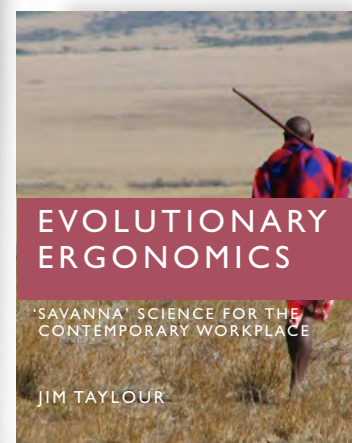
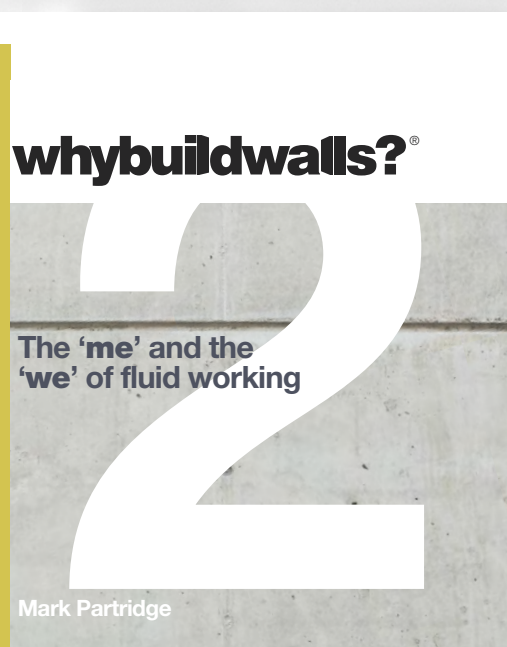
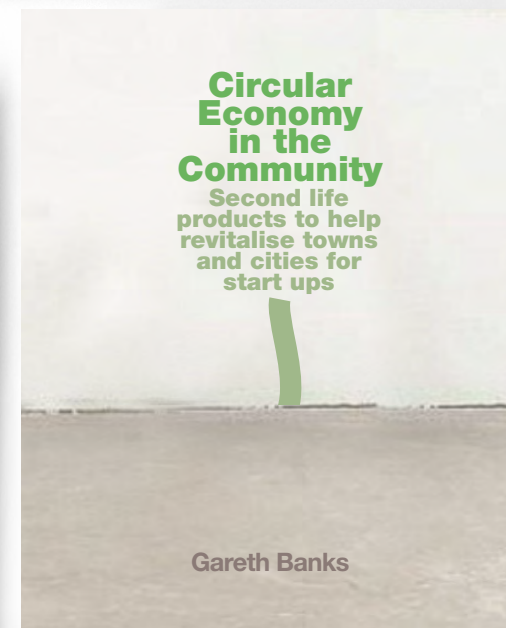
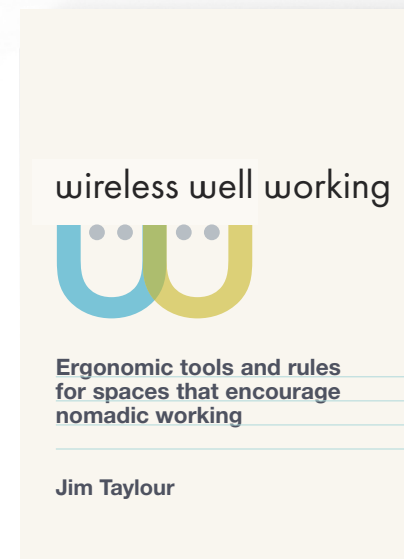
