1

Innovation as Response	Innovation Proactively
Market Forcing	Instructional design
Convenience (Delivery Formats • Tech can't yet delivery = F2F • Academic Integrity?	Faculty
BSchools Driving Innovation for the University	Pedagogical applications
BSchools looking at what corporate world doing • McKinsey Academy • Corporate Universities	+ Experiences with depth of learning/case analysis/insights (discussion boards)
Millennials not sticking to jobs for long. Opp's for BSchools?	Does not equal tech integrated curriculum + teaching for the University
	Seetor-specific terms (AU courses)
	Curriculum: Can we deliver to diversity needs?
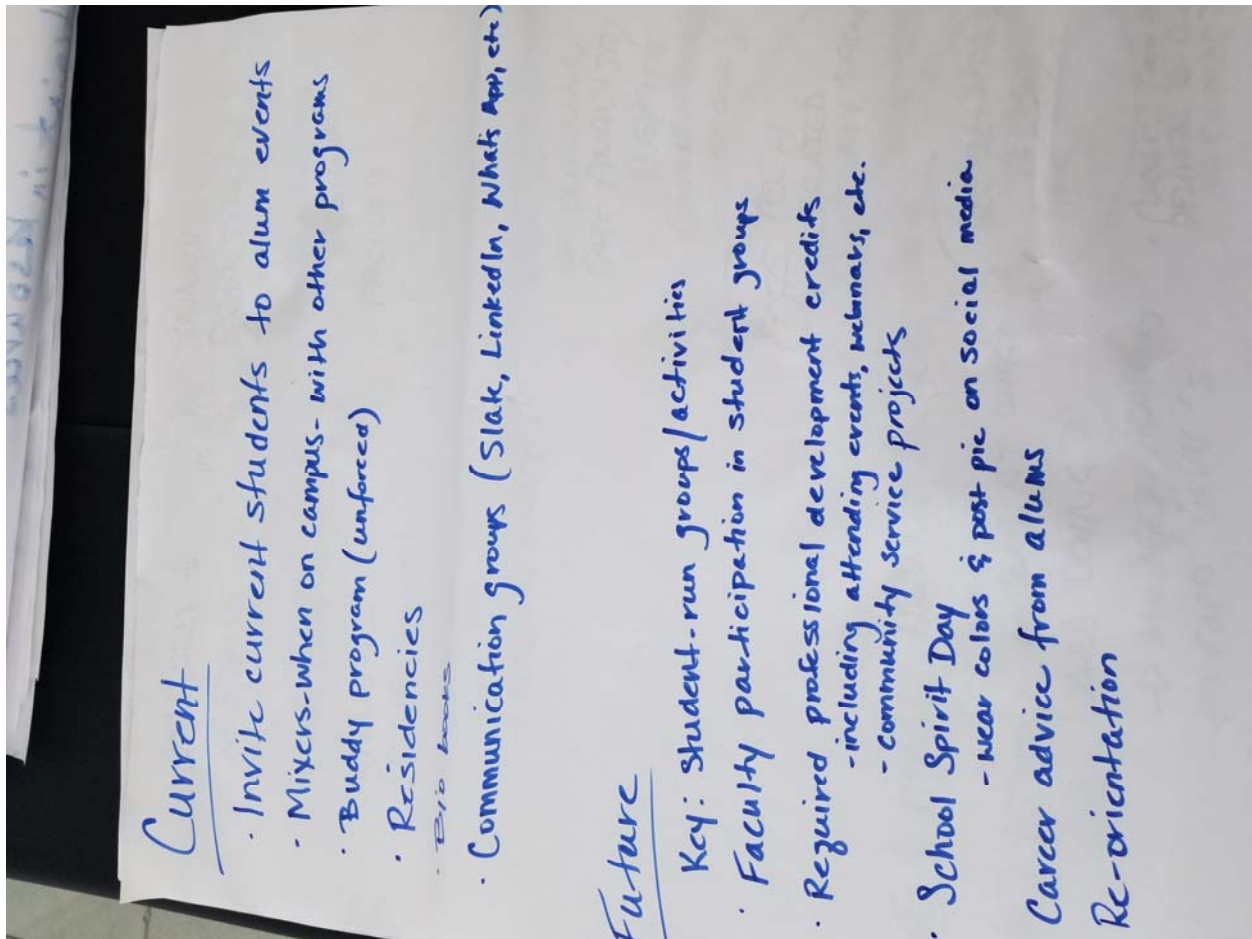
Current	Future
Invite current students to alum events	Key: student-run groups/activities
Mixers-when on campus with other programs	Faculty participation in student groups
Buddy program (unforced)	Required professional development credits • Including attending events, webinars, etc • Community Service projects
Residencies	School Spirit Day • Wear colors and post pic on social media
Bio books	Career advice from alums
Communication groups (Slate, LinkdedIn, Whats App, ect)	Re-orientation
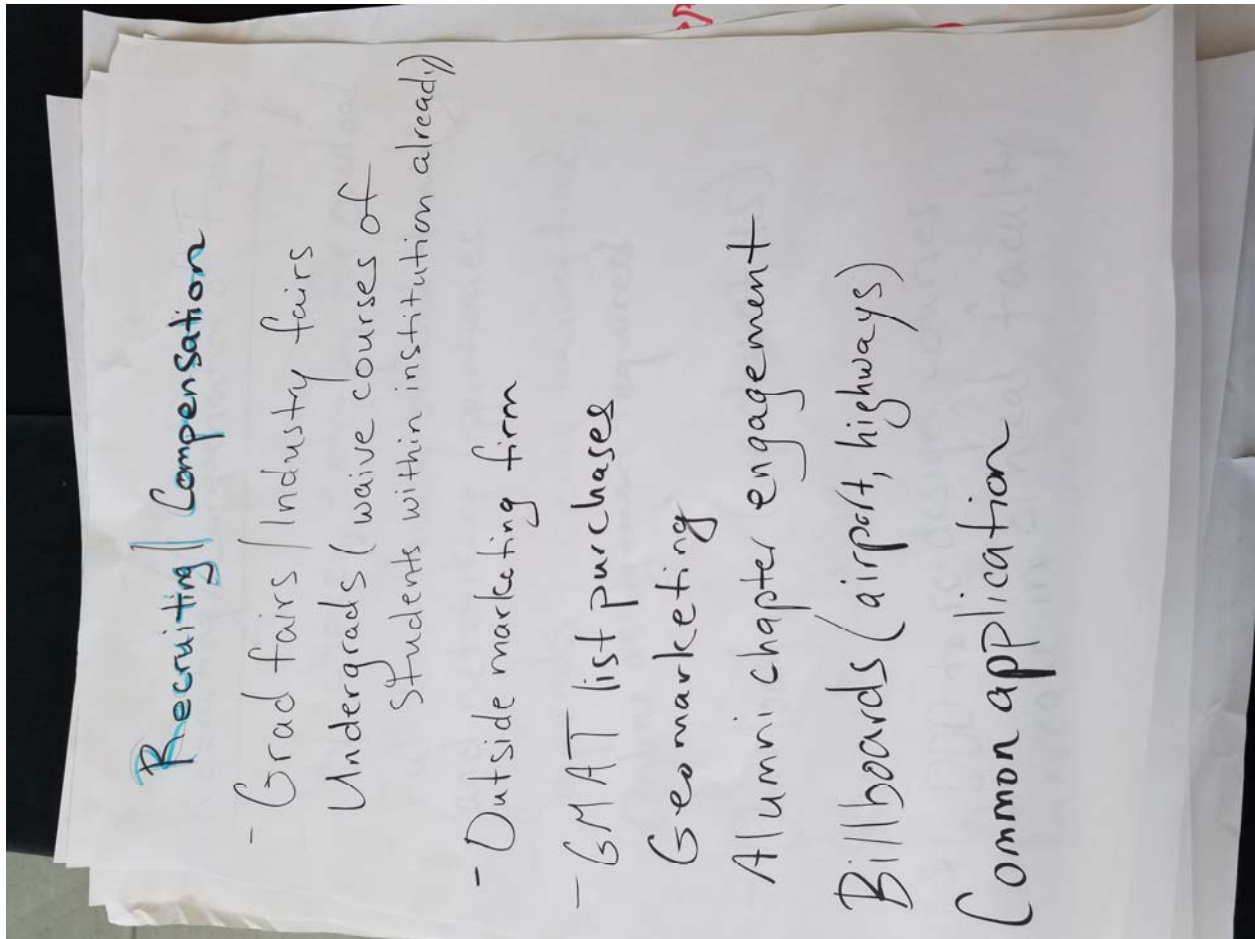
Recruiting/Compensation

