The Future of Campus Experiences

The Art & Science of Looking at the Future

IMAGINE BEACH 2030

Garry Golden
Forward Elements

April 4, 2019

Start → *End*

Thinking Like a Futurist

Drivers of Change

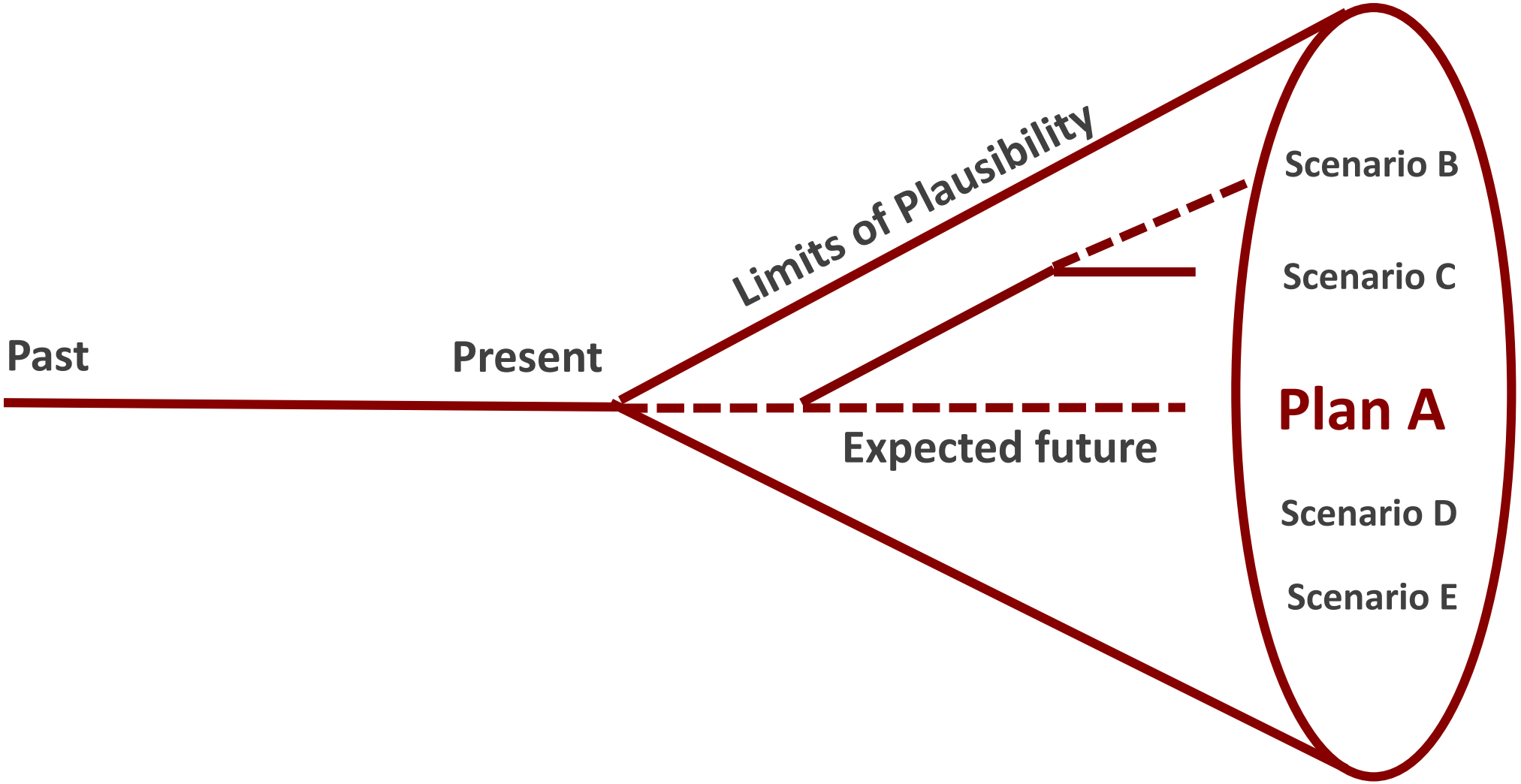
Discussion

Thinking Like a Futurist?

OUTLOOK
NOT SO
GOOD

Foresight 101: Cone of Plausibility

Multiple Outcomes, Multiple Time Horizons



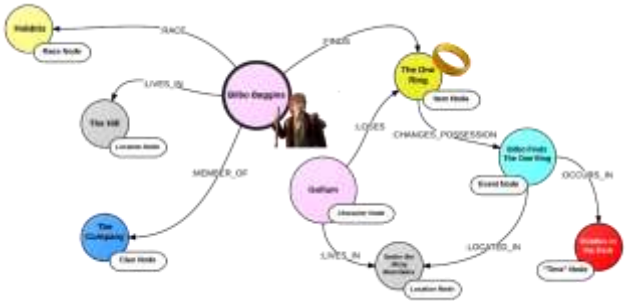
Slide Sequence Removed

Every day I make an effort to move toward what I do not understand.

- Cellist, Yo-Yo Ma

While we are talking about change…

Cute Kid Pictures Removed



Data-driven Change: Era of Experience Graph

Wellness

Role of Place

2020 - 2030

How might data-driven change reshape the campus experience?

What might be the most valuable type of data in 2030?

How might we better understand ourselves and share our stories?

Resume

Portfolio

Presence

In the News

Harvard Business School is piloting a program with **Experience.ai** to capture experience data from learning, project performance and decision processes within case study groups. Harvard's vision is for every student to retain rights to experience data and build a critical personal digital asset for the future.

HARVARD | BUSINESS | SCHOOL
DIGITAL INITIATIVE

True

False

Context of the *Creepy Line*

Google

Inevitability of Dealing with the *Creepy vs Compelling Line in..*

Data & AI-Driven Innovations

Dog & Web Slide Sequence Removed

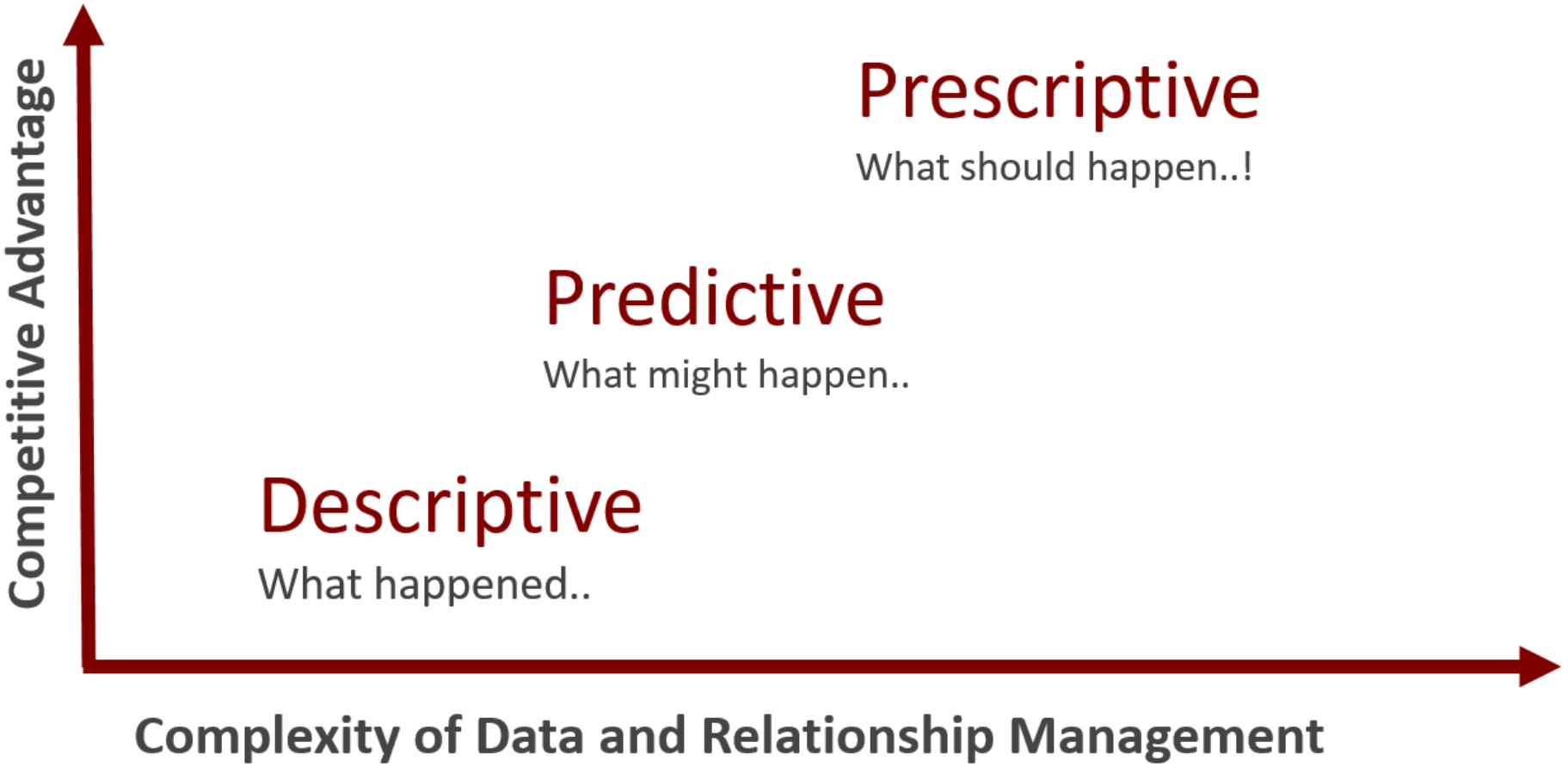
Outputs Mission:

Access to Collections

Outcomes Mission:

Behavior Change & Development of Skills

Outcomes-based Value Creation Depends on…



Emergence of Data & Outcomes-driven World

Social Data

Health Data

Device + Infrastructure

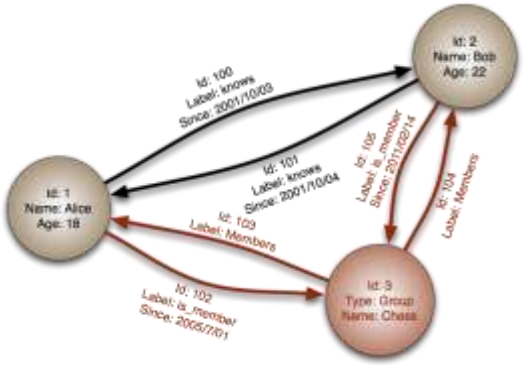
EXPERIENCE API

"I did this…"

Learning & *Doing*
Experience Data

Data isn't truth, but language.
It can help us decide or express the truth, but data never is the truth.
- Deanna Day

How much can change in ten years…?

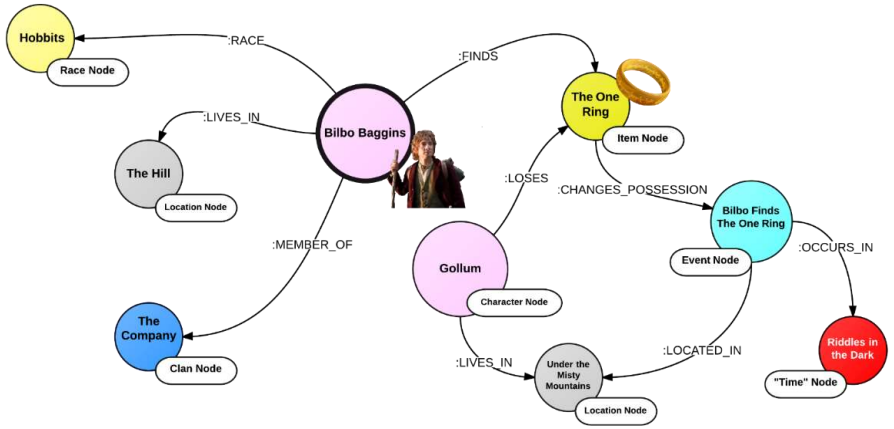


facebook

Pinterest

LinkedIn

match.com

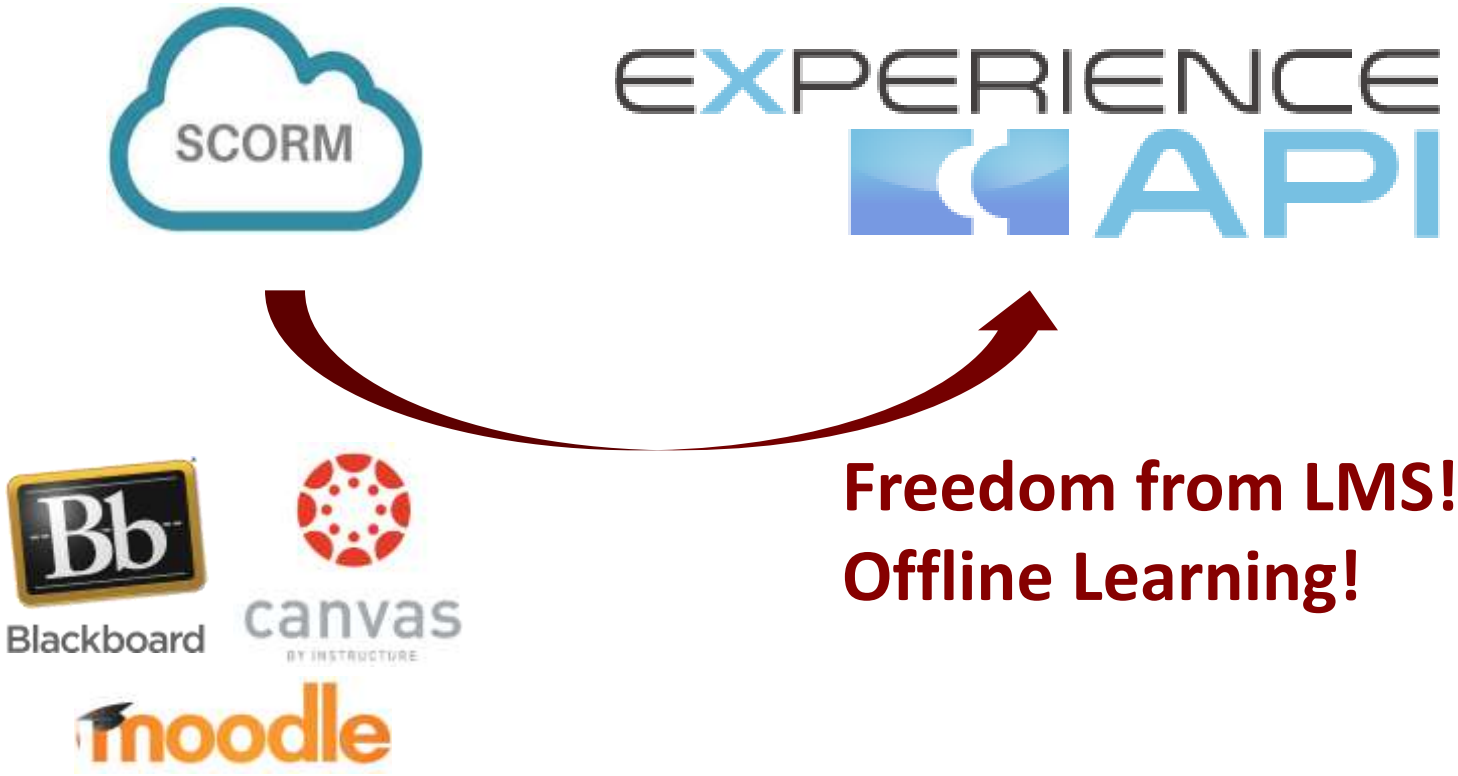


Connected Data
Graph Analytics

Era of
Social Graph

Era of
Experience Graph

Signal of Change from the Learning & Development (L&D) Community



Freedom from LMS!
Offline Learning!