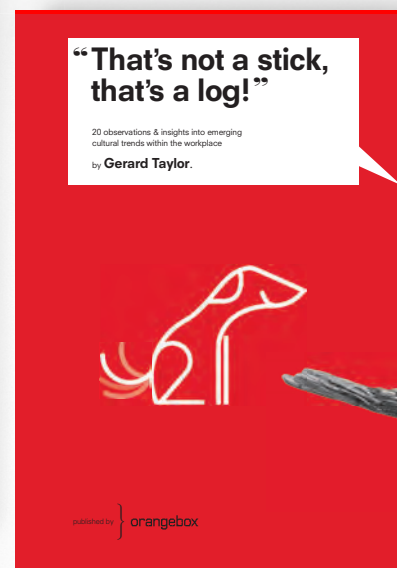
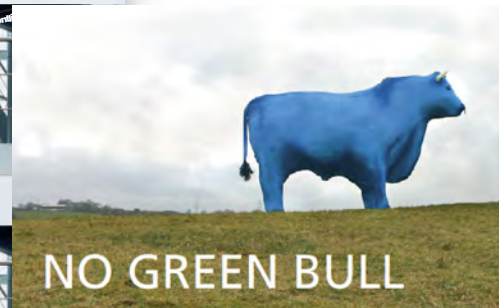
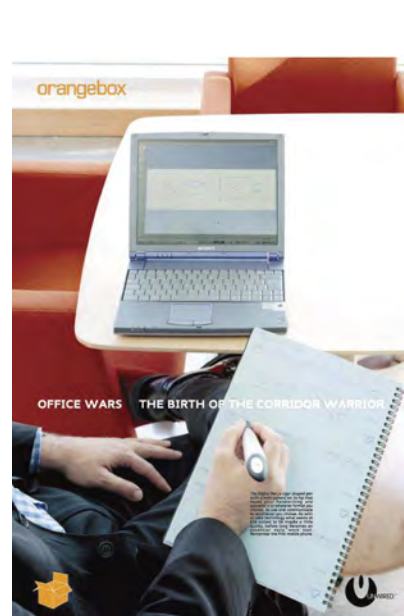
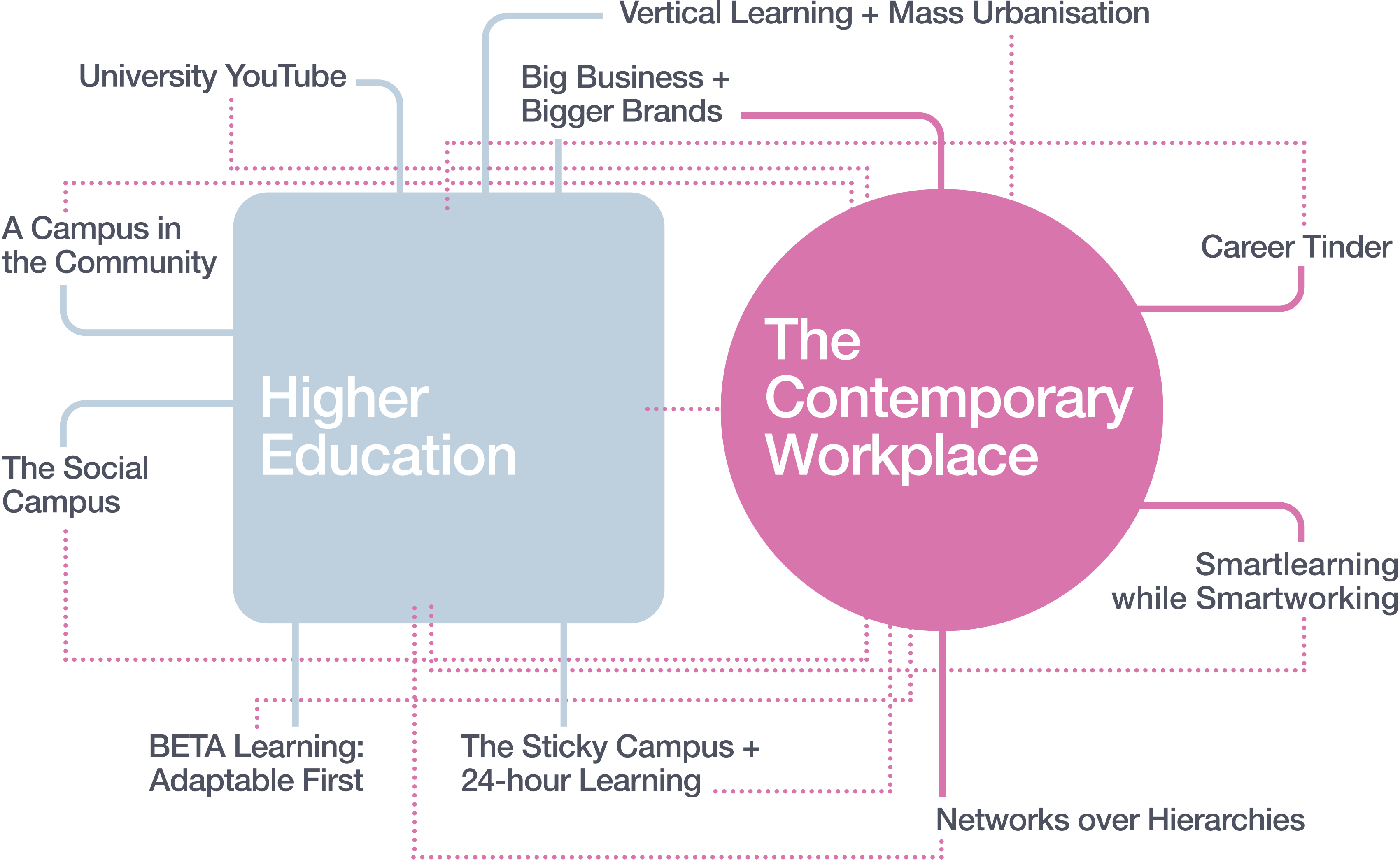




