

Panel | 17 August

# New Paradigms of Learning: Partner and Prevail

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**iFEST**  
#ADLiFEST



# New Paradigms of Learning: Partner and Prevail

Yoram (Jerry) Wind

The Lauder Professor Emeritus and Professor of Marketing, Wharton School  
Co-Founder, Reimagine Education

iFEST  
Washington, DC  
August 17, 2022

# PREMISE

- Current university and industry partnerships tend to be based on collaborations that do not challenge the current practices of the partners.
- Yet, challenging this constraint can lead to beneficial reimagining of the current educational paradigm.

# OBJECTIVE

- Encourage our panel and audience to use Partnerships as an opportunity to reinvent the current learning paradigm and the traditional roles of university, industry, and government.

**LET'S CONSIDER FOUR EXAMPLES**

# Let's consider grading:

- What if grading of a course was done by industry/government, reflecting the student success in implementing in the real world the material learned in the course?

# Let's consider scheduling:

- What if, instead of the traditional academic schedule and blocking time for internship, a new learning-driven schedule was developed to optimize the learning and implementation of the material?

# Let's consider the source of knowledge:

- While historically it is believed that the advances in science and technology are by the universities and industry is the implementers, increasingly in a number of scientific and technological fields, industry and especially the research labs of leading companies or innovative startups are the true inventors.
- What if the partnership reflected this role reversal and what are the implications to our educational paradigm?



# Let's consider the role of faculty:

- What if the traditional faculty-centered education was changed to student-centered, having:
  - a. 24/7 access to conversational AI digital instructors with all the validated global knowledge, and
  - b. the faculty as the facilitators of learning and implementation.
- This will require partnerships with conversational AI companies, gaming companies and content experts to train the AI system. It will also require faculty with new roles and skills.

# NEXT STEPS

- Are you interested in exploring the value and potential impact of such reimagined partnerships or others?
- What will it take to reimagine your next university- industry- government partnership and lead to breakthrough experiments with:
  - New ways of grading
  - New learning-driven scheduling
  - Knowledge generation by both university, industry and others
  - Shifting to student-centered 24/7 conversational AI digital assistant and faculty in their new roles



iFEST2022

## New Paradigms of Learning: Partner and Prevail .....

...to meet changing employer needs

Nunzio Quacquarelli, President, QS



# Educators needs to listen and respond to the needs of employers as they change through the 4<sup>th</sup> Industrial Revolution

“there is a fundamental mismatch between the output of higher education institutions and the needs of technology companies.....”

... We are looking to work with universities to bring about change.”

Anthony Salcito, Head of Education, Microsoft, At Wharton – QS Reimagine Education Conference, 20 18



# QS Global Employer Survey – provides unique insights

Total survey - responding employers in 2022 results

- >75,000 respondents

Of which:

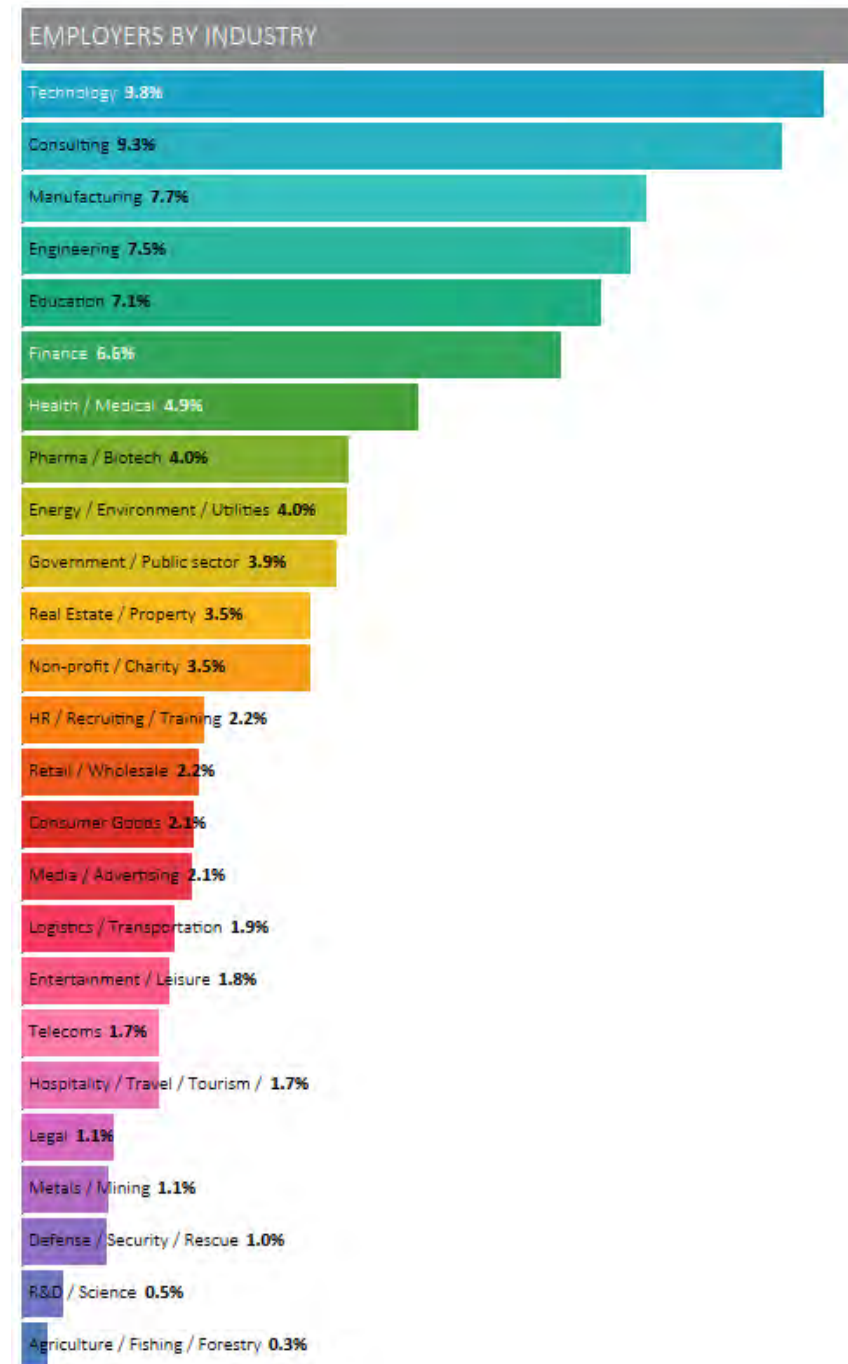
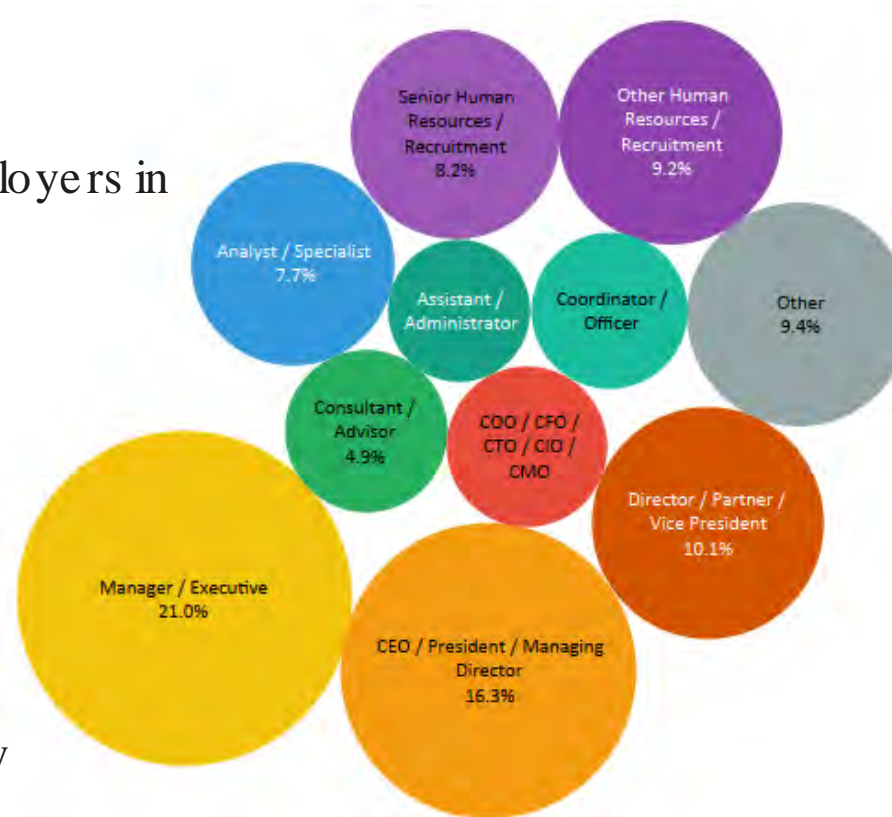
Global Skills Gap