Activity Streams
<Actor, Verb, Object>
“I did this”

Course

EXPERIENCE API

“I did this…”

Statements

Seamless Integration into
Manager & Team Tools

Real World

Assumption for 2020s:

Experience Data emerges on Campus, in the Workplace & in personal Lifelong Learning

Scenario: Talent Embraces Experience Capture Analytics

- ❑ Sarah ***read*** an article on blockchain for automating compliance
- ❑ Sarah **opened** an Evernote folder on blockchain solutions
- ❑ Sarah ***watched*** *a* Youtube video introducing the Ethereum blockchain
- ❑ Sarah ***searched*** for Ethereum Meetups in NYC
- ❑ Sarah ***attended*** the Crypto Compliance conference in NYC
- ❑ Sarah **created** a List of 'Ethereum Developers' (People) on Twitter
- ❑ Sarah ***interviewed*** *the Head of Blockchain Solutions at JPMorgan*
- ❑ Sarah ***mentored*** *with Joe Lubin co-Founder of Consensys*
- ❑ Sarah ***completed*** **a course** on Ethereum's Solidity programming language
- ❑ Sarah ***demonstrated*** her pilot Ethereum application at a NYC Meetup
- ❑ Sarah ***taught*** a Coursera MOOC on Ethereum for KYC / AML
- ❑ Sarah was hired as Lead Developer of Blockchain Compliance Solutions at Fidelity

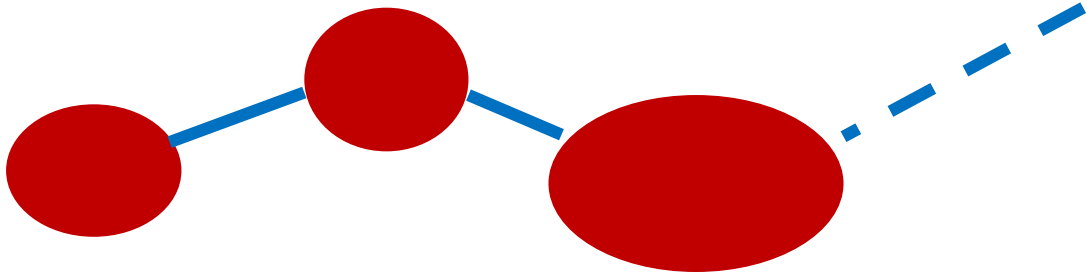
"I did this…"
Statements

EXPERIENCE API

<Actor, Verb, Object>

"I did this"

- Thomas **liked** a **Lucille Clifton** poem he heard on iTunes
- Brentwood library **invited** Thomas to a **Creative Aging poetry event**
- Thomas **enrolled** in a creative writing class at Community College
- Thomas **read** **Alice Walker** for his creative writing course
- Brentwood library **recommended** an obscure Rita Dove poem
- Thomas **performed** his poetry at a local café event
- Brentwood library **invited** Thomas to a **program on self-publishing**
- Thomas **self-published** his first collection of poems
- Brentwood library **added** his book to their collection



Enterprise L&D: Early Adopters Preparing to Scale

How did we do it?: Where are we now?

April 2018:

Over 3 million statements so far

Over 110,000 learners who are sending xAPI statements

We are using 1 LRS system which is segmented by data for each country

Last three months increased our total by 1 million statements

Summer 2019:

We will have 250,000+ learners using it and sending xAPI

We will have a global learning analytics community of around 100 people whose role (full/part) is to look at learning data and help transform our learning

Start small and grow...this is a long journey

Outcome: Seeing What People Need vs They Tell You They Need

Clicked
Create
Delete
Downloaded
Launched
Listened
Loggedin
Opened
Paused
Read
Searched
Share
Skipped
Viewed
Watched

Searched verbs

Running training needs analysis in real-time

Using the searched verb we can analyse what people are looking for example:

- Tax legislation
- Tax processes legislation
- Excel macro creation
- Macro creation
- Coaching
- Coaching skills
- Coaching management skills

We can use this data to:

- Highlight need – see what learners want
- Match available learning to need and tag our content – dynamic curation
- Spotting holes in our learning – our gaps
- Global coverage – spotting patterns across countries, trending topics

Case Study: Caterpillar

Understanding
LMS/CMS Activity

Expanding
Video-based Analytics

When trying to help someone learn, the team considers these three vital questions:

1.Where does the learner want to go?

2.What does the learner know?

3.How can we develop the individual?

Scenario for 2020s:

First Year Students Bring Experience Data to Campus

Assumption to Explore

By 2025, Experience Data Will Become Our Most Valuable Digital Asset

and Controversial

If we capture experience data…

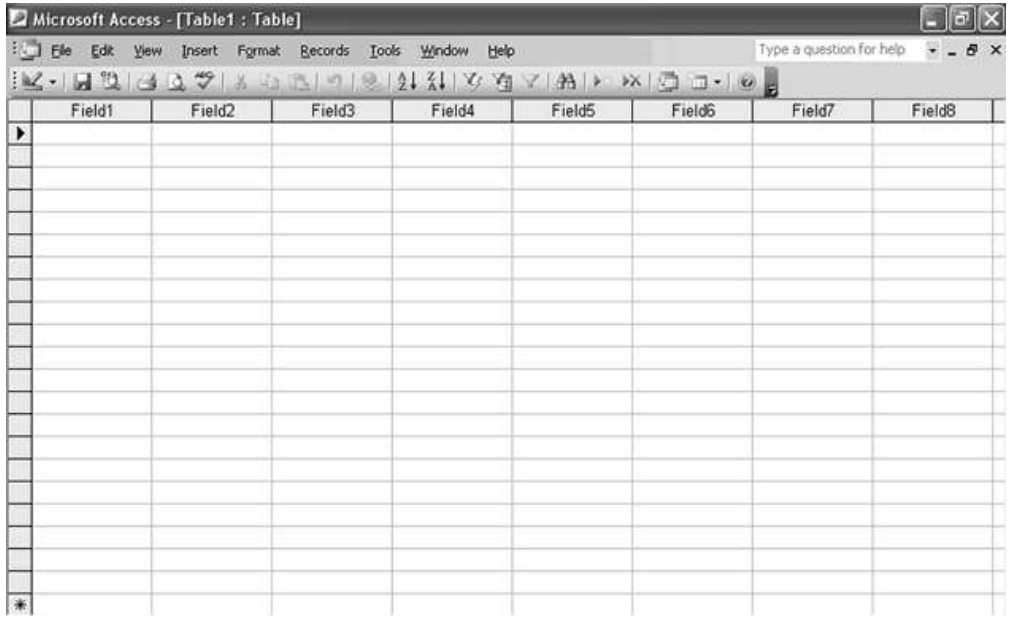
"I did this…"
Statements

How do we approach regulations?

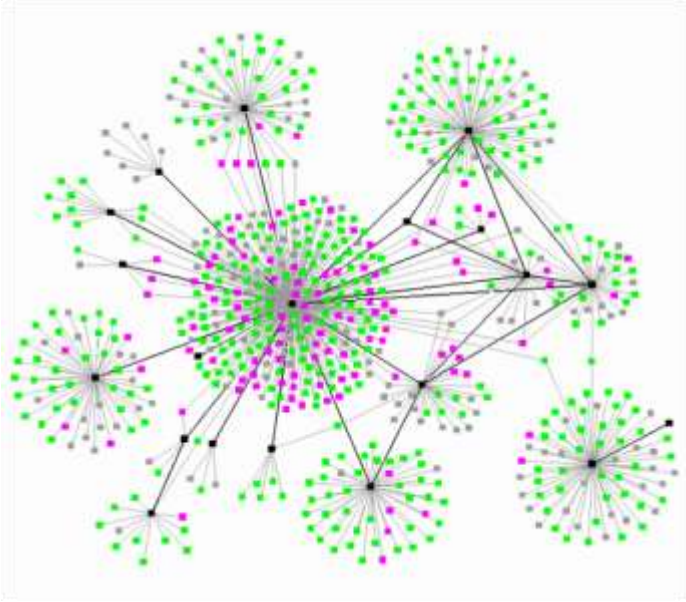
How do we avoid the creepy line?

How do we make sense of it?