Smartlearning:
How iGen's educational
experience will impact
the new workplace.





THE CODDLING OF THE AMERICAN MIND

HOW GOOD INTENTIONS
AND BAD IDEAS ARE
SETTING UP A GENERATION
FOR FAILURE

GREG LUKIANOFF
JONATHAN HAIDT



Jean M. Twenge, PhD
author of *Generation Me*


iGen

Why Today's
Super-Connected
Kids Are Growing Up
Less Rebellious, More
Tolerant, Less Happy—
and Completely
Unprepared for
Adulthood*

*and What That Means for the Rest of Us



iGeninternetGen
individualismGen
inclusiveGen
born 1995–2012

A woman with brown hair and bangs is lying on a green couch, wearing large black headphones and holding a black smartphone in her hands. She is wearing a white t-shirt with black horizontal stripes. The background is a blurred indoor setting with a window and some furniture.

They don't enhance an experience with technology. Technology is the experience.

If your world is Amazon Fresh then what is the purpose of the grocery store?

Diversity is the default.

iGen don't remember a world where there wasn't a black president or legalised gay marriage.

iGen'ers grew up more slowly as teens, taking longer to work, drive, and date than previous generations.





00
00

AGE

1560

HOURS

42

MINS

37

SECS

**& how we are hard wired
for dopamine addiction**



SMART LEARNING


Big Business & Bigger Brands

Over the last 30 years, Higher Education institutions in the UK and US have changed entirely. Their funding structures have moved from public teaching grants to almost entirely student tuition fees.

“I’m a customer, not a student.”

All 162 educational institutions are vying for the business of 2.32m customers (students).





In the UK, university estates cover some 26 million sq/m, seven times more than Tesco Landholdings and just behind the NHS' 30 million sq/m.

80% of non-residential university properties are now new or in “as good as new” condition compared with only 63% in 2002.

TESCO

UNIVERSITIES

NHS

According to a study by the Russell Group, from 2013-2017, the 24 member universities of said group spent a total of £9bn on new infrastructure.

International students pay up to four times the annual fees a domestic student can pay – meaning the same degree can cost students as much as £120,000.

Top 10 non-EU sending countries 2016-17

China (PRC)	95,090
Malaysia	16,370
USA	17,580
India	16,550
Hong Kong (special administrative region)	16,680
Nigeria	12,665
Saudi Arabia	8,065
Singapore	7,300
Thailand	6,175
Canada	5,915

Source: HESA fig.11. Top 10 non-European Union countries of domicile in 2016/17

**Heritage, authenticity
and traditionalism
are all traits of the
UK Hi-Ed brand that
need to be exported.**

**Newcastle University
Medicine Malaysia**



“A student of mine missed the first four lectures of the semester due to illness. When she returned she approached me to ask when we could reschedule and catch-up on the class to suit her timing – She said I’d owed her £325 worth of tuition.”

Anonymous Professor at Glasgow University



SMART LEARNING

The Social Campus

The Library is the new Student Union

“Google can bring
you back 100,000
answers...

a librarian can bring you back the right one.”

