

Conversation with the President

Lou Anna K. Simon, Ph.D.

**Table discussion: Dr. Juli Wade, Associate
Provost for Faculty and Academic Staff Dev.**

September 13, 2017



Team MSU

www.PollEv.com/aan2017

Questions Posed for Insights from President Simon
about:

-



Illustrative Questions:

- Can you talk about the key issues on campus that you see for this fall? To give an example, the relationship with the city of East Lansing seems fractious.
- How do you balance keeping our campus safe and intellectually vigorous with freedom of inquiry and expression?
- Congratulations on the Empower Extraordinary Campaign announcement! What is next? Do we get to rest?
- What does our fall enrollment look like? Are there international student issues?
- What role do you see for MSU as an INTELLECTUAL leader at a time when intellectuals and intellectualism are cast as out of touch and out of fashion?

Informing Perspectives – for example:

- **What is different and what is not? (Future View 2017)**
- **Disruptors (Deloitte)**
- **Frontiers in Student Success – (American Association of State Colleges and Universities [AASCU])**
 - What we know...
 - What we don't know...
 - What we would like to know...
 - What does this mean for MSU...

Insights from Trends



What Do Trend Watchers See?

Advance Viewing

What is different and what is not? (Future View 2017)

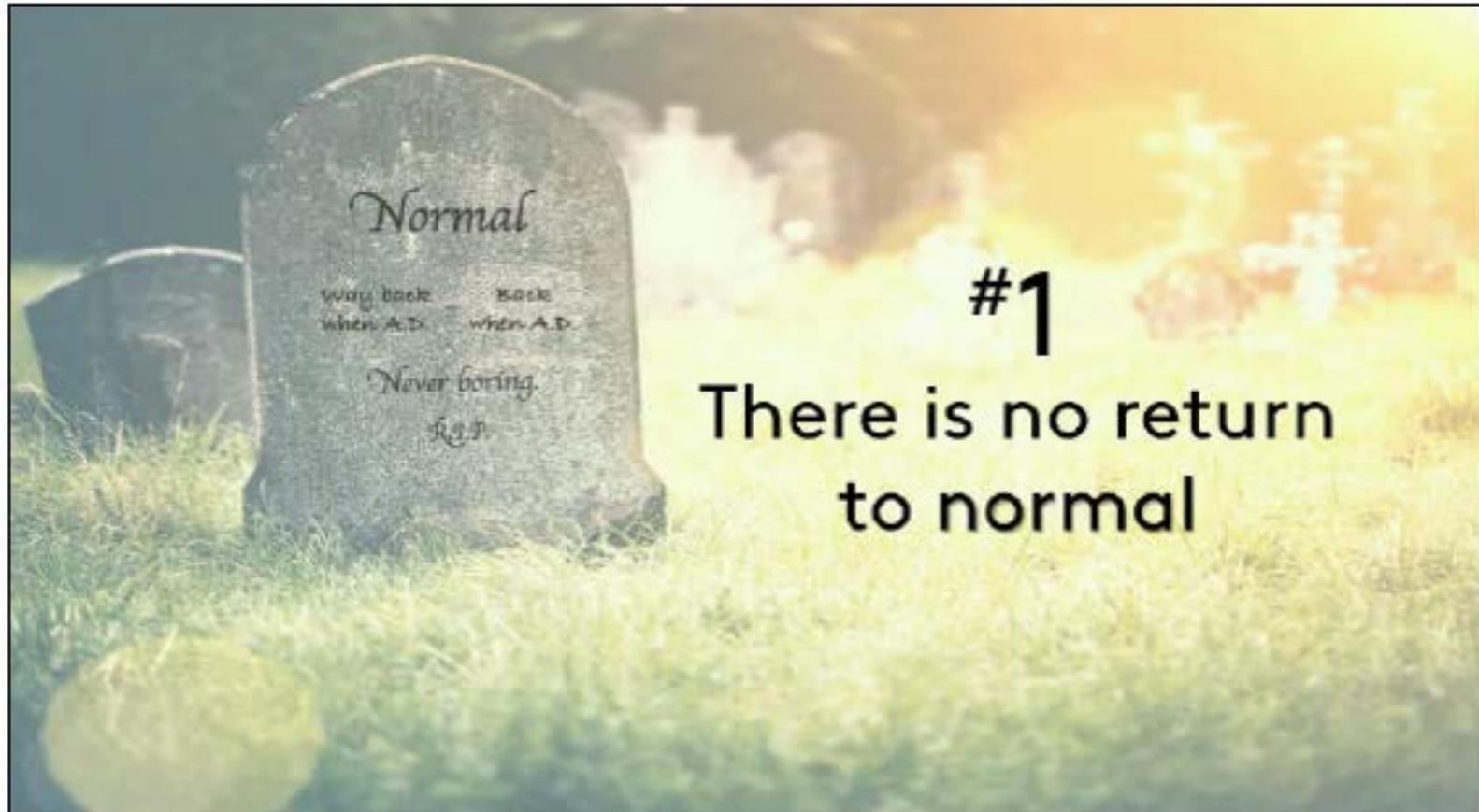
from FutureView titled “One Year On: 5 Takeaways About What is Different and What is Not” <http://thefuturescompany.com/one-year-on/>.