Building a Connected Data Foundation for Innovation



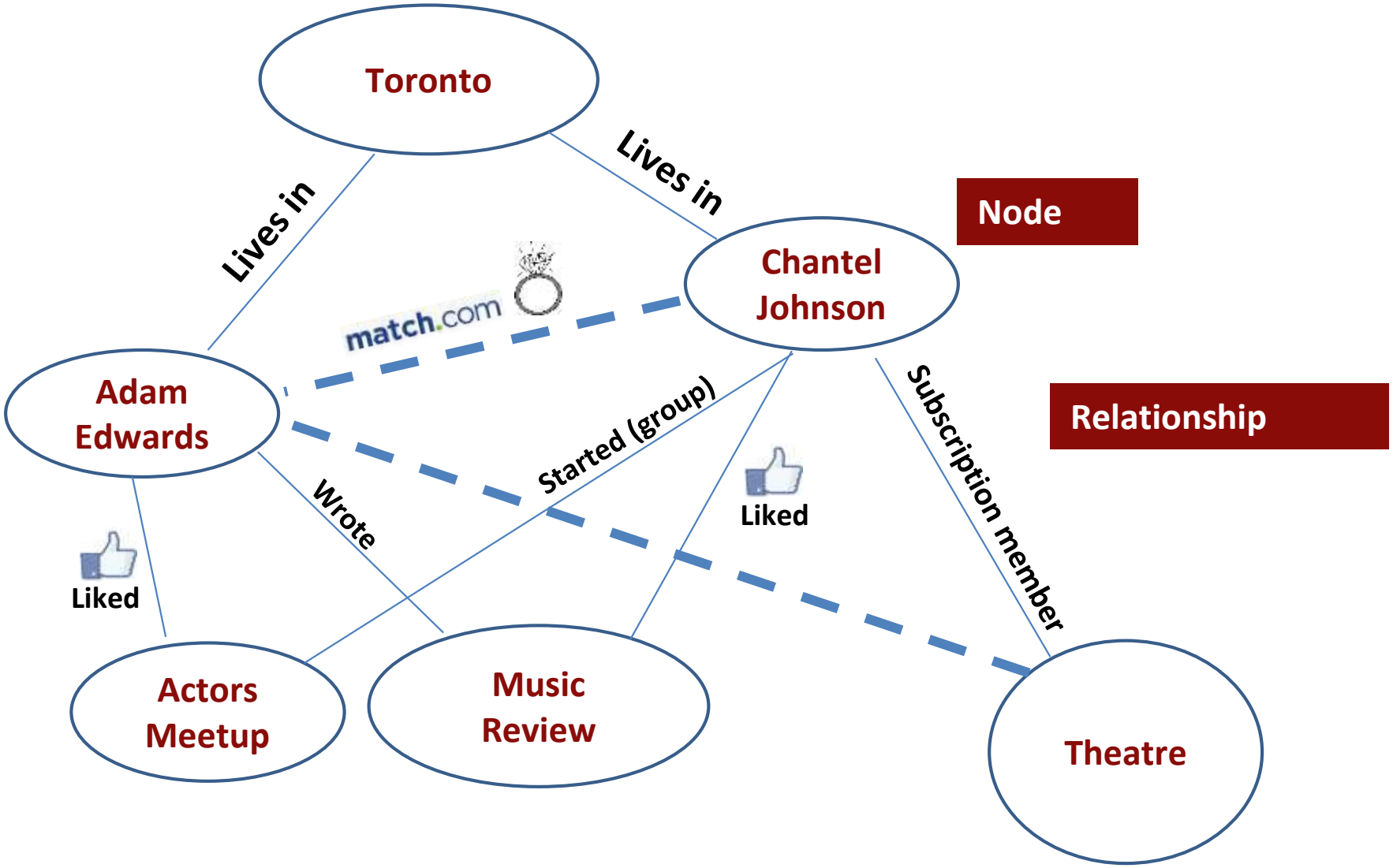
Tables = Past



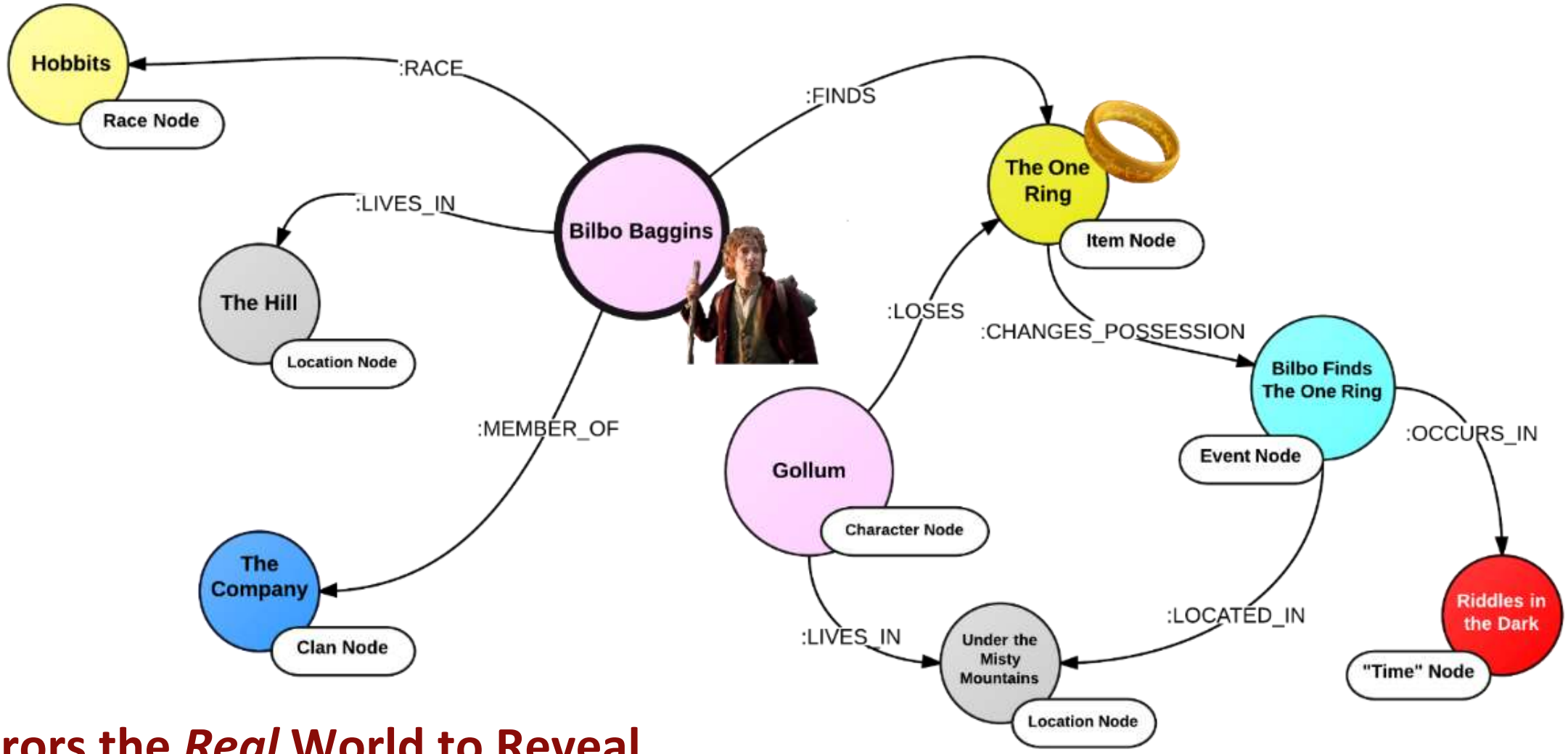
Graph Thinking = Future

neo4j

Graph Database = Understanding Relationships + Connections

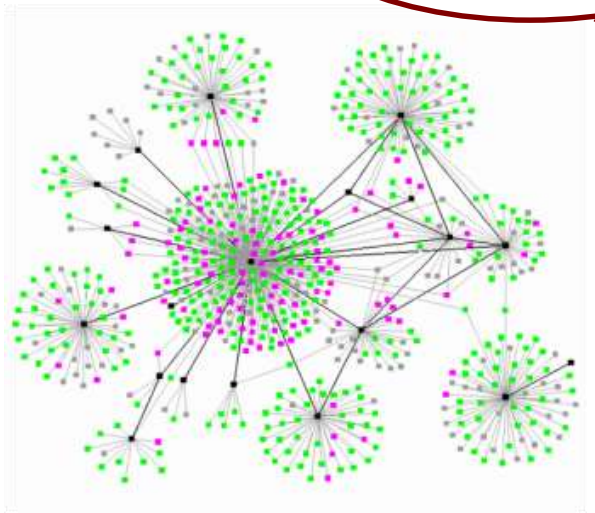


Graph Solutions for Understanding the Campus Journey vs Outcomes



Mirrors the *Real* World to Reveal Influencer Profiles, Decision Pathways and Recommendations

Noah is *Connecting Things on his Experience Graph*



Daddy Loves Pomegranate

Watched Video
How to Peel?