Neil Gaiman, Journalist & Novelist

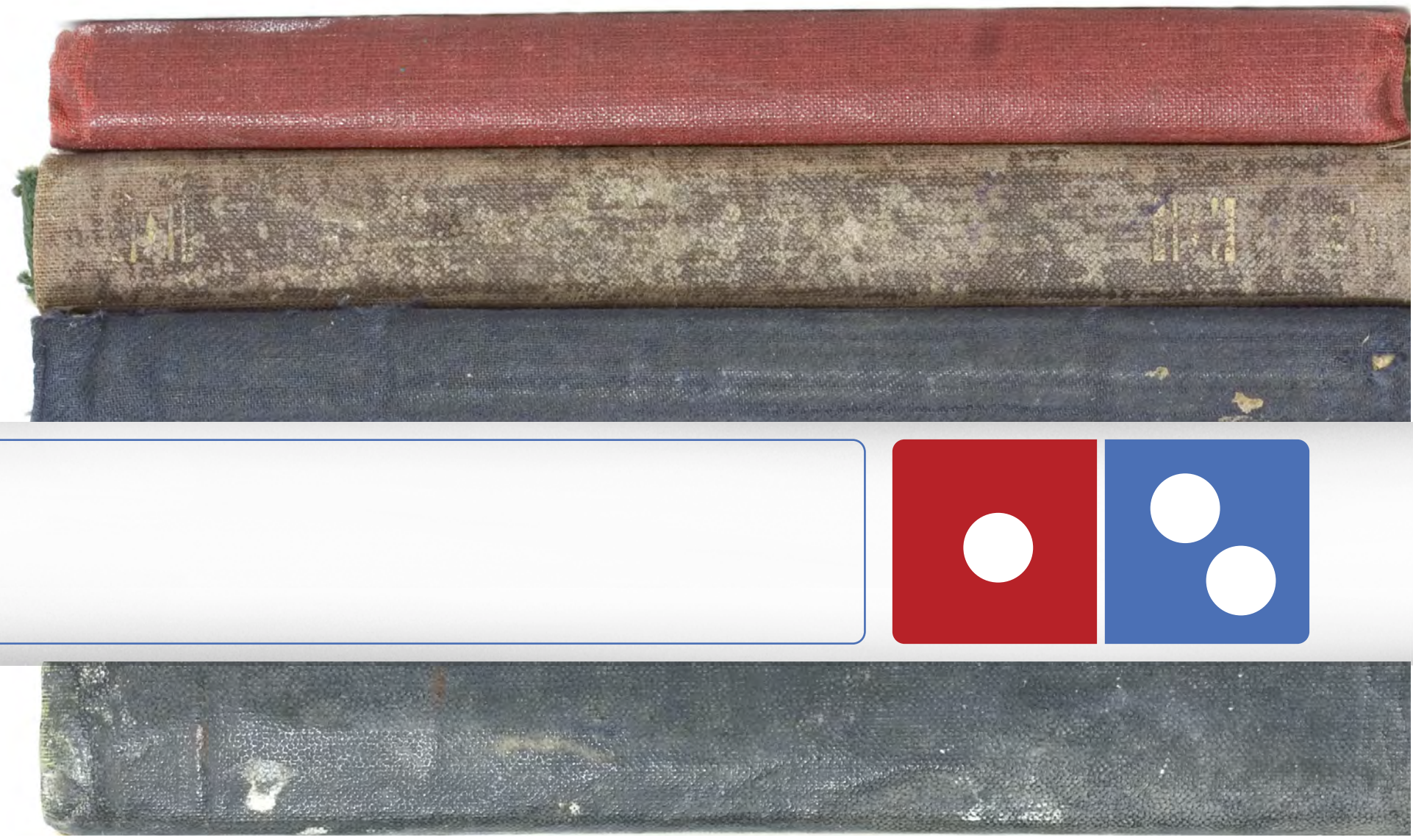
**Sales of physical
books increased 4%
in the UK in 2017**

while ebook sales
shrank by the
same amount.

The Guardian, 2018

“Now that they’ve taken away the food & drink restrictions, we just order Dominos pizza straight to the library.”

Student at Cardiff University













Libraries are now catered for the modern student needs.

There are spaces for individual focus, for small teams, for larger collaborative teams, for social sharing, for digital learning, for eating, for presenting, for tranquillity.

It's Activity Based Learning.