“In the past year consumers and companies have had to come to terms with the direction in which politics and society veered. It has been a tumultuous year of change, yet amidst all the turmoil some things remain the same. In this FutureView webinar, Executive Chairman J. Walker Smith takes stock of the marketplace and the future of consumption one year on.”



[Future View: http://thefuturescompany.com/one-year-on/](http://thefuturescompany.com/one-year-on/)

A Future View “Take Home”



Future View: <http://thefuturescompany.com/one-year-on>

A Future View “Take Home”



#2
Consumers
remain
unsettled

Future View: <http://thefuturescompany.com/one-year-on>

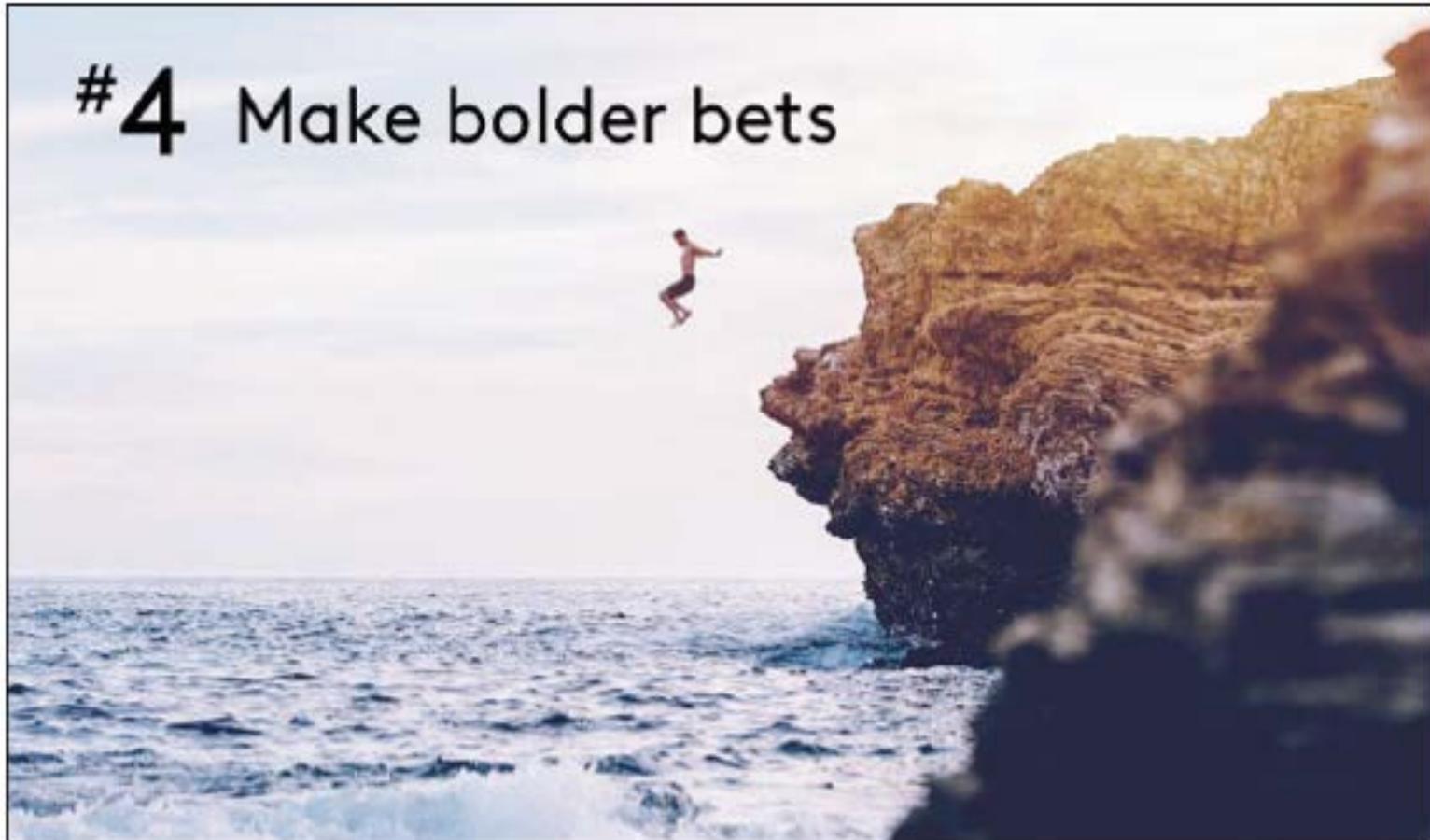
A Future View “Take Home”