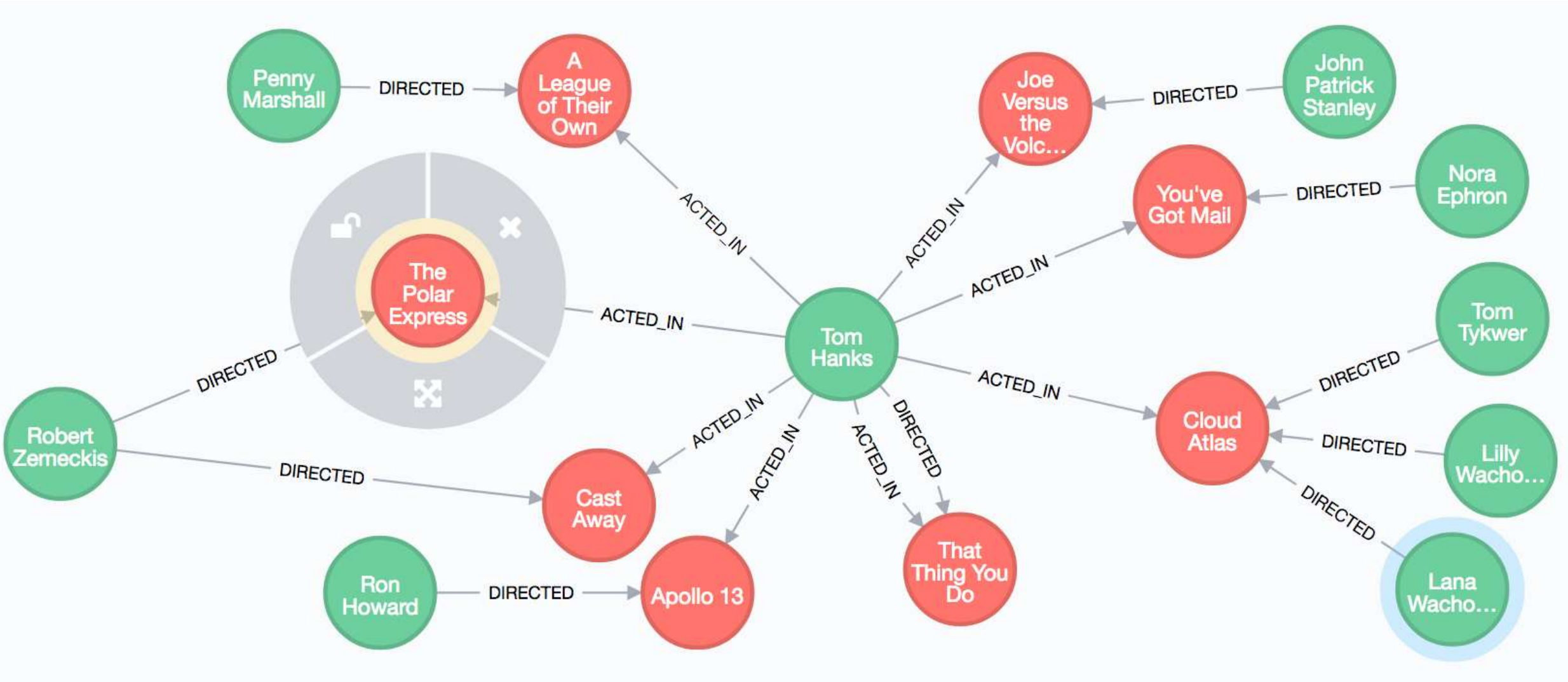
Farmer Videos
How they are grown

Classroom Project:
Things that Grow

Who might have permission to see connections of experiences?
Learner, Teachers, Parents, Libraries, Museums, Park Staff…

How might we structure data?

Connected Data of People, Departments, Materials & Outcomes (in theory!)

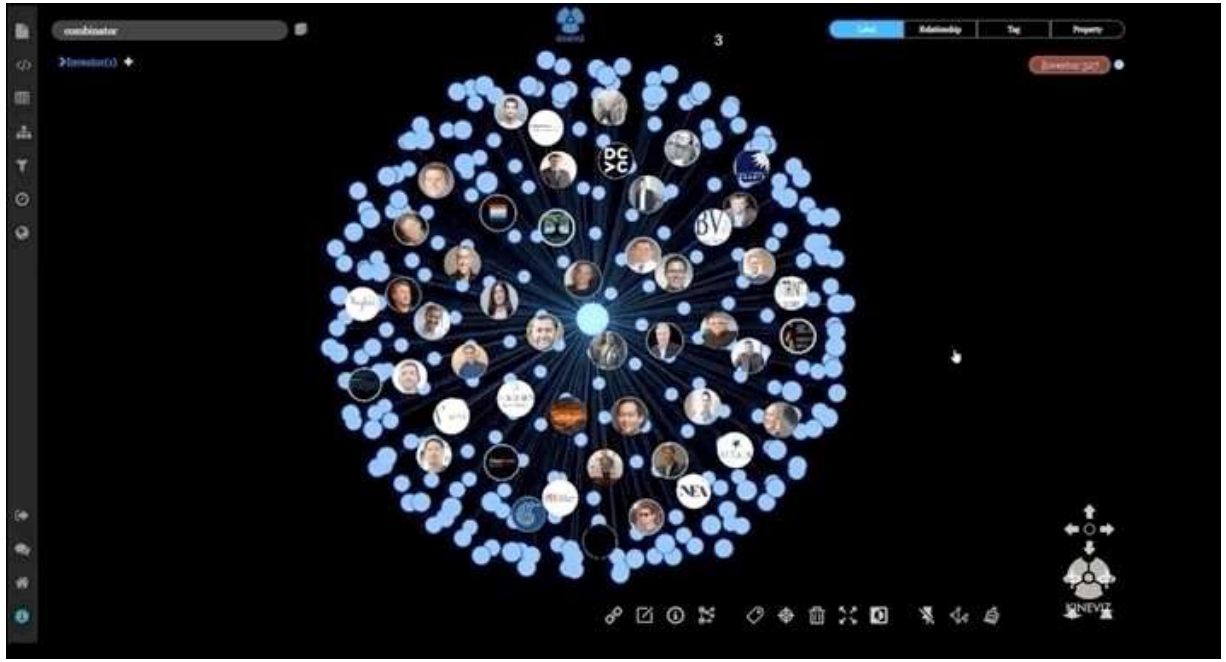


neo4j

Early Signals of Efforts to Connect Dots on Experience Data…

Neo4j Blog

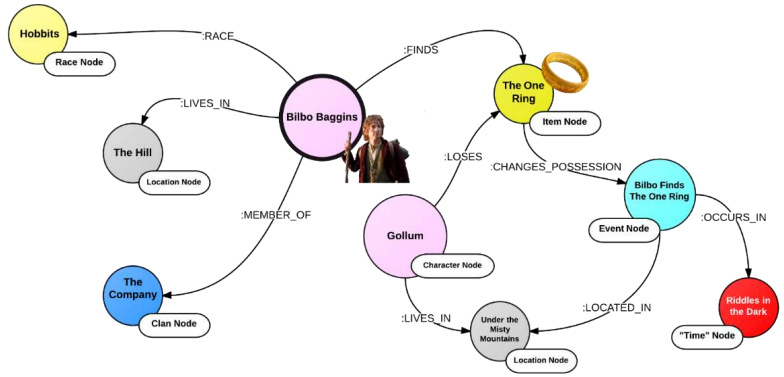
Evaluating Investor Performance Using Neo4j, GraphXR and ML