- Grad fairs/industry fairs
    - Undergrads (waive courses of students within institution already)
- Outside marketing firm
- GMAT list purchases
- Geomarketing
- Alumni chapter engagement
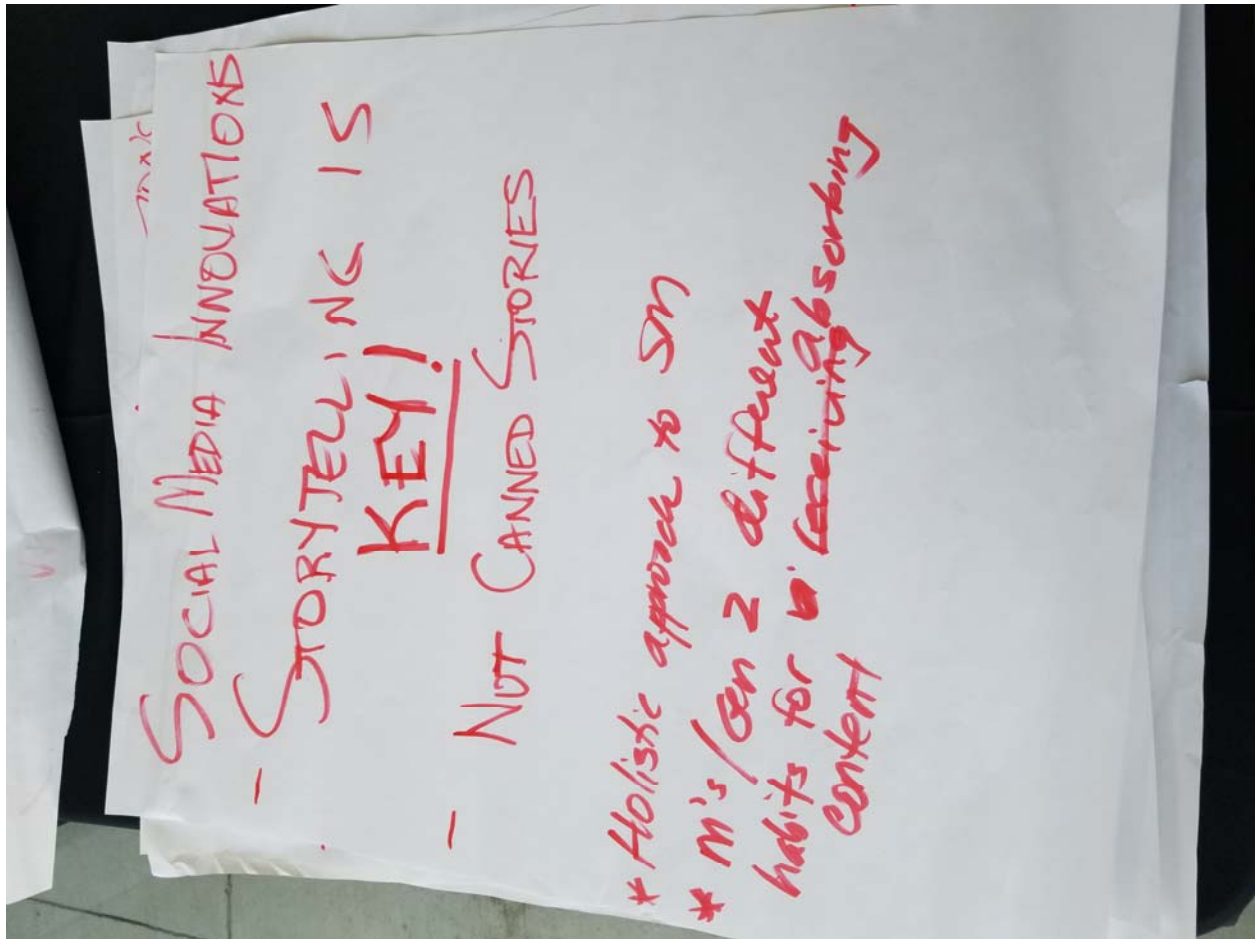- Billboards (airport, highways)
- Common application