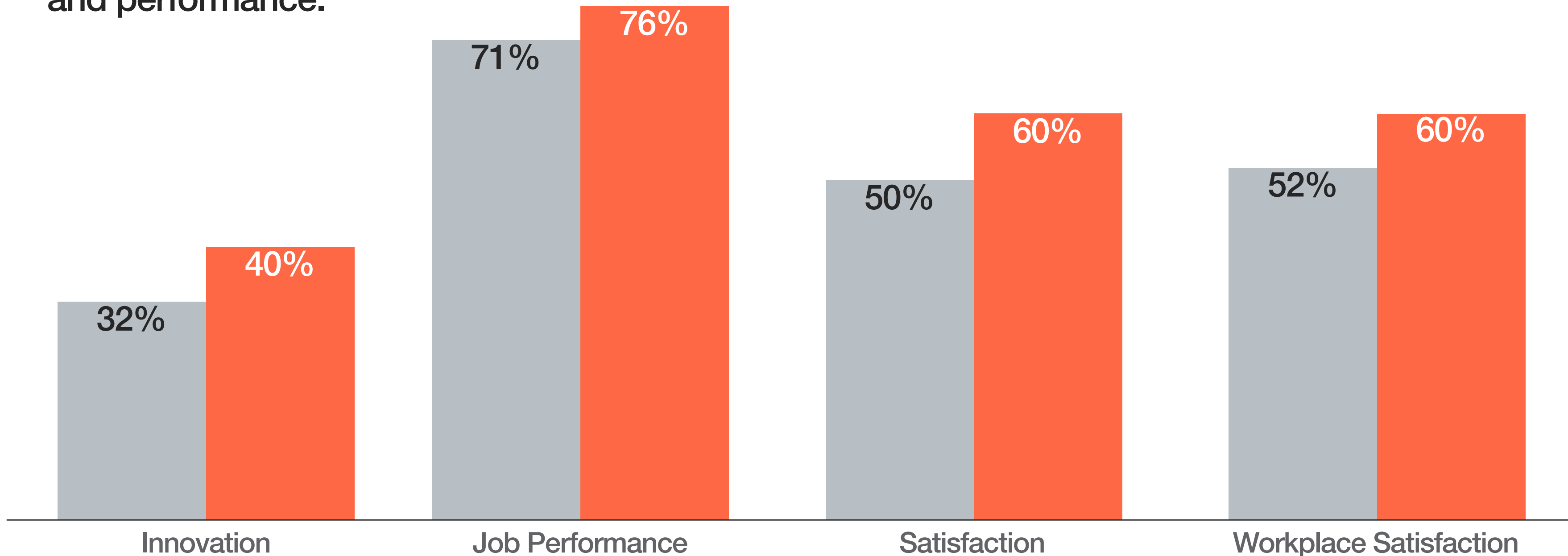
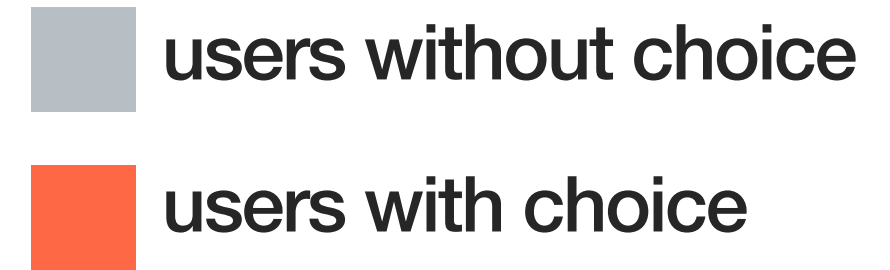


University architects have had to re-evaluate the role of the fixed PC, just as our workplaces have.

91 % of students will have two devices when they enter the library and over 50% of them will have three.

Workspace choice improves user experience

Users who have choice when, where and how to work have higher levels of satisfaction, innovation and performance.



Adapted from Harvard Business Review³⁵



SMART LEARNING

Beta Learning: Adaptable First

“The idea of a standard lecture, set at a certain time for a certain amount of minutes in front of a big class using powerpoint is past its sell-by-date. The classroom is terrestrial TV in the world of iPlayer.”

Nick Petford, Vice-Chancellor University of Northampton

The Four C's

Communication,
Collaboration,
Critical Thinking
&
Creativity

The Flipped Classroom

Students no longer acquire knowledge en masse in lecture theatres. Instead, students go through course materials outside class, using video or audio lectures, freeing up teaching time for small-group activities.

The number of active members of the Flipped Learning Network's community has increased from 2,500 in 2012 to over 150,000 today.

The Journal, 2018



71 % of lecturers who flipped their classes noticed improved grades, with 80% reported improved students attitudes as a result.

“changing the physical spaces is actually relatively easy to do – the biggest challenge is taking colleagues on a journey with us, where they evolve their approach to teaching.”

Frank Cotton, Vice-Principle University of Glasgow

The confluence of classroom design features, such as room orientation, HVAC, acoustics, and furniture can enhance or set back a student's academic progress by up to 25% a year.

A study by UK-based IBI Nightingale with the University of Salford.

Adaptive learning

“Before Adaptive Learning, I worked on the assumption that all students were at the same place. Now I meet them where they are.”

Irene Bloom, Senior Lecturer,
Arizona State University

A concept wherein every student is provided with their own individual path of learning depending on how much they already know or what they need to know and the amount of time they need to comprehend a particular concept.