Scenarios 2020s: Students Arrive on Campus with Experience Data

2010-2019

Social Graph

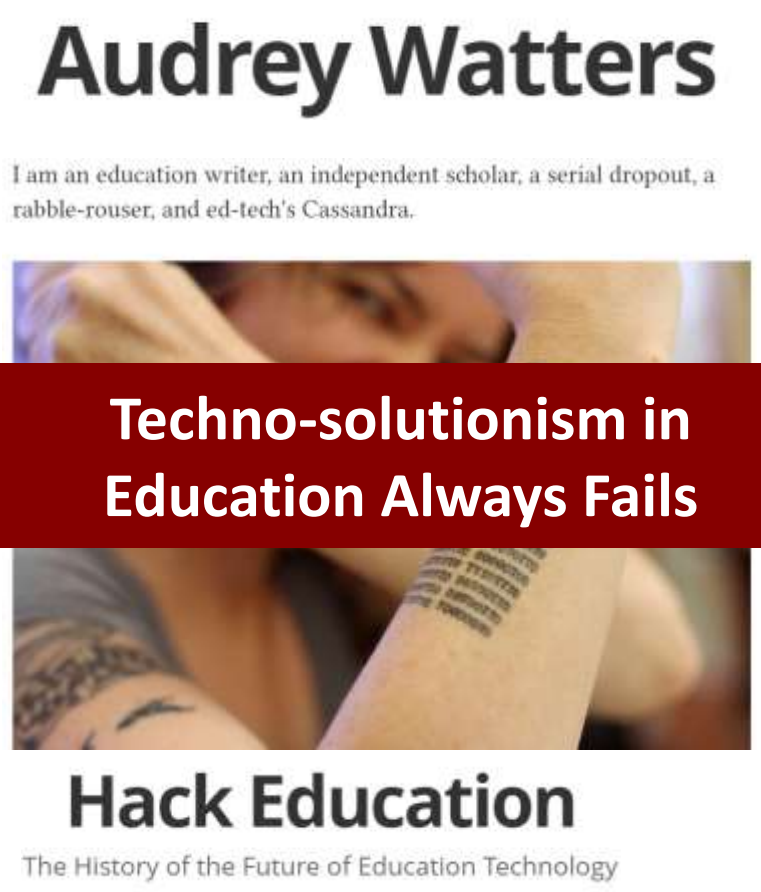


2020-2030

Experience Graph

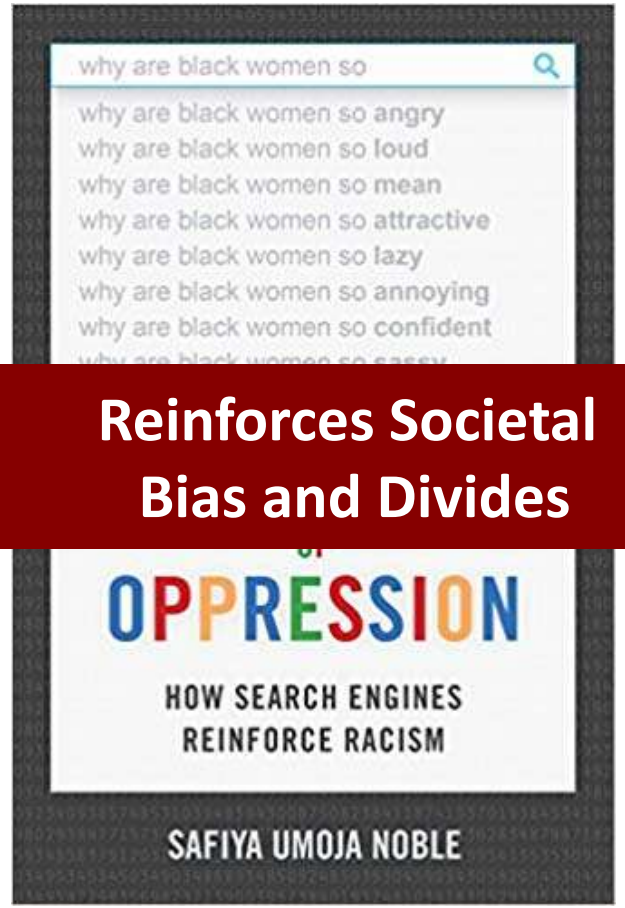
- ❑ Libraries
- ❑ Connections to Collections
- ❑ Course Materials
- ❑ Out of Classroom Experiences
- ❑ Work / Internships

Critiques of *Experience Graph* Scenario



Techno-solutionism in Education Always Fails

Obsession with Performance Metrics



Reinforces Societal Bias and Divides

Project 2021

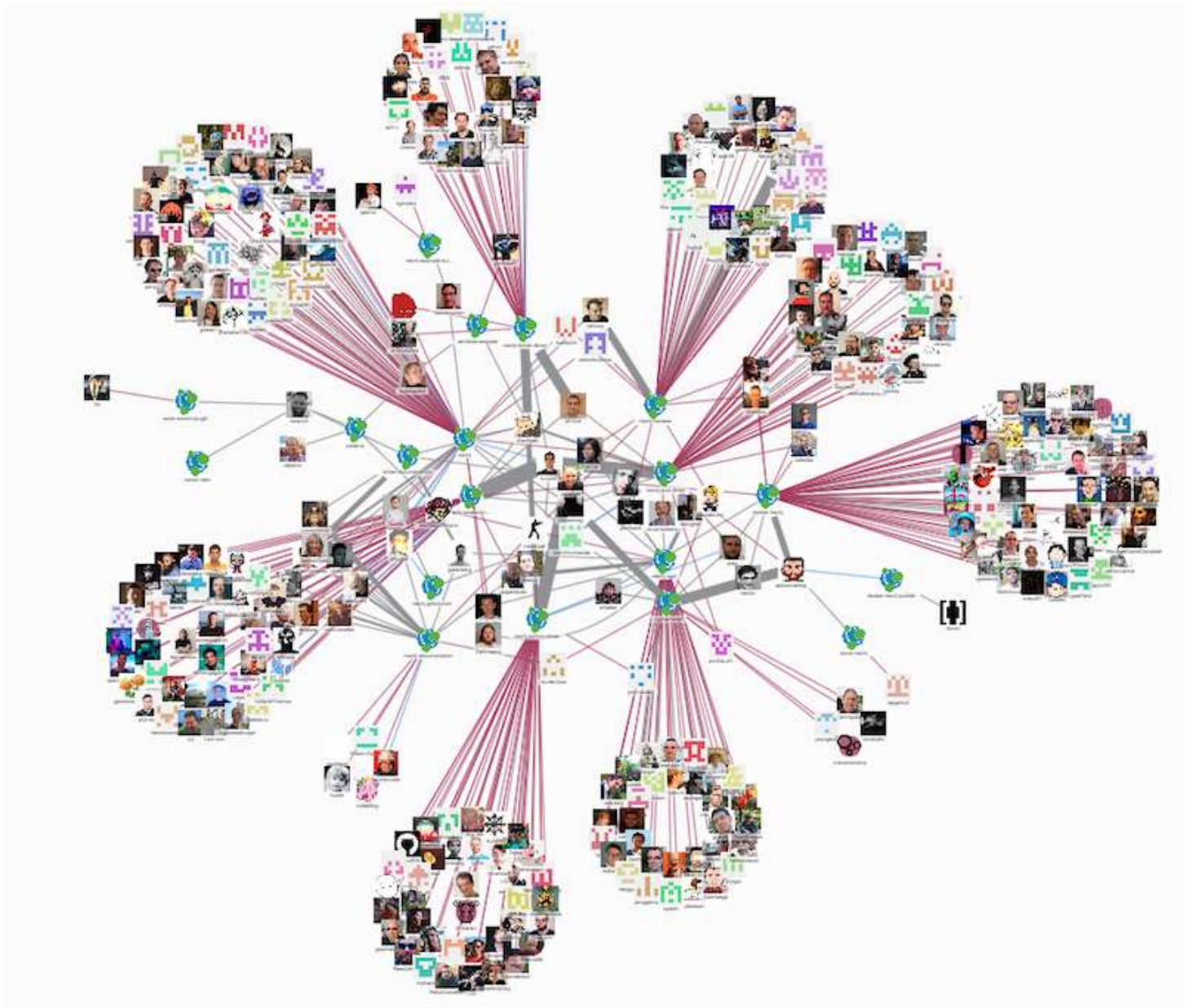
Synchronous Massive Online Classes (SMOCs)

"I didn't know anything about how the university functioned."

James Pennebaker

What if…
First Year students arrive on campus with lifelong experience data…

What if..
We could see more connections across learning, teaching and real world experiences to and outcomes



neo4j

Expanding the questions we can ask..

Should we create Campus Community…

- ❑ **Learning Graphs?**
- ❑ **Experience Graphs?**
- ❑ **Knowledge Graphs?**

Members – Companies – Jobs – Skills – Schools – Knowledge

Follow Along Parallel Efforts

Blockchain for Privacy, Control & Authentication

Imagine Students Getting Rewards for Learning and Growing

Could Micro Credentials on Blockchain be a Tipping Point for Privacy & Control?

News from 2025

Breaking News

VOL.XI - no.4350 NEW ISSUE

Supreme Court Upholds Students' Rights to Own Experience Data

College students earn the right to learning and performance analytics in the classroom. The ruling will now be tested beyond campus for workplace analytics as society tries to understand implications of this data-driven age.

"The resume is dead.
Long live the Experience Graph"

DAILY ALTERNATIVE FACTS

Class of 2028

Donates Experience Data

More than 70% of the Class of 2028 have open-sourced access to their Learning Pathways. Anyone in the world eager to learn similar subjects and skills now have learning pathways to explore.

News from 2032

BREAKING FAKE NEWS

FBI Investigating Massive Hack of U.S. Workforce Experience Graph

Nearly 125 million Experience Graphs hacked from America's leading corporations.

Older Millennials point fingers at younger Gen Z co-workers:
"You should have stopped at the Social Graph".

Learning Curve

Experience Analytics

Learning Record Stores

Graph Analytics

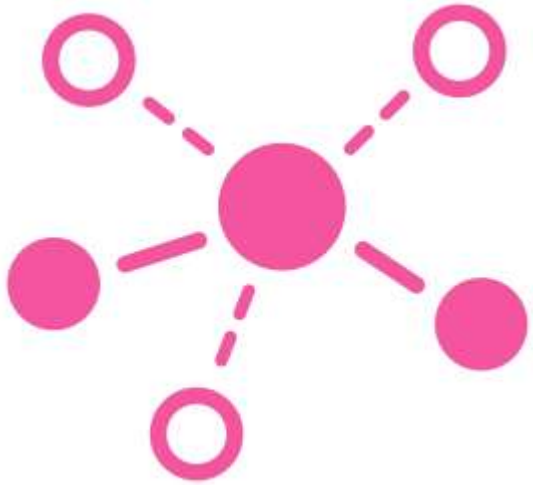
Scenario: Campus Life Meet Connected Experience Data

Short-term – 2019 -2023

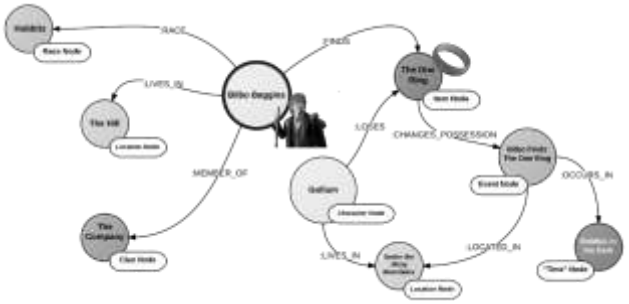
- ❑ Map out opportunities & challenges
- ❑ What experience data could we create, capture and connect? (e.g. appropriate/ethical; actionable)
- ❑ Engage with existing efforts

Long-Term – Beyond 2023

- ❑ Overcome Challenges (e.g. blockchain used for privacy)
- ❑ Align institutions, policies, social norms & technology capability



Questions.. Reactions… Builds?