#3 Use a lighter touch



Future View: <http://thefuturescompany.com/one-year-on>

A Future View “Take Home”



Future View: <http://thefuturescompany.com/one-year-on>

A Future View “Take Home”



Future View: <http://thefuturescompany.com/one-year-on>

Strong Convergence Among Trend Watchers – for example:

Deloitte Says:



Shifting demographics: current and future generation of students

- ✓ Shift in demographics and needs
- ✓ Requirements to fill incoming class mix
- ✓ Using research as an economic engine for MSU and the community

AASCU Says: Michigan

State Profile for Michigan

Michigan



KNOCKING
AT THE COLLEGE DOOR

Overall High School Graduate Trends



- 8th highest producer of high school graduates with 98,500 high school graduates, on average, projected per year between school years 2011-12 and 2031-32.

- The total number of graduates in Michigan is not projected to increase after 2011-12, ending at 88,000 in 2031-32.

- Michigan generates about 13.9% of the Midwest's total, on average



Public School Trends

Other Challenges

State Support

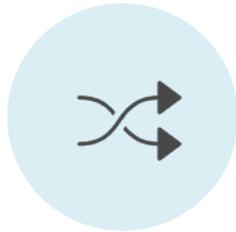
Based on the trends since 1980, average state fiscal support for higher education will reach zero by 2059.

Other Challenges

- **Graduation Rates**
- **Job Preparation**
- **Civic Engagement**

Different

THINKING IS NEEDED



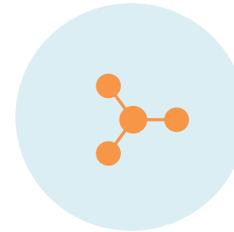
Connectivity



Digitization



Experience
Innovation



Exponentials



Data Insights

The Bottom Line – The Universities that win the Digital Race will more effectively compete for Students of the Future

8 Traits to Lead in a Digital World

1 Think Exponential

Set bold goals to achieve factors of 10X impact. Defeat incrementalism within your organization. Allow failure.

2 Create Agile Execution

Learn to develop and try ideas in short iterative sprints with empowered teams. Treat digital initiatives like R&D.

3 Acquire Capabilities to Catalyze the Culture

Acquire and hire edge teams to bring design thinking, mobile, digital, creative, and disruptive ideas.

4 Protect The People

Ring fence digital teams from layers of bureaucracy, policies or other compromises not found in a start-up culture.

5 Student First

Don't compromise on the student experience. Make student value and championing the student the #1 priority.

6 New Ideas To Solve Old Industry Issues

Look for new ideas to solve old industry issues and customer problems. Don't be blinded by the status quo.

7 Design Thinking

Design is the new differentiator in digital. Diverse teams led by design thinking will create an amazing impact.