SMART LEARNING

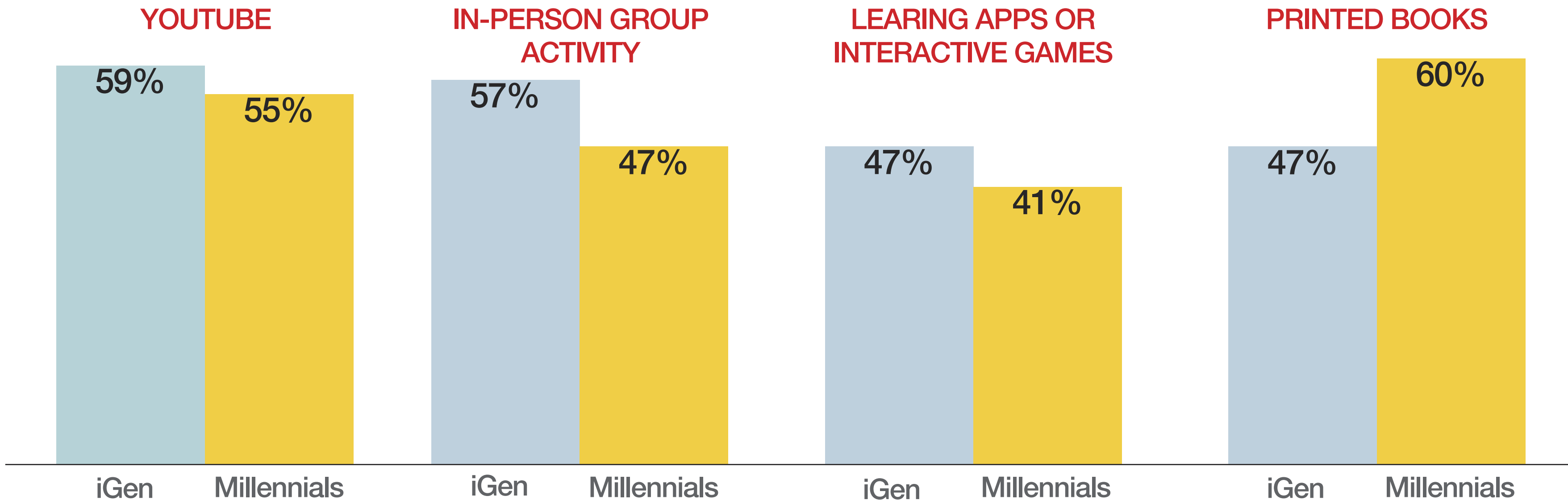
University YouTube

We watch over **1 billion** hours of YouTube videos a day, more than Netflix and Facebook video combined.

Education videos are viewed twice as often as those found in the Pets & Animals category.

Preferences for YouTube, Apps & videos translates to preferred ways of learning.

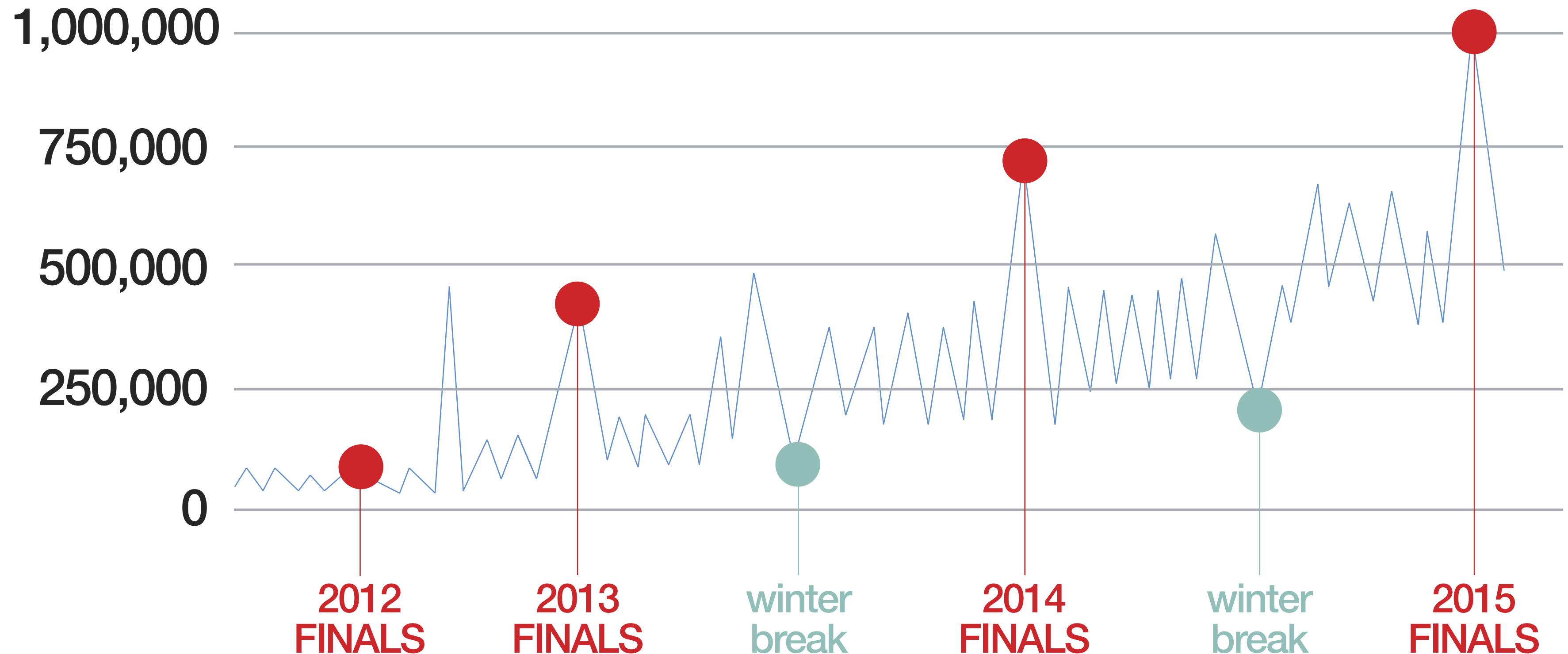
iGen is more likely to prefer YouTube or Apps to Millennials, who prefer printed books for learning.



