Workforce Partnerships that Work:
Creating Public-Private Partnerships that Serve Students, Institutions, Employers, and Communities

Newport Beach, CA | June 5, 2019

Education Design Lab

Agenda

- Design Thinking & Human-Centered Design
- 21st Century Skill Badges
- Opportunity Spaces
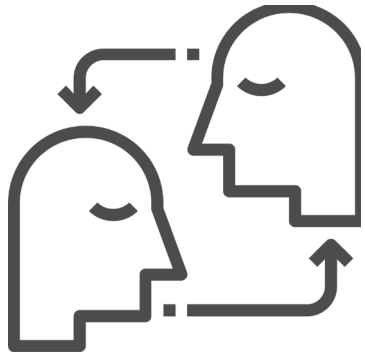- Innovation Culture Assessment

Design Thinking + Human-Centered Design

Design Thinking Has its Origins in Product Design

Why Use Human-Centered Design?

Human-centered design is a systemic approach to
problem solving and is anchored in three core beliefs.

empathy

invention

iteration

The Human-Centered Design Process

Human-centered process: Fanatically *grounded in student experience*

A **structured methodology** to reach across institutional silos

Bias towards action: **test new models** rapidly and iterate

Flexible rapid innovation engine focuses on experimentation, evidence gathering and learning