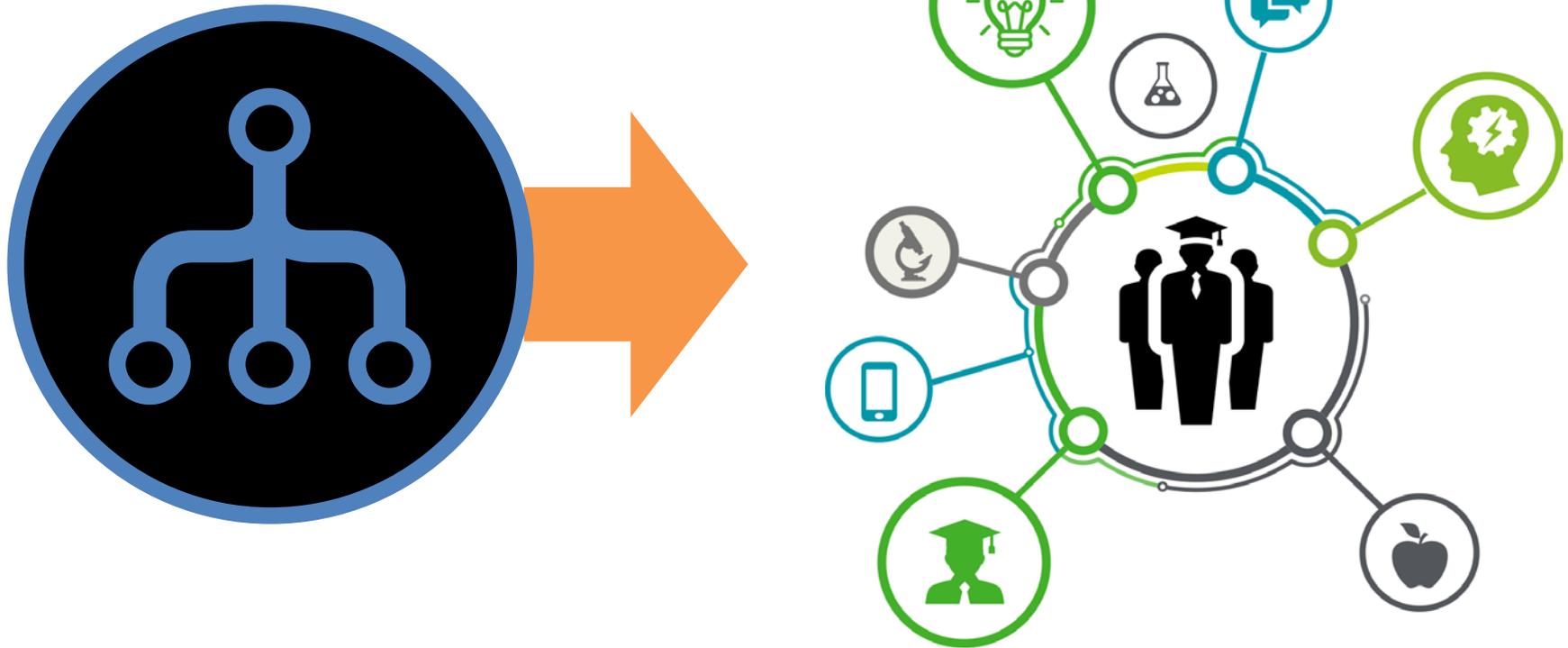
8 Focus On Value

Don't get distracted by all the digital shiny objects. Focus on revenue, key metrics and follow the money.