- >26,000 respondents

Emerging Fields of Technology

- 7,736 respondents

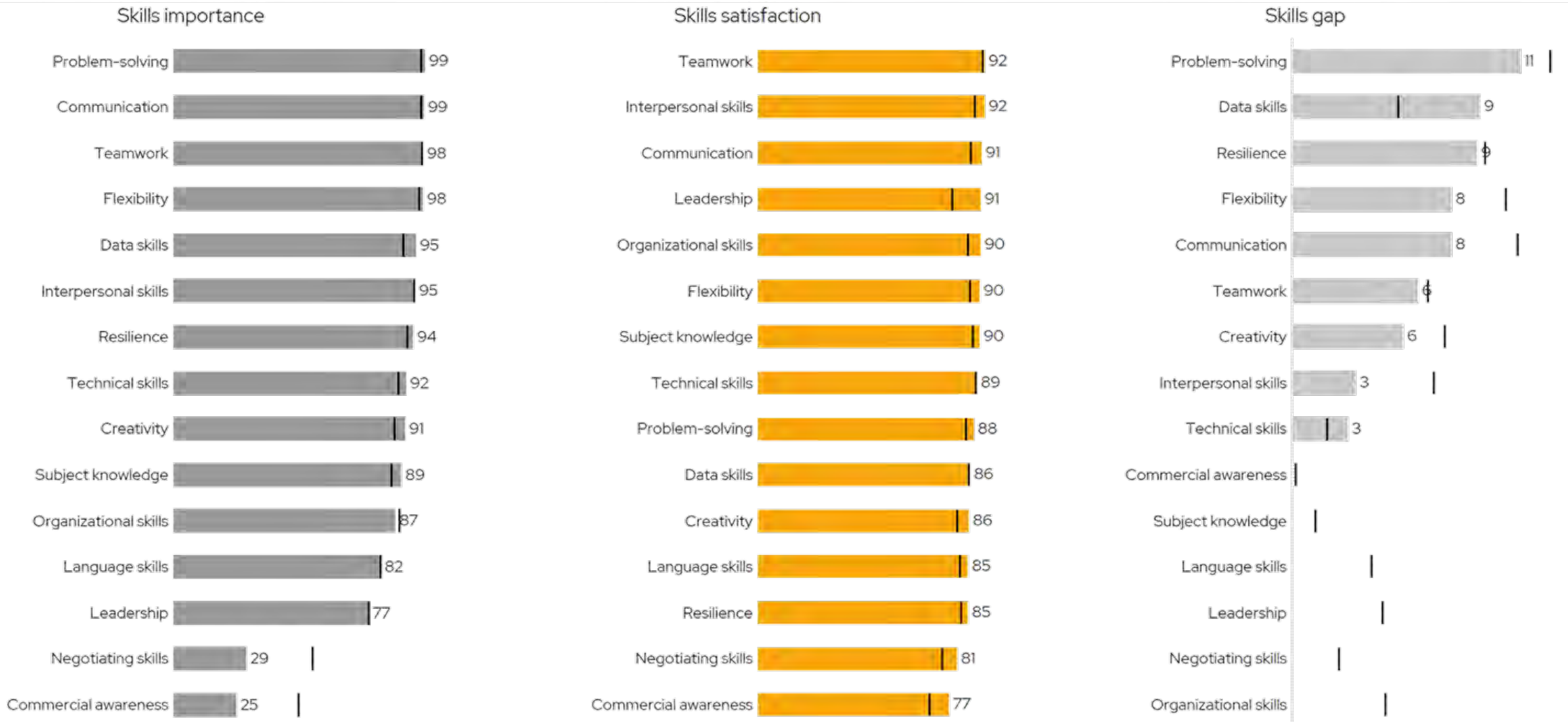
(54% Directors, 40% C-Suite)