The Lab's 21ˢᵗ Century Skill Badges

INTERCULTURAL FLUENCY

RESILIENCE

EMPATHY
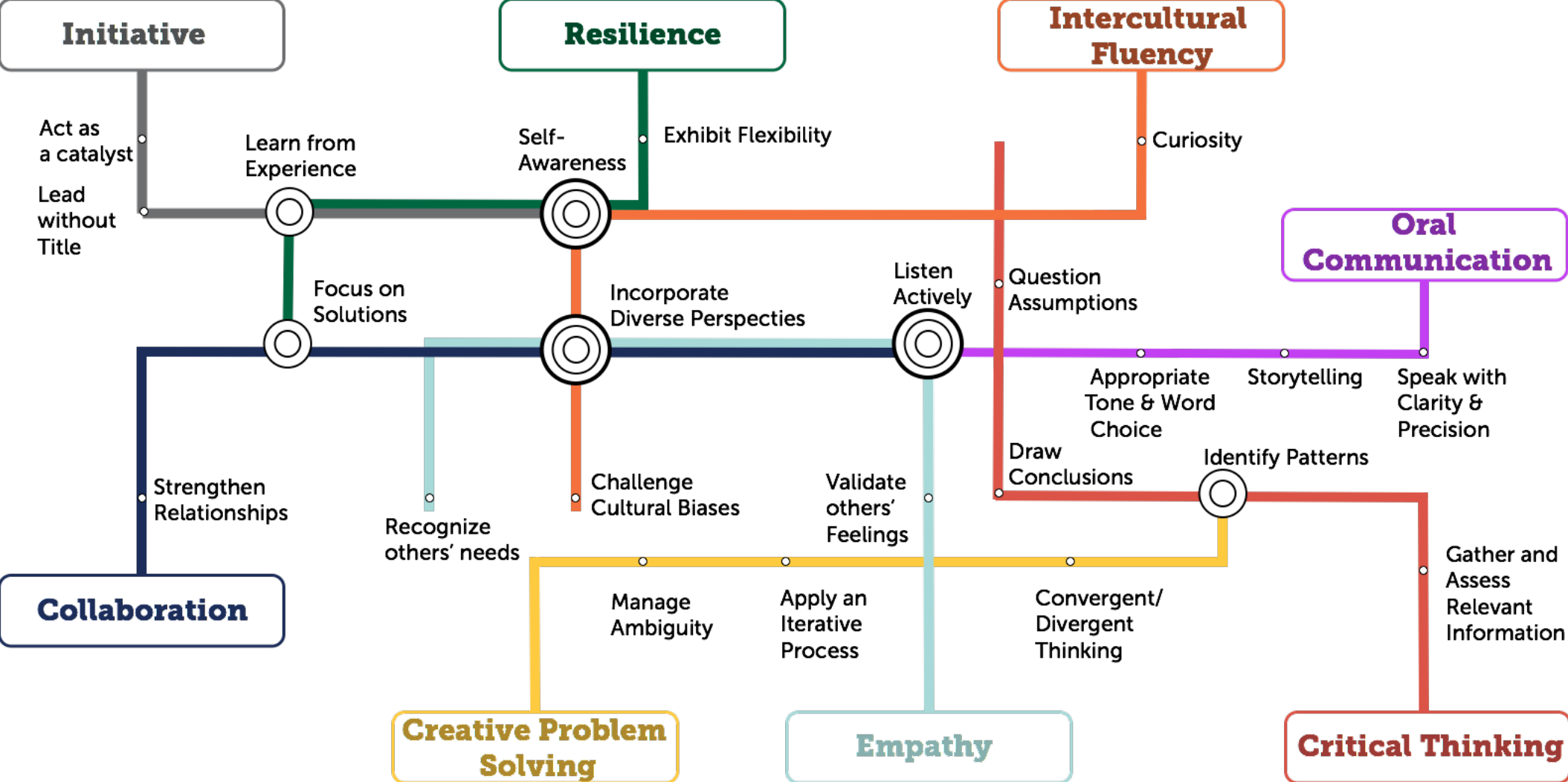
ORAL COMMUNICATION

INITIATIVE

COLLABORATION

CREATIVE PROBLEM SOLVING

CRITICAL THINKING

Education Design Lab

Sub-competency map

TEE UP THE SKILLS

Students will earn a *meaningful* "employer-endorsed" credential

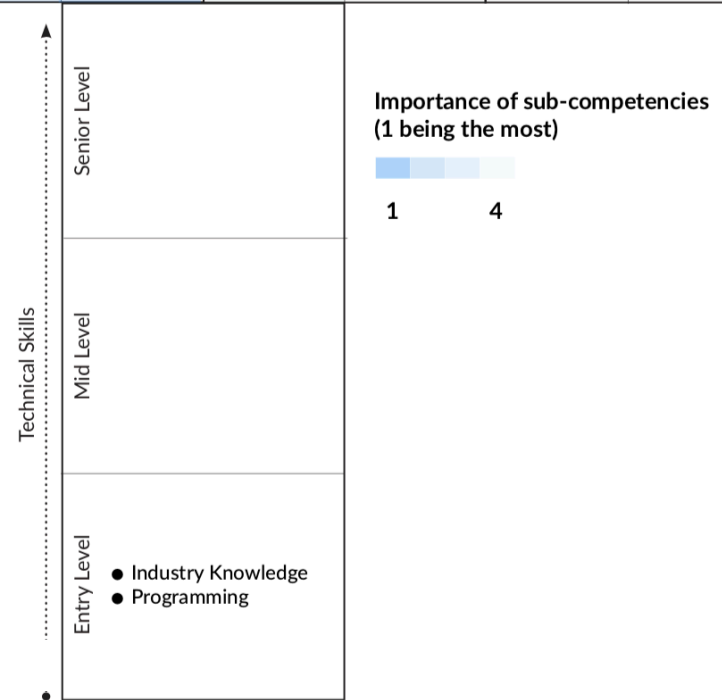**Employers will commit to reviewing resumes of badge earners and help us understand the value of the badge**

The Preferred Combination of Skills

Business Systems Analyst, Valero Energy

Initiative		Creative Problem Solving		Collaboration		Intercultural Fluency	
lead without title	act as a catalyst	identify patterns	manage ambiguity	focus on solutions	listen actively	curiosity	challenge biases
self-awareness	learn from experience	iteration	convergent / divergent thinking	diverse perspectives	strengthen relationships	self-awareness	diverse perspectives
Resilience		**Critical Thinking**		**Oral Communication**		**Empathy**	
exhibit flexibility	focus on solutions	identify patterns	draw conclusions	listen actively	clarity/ precision	listen actively	recognize needs
self-awareness	learn from experience	question assumptions	gather relevant info	storytelling	adopt tone/ word choice	validate others' feelings	diverse perspectives