Recruiting/Compensation of Faculty

- By-choice, extra pay for overload
- Fulltime faculty offered training and networking opportunities
- Stipends (covering training time)
    - o Online assignment required
- Overloading pay (cap class at 45)
    - o 8 week classes
    - o $6,000 to re-design courses
   - o Increase in clinical faculty

Social Media Innovations

- Storytelling is KEY!
- Not canned stories
- Holistic approach to SM
- M's/Gen z different habits for absorbing content
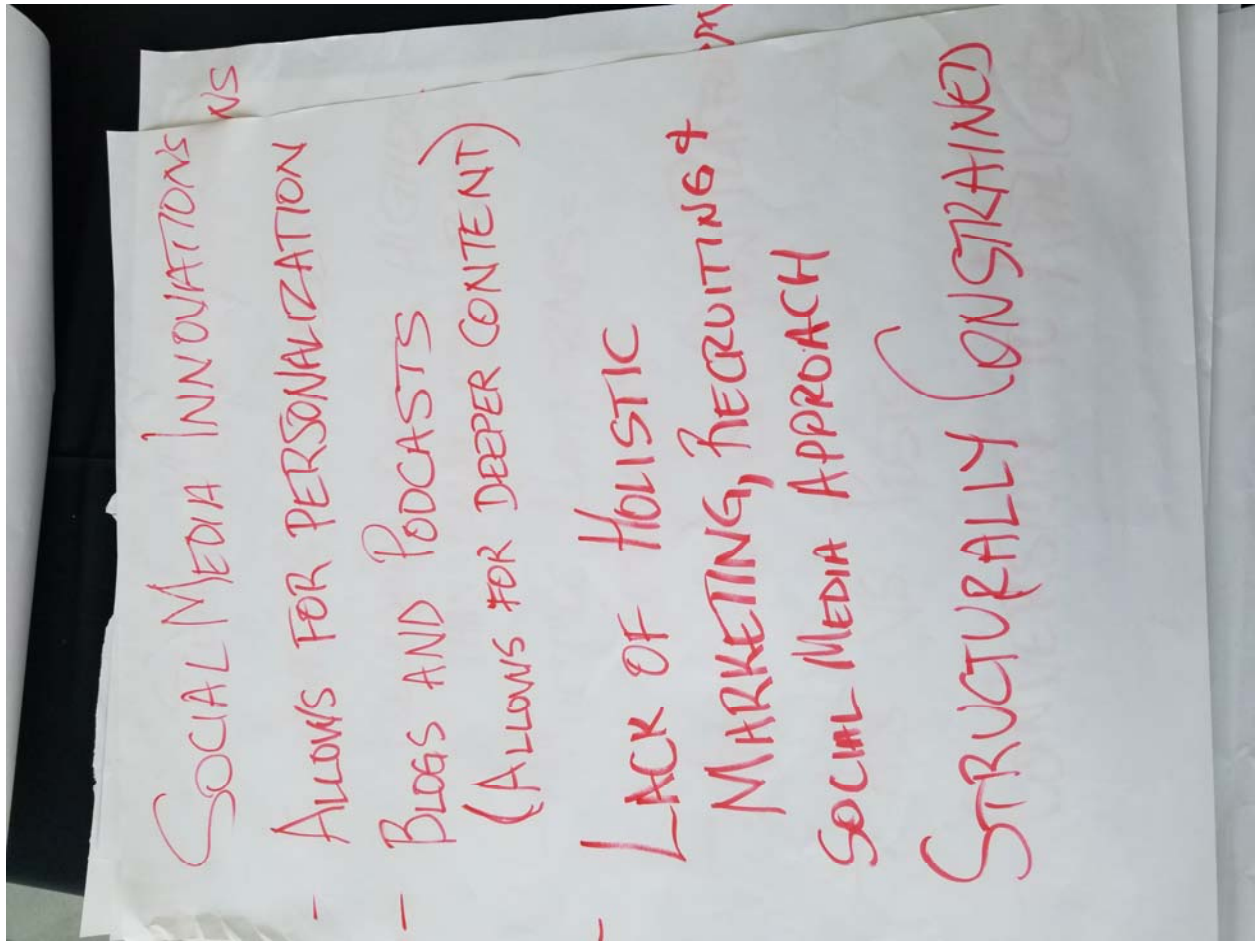
Social Media Innovations