- **Deloitte says the Student Expectations and Experience need to change**

Transforming the landscape of higher education

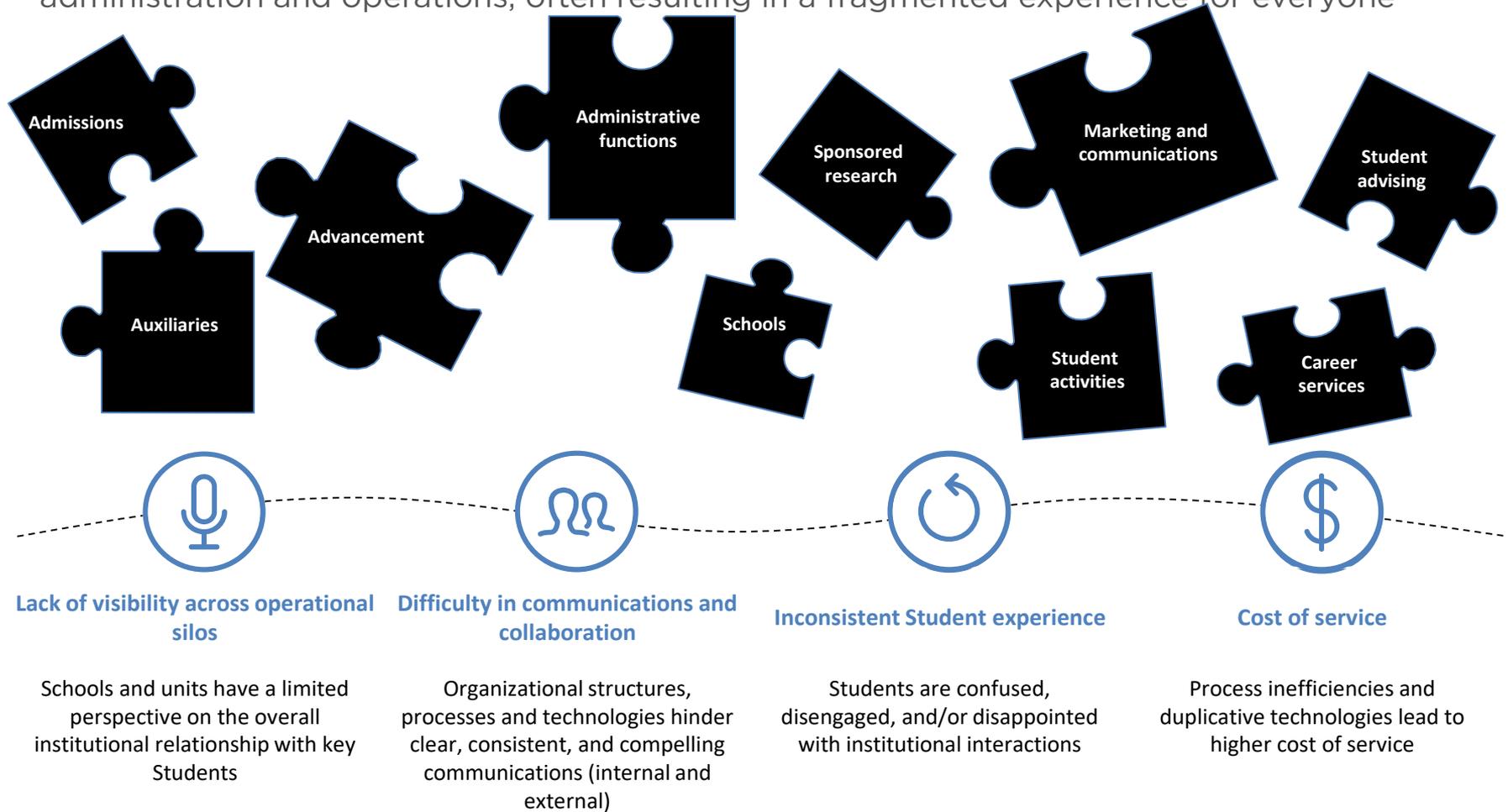
Higher education needs to shift from functionally-centered to student-centered models, adopting a service lens



Student expectations have changed — they are looking for a consumerized, personalized, social and mobile experience

Challenges in the current state

Universities have traditionally developed business capabilities from the point of view of administration and operations, often resulting in a fragmented experience for everyone



AASCU says The Major Problem is:

**Our institutions are designed for us,
not for our students.**

**Barr and Tagg said it differently.
Our institutions were designed as teaching
institutions, not learning institutions.**

“The Learning Paradigm.” Change Magazine. Robert Barr and John Tagg, 1995.

How Will MSU Frame “Problems” as Opportunities?

Momentum Toward Our Future

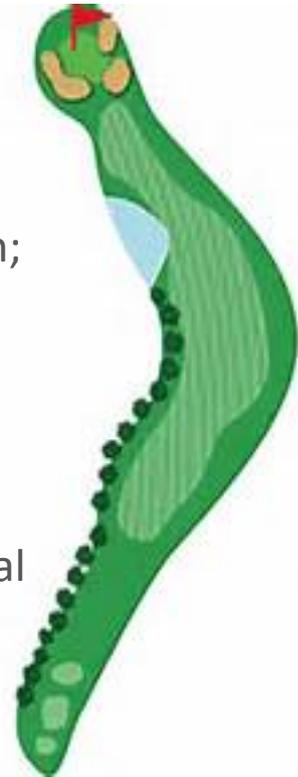


Bending the Curve; Seeing Around Corners

- The “Dog Leg Advantage”
- The “Einstein Advantage”: Imagination is more important than knowledge