Technical Skills

Senior Level

Mid Level

Entry Level
- Industry Knowledge
- Programming

Importance of sub-competencies (1 being the most)

1   4

Key Clusters of Skills

Position: Accountant

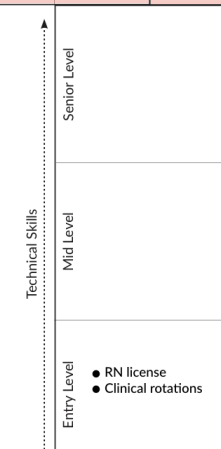| Initiative		Creative Problem Solving		Collaboration		Intercultural Fluency	
lead without title	act as a catalyst	identify patterns	manage ambiguity	focus on solutions	listen actively	curiosity	challenge biases
self-awareness	learn from experience	iteration	convergent / divergent thinking	diverse perspectives	strengthen relationships	self-awareness	diverse perspectives
Resilience		**Critical Thinking**		**Oral Communication**		**Empathy**	
exhibit flexibility	focus on solutions	identify patterns	draw conclusions	listen actively	clarity/ precision	listen actively	recognize needs
self-awareness	learn from experience	question assumptions	gather relevant info	storytelling	adopt tone/ word choice	validate others' feelings	diverse perspectives

Technical Skills — Senior Level / Mid Level / Entry Level
- Basic accounting skills
- Data entry
- GAA tech and professional accounting
- Project scoping

Position: Systems Developer

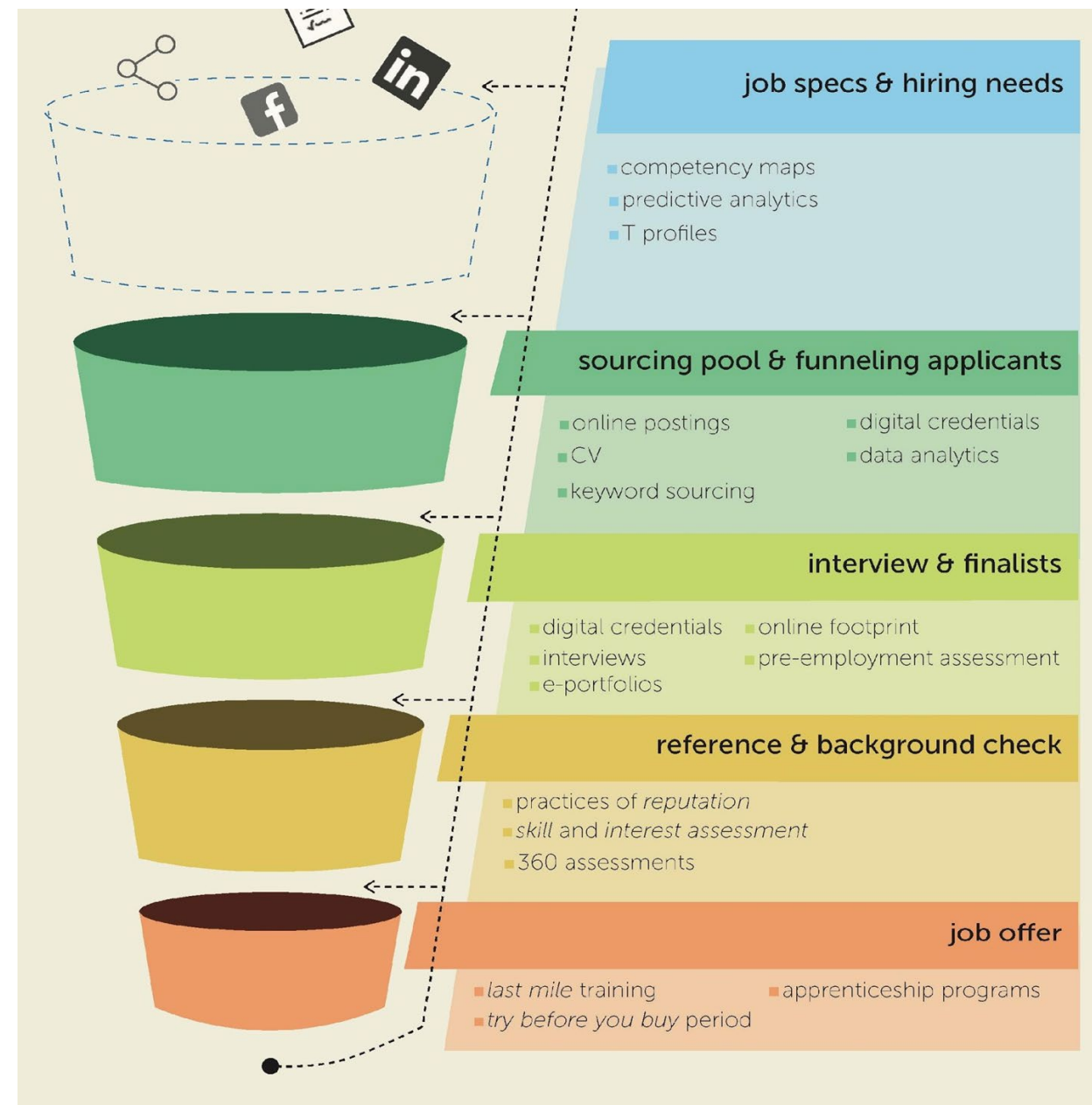| Initiative		Creative Problem Solving		Collaboration		Intercultural Fluency	
lead without title	act as a catalyst	identify patterns	manage ambiguity	focus on solutions	listen actively	curiosity	challenge biases
self-awareness	learn from experience	iteration	convergent / divergent thinking	diverse perspectives	strengthen relationships	self-awareness	diverse perspectives
Resilience		**Critical Thinking**		**Oral Communication**		**Empathy**	
exhibit flexibility	focus on solutions	identify patterns	draw conclusions	listen actively	clarity/ precision	listen actively	recognize needs
self-awareness	learn from experience	question assumptions	gather relevant info	storytelling	adopt tone/ word choice	validate others' feelings	diverse perspectives

