General Education Reform on a Budget

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Getting to Know You

Poll Question 1:
What is the scale of your reform?
Full Reform or Partial Reform/Update

Poll Question 2:
Where are you in the reform process?
Beginning, Middle, Implementation

Elements of Curricular Reform



Communication

It’s meaningful (and easy)!



Assessment

It’s working! (or it's necessary!)



Fresh

It’s exciting!

Curricular Reform Can be Expensive

- Outside Consultants
- Committee member stipends
- Guest speakers
- Workshops and training
- Resources and supplies
- Technology upgrades
- Incentives and pilot stipends



Breakout Session:
Thinking Outside Academia









Breakout Session: Thinking Outside Academia









Discuss how your assigned company incentivizes consumers to purchase their product.

- How does the company communicate its value or worth?
- What are the various touchpoints with the consumer? How does the company get to know its clients?
- What data/evidence does the company present, and how do they do it?
- How would you characterize the scope and scale of updates or upgrades on the company's product(s)?

Report Out and Discussion

Application of Industry Innovations: Communication

- Branding
- Multi-modal
- Pervasive
- Endorsements

- Logo, tagline
- Website updates-- videos, images, stories
- Utilize campus radio, campus partner newsletters and websites, campus events/meetings
- Endorsements-- respected faculty/staff, students, student orgs, etc.
- Promotions-- low cost swag like stickers, buttons, lanyards

Application of Industry Innovations: Fresh

Small tweaks and incremental updates can have a big impact

- Rephrase/reframe current options
- Launch new logo, tag line
- Update category names
- Highlight new faculty, courses, and engagement opportunities
- Spotlight student and alumni stories/outcomes

Application of Industry Innovations: Incentives

Companies know and listen to their customers!

- Meaningful/appealing
- Easy to earn
- Easy to cash in

Employee engagement levels were **three times** more strongly related to intrinsic than extrinsic motives

Cho and Perry, "Intrinsic Motivation and Employee Attitudes," 2012.

Application of Industry Innovations: Incentives

Time, Respect, Recognition

- Small-scale pilots in existing courses
- Partnerships with non-faculty
- Course exchange
- Accolades/awards
- Research/Publication opportunities
- Sunsetting/reduction in labor
- Applicable to promotion, tenure, and professional development

Make incentives stackable/Allow people to choose their incentive

Breakout Session: Goals, Priorities & Timelines

In your breakout room:

1. Each participant names a reform goal.
2. Identify industry practices that may be applicable to your campus context.
3. Discuss the connections or opportunities to leverage:
    - Technology that can be used more effectively
    - Campus experts who can serve as guest speakers, trainers, etc.
    - Office/Program collaborators-- communication, labor sharing, and program reinvigoration
    - External networks-- expertise and labor exchange
    - Champions and influencers

Report Out and Discussion

Thank you!