

Think Big

DESIGN PHASE 2 PROTOTYPES



WESTERN MICHIGAN UNIVERSITY

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wmich.edu/thinkbig

About this document

This document provides the raw, unedited prototypes created by the Phase 2 Think Big Design Team: **Game Plan for Change**, **Your Career Begins on Day One**, **L3: Lifetime. Lifeline. Lifestyle.**, **W is for Wellness**, and Team Waldo.

At the end of Phase 2, these prototypes were tested for resonance and clarity with small groups of faculty, staff and students. The testing revealed that L3 is not sufficiently resonant. It also surfaced an opportunity to identify the most compelling parts from each prototype and reconfigure them into a stronger Big Idea instead of choosing just one prototype to advance.

Early in Phase 2, the design team determined that cultural change is a necessary condition if the Big Idea is to be successful. Initial thinking about how to tackle culture change is presented in the Team Waldo section at the end of this document.

Game Plan for Change

Western Michigan University is the only university that prepares students with career game plans that focus on broad opportunities and adaptability.

WMU is the only university that **creates change agents** who seek **personal strength and holistic preparation** because they see opportunity in a world that is changing faster than humanity has ever seen.

WMU is a new kind of university that embraces endless exploration, paired with on-time graduation. Personal coaches lead students through continuous reflection and refinement of career goals that focus on broadened opportunities, adaptability, and personal strength.

Every student graduates with

- A career game plan that maximizes choices through change-ready skills
- Alignment among degree, passion/purpose, and goals.
- Grit
- A degree (of course)

Game Plan for Change

Philosophy

Success in the future will be based on one's ability to lead and manage change from a position of strength. Degrees are becoming increasingly sequential and focused, while the future will require broad, adaptive skills applied to a nonlinear world. Game Plan for Change embraces a nonlinear mindset to life planning that keeps students adapting their aspirations in three contexts: the individual, the profession, and the community. Their first change project? Themselves.

Non-Linear Mindset

Most students will change their goals and majors as they are exposed to the world. WMU embraces non-linear goal planning, self awareness, and student adaptation.

Integrative Thinking

A successful life means thinking about career and life in the context of the individual, profession, and community. All coaching encourages students to plan across these spaces.

Strength

The future belongs to the fit. WMU focuses on six areas of personal strength to ensure students are fully prepared to thrive and adapt in a changing world.

Game Plan for Change

No Name Center

Inspiration

- Expose students to a broad and shallow array of careers, especially in the first year.
- Passion panels (panel discussions of people with awesome careers or unusual paths) and story slams expose students to hidden careers and lifestyles.

Tools

- Degree Works integrates career plan with academic plan
- All freshman complete Clifton/Gallup Strengths Finder.
- Advising, career counseling, and mentoring all align with an integrated coaching model.
- All planning expects and anticipates change in the student's goals.

Think and Reflect

- Coaches and tech. tools guide students' reflection through significant learning experiences.
- Adjust students' college experience to align with new personal insights about goals and future
- Reframe thinking from "What do you want to do" to "Maximizing lifetime opportunity and flexibility"
- Integrative guidance

Integrative Plan

- Create a non-linear mindset to goal setting.
- Guide students to think about their future as an individual, professional, and community member.
- Functional Integration: Academic Advising, Career Services, Student Services, Community Outreach
- Coach students with a whole-person, wellness mindset.

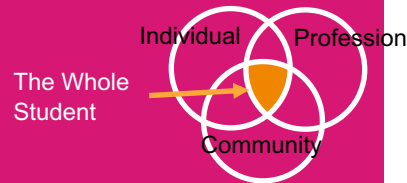
Game Plan for Change

The WMU Coach

Empathic Expertise

- Has been through or deeply empathizes with the student's specific experience
- Frames college success as a non-linear experience of learning AND personal growth

Integration



- Guide student reflections in the context of not just a job or career, but a life. How does their WMU experience enable living out a passion as an individual, a professional, and community member?

Wellbeing

- Coaches help students assess their wellbeing on six dimensions
 - Social
 - Financial
 - Nutrition
 - Exercise
 - Spiritual
 - Academic/Professional
- Provides resources to shore up gaps

Lowering Barriers

- Offer experiences and spaces that make it comfortable for students to open up and reflect about uncertainty
- Provide both individual and friend-group engagements to create a sense of safety
- Help students learn how to form and ask questions

Your Career Begins on Day One

Western Michigan University is the only place that offers a resume-level experience for every student, every year.

WMU is the only university that transforms engaged experiences into **confidence, credentials, and careers for doers** in the Great Lakes Region who want to make an impact in a time when students need space to discover their place in the world and **more than a degree for success.**

At WMU, entering students develop a career goal statement. Every year, every student has a learning experience that produces an outcome that is resume-worthy and that helps them focus and refine their career-goal.