Technical Skills — Senior Level / Mid Level / Entry Level
- Java, C++
- Technical aptitude

Position: Nurse

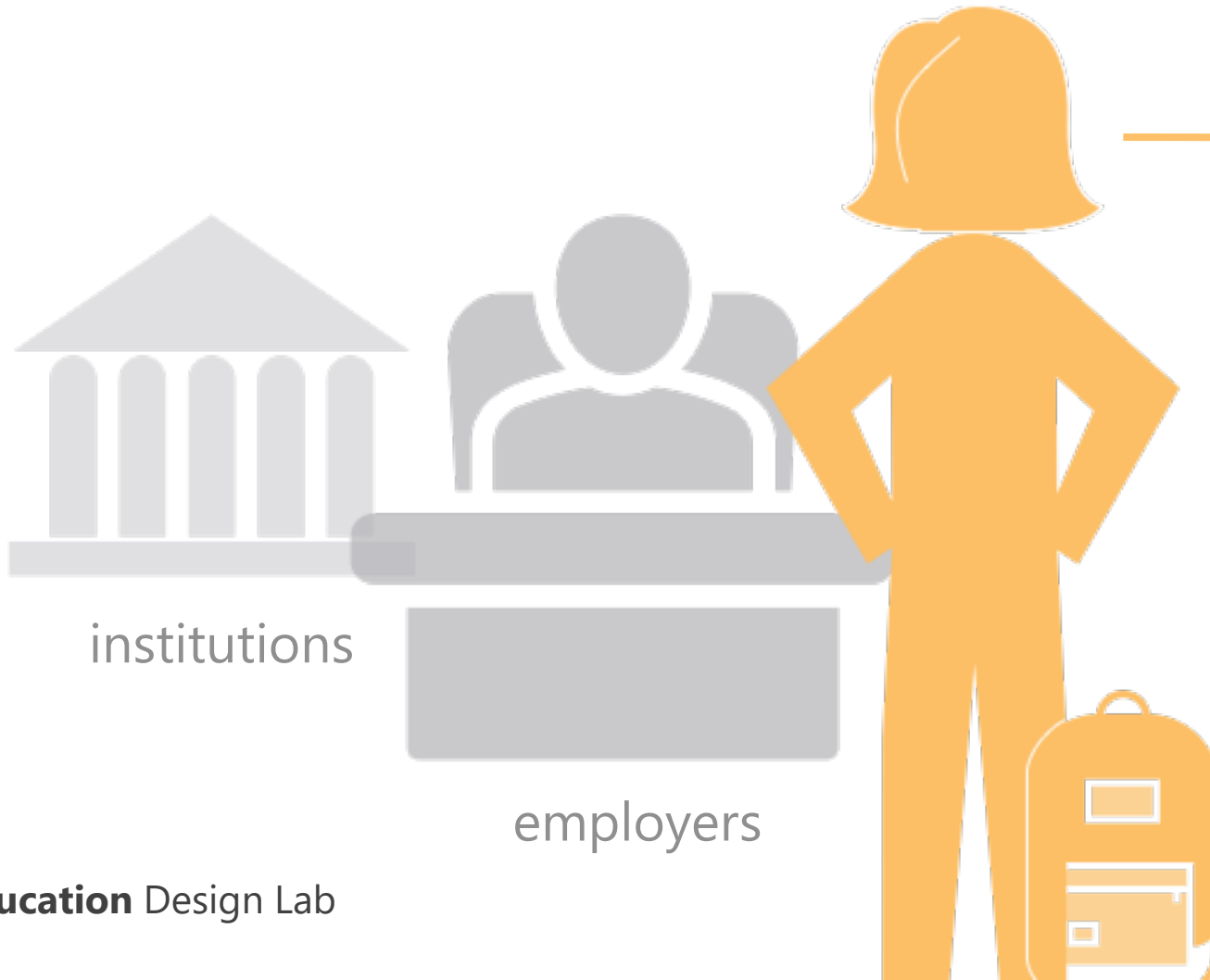| Initiative		Creative Problem Solving		Collaboration		Intercultural Fluency	
lead without title	act as a catalyst	identify patterns	manage ambiguity	focus on solutions	listen actively	curiosity	challenge biases
self-awareness	learn from experience	iteration	convergent / divergent thinking	diverse perspectives	strengthen relationships	self-awareness	diverse perspectives
Resilience		**Critical Thinking**		**Oral Communication**		**Empathy**	
exhibit flexibility	focus on solutions	identify patterns	draw conclusions	listen actively	clarity/ precision	listen actively	recognize needs
self-awareness	learn from experience	question assumptions	gather relevant info	storytelling	adopt tone/ word choice	validate others' feelings	diverse perspectives

Technical Skills — Senior Level / Mid Level / Entry Level
- RN license
- Clinical rotations

Education Design Lab

Where do Digital Badges Provide Value in the Hiring Funnel?

job specs & hiring needs
- competency maps
- predictive analytics
- T profiles

sourcing pool & funneling applicants
- online postings
- CV
- keyword sourcing
- digital credentials
- data analytics

interview & finalists
- digital credentials
- interviews
- e-portfolios
- online footprint
- pre-employment assessment

reference & background check
- practices of *reputation*
- *skill* and *interest assessment*
- 360 assessments

job offer
- *last mile* training
- *try before you buy* period
- apprenticeship programs

Education Design Lab

Opportunity Spaces

Are We Prepared for These Learners?

