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

Newport Beach, CA | June 4-5, 2019

Education Design Lab

Education Design Lab

We co-design, test and build higher education models to better address **affordability**, **relevance**, and **portability** in a rapidly changing knowledge economy. ***We are focused on underserved communities and the persistent workforce-ready gap.***

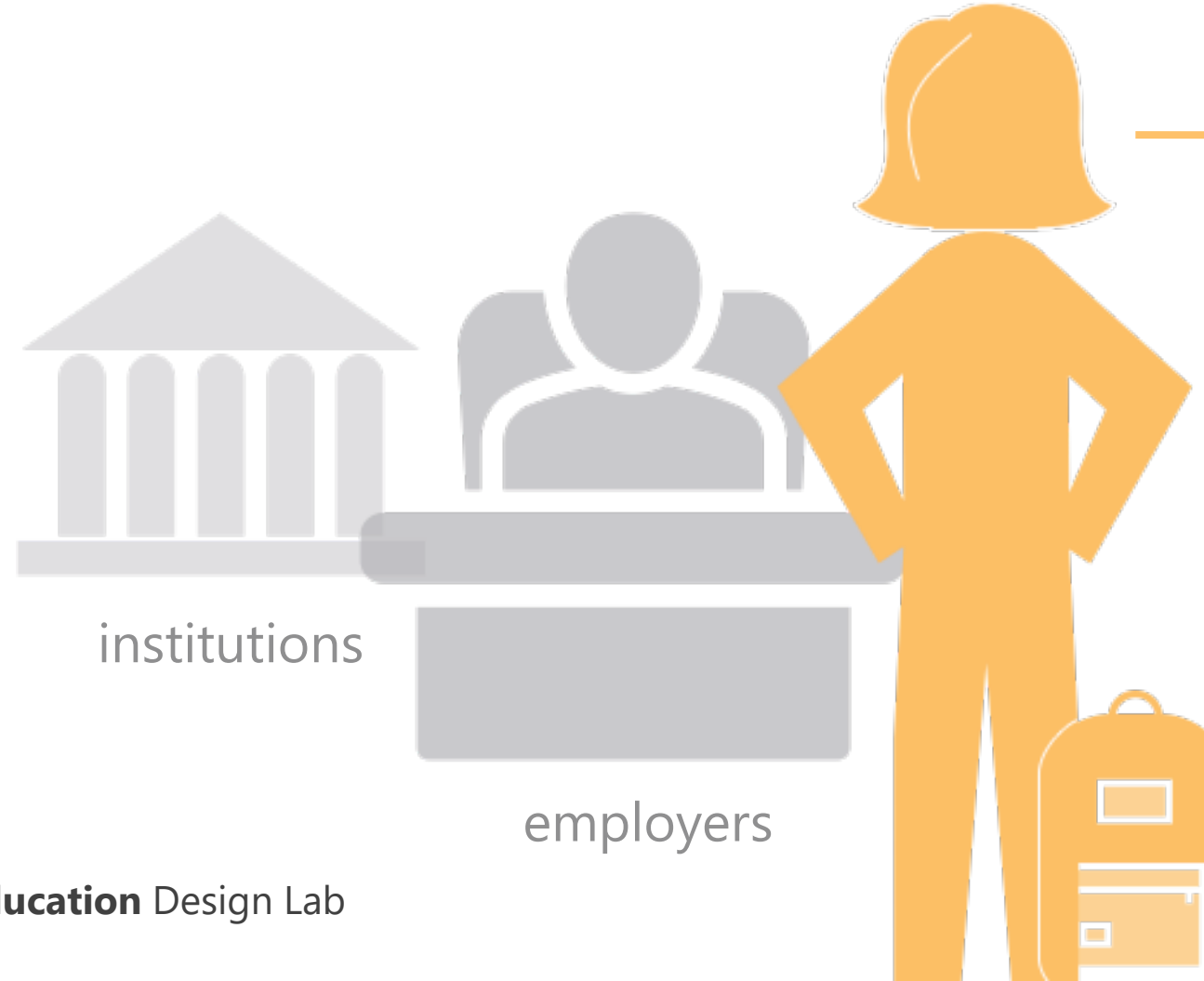
Our partners:

100 **Universities and Colleges**
Majority of them serve "new traditional" students