- Allows for personalization
- Blogs and podcasts (allows for deeper content)
- Lack of holistic marketing, recruiting, and social media approach
- Structurally constrained
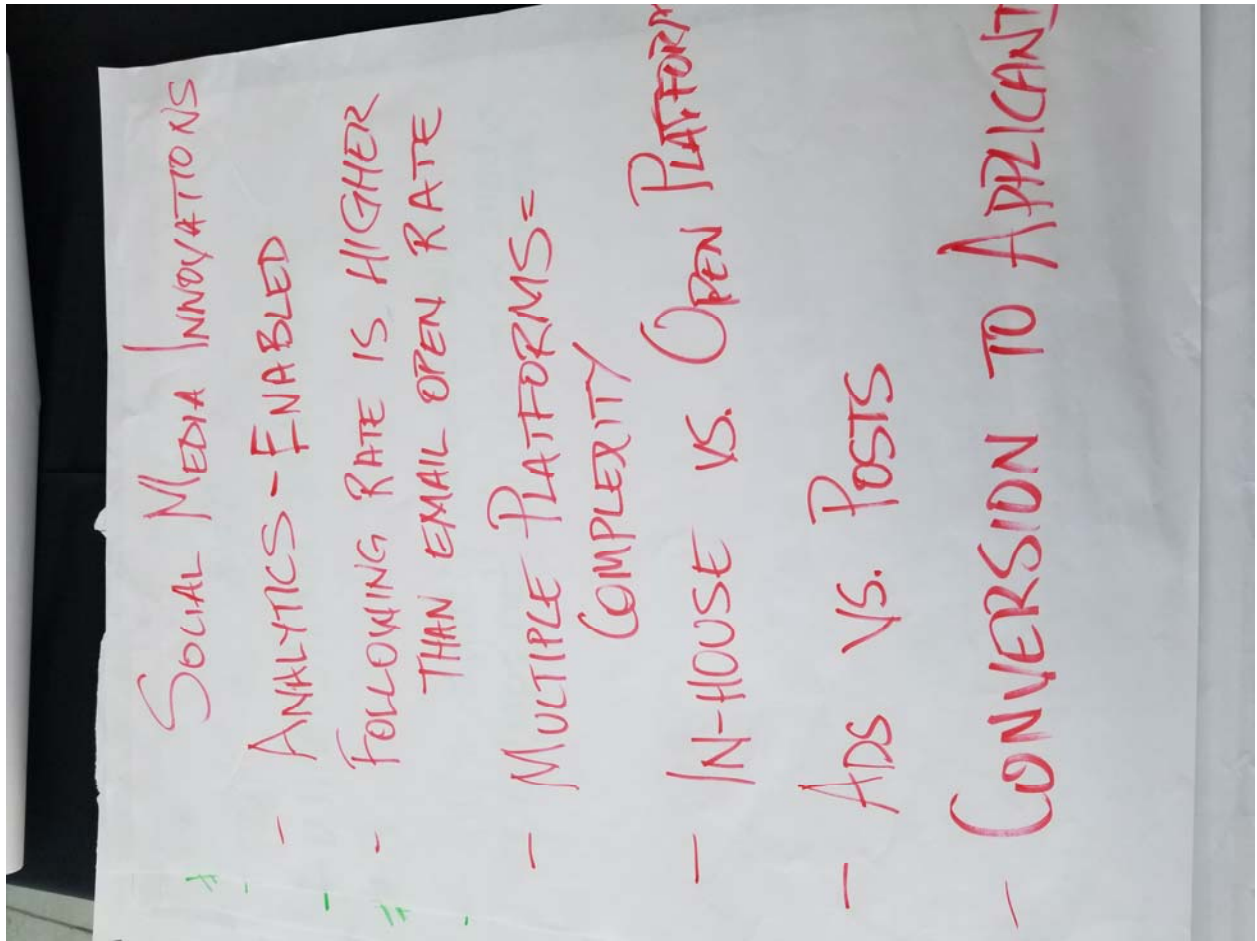
Social Media Innovations