Source: QS Global Employer Survey 2022



# Skills Gap in the United States vs Global



■ Global reference

Source: QS GlobalEmployer Survey 2022



# Skills within the Defence industry



Source: QS Global Employer Survey 2022 – 161 respondents

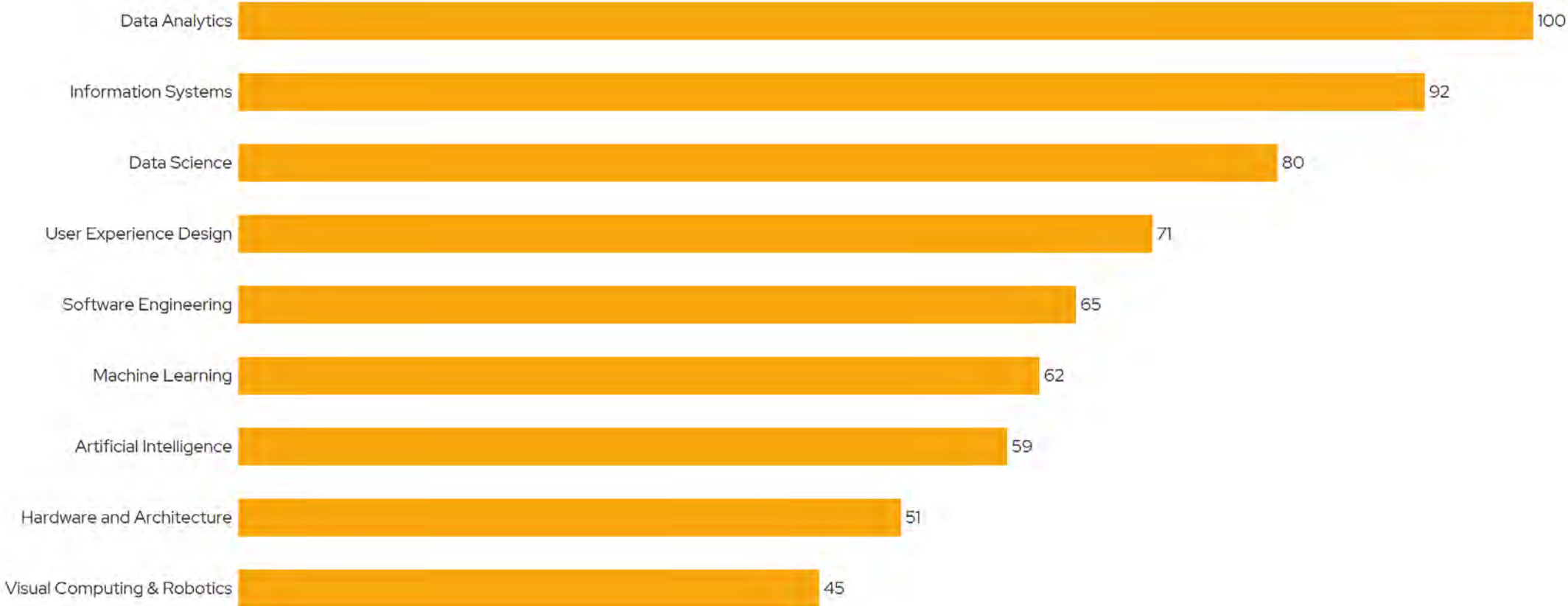




# Emerging fields of Technology

Please rate the importance of the following technology fields to your organization:

Globalscaled results for importance attributed to emerging fields of technology

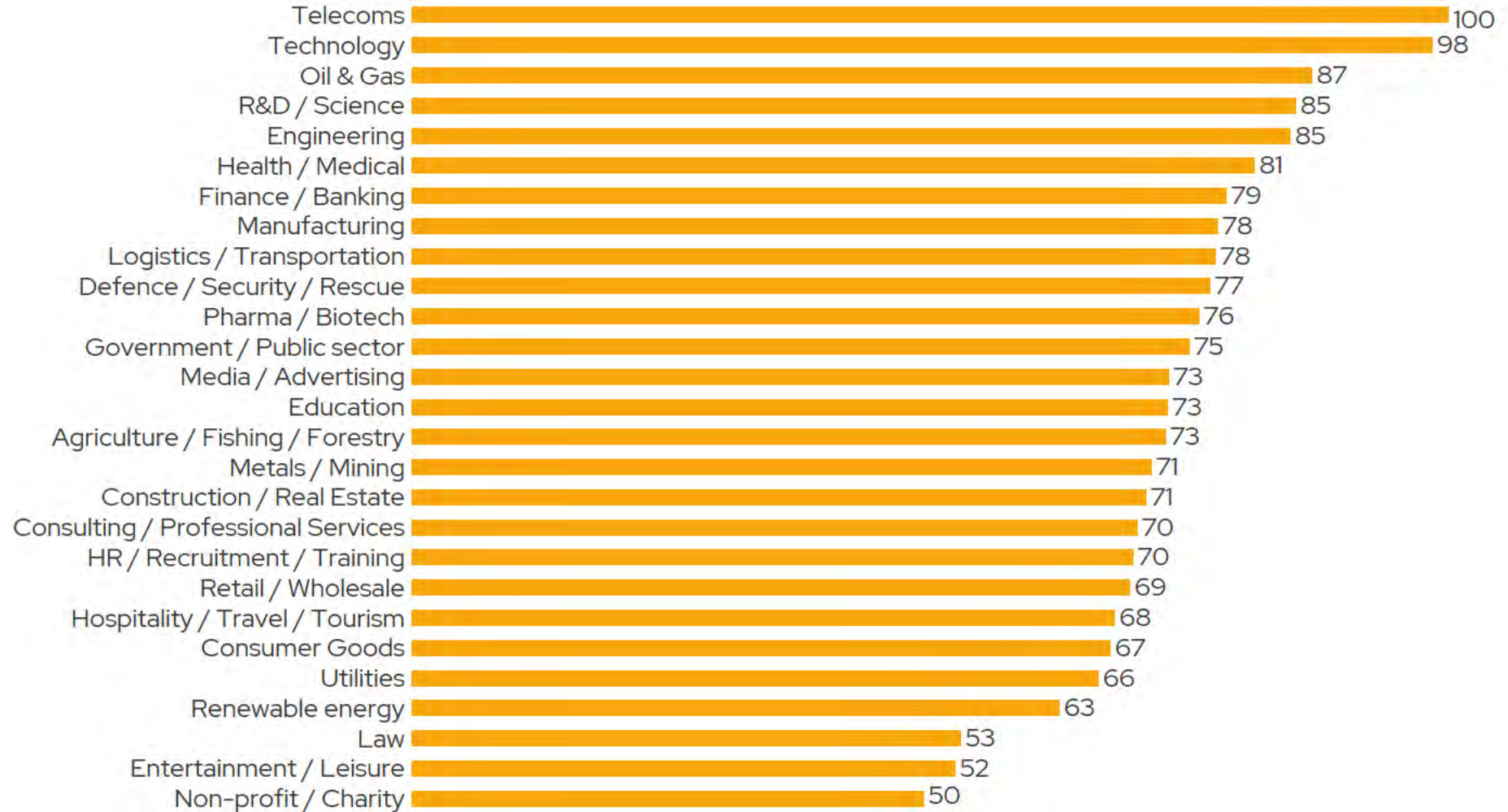


Source: QS Global Employer Survey 2022



# Emerging fields of Technology

Industry breakdown of scaled results for importance attributed to emerging fields of technology