— learners

institutions

employers

Underrepresented
+ Low Income Populations

Non-Degreed Adults

Single Moms **& Dads**

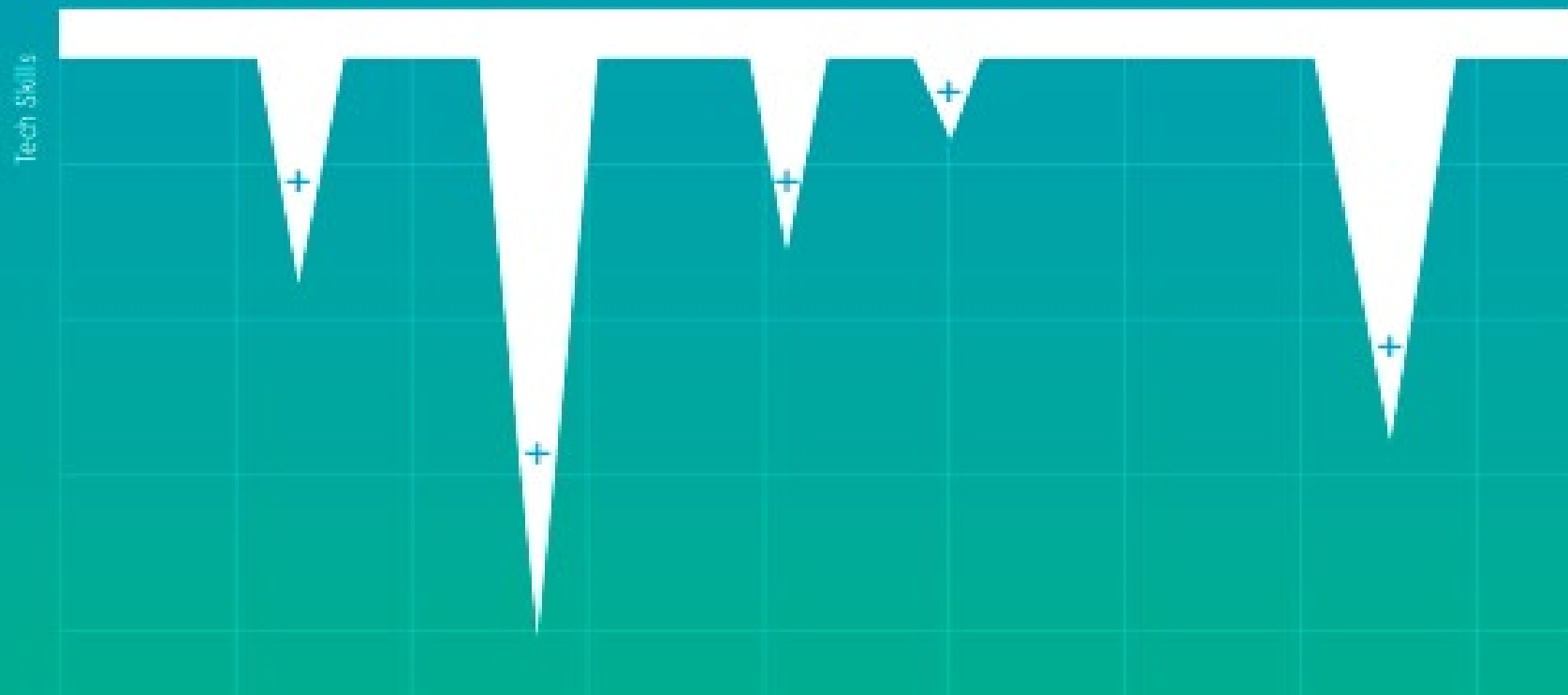Transfer Students

Front-Line Workers

Incarcerated

Education Design Lab

And For How Long?

Figure 10.
In the future, workers will need to return to learning throughout a 100-year work life.

Human Skills for a 100-Year Work Life

Tech Skills

Strada, Robot Ready: Human+ Skills for the Future of Work (2018)

What is innovation?

Education Design Lab

Innovation is...

"A great idea, executed brilliantly and communicated in a way that is both intuitive and fully celebrates the magic of the initial concept...

It needs to either create a new market, or radically change an existing one."

--Pete Foley (Consultant, Innovator, Artist, Scientist, Photographer, Musician, Accountant and Blogger)

WHAT IS JUGAAD?