Source – Pearson, Beyond Millennials Report, 2018

Below is a graph of views on the CrashCourse YouTube channel for it's chemistry module.

views



MOOCs,

or **Massive Open Online Courses**, offer the accessibility of online learning and are free to anyone.

Here is a list of top five MOOC providers by registered users:

Coursera – 37 million

edX – 18 million

XuetangX – 14 million

Udacity – 10 million

FutureLearn – 8.7 million

As iGen gravitates naturally to the more informal and flexible tools available to them online this will surely fundamentally change the way in which our bricks and mortar Universities are structured.



“I believe MOOCs will affect workplaces more than it will universities – we’re social beings – kids that are 20 years old want to be with other kids who are 20 years old.”

Mark Evans, Architect,
Broadway Malyan



The following companies started to team up with MOOC providers to enhance employee training.



AT&T



L'ORÉAL
PARIS



Microsoft

**McKinsey
& Company**

M&S
EST. 1884

When employers provide support for MOOCs, completion rates rise from 15% to 58%.



SMART LEARNING

Career Tinder

No longer are there jobs for life,
but are there even jobs for a
decade?

Perfect Storm

**An economy of driverless cars run
by algorithms & made by robots.**



As Barack Obama said in his presidential
farewell speech in Chicago,

the next wave of economic
dislocations “will come from
the relentless pace of
automation that makes a lot
of good, middle-class jobs
obsolete.”

**A report released in
November 2017 by McKinsey
Global Institute found that
up to 800 million global
workers will lose their
jobs to new technology
by 2030.**

Humanities

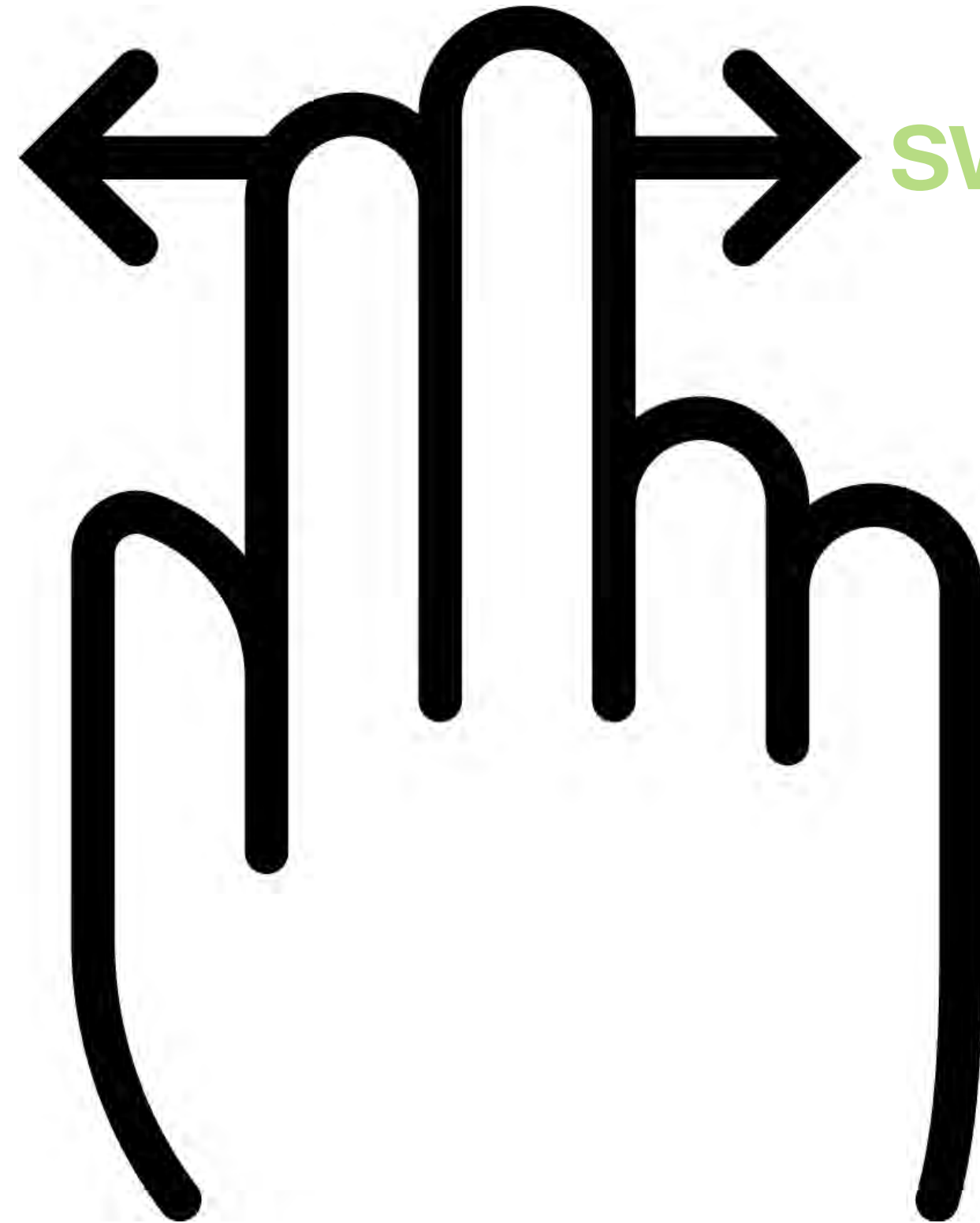
– the purposeful integration of technical literacies, such as coding and data analytics with uniquely human literacies, such as creativity, entrepreneurship, ethics, cultural agility and the ability to work in diverse teams.

