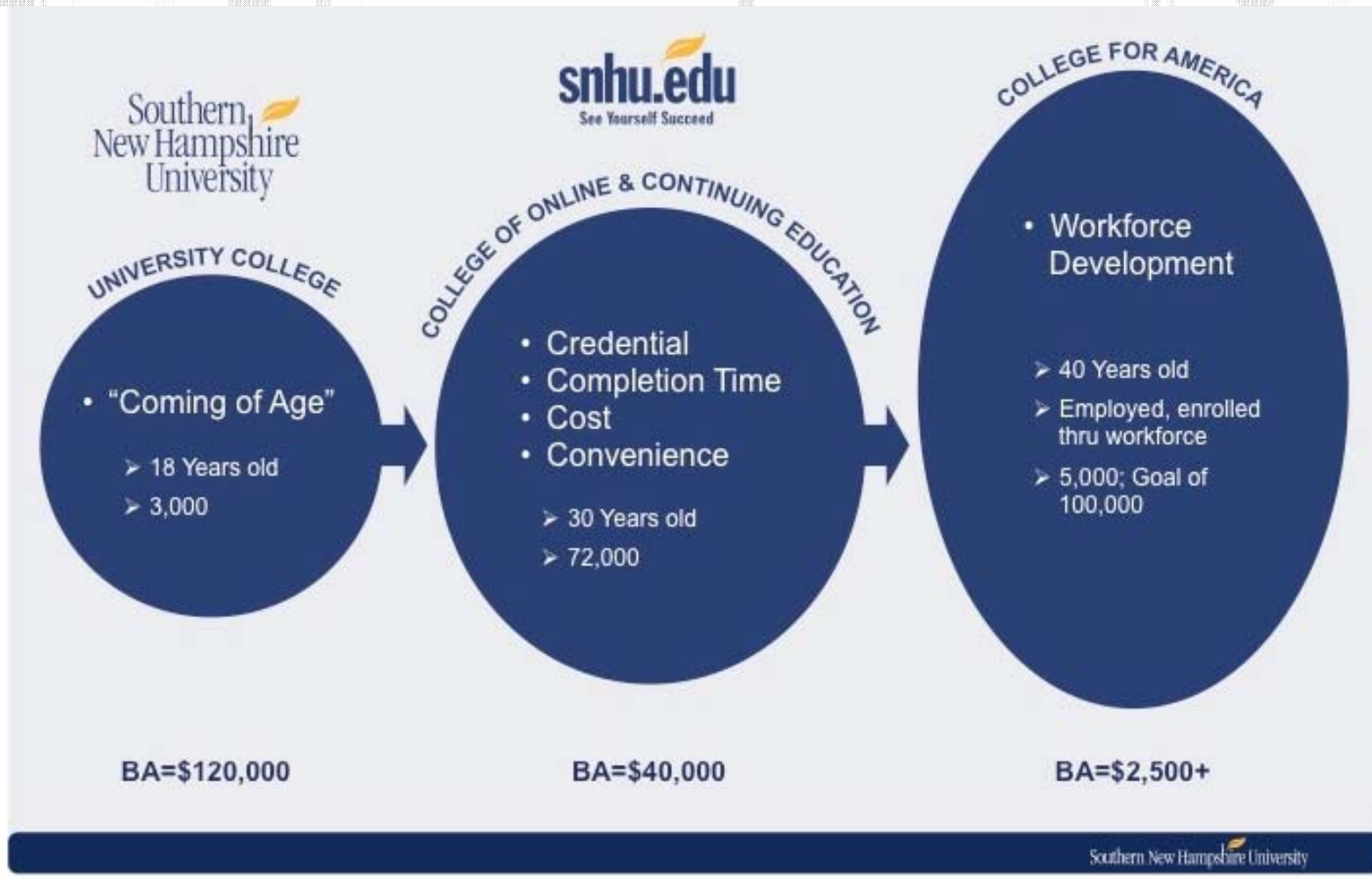
Structural Innovation

Merging Departments at Philadelphia Universi

Structural for Innovation | Philadelphia University

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