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.

Education Design Lab
We are migrating towards a DIY learning ecosystem, which is efficient for some, but potentially disastrous for anyone who needs guidance.
FutureState

Target areas where the Lab is building out design visions

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

Education Design Lab
Why Design and Higher Education?

- Fanatically grounded in student experience
- Works across institutional silos
- Bias towards action: rapid prototyping and iteration
- It’s ALL about experiments, learning and evidence
Designing for Higher Education | A design process developed by the Education Design Lab for higher-education innovation

- Design question & scoping
- Project roadmap
- Stakeholder mapping
- Journey mapping
- Research gallery
- Concept sketches
- Assumption tests
- Concept candidates
- Prototype experiments
- Refined prototypes
- Stakeholder pressure tests
- Pilot selection
- Implementation planning
- Evaluation planning
- Launch plan

- Understand
- Ideate
- Prototype
- Launch
Journey Mapping Innovation on Campus

How might we design structures and processes to create a culture of innovation and drive systemic change in higher education?
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
Structural Innovation: Starting a Competency-Based Program

- **UNIVERSITY COLLEGE**
  - “Coming of Age”
    - 18 Years old
    - 3,000

- **COLLEGE OF ONLINE & CONTINUING EDUCATION**
  - Credential
  - Completion Time
  - Cost
  - Convenience
    - 30 Years old
    - 72,000

- **COLLEGE FOR AMERICA**
  - Workforce Development
    - 40 Years old
    - Employed, enrolled thru workforce
    - 5,000: Goal of 100,000

BA=$120,000

BA=$40,000

BA=$2,500+
Structural Innovation

Merging Departments at Philadelphia University

Translation #1: Value Chain

Translation #2: Discipline Collaboration Levels
Structural Innovation:
Student-Centered University Org Chart

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

Cross-University Design
Innovation within Existing Structures

“Pop-up” learning communities across 21st Century Skills

Education Design Lab
Three Categories: Configuration

an education institution’s operating model and systems
Three Categories: Offering

the learning facilitation and outcomes along with associated services
Three Categories: Experience

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