- Analytics-enabled
- Following rate is higher than email open rate
- Multiple platforms= complexity
- In-house vs. open platform
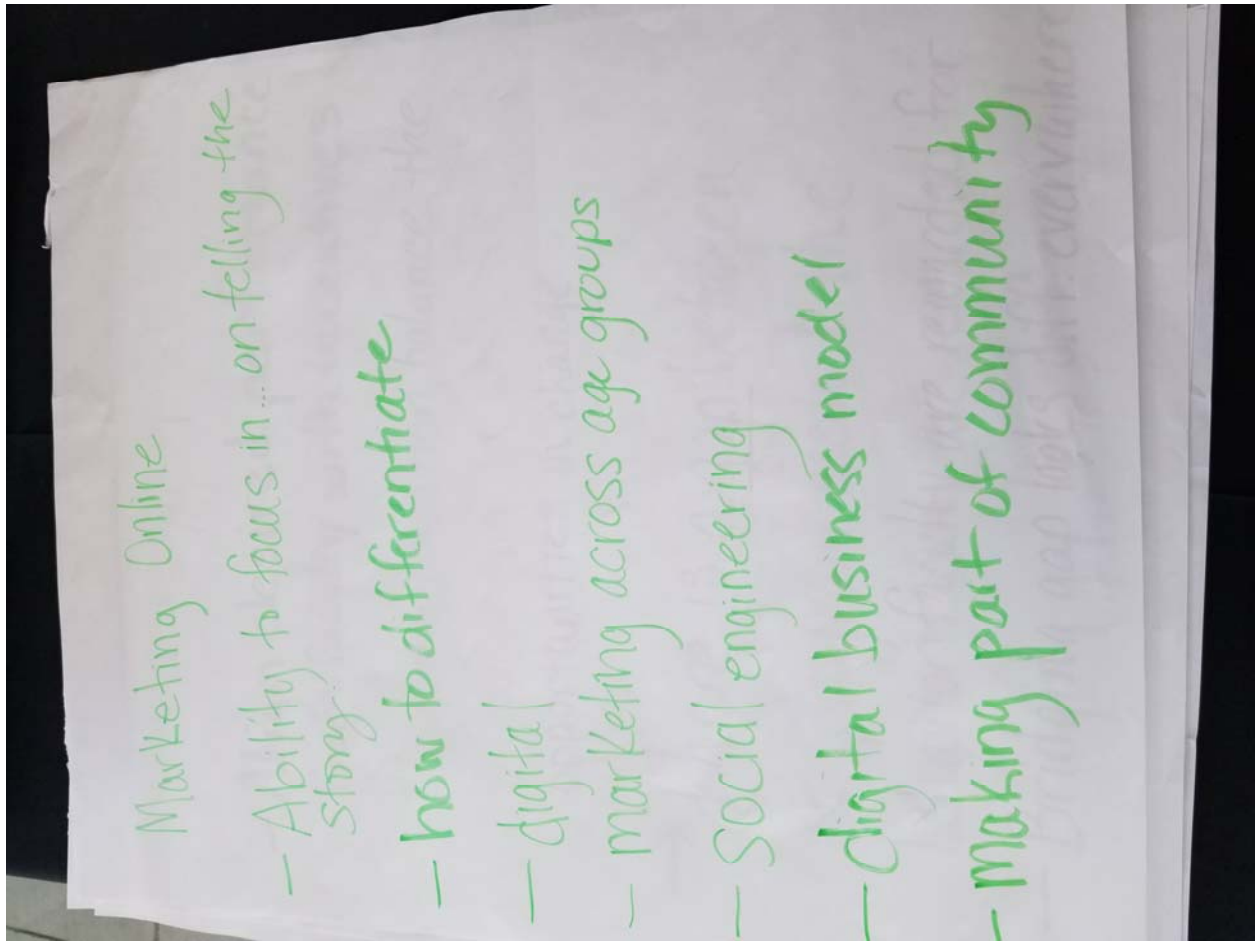- Ads vs. posts
- Conversion to Applicants
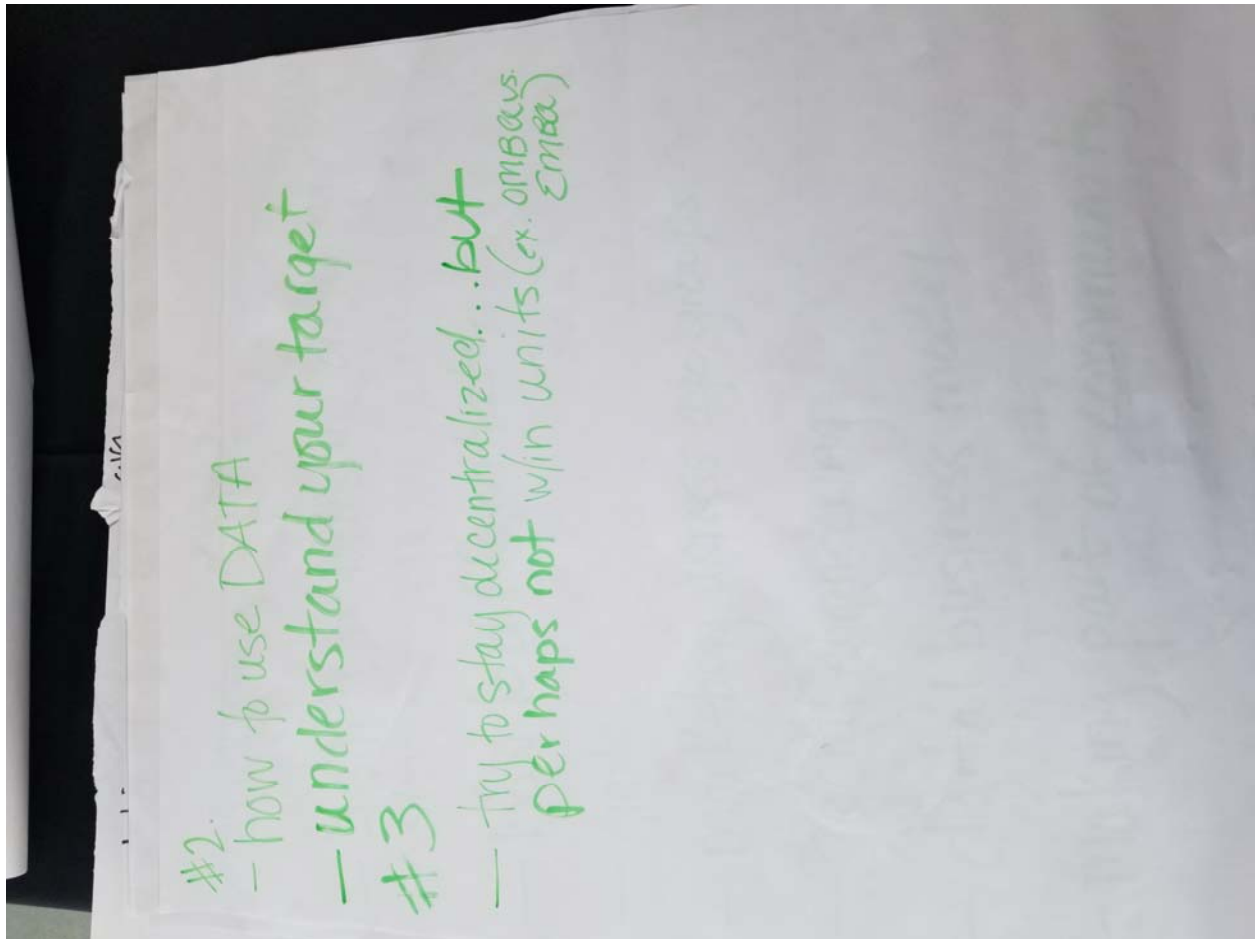
#2