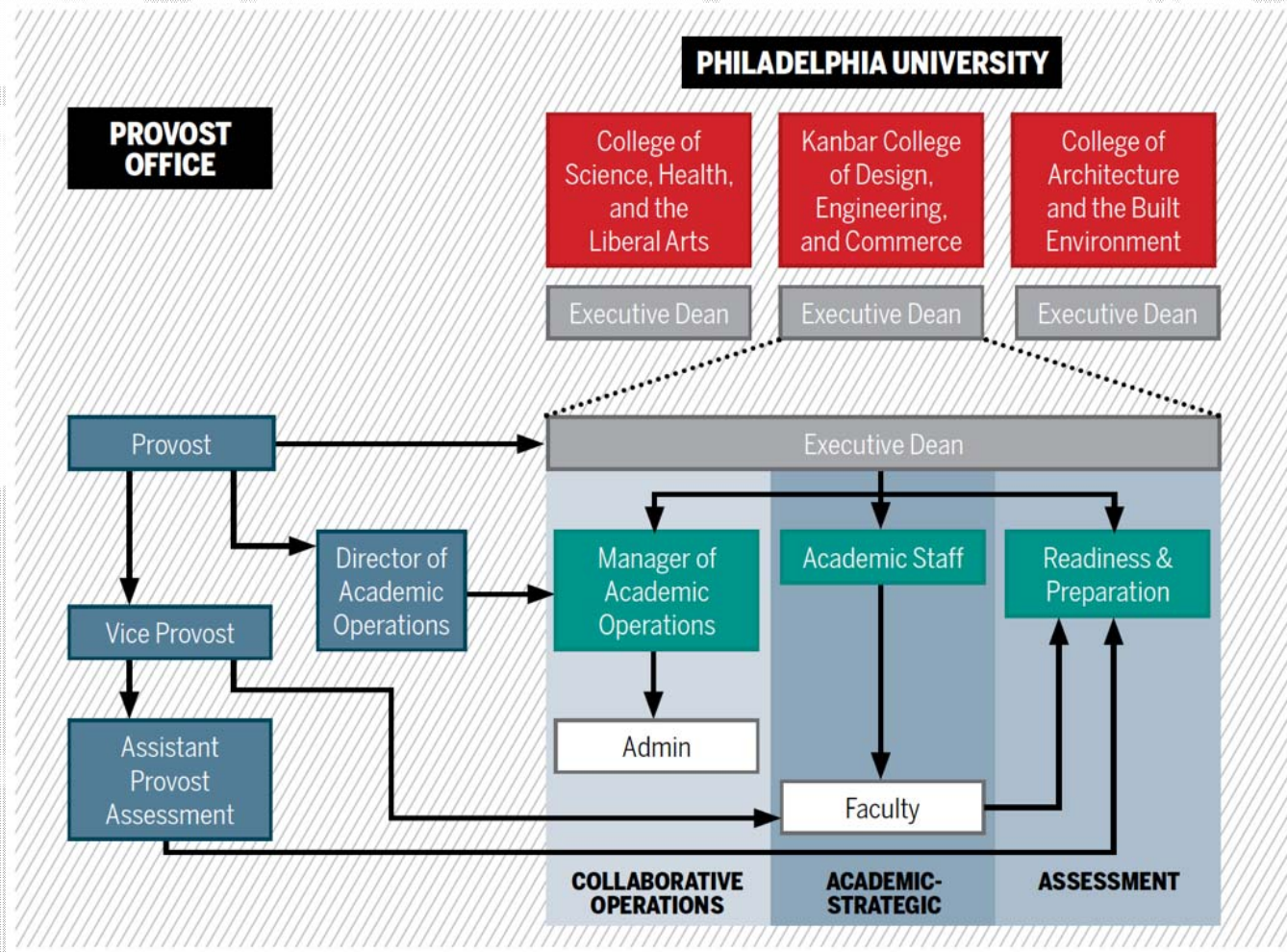
Structural Innovation:
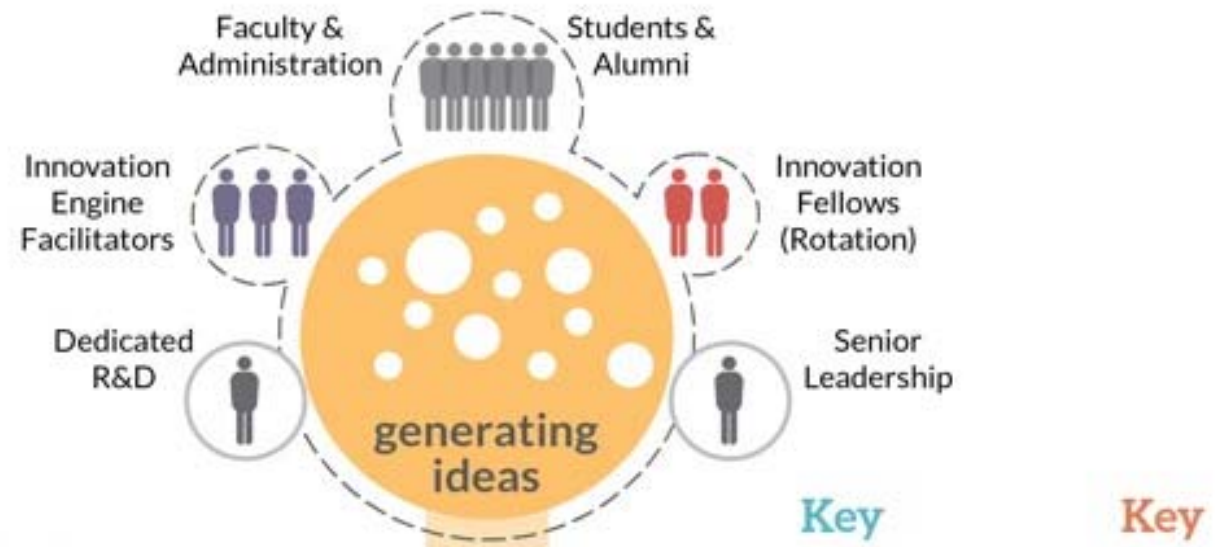## Student-Centered University Org Chart
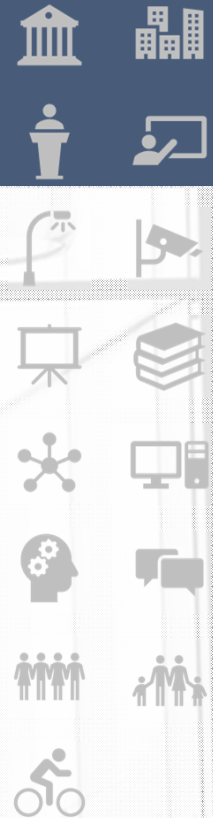
Student