Joseph E. Aoun – Robot-Proof-Higher Education in the Age of AI



Much like *Tinder*, *Switch* allows you to quickly and easily browse through job postings...

swipe left to pass



swipe right to like



Labour Xchange, an app supported
by Community, a trade union, which
seeks to link

people with
employers

who need temporary workers.



“Swipe right, match, date,
unmatch, rematch, repeat”.

We may be in danger of this
happening with the labour market.

Dormant industries like
recruitment, may suffer from
‘Slowly, slowly, then all at once’
default settings are flipped.



SMART LEARNING

The Sticky Campus

Destination Learning,
Destination Working



“International students have meant a very different approach – the campus is now under pressure to be open 24/7.

The library was really busy on Christmas Day, students often want a coffee at 2am... they demand an estate that is much more responsive to their needs.”

Professor Sir Steve Smith, Vice-Chancellor and Chief Executive of University of Exeter

“If I can embed the best coffee shop, the most relaxing cinema, the most-varied restaurants on-site, then there’s no need to move off-site. Behaving like business but for the benefit of the students.”

James Riley, Vice-Chancellor Cardiff University

A photograph of the Tottenham Hotspur Stadium, featuring a large, curved, metallic, ribbed roof and a facade of grey, rectangular panels. A large glass window reflects the sky. In the foreground, a green football pitch is visible, along with a fence and some stadium infrastructure. The text "THE GAME IS ABOUT GLORY" is visible on a lower level of the stadium.

Experiential Design

Tottenham Hotspur Stadium

An aerial photograph of Apple Campus 2, a large, circular building with a glass and metal facade. The building is surrounded by greenery and trees. The text "Experiential Design" is overlaid on the left side of the image.

Experiential Design

Apple Campus



Smartlearning while Smartworking

Are we teaching
dinosaur degrees?

96%

of chief academic officers at
hi-ed institutions say they're
effectively preparing students
for work...

only

11%

of business leaders
strongly agree.

By 2030, the largest company on the internet, larger than Google, Apple and Facebook, will be an education-based company that we haven't heard of yet. Education remains the largest online opportunity that nobody has cracked the code for yet,"

Thomas Frey, DaVinci Institute



**Hamburger
University opened
in 1962.**

There are now more than
4,000 corporate Universities
around the world.





“We are competing globally with Korea, Japan, Taiwan and Singapore. It’s all the major technology nations and we have got to be better than them.”

Sir James Dyson



Here East

Loughborough Uni
BT Sport
UCL
Matches Fashion
Ford
Scope
Plexal

The world of workplace
and higher education
are facing all of these
challenges.

