Welcome

History is written by those who show up.

Thank you for coming.
Consider this. . . .

Western Michigan University is truly excellent.

Thousands of students choose to come here each year.

90% of our graduates get jobs they like in their fields soon after graduation.

We raise tens of millions of dollars each year.
By the year 2030, the pool of Michigan high school graduates will be **14% smaller** than it is today. The vast majority of our students come from Michigan today.

The cost to attend Michigan public university has **increased 30%** over the last decade.

**85% of the jobs** that will exist when today’s kindergartners enter WMU do not yet exist.
To thrive in the future, we must offer something special to the world. It must be **bold and distinctive**.

Strong brands are

• Authentic to the University

• Desirable and compelling to stakeholders

• Difficult to find
Differentiation
Why is it so hard?

Bold ideas require time and focus.
Commit too soon
Precious ideas
Habits

“Practice makes perfect. But it doesn’t make new.”
—Adam Grant
# Process for Innovation

<table>
<thead>
<tr>
<th>GENERATE IDEAS</th>
<th>DESIGN</th>
<th>PROTOTYPES</th>
<th>TESTING</th>
<th>IMPLEMENTATION</th>
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<tbody>
<tr>
<td>Through February</td>
<td>February to March</td>
<td>March to April</td>
<td>Summer</td>
<td>August to November</td>
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<td>Lots of big ideas</td>
<td>Hone our best ideas</td>
<td>2-3 refined big ideas</td>
<td>Improved ideas, assess feasibility, relevance</td>
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Process for Innovation

Generate Ideas
Through February

DESIGN
February to March

PROTOTYPES
March to April

TESTING
Summer

IMPLEMENTATION
August to November

OUTCOME
 Lots of big ideas

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Hone our best ideas

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2-3 refined big ideas

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Improved ideas, assess feasibility, relevance

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Implementation plan developed

YOU ARE HERE
Tonight
Let’s warm up!
Fortunately, we’re planning a party for the University’s birthday.

Unfortunately, WMU’s birthday is today and there is a party.

Fortunately, there is a blizzard outside.

Unfortunately, more food for me.

Fortunately, that means more calories.
Fortunately, WMU’s birthday is today and there is a party.
Fortunately, I can attend.
Fortunately, there will be games.
Fortunately, there will be desserts.
Brainstorming
Brainstorming

- Work fast!
- Wild ideas
- Open minded
- No ideas are bad!
- Simple ideas
- No evaluation
- Speed over contemplation
- Serious. Fun.
What’s working with college?

It could be

- this college
- any college
- the idea of college
- your personal experience
- what you’ve observed
- basically anything related to college

Serious. Fun.
What’s NOT working with college?

It could be

• this college
• any college
• the idea of college
• your personal experience
• what you’ve observed
• basically anything related to college

Work fast!

Speed over contemplation
How might we provide more value for students so they feel confident about their investment?
How might we provide more value for students so they feel confident about their investment?

Donor
Alumni
Research funder
Graduate student
Prospective faculty
Corporate partner

Work fast!
Wild ideas
Open minded
No ideas are bad!
Simple ideas
No evaluation
Sort, Group, Theme
Lots of ideas

- Internships
- Employer mentoring
- Frequent career fairs
- Longer Rec Ctr. hours
- Better advising
- Easier scheduling
Sort and group ideas

- Internships
- Employer mentoring
- BETTER ADVISING
- Frequent career fairs
- Longer Rec Ctr. hours
- Easier scheduling
Identify themes

Great Customer Service
- Longer Rec Ctr. hours
- BETTER ADVISING

Connection to Employers
- INTERNSHIPS
- easier scheduling
- frequent career fairs
- employer mentoring
Potential ideas
Consider your themes

Use these to provoke your big idea

- Great Customer Service
  - Longer Rec Ctr. hours
  - easier scheduling

- BETTER ADVISING

- Connection to Employers
  - INTERNSHIPS
  - frequent career fairs
  - employer mentoring
Create a big idea
Use the ideas you’ve generated as a base. Create a big idea that’s real, relevant and rare.
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