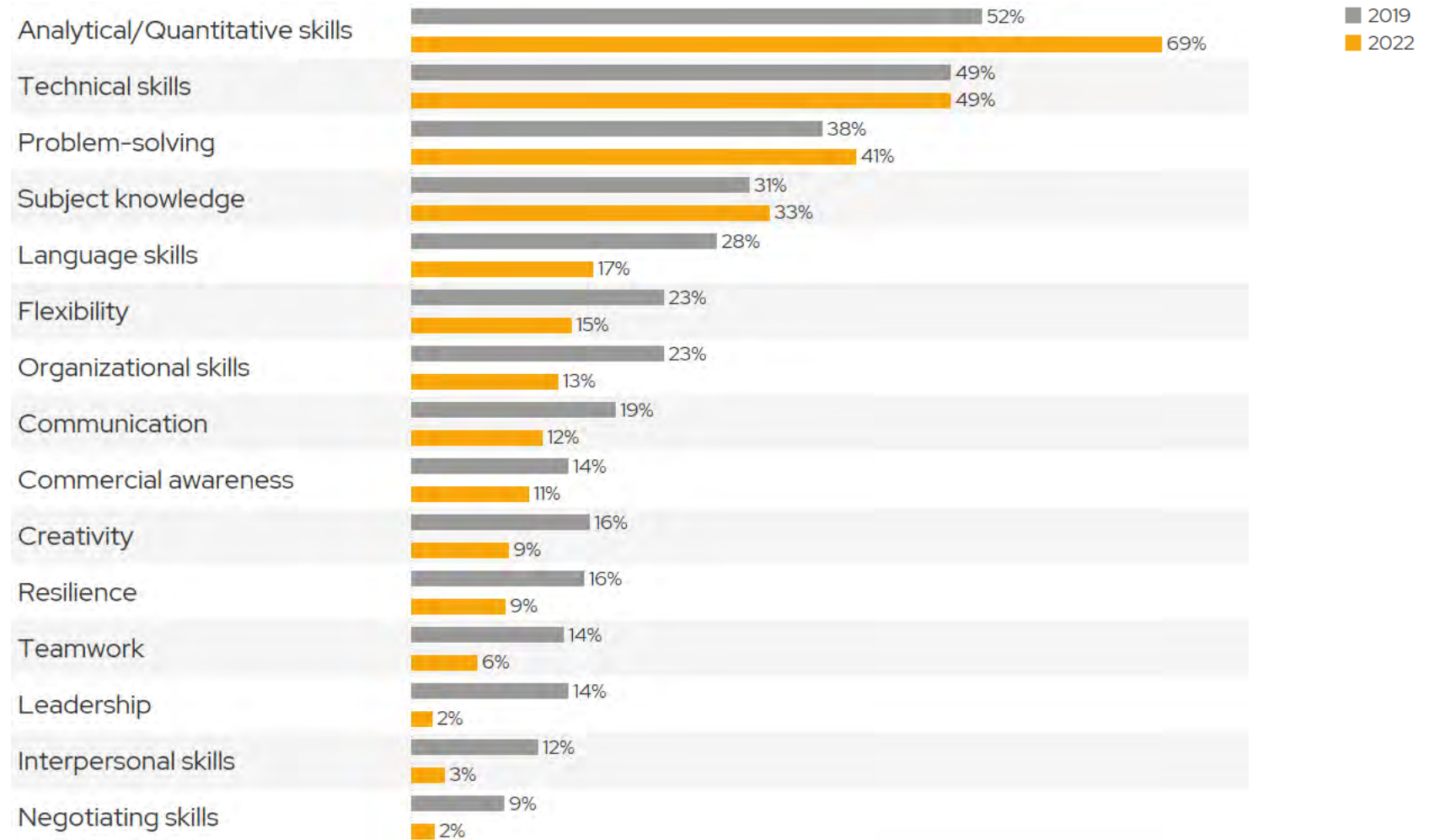


Source: QS Global Employer Survey 2022

# ARTIFICIAL INTELLIGENCE

Which graduate skills do you think artificial intelligence will be capable of outperforming humans in by 2030?

Breakdown by responses in North America



Source: QS Global Employer Survey 2019 & 2022



# Which institutions are partnering & prevailing?

- Which institutions and courses are doing a good job in meeting the global and emerging skills gaps?
  - ➔ QS rankings and research look to answer these questions
  - ➔ QS Global Employer Survey will monitor the success of HEIs in responding to the AI revolution to meet employer needs
- Which partnerships can accelerate solutions for the key skills gaps?
  - ➔ Wharton QS Reimagine Education Awards has a new award categories to identify game changers?
    - Future of Work: Nurturing Employability
    - Future of the University: Best Partnerships
    - Future of Learning: Best use of AI

Apply at: [www.reimagine-education.com](http://www.reimagine-education.com)

Applications close: September 30<sup>th</sup>



# Learning Futures

Collaboratory | Studios | Emporium



**ASU**<sup>®</sup> Arizona State University

UNSW Canberra Learning and Teaching Day  
August 2022

# ASU Charter

ASU is a comprehensive **public research university**, measured not by whom it excludes, but by **whom it includes** and **how they succeed**; advancing **research and discovery** of public value; and assuming **fundamental responsibility** for the economic, social, cultural and overall health of the **communities it serves.**



# #1 in the U.S. for innovation

ASU ahead of MIT and Stanford

— U.S. News & World Report, 7 years, 2016–2022



# 140,759

students enrolled at ASU for  
fall 2022, a university record

5,871 headcount increase (4.4% total enrollment increase)  
from fall 2021

#1 in the U.S. and  
#9 in the world  
for global impact  
in research,  
outreach and  
stewardship.

— Times Higher Education, 2021

# Top 10

in the nation among  
universities granted  
U.S. patents

— U.S. National Academy of Inventors and the  
Intellectual Property Owners Association, 2021

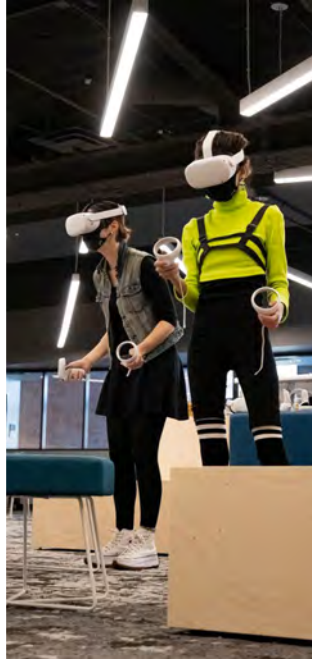
#6  
in the U.S.  
for total research  
expenditures  
among universities  
without a medical school

— National Science Foundation  
HERD survey, 2021

#6  
among U.S.  
universities  
for tech  
company  
hires

— SHL, 2020





# Learning Futures





## You have a place at ASU

You might know exactly what you want your life to look like and have it planned out already. Or maybe you don't know what path to follow, but you know you want to do something amazing. Perhaps you're somewhere in between, kicking around a few ideas, not sure where you're going to settle.