- How to use DATA
- Understand your target

#3

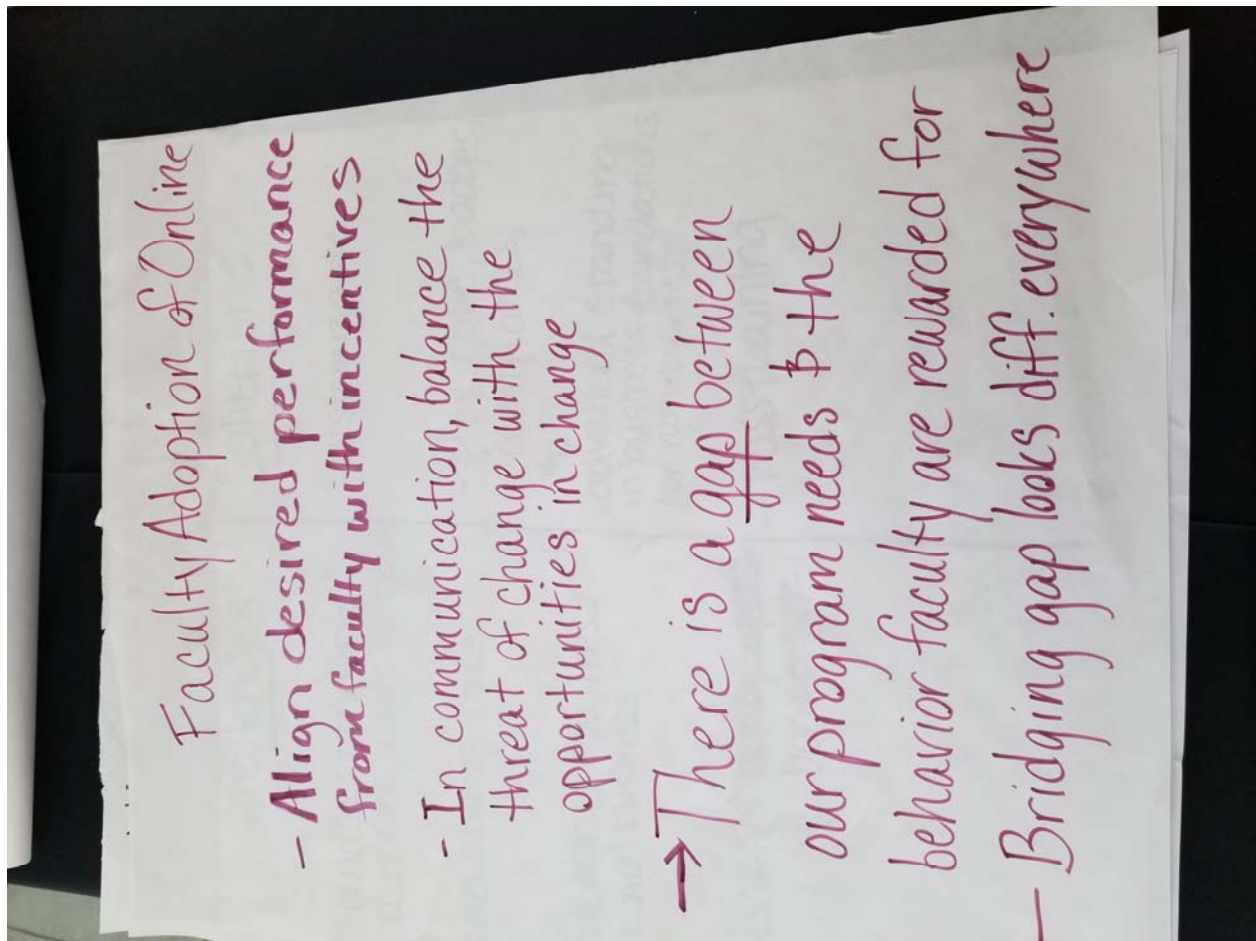- Try to stay decentralized… but perhaps not within units (ex. OMBA vs EMBA)