Every student graduates with

- A superior resume
- An articulated career goal
- Demonstrated proficiency in employer-desired skills
- A degree (of course)

Your Career Begins on Day One

WMU Experience

- **YEAR 1** – epiCENTER orientation, career goal and resume development, 30-hr experience, reflection
- **YEARS 2+** – resume-building experiences, career goal and resume refinement.
- **FINAL YEAR** – Culminating experience, finalize career goal and resume, connect with mentors.

Not sure of your career?

In these years, new paths emerge. Exploration and integration occurs as path refines.

ePiCENTER

- the nexus that integrates experiences among students, faculty, and external partners.
- assists faculty with the administrative aspects of experiences
- Assists students with professionalization
- Oversees quality assurance, accountability, and evaluation of all participants

Your Career Begins on Day One

epiCENTER Considerations

Engagement Experiences

- Facilitate experience/program integration
- Facilitate Culminating Experience (Quality assurance, Assessment)
- Examples of experiences Service-Learning, Research, Internship, Clinical, Field Work, Client Partnership, Registered Student Organization, Creative and Performance

Professionalization

- Professional-level connections and experiences
- Facilitated by faculty, staff, community partners, and alumni
- Occurs in interpersonal space through advising, networking, and workshopping
- Occurs in digital space through programs, platforms, and apps

Impact Assessment

- Propose university-wide student learning outcome for engagement
- Develop an assessment plan
- Regularly evaluate experiences
- Ensure quality and accountability

Making It Work

- Easy-Entry Project Development and Management services
- Participation Incentives (release time, fellowships, mini-grants, priority hiring, priority housing, priority registration)
- Functional Integration: Academic Advising, Career Services, Student Services, Community Outreach

Your Career Begins on Day One

epiCENTER : What do you get?

Students

- Connections between experiences and coursework
- Intentionally and regularly identify and articulate career goals throughout time at WMU
- High-quality experiences
- Confidence, credentials and careers

Faculty & Staff

- Project support
- Grants / stipends to build experiences into courses
- Professional development for creating and counting activities towards career advancement (e.g. P&T)
- Translating this work to new scholarship and professional recognition

Partners & The Public

- One-stop entryway to WMU
- Regular WMU engagement, leading to better talent pipeline
- Sustainable external partnerships
- WMU helps advance regional initiatives

University Effectiveness

- Enterprise-level coordination and efficiencies
- Integrated structure and experience
- Coordination of community service leave for all university employees

L³: Lifetime. Lifeline. Lifestyle.

Western Michigan University is the only university that prepares learners to be “robot-ready” by combining the influence of human wisdom with technical knowledge in order to adapt as needed in the age of automation.

WMU is the only mid-major, state-related university that provides authentic, persistent, and on-demand lifetime education, which is centered on the future of work regardless of major field in order to better address the pressing, fluctuating issues of the contemporary world. **Retrain. Refresh. Retool.**

At WMU, we are about the wisdom that comes from listening. We immediately connect employers, educators, alumni, and learners in a contemporary “Rosetta-Stone”- style L³ network that helps us translate how your uniquely human skills will best integrate with the world of work whether you are 16, 46, or 76. We *listen more* and *talk less*, allowing the network to tell us what content and experiences to provide regardless of what stage of your lifetime education you are tackling.

Every student graduates with:

- A portfolio of experiences that obliterates the widely-held dichotomy between skills training and a focused university education.
- “Sweat equity” in the Network
- The ability to market themselves as agile and resilient thinkers who have a handle on workplace literacies through seeing, doing, and sharing.
- [Access to ongoing opportunities to retrain and refresh skills to stay competitive and meet your personal and professional goals](#)

L³: A Plan for Change

Because the activities of the network members **build affinity** for WMU, the L³ approach seeks to inspire, respond to, and enrich the lives of all those in the network through leveraging adaptive strategies and technologies to prepare learners for what is to come no matter what stage of the work/life journey.

The L³ Network

Dynamic digital network that adapts and customizes content and experiences as the analog work force environment changes as per network inputs and data tracking.

i.e. TED-Style talk on Emotional Intelligence and Systems Intelligence as related to research and creative scholarship

Listen More, Talk Less

“Alexa” function to meet learners where they are rather than tell them the experiences and related content they need.

i.e. “Alexa” how will I know I received my aid this term?
Transition from music teaching to product marketing?

Robot-Ready Regardless of Major

Human skills are applied differently across career fields and need translation accordingly.

i.e. As a theatre artist, I possess the ability to collaborate in diverse teams to develop a concrete product based on abstract concepts with limited resources in a compressed amount of time.