Regardless of where you are on your journey of figuring out yourself and your life, you have a place at ASU and we're ready to help.

Here you can start working toward your goals from day one, and we'll guide and support you throughout that journey. And you can try your hand at all sorts of things to see what fits you best, and we'll guide and support you through that, too.

It boils down to this: **We measure ourselves as a university not by whom we exclude, but by whom we include.** That means we want you here — and if you meet admission criteria, you're in. **And we further measure ourselves by how you succeed.** That means you're not in it alone. We've got your back. We'll pick you up if you fall, point you in the right direction and cheer you on the entire way.

**You have a place at ASU, and we can't wait for you to take it.**

Informatics major Jesus F. skates past two Starship delivery robots on his way to the Creativity Commons for his on-campus job. Jesus is an extended reality creative developer and a technical lead at ASU's Learning Futures Collaboratory, which is where he discovered his passion for VR development.

“ASU helped me discover a career path that I didn't even know I wanted to pursue.”

— Jesus F.





# Learning Futures

## Values

We believe the future of learning looks more **inclusive, equitable and accessible**

Where learners achieve goals that are **agentic and self-determined.**

Encouraged by **collaboration** and supported by **social networks.**

Focused on the **cultivation of future-focused mindsets.**

Built by **learners as the creators,** makers, producers + inventors.

Rooted in **responsible innovation** practices.

# Learning Futures



## ASU Projects + Products

### Building ASU's Capacity

Imagining and creating learning platforms, products, models, and frameworks to reach the future at scale through broad collaboration, enabling curricular integration and licensing opportunities.



## Partner Projects

### Creating Value for Partners and Students

Paid design, development and research work using skills of the future to provide students with experience and maintain viability



## Upskilling Creators

### Enhancing Diversity and Inclusion

Providing paid future skill building, in addition to project work, for studio associates, and unpaid upskilling for the ASU community, including underrepresented individuals and groups

# Learning Futures

## Organizational Structure



### Collaboratory

Imagine + Architect

Bringing learners, partners, and research together to imagine and architect the future



### Studios

Create + Research

Creating platforms, products, models, and frameworks to reach the future at scale



### Emporium

Immerse + Inspire

Immersing learners in experiences that demonstrate and build skills for the future

# Learning Futures

## Core Team



**Heather Haseley**  
Co-Founder and  
Executive Director,  
Learning Futures



**Dan Munnerley**  
Co-Founder and  
Executive Director,  
Learning Futures



**Toby Vaughn  
Kidd**  
Director, Learning  
Futures Studios



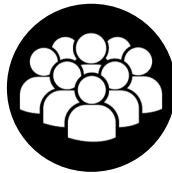
**Olivia Hernandez**  
Creative Manager,  
Learning Futures  
Emporium



**Bea Rodriguez-  
Fransen**  
Director, Learning  
Futures Collaboratory



**Jesse Murdoch**  
Digital Twin Specialist,  
Management Intern



**70 Student  
Employees**  
Studio Associates



**Faculty, Staff,  
Partners**  
Studio Mentors



**Partners**  
Studio Leaders  
+ Liaisons



# Studios

Creating platforms, products, models, and frameworks to reach the future at scale

