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

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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

- Underrepresented + Low Income Populations
- Non-Degreed Adults
- Single Moms
- Transfer Students
- Front-Line Workers
We are working both sides of the changing definition of post-secondary success

A degree is essential, but the competencies need to match better to the future of work.

Stackable competency credentials are becoming hiring signals. You can gain entry level credentials and then upskill as you need more skills.
The Need for Urgency
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

The Big One: Your Survival Guide
The Big One Is Coming

Education Design Lab
50% chance this will happen in the next 30 years

Infrastructure is insufficient [the business 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.

1. Be Bold
Think bold & act like other bold businesses
Consider Bold Partnerships
“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

T - Time
R - Resources
I - Innovate
P - Policy
L - Leadership
E - 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?