L³: A Plan for Change

Retool. Retrain. Refresh.

Doing

Gamification of processes and centered around skills you need to be robot-ready like analog talking, team-based problem-solving, leadership savvy, surviving bureaucracy.

Digital Environment drives analog experiences in leadership, problem-solving, communication, parallel to academic pursuits

Built around affinity groups **working on a common purpose**

Changing

Text-based system + Noom-style interface and data track to adjust on demand to “hot topics” in the network and other needed credentialing experiences

Entrance interview **builds profile** upon arrival and then grows with you

Continued text-based prompts to network engagers to see what content and experiences L³ should provide

Assessing

AI will allow for **in-the-moment analytics** on what content and experiences network members need

Reverse Internships each year will allow institution and workplace to learn from future employees

Sweat equity engagements in continued work on the digital platform will encompass **AQIP conversations**

Building

Leverage what EUP is already doing in terms of technology, research, and responsiveness as part of SRM transition

Pop-up content from network members and affiliates

Exclusivity = Engagement (Zhang and Johnston Financial advice only on network

Offerings **evolve as the needs** of the network engagers does

Mentor Corps

L³: A Plan for Change

The L³ Journey

Students

- Begin to develop robot-ready skills through gamified approach to admissions
- Earn while you learn, by helping build the network and authentic content based on student experience
- Receive on demand, just-in-time information throughout career from network and mentors
- Stay engaged for a lifetime of learning after you graduate, by continuing to upskill and retrain to achieve your goals

Faculty

- Access network to find out about transformational pedagogical strategies
- Design, develop, and experiment with new approaches to teaching, getting real-time responses from students on the network
- Champion affinity groups around areas of passion and research to connect with students, alumni
- Integrate network-based experiments into research to learn from students and connect with industry partners

Partners & The Public

- Community and Corporate partners subscribe to the network to contribute wisdom, internship, job opportunities while gaining access to student talent
- Alumni bring their own wisdom and networks to the table, providing mentorship and opportunities to students and early career alums
- Industry partners connect with faculty expertise to pursue research collaborations and gain market wisdom from students in real time

University Effectiveness

- Learn by listening, gaining wisdom from students that can help us better provide responsive resources and information for them.
- Leverage the network to enhance experimental pedagogies, enhance research, and transform alumni engagement
- Concept allows us to redefine the relationship with students and the value proposition of the degree, providing access to a lifetime of on-demand learning when a student committee to WMU

W is for Wellness

Western Michigan University is a new kind of university - one that is designed to drive your success by optimizing your health and wellness.

WMU believes that a life worth living is defined by, and made possible by, wellness. Your wellness – physical, mental, social, and spiritual – is the engine behind any metric of success. Every university, including us, will provide exceptional knowledge, skills, and experiences. What differentiates us is that every person who walks through our doors will leave us **healthier, happier, and fortified** to engage a life worth living. We enable this by providing the knowledge, habits, experiences, routines, and skills to be well and stay well.

At WMU, wellness defines who we are and why we exist. Wellness is a state of being everyone in our institution can share in, benefit from, and take pride in. Wellness permeates every aspect of our being and governs our actions, including our food, our curriculum, our relationships, our facilities, our recreation, and our service to the community.

Every student graduates with

- A high-quality education (table stakes of any competitive university)
- A strengthened body and soul that complements an enhanced mind
- Habits and strategies to maintain health and wellness over the life course
- Strong, lasting, and meaningful relationships with others who share and support one another in the journey to be well

W is for Wellness

Philosophy

Times have changed. Obesity, loneliness, depression, drug use, and anxiety are a growing plague in our society. To our dismay, it is disease, not health, that marks our societal experience. Because of this, we believe that higher education must claim a new role and purpose in society – to build, strengthen, and nourish wellness (physical, social, mental, and spiritual). We believe that career success in the absence of wellness is tragedy. We believe wellness comes before, not after, career success and active citizenship. It is because of these beliefs, that we have incorporated wellness as central to our purpose. In doing so, we are leading a movement in higher education to develop a new category of American university – a category of universities who adopt wellness as a governing logic.

Mental Wellness

We embrace principles of positive psychology that focus on promoting human flourishing. Students, faculty, and staff experience programming that enables them to find meaning, cultivate positive emotion, build hope, and cultivate flow.

Physical Wellness

Science shows us that nutrition and exercise have dramatic effects on mental performance and well-being. We have access to nourishing organic food, cutting edge fitness facilities, and workplaces that support movement.

Social Wellness

Relationships are central to a happy and meaningful life. Lasting relationships can be cultivated through skillful practice. We equip students, faculty, and staff with relational skills to forge these connections.