01

**Proof-of-concept, minimum viable product, and prototype creation**

02

**R&D of future tech, models, frameworks**

03

**Partner and client project services**

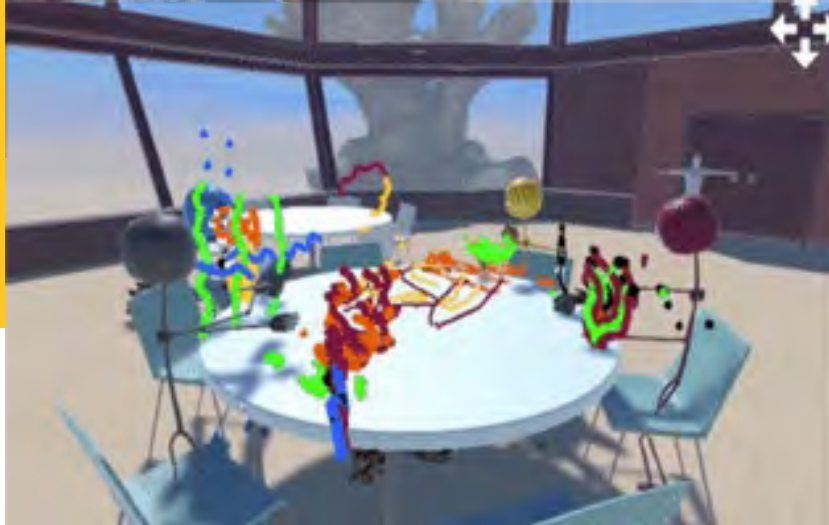
04

**Upskill and create upskilling workshops**

# Learning Futures

## Our model

Studios	Projects	Game Engine Dev	Virtual Production	Blockchain/NFT Dev	Project Management	Marketing + Comms	Cloud Infrastructure	Animation/Modeling/ UI/UX	Concept Design/	Playtesting/QA	Art + Design Lead	Tech Lead	Guilds	
Learning Futures Studio - Immersive, Decentralized Education	Digital Twin - ASUiverse	X	-	-	X	X	X	X	X	-	X	X	X	
	360 Collab App	X	X	-	X	X	X	X	-	-	X	X	X	
	ASU Spark Hub Lobby	X	-	-	X	X	X	X	X	-	X	X	X	
	Microelectronics Clean Room	X	-	-	X	X	X	-	X	X	X	X	-	
	Learning Assets as NFTs	X	-	-	X	X	X	-	X	X	X	X	X	
	Project Lead the Way AR	X	-	-	X	X	X	-	X	X	X	X	X	
	Learning Assets NFTs	-	-	X	X	X	-	-	-	X	X	X	X	
	Product Press Package	-	-	-	X	X	-	-	-	-	-	-	-	X
	Nursing VR Simulation	X	-	-	X	X	-	X	-	-	X	-	-	X
	Cross Cultural Comm Simulation	-	-	-	X	X	X	-	X	X	X	-	-	X
Verizon Innovation Hub	Huddle 5G + MEC	X	-	-	X	X	X	X	X	-	X	X	X	
	Hub Events	-	-	-	X	X	-	-	-	-	-	-	-	
Zoom Innovation Studio	Zoom Innovation Studio	-	-	-	X	X	-	-	-	X	-	-	X	
	Zoom in the Metaverse Hackathon	X	-	X	X	X	X	X	-	X	X	X	X	
	ZOOM 2.5D to 3D	X	-	-	X	X	-	X	-	-	-	X	X	



# Huddle

## ASU + Verizon Partner Project

A virtual learning environment with **interactive educational tools** for immersive visualization and learning facilitation that can be **deployed in classrooms** using a portable infrastructure.

In partnership with Verizon, we are working to deploy Huddle on 5G and MEC (edge computing).

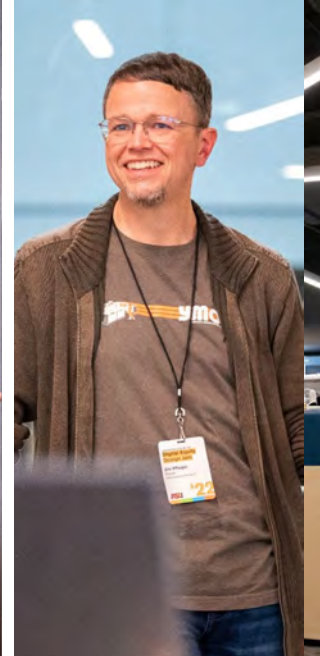




# Verizon Innovation Hub Partnership

**Public Ultra-Wide Band 5G enabled R&D studio  
in the Creativity Commons**

Opened in January 2022, the studio has hosted a 5G Digital Equity Jam, the Huddle 5G project, faculty R&D collaborations, and multiple upskilling workshops and visits



# ASU Verizon Jam

Designing solutions to address digital equity using 5G and MEC

- 65+ student jammers
- 10 professional mentors
- 8 judges
- \$48K+ in prizes

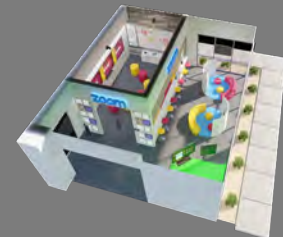


# Zoom Innovation Studio Partnership

Partnership between ASU + Zoom, including a physical studio the Creativity Commons opening October 2022

R&D projects include,

- Telehealth (Luminosity Labs)
- Zoom in the Metaverse (LF)
- Classroom of the Future (ShapingEDU)
- Zoom Hackathon (LF)
- Student recruitment



# Learning Futures

Connect + Partner with us



**Heather  
Haseley**

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