Frugal

Flexible

JUGAAD

Inclusive
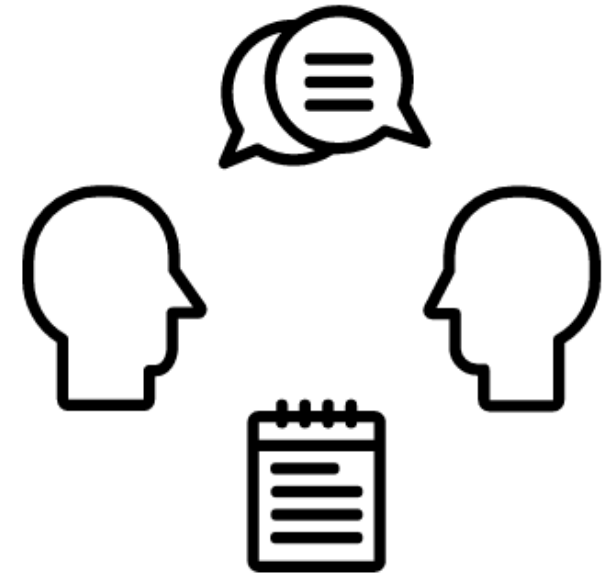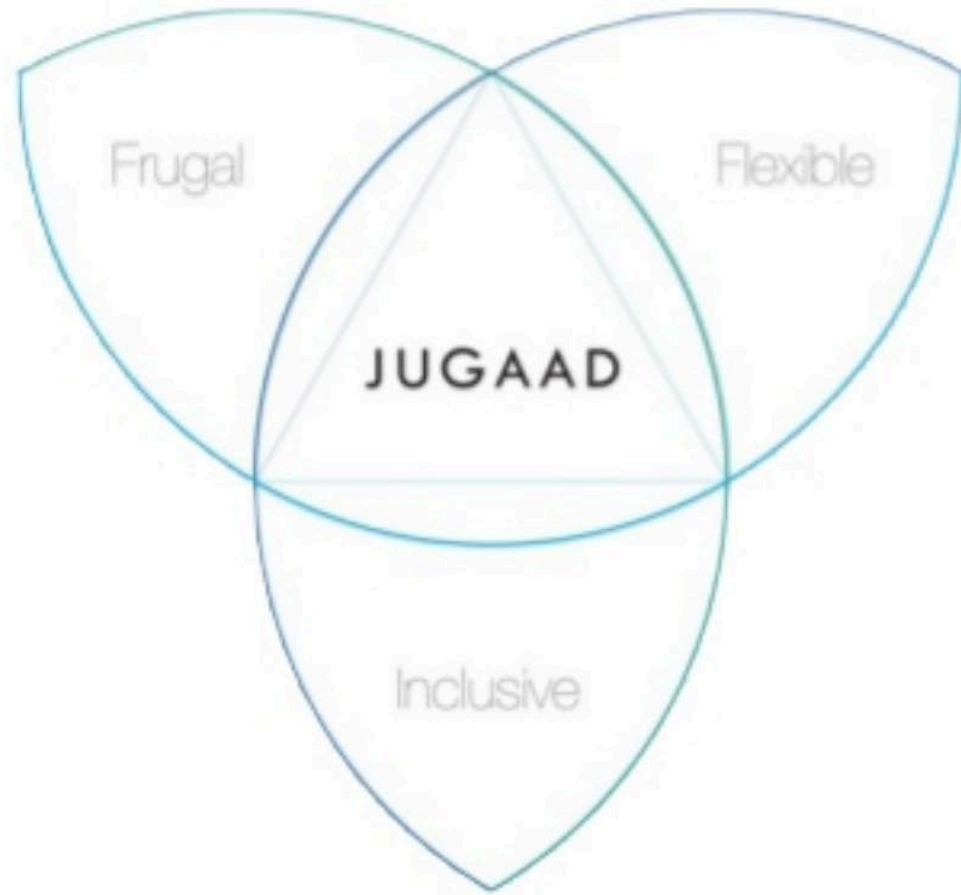
Jugaad innovators don't view customers as merely passive users of their products and services. Recognizing the diversity of customer needs, they invent new solutions from the ground up by working closely with marginal groups to identify their unique needs. They then engage local communities and partners to set up a grassroots value chain to locally build, deliver, and support their solutions— making these solutions in turn affordable, accessible, and sustainable.