60 **Employers**

5 **Ecosystems (states, systems, cities)**

Designing Post-Secondary *with* the "New Majority" of Learners



— learners

Underrepresented
+ Low Income Populations

Non-Degreed Adults

Single Moms

Transfer Students

Front-Line Workers

Education Design Lab

We are working both sides of the changing definition of post-secondary success

The Need for Urgency

Valley College's Princeton campus closing

By CHARLES BOOTHE Bluefield Daily Telegraph 15 hrs ago

In Vermont, Small Colleges Are Closing

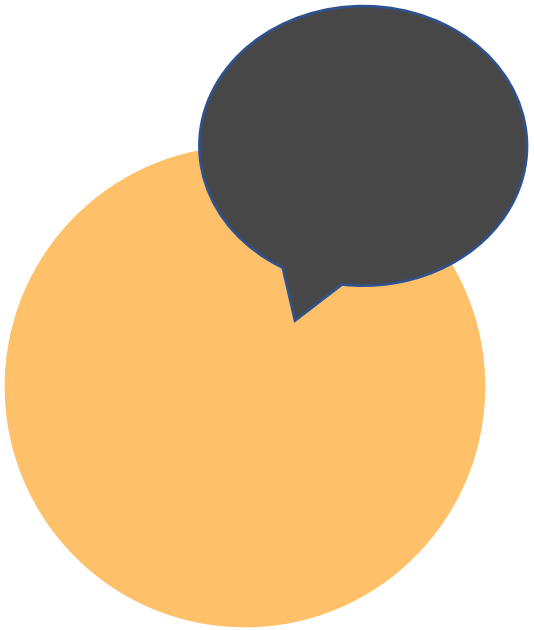
Three schools will hold their final commencements this weekend, hurting a state looking for new residents

By Jon Kamp | Photographs by Caleb Kenna for The Wall Street Journal

May 17, 2019 7:30 a.m. ET

A college closed, leaving thousands without a degree. How to keep it from happening to you

Chris Quintana, USA TODAY Published 6:00 a.m. ET March 26, 2019 | **Updated 12:15 p.m. ET March 27, 2019**



"To me the issue is not, 'will colleges be forced to close?' but rather how many will close and over what time period. Will it be 500? 2000? Will it largely happen in the next five years, or 10 years or more? I am not certain about the details, but the broad contours of the forthcoming changes seem pretty clear."

--Economist Richard Vedder

The [Higher Ed] Bubble is Going to Burst!

TRAILER

The Big One Is Coming

50% chance this will happen in the next 30 years

Infrastructure is insufficient [the busines model]

- Not enough buildings to code [programs
- Don't have enough first responders [student supports]
- Don't have enough fresh water [?]

Marginalized populations will be most impacted

LA will never be the same

From a Former College President

It’s not inevitable--not convinced that is the only solution

Trying to do what we used to do but just better.

How about something different?

Haven’t been bold enough, creative enough, anticipatory enough.

How you educate? Who? Where? Be bold about auxilliary revenue streams.

1. Be Bold

Think bold & act like other bold businesses

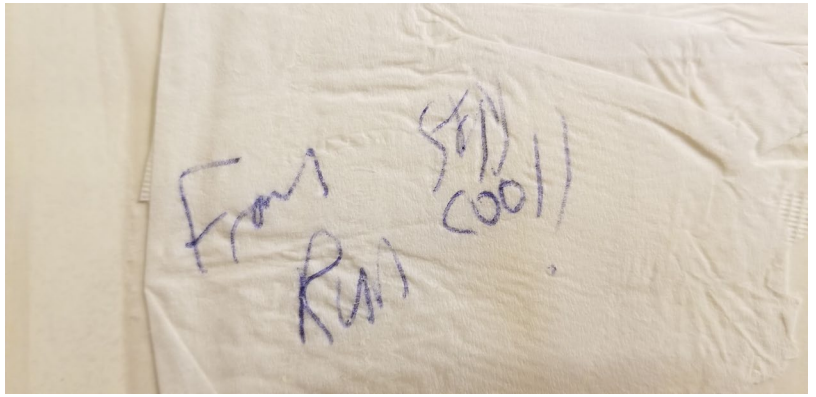
NETFLIX

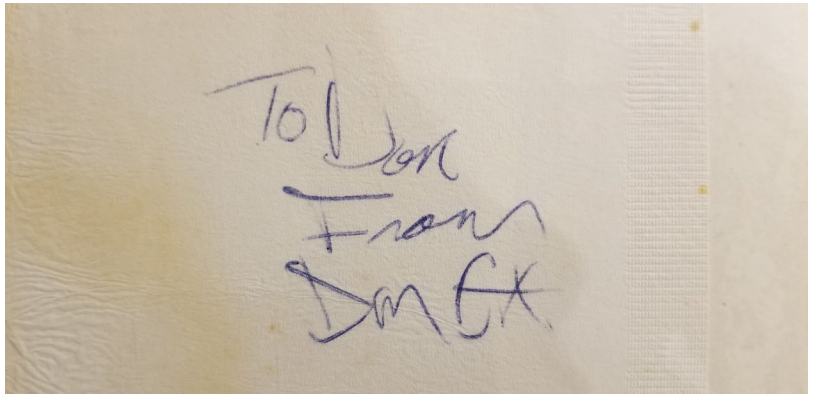
airbnb

Uber

amazon

Consider Bold Partnerships


From
Run
Still
Cool!


To Don
From
DMC

“The best ideas come at the intersection and collision of things we don’t assume as normal.”

Geoffrey Colon (Microsoft, Author of Disruptive Marketing: What Growth Hackers, Data Punks, and Other Hybrid Thinkers Can Teach Us About Navigating the New Normal

2. Be a Designer

A Good Education Designer

Keeps the learner in mind

Floods the zone with ideas

Recognizes the user is the expert

Does not presuppose the solution

Embraces ambiguity

Tests quickly and iterates

Design Without Constraints

Time
Resources
Innovate
Policy
Leadership
Effort

The possibilities are vast with the only limiting factor being the creativity of the campaign.

--unknown marketing guru

3. Get to Work

Challenge yourself

What will you do when you get back?

Who will you enlist to help?