Transforming the “Course” Cutting across the Dog Leg

- Reaching for goals inaccessible to many
- Imagining the route—as it is and as it might be.
- Building trust around different scenarios by:
 - Informed insight by walking the course forward AND backward
- Believing in broad directions toward a goal that may not be able to be seen; confidence in “directional truth”
- Making course-direction decisions for “right reasons”
- Managing the constant dynamic of “good” across disparate disciplines, professions, stakeholders
- Imagining and charting a world view of the course that is beyond situational ethics and builds for the common good



Enduring Themes

The MSU "On Ramp" for Achieving Impact



Energy and Momentum Across Eras



Continuously Re-Thinking and Re-Casting Our Enduring Signature Themes About:

Our Quality Commitment

Framing “the educated person” for the 21st century

Local partnerships into global networks to extend our reach and impact

Disruptive Innovations to become better

The MSU difference

Pushing on additional research activity as a tool for creating impact

Boundary spanning with breadth and depth

Our world-view that is shaped by ANDS rather than ORs

Our can-do spirit of accomplishment

Co-creation of knowledge and capacity building at local and global levels.

Value-centric in all that we do—quality, connectivity, inclusiveness

Pursuing Our Own Path and Living our Purpose

The MSU Impact Platform Determined by

- Capacities
- Values
- Competition



We have discussed what Deloitte, AASC and Future View webinar says we need to do to Align with the Future ---