Breakthrough ideas and insights

The leading platform for crowdsourced innovation from Millennials & Gen Z

SOLVERS >
Earn cash by sharing your creativity with the largest brands in the world

COMPANIES >
Uncover key ideas and insights to move your projects forward

Company posts challenge   Solvers submit ideas   Company rates ideas   50% of solvers win cash

❗ Active

💡 All

🔖 My Dojo

⚡ Quick Solve

🧩 Puzzles (no cash)

🔧 Upcoming

🚩 NEW!

LEVI'S®

European solvers: What will the next must-have sneakers be?

LIVE IN LEVI'S Levi Strauss & Co.

🕐 19 days left

$1,600 top 50%

The Coca-Cola Company

The Coca-Cola Company Sweet Story Challenge

🏷 Arts & Design , Healthcare

The search to fill a growing demand for a plant-based natural sweetener that has few or no calories. Read Overview...
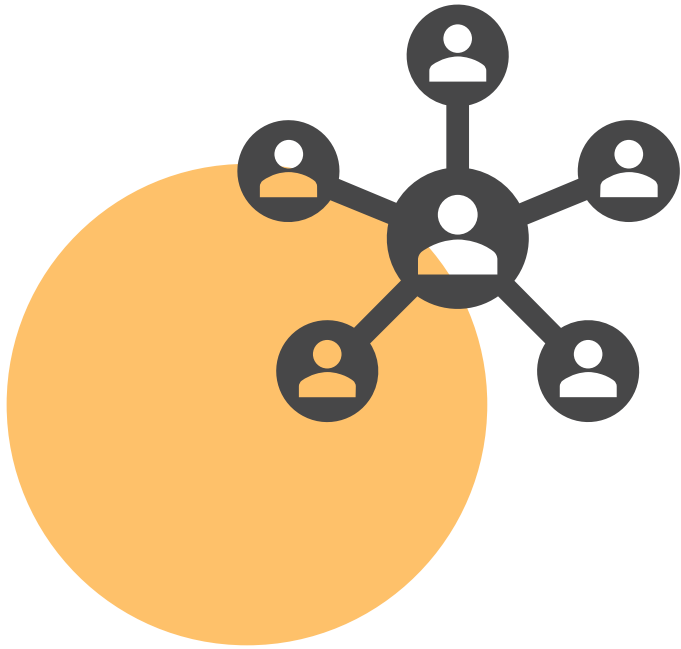
FOLLOW

📅 STAGE
Submission Deadline

🏆 **$100,000**

"We know that amazing ideas can come from anywhere." –Coca-Cola

Education Design Lab

Innovation Culture Assessment

To what extent is my institution ready?

Step 1: Take the assessment (3-5 minutes)

Step 2: Score the assessment—add the score for each group below (the higher the score the better)

Step 3: So... now what?

Prompt #1

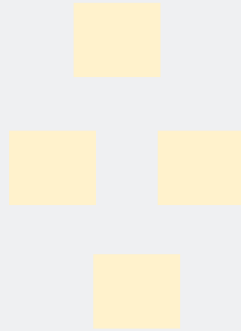What's the greatest impediment to doing this well?

Share with the group

Where are my "buds?"

Rose + Bud + Thorn

Your concept in review

Rose + Bud + Thorn is a collaborative tool that provides a structured way to reflect on a concept or pilot, specifically "what worked," "what has potential," and "what's problematic."

Prompt #2

What are you *currently* doing that has the potential to address this (i.e., what can you leverage)?

EXTRA EXTRA: Headlines of the Future

Create a headline and story to describe the future state

Old Dominion Daily

www.dailynews.com   Virginia's Premier Newspaper   est. 1776

_____
Headline

(sketch an image here)

What Happened?

Who was involved and what did it change?

How has it impacted graduation and employment rates in the region?

Headlines of the Future

Component #1: What's the headline?

Component #2: What happened?

Component #3: Who was involved and what did it change?

Component #4: How has it impacted higher education in the region?

Be Bold!

Thank You!

For updates, join our Innovator Network at eddesignlab.org/InnovatorNetwork

Tweet us: @eddesignlab @fraserde