chief learning officer, design engineer, data scientist, content strategist, user experience analyst, information privacy and security professional, learning outcomes and assessment director.

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Innovation within Existing Structures

"Pop-up" learning communities across 21st Century Skills

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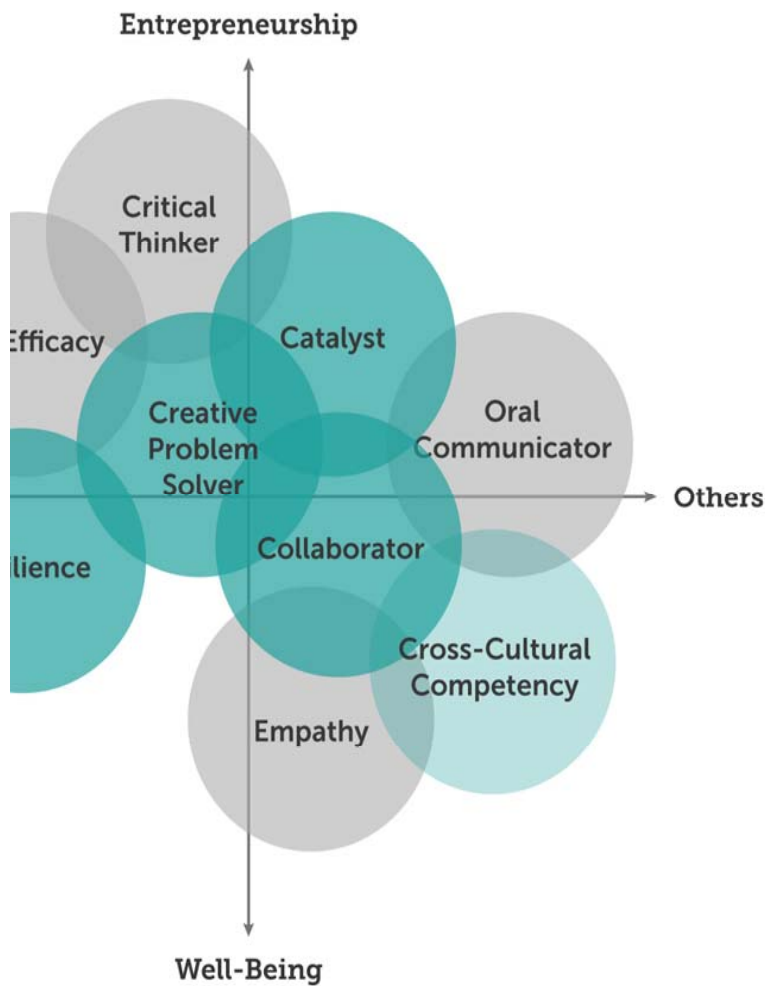
Three Categories: Configuration

an education institution's operating model and systems

Profit Model	Network	Structure	Process	Product Perfor-mance	Product System	Service	Channel	Brand	Customer Engage-ment
Configuration				Offering		Experience			

Three Categories: Offering

the learning facilitation and outcomes along with associated services

Profit Model	Network	Structure	Process	Product Performance	Product System	Service	Channel	Brand	Customer Engagement
Configuration				Offering		Experience			

Three Categories: Experience

A student's day-to-day interactions with what an institution offers and how the institution is configured to deliver it.

Configuration				Offering		Experience			
Profit Model	Network	Structure	Process	Product Perfor-mance	Product System	Service	Channel	Brand	Customer Engage-ment