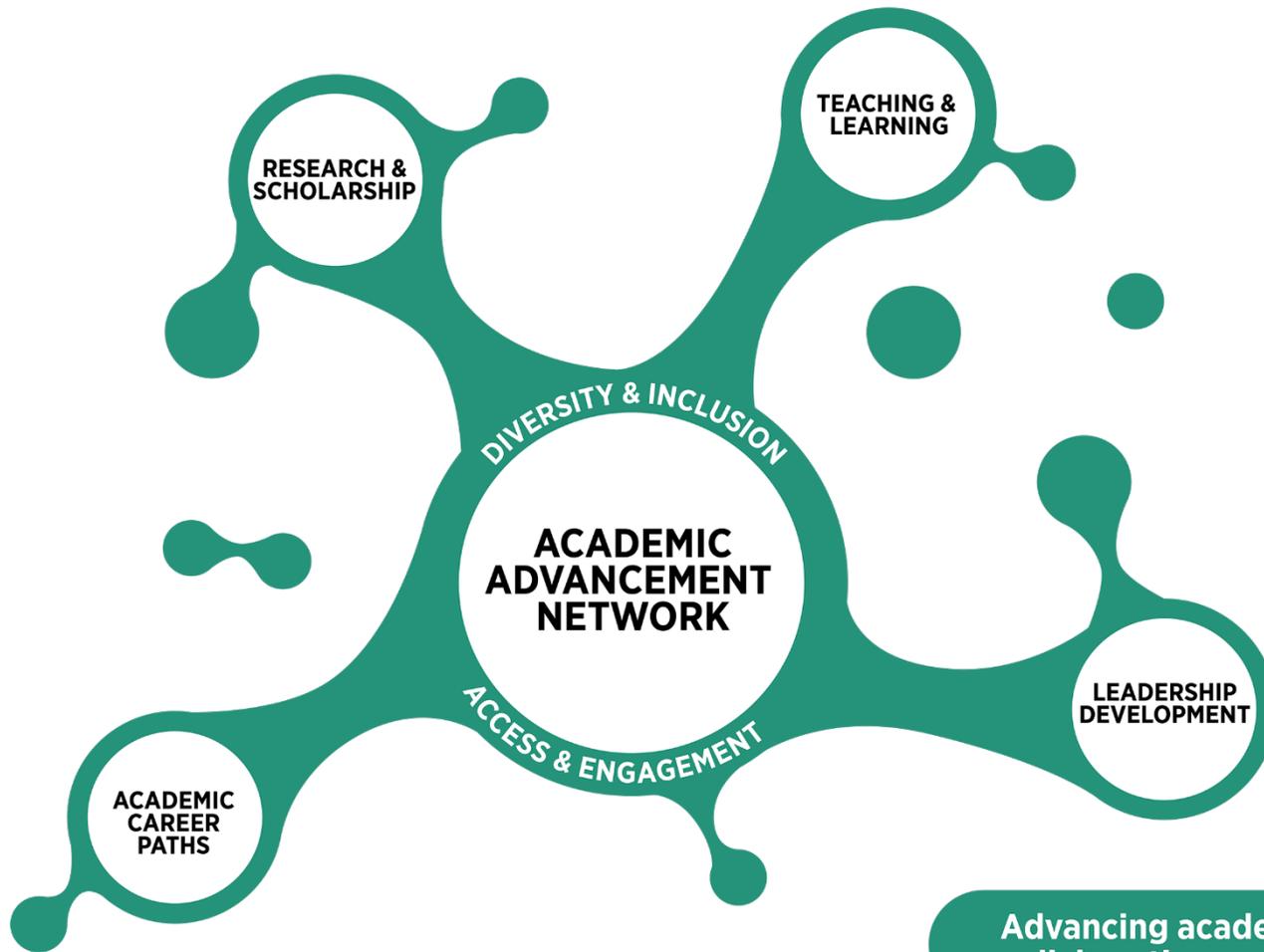
It's our turn - How can we

- >Leap toward Bold Ideas
- >Stretch into Bigger Steps
- >Stride Forward with Faster Steps



Sources

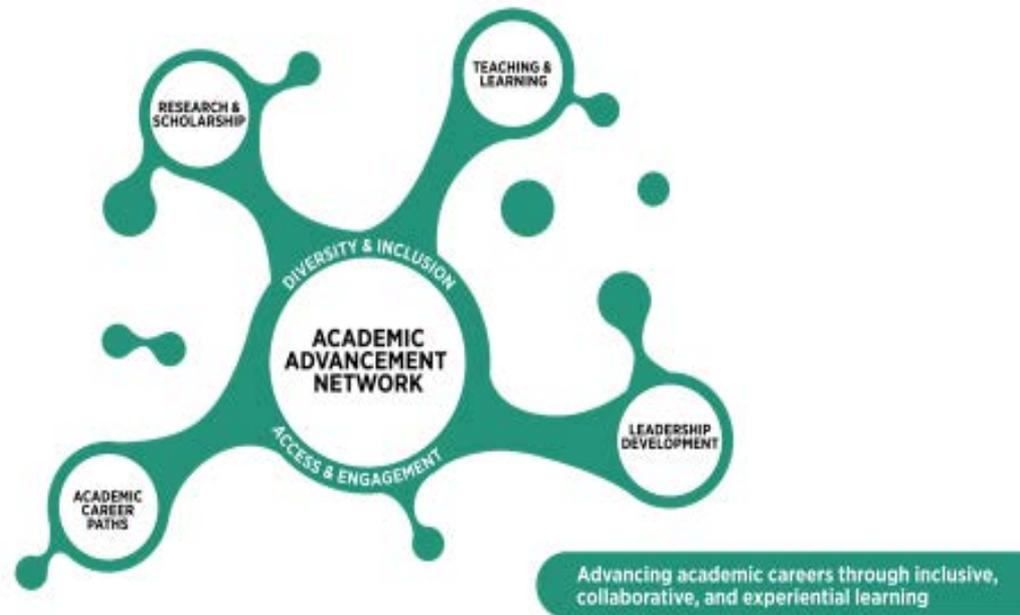
- J. Walker Smith, "FutureView", Kantar Futures, August 2017: Webinar <http://thefuturescompany.com/one-year-on/>. (slides 6-10)
- Jeffrey Selingo, "Disruptors in Higher Education", MSU Board of Trustees Retreat, Deloitte, June 2017, Traverse City, Michigan: Powerpoint Presentation. (slides 12, 16-20)
- George L. Mehaffy, "New Frontiers in Student Success", Governor's State Universities Summit, American Association of State Colleges and Universities, August 2017, Kalamazoo, Michigan: Powerpoint Presentation. (slides 13, 15, 21)
- Thomas G. Mortenson, "State Funding: A Race to the Bottom", American Council on Education, Winter 2012: Article <http://www.acenet.edu/the-presidency/columns-and-features/Pages/state-funding-a-race-to-the-bottom.aspx>. (slide 14)



Advancing academic careers through inclusive, collaborative, and experiential learning



Table Question: Given the discussion on Future and Alignment, what should we be doing differently tomorrow to contribute to the success of MSU?



Please email your ideas to aancomm@msu.edu