Spiritual Wellness

Transcendence and mindfulness practices have documented impacts on many markers of wellbeing. We provide training, space, and resources for individual and group practices that promote selflessness.

W is for Wellness

Wellness Foundation

Aspiration

- Expose students, faculty, and staff early in their time at WMU to the science, vocabulary, and outcomes that come from wellness.
- All freshman complete Clifton/Gallup Strengths Finder.
- Connect freshmen with senior students who are living a wellness lifestyle.

Relational Practice

- Develop skills through programming for students, faculty, and staff to develop relationships.
- Retreats for students and faculty to humanize, break down barriers, and build community.
- Shared challenges (e.g., tech sabbath, CrossFit competitions, step counting, etc.) where everyone can support one another.
- Authentic, meaningful, relationships are at the center of how we do everything we do.

Spaces

- Renovated fitness facilities with cutting edge equipment and communal workout classes.
- Renovations of existing spaces to promote movement, relationship building, and connection with nature.
- Options for faculty for standing desks, tread desks, and ergonomic workspaces.

Nourishment

- Healthful, organic, and locally sourced food options conveniently located throughout campus
- Education that food is medicine.
- Partnerships with local farms to optimize crops and provide seasonal produce
- Discounted supplementation, allergy testing, and blood work.

W is for Wellness

Wellness Integration

Accompaniment

- Advising, career counseling, and mentoring all align with an integrated coaching model.
- Coaches help students assess various aspects of their wellbeing, integrate their physical, mental, social, and spiritual wellness, set goals, and accompany them on their wellness journey.
- Students, faculty, and staff make it a deliberate practice to encourage one another on their own personal journey of transformation.

Curriculum

- Curriculum modeled after Harvard's most popular class (e.g., Happiness, How to Live a Great Life).
- Additional curriculum focused on topics like "Nutrition and High Performance" and "How to Building Relationships."
- Explore relationship between wellness and career success.
- Required reflection activities to support ongoing wellness journey.
- Curated video content on wellness from YouTube for students, faculty, and staff.

Outreach

- To be a leader of this new category of university, WMU will need to be loud and proud about its belief in wellness.
- Role model and mentorship with Kalamazoo area students focused on nutrition, fitness, and positive psychology.
- Allow community to benefit from our new fitness facilities.
- Create a "Center for Community Wellness" that provides focal point for projects, speakers, and connection with community.

Culture

- Walking meetings replace outdated, boring (and ineffective) meetings!
- Instead of video games, meeting up for a fitness class and grabbing a smoothie becomes commonplace amongst students.
- Classes begin with a minute of mindfulness meditation to center and focus.
- Conversation dominated by cynicism is replaced by hope.
- Energy spreads through conversations and not phones.

TEAM WALDO

SPRING HAS ARRIVED AT
WESTERN MICHIGAN UNIVERSITY

MAKING BIG IDEAS SUCCESSFUL

- There are many things we do well at WMU and areas we to improve.
- Team Waldo acknowledges that a strong, positive, productive culture is a necessary condition for competitive advantage and ultimate success and the entire WMU community needs to be part of developing that culture.
- Change is in the air and visible.
- We want to start building the foundation of that conversation with you today.

TALK TO US, WE ARE LISTENING.....

- Team Waldo has antidotal evidence that cultural improvement is desired and necessary.
- Starting April 11 we want to gather input from the WMU community on what we do well and where we can improve.
- We seek your input as change agents on the best way to accomplish this:
 - Table discussion with moderator and scribe?
 - Electronic polling asking for this information from the group at large?
 - Other?

FOSTERING A CAMPUS CONVERSATION

- Using the information collected at the upcoming Big Think Phase III sessions, how do we expand the conversation to the WMU community?
 - Survey?
 - Series of town hall meetings with different constituents?
- Communication of what we learn and transparency of process is essential to success.

USING WHAT WE LEARN FOR IMPROVEMENT

- We would analyze the data gathered and create a conversation framework for broader conversation.
- We need to create plans of action and what is the best mechanism to move towards success.
 - A presidential task force of positive change agents that indicates top level support?
 - Other?

IMPLEMENTATION FOR SUCCESS

- Have a change process identified and supported.
- Prioritize the elements for cultural success.
- Timelines and metrics.
- A plan to communicate broadly.
- Celebration of milestone attainment.

LET'S MAKE BIG IDEAS SUCCESSFUL!

- Cultural change is important to your big idea success.
- This is bigger than Team Waldo and needs to be inclusive of all members of the WMU community.
- We get one chance to this right – help us help you so we all succeed.

POSSIBLE ENACTED BEHAVIORS

- Speed
- Openness
- Accountability
- Collaborative Risk Taking
- Optimism
- Teamwork
- New Thinking
- Action