Picture 9

Marketing Online

- Ability to focus in… on telling the story
- How to differentiate
- Digital
- Marketing across age groups
- Social engineering
- Digital business model
- Making part of community

Faculty Adoption of Online

- Align desired performance from faculty with incentives
- In communication, balance the threat of change with the opportunities in change
- ➔ There is a gap between our program needs and the behavior faculty are rewarded for
- ➔ Bridging gap looks different everywhere

→
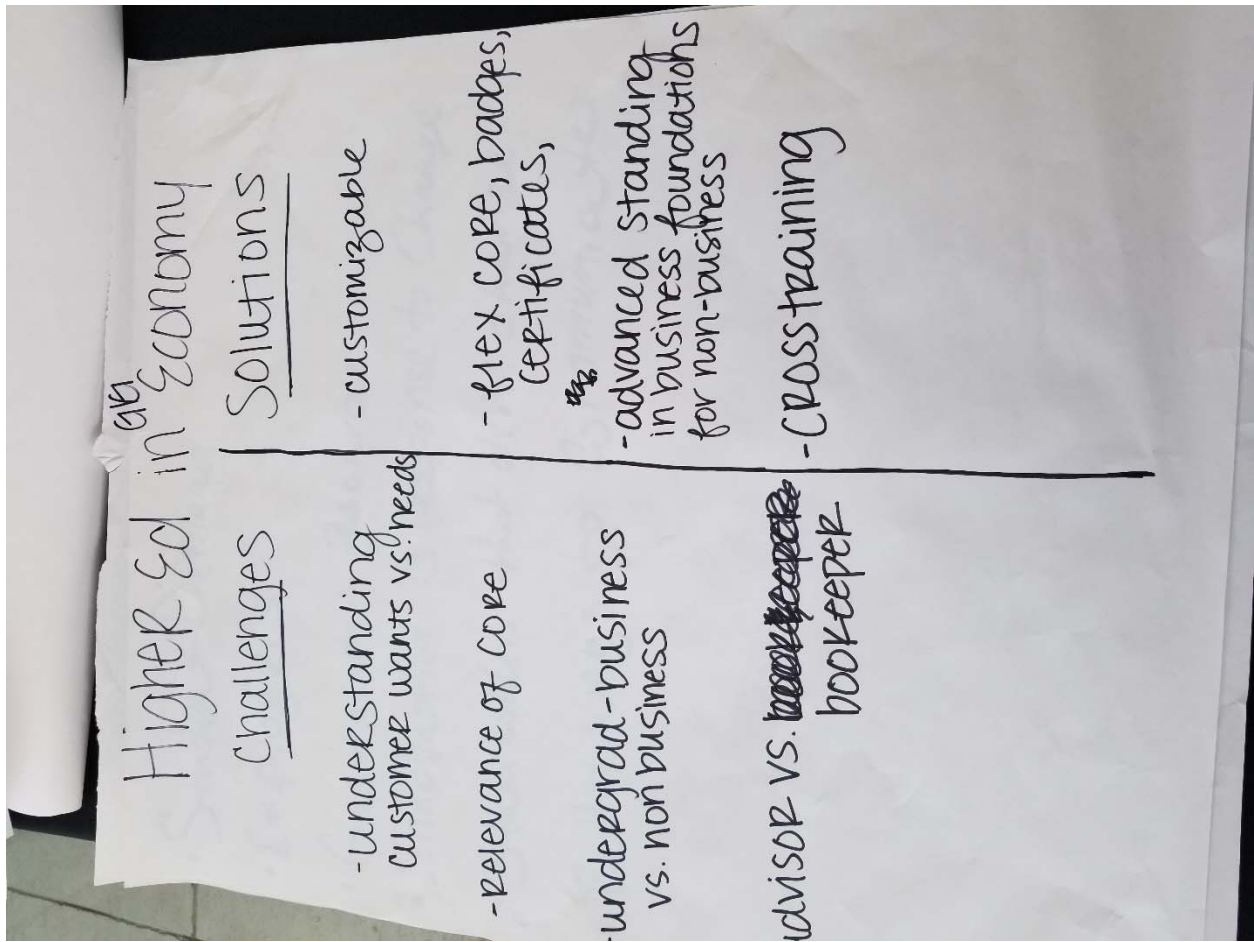
Higher Ed in GG Economy	
Challenges	Solutions
Understanding customer wants vs needs	Customizable
Relevance of core	Flex core, badges, certificates
Undergrad-business vs non business	Advanced standing in business foundations for non-business
Advisor vs bookkeeper	Crosstraining
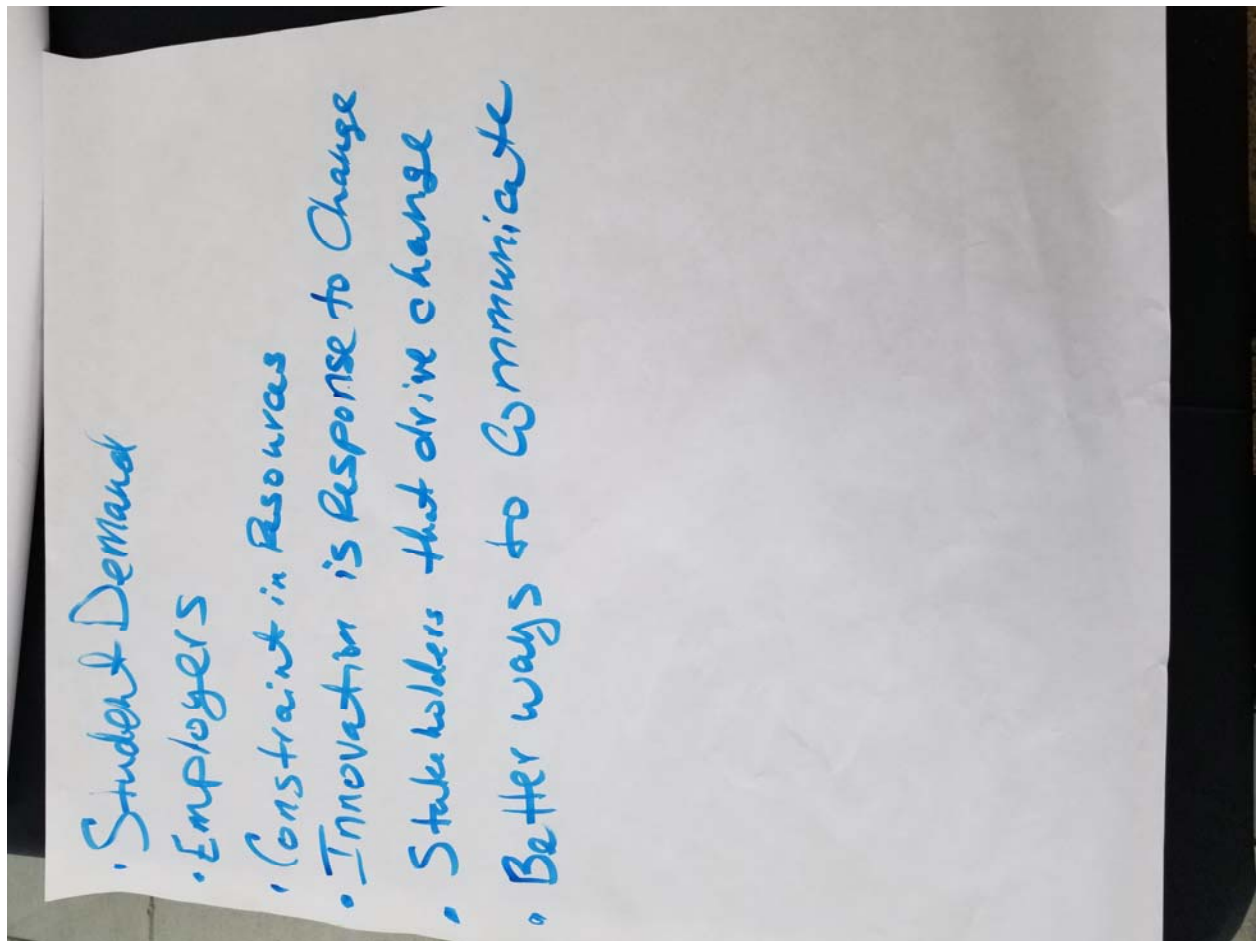
Picture 12

- Student Demand
- Employers
- Constraint in resources
- Innovation is response to change
- Stakeholders that drive change
- Better ways to communicate