Age of Experience Graph

Health & Wellness

Role of Place

2010 - 2019

Positive changes in health + wellness?

2020 - 2030

What challenges and opportunities do we anticipate will change around campus life?

Rise of Campaigns, Memes and Movements

PROJECT;
"your story is not over"

Amy Bleuel

Here's What Clay's Semicolon Tattoo on '13 Reasons Why' Actually Means

By DANIELLE JACKSON
Published On 05/21/2018
@DanielleKnecole

tommy.dorfman
1.4m followers

View Profile

Institutional Capacity & Culture

Appalachian State University

Programs: Repost, Mindful Mountaineers, Take 10, Semicolon Week

Evolution in Dealing with Disciplinary Challenges

Training Staff in Restorative Practices

An emerging social science that studies how to strengthen relationships between individuals as well as social connections within communities.

PIMA COUNTY PUBLIC LIBRARY

Five Universal Truths of Human Interaction

1. People want to be treated with dignity and respect.
2. People want to be asked rather than being told to do something.
3. People want to be told why they are being asked to do something.
4. People want to be given options rather than threats.
5. People want a second chance when they make a mistake.

George J. Thompson III, PH.D., *Verbal Judo*

PIMA COUNTY PUBLIC LIBRARY

URBAN LIBRARIES COUNCIL

Student-led & Peer Driven Change

HEALTH

A New Sign That Teens Know They Aren't Struggling Alone

Their worries about mental health might have a bright side.

AMANDA MULL FEB 25, 2019

NCAA Awards Grant for UK College of Education Mental Health Research

By Amanda Nelson Feb. 28, 2019

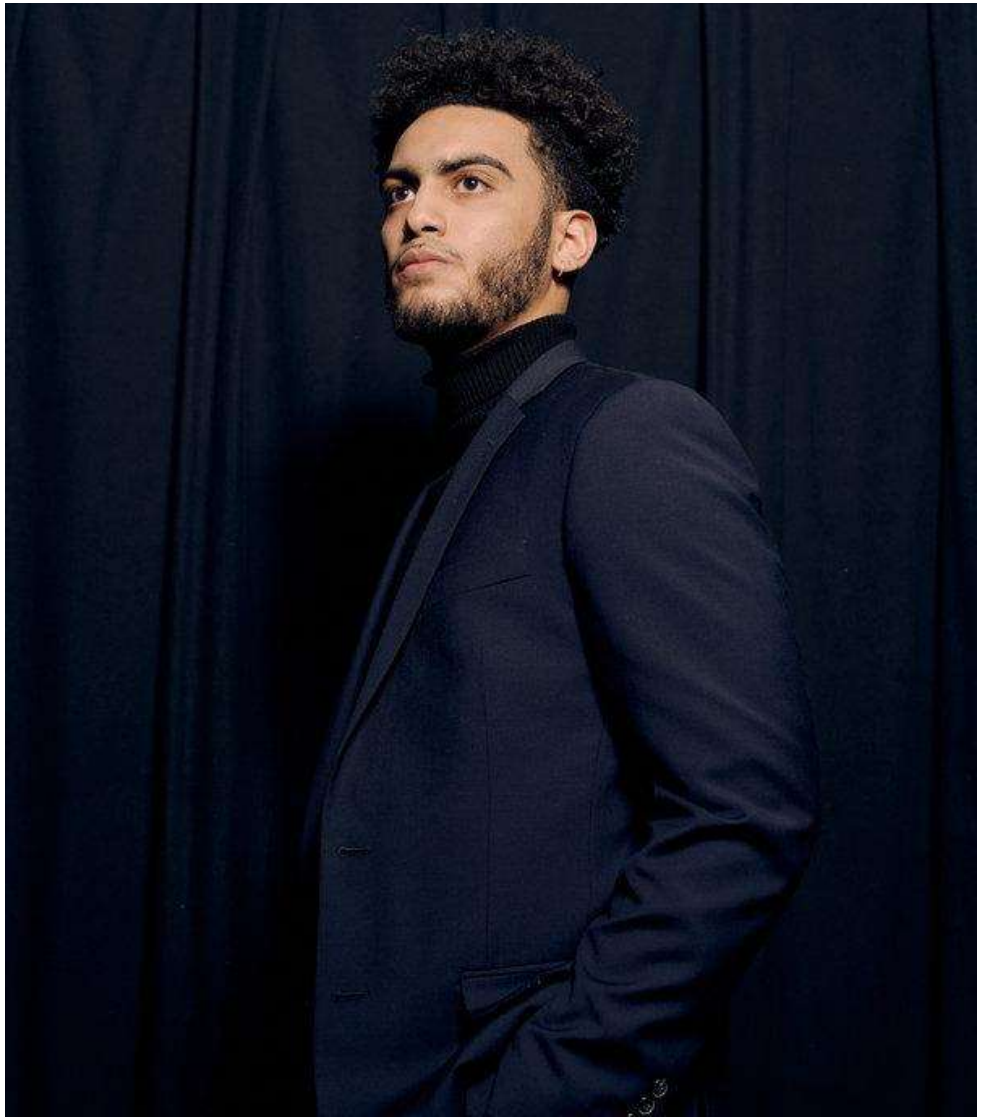
Student Athlete Voices on Mental Health

The New York Times By Pat Borzi March 14, 2019

A Top Scorer Changes the Definition of the Complete Player

"A lot of people in my position wouldn't want to say anything," Marquette guard Markus Howard, the Big East player of the year, said of going public about seeking mental health counseling.

…Olympians Michael Phelps and Gracie Gold to the N.B.A. star Kevin Love

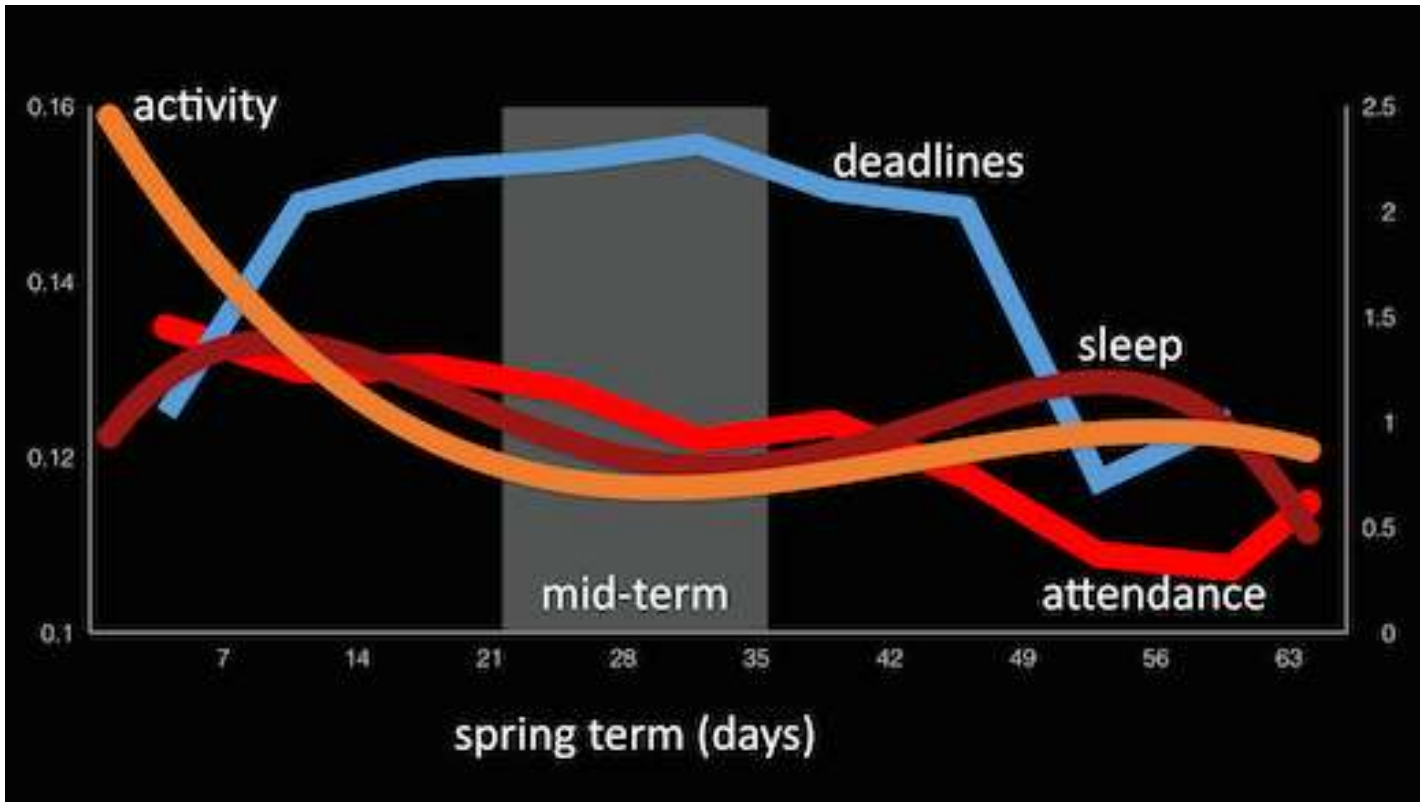


Vincent Tullo for The New York Times

Projects to Understand (Campus) Population Health

Student Life (2014 – 2015)

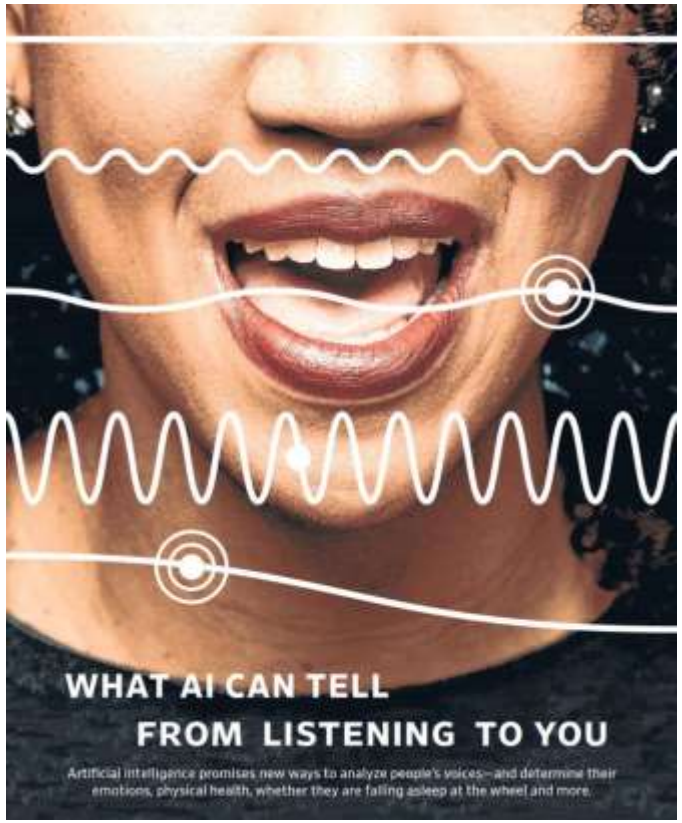
- ❑ Passive and automatic sensing phone data
- ❑ 48 Dartmouth students; 10 week term
- ❑ Mental health
- ❑ Academic performance
- ❑ Behavioral trends



The Next Element = Interventions

Wellness has its own set of creepy vs compelling issues

The Debate will be ‘should we’…



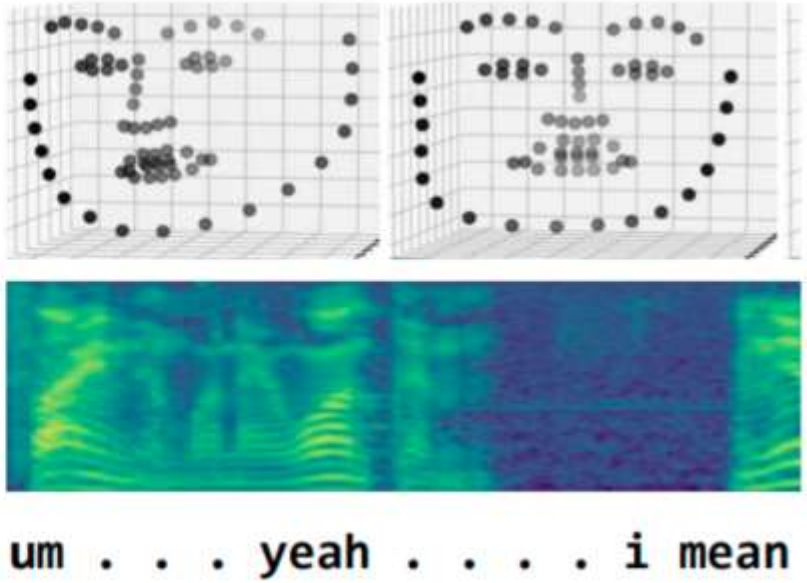
MIT Technology Review

Intelligent Machines

Your smartphone’s AI algorithms could tell if you are depressed

Smartphones that are used to track our faces and voices could also help lower the barrier to mental-health diagnosis and treatment.

by Will Knight December 3, 2018



2020 -2030:

How much wellness data will students have vs understand?

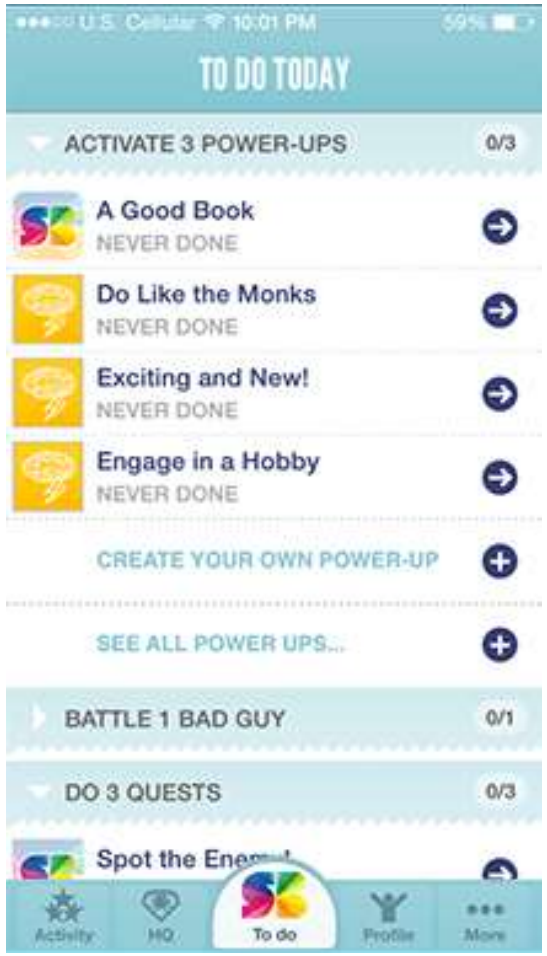
Million Data Points
Per Person

Dr Lee Hood

100K
100K WELLNESS PROJECT
Institute for Systems Biology

2020 - 2030:
What services/expectations will they bring to campus?

SUPERBETTER



Amazon develops ‘health and wellness team within Alexa division’

HEADSPACE

MOODNOTES

PRODUCTS May 16, 2018

MetLife and Ernst & Young Create Multi-Channel Wellness Program

The solution will focus on behavioral change by providing personalized wellness plans, according to MetLife.

2020 - 2030:
Will health factors for indoor environments be seen differently?

SoFi and Delos Partner to Bring Delos' Home Wellness Solutions to Homeowners

Mar 22, 2019 0

Wellness real estate and technology company, Delos™, is collaborating with online personal finance company, SoFi, to ensure homeowners will have an accessible financing path to implement Delos' DARWIN Home Wellness Intelligence Network, a fully-integrated residential solution designed to enhance the health and well-being of residents.

End

Discussion

What is the biggest risk we should take over the next five years to align our campus experience to this emerging world?

IMAGINE

BEACH 2030

Garry Golden
garrygolden@gmail.com

PDF: garrygolden.com/April4
Two Rs

Tags:
diigo.com/user/garrygolden/KEYWORD