



# Five Simple Ideas for Higher Education

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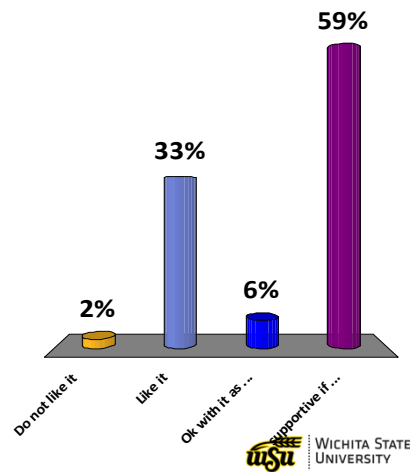
# Change



## “Change” in Higher Education

How receptive are you to change?

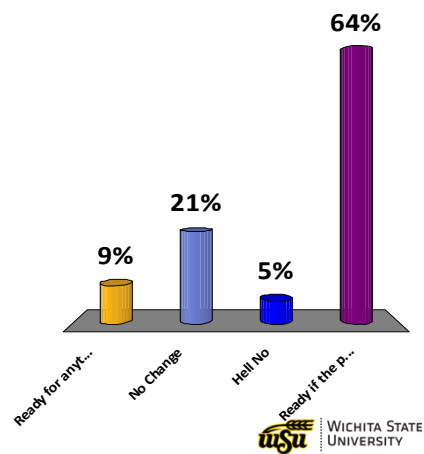
1. Do not like it
2. Like it
3. Ok with it as long as it is not sudden
4. supportive if the change process is explained and inclusive



## “Change” in Higher Education

How is the “Change” culture on your campus

- Ready for anything
- No Change
- Hell No
- Ready if the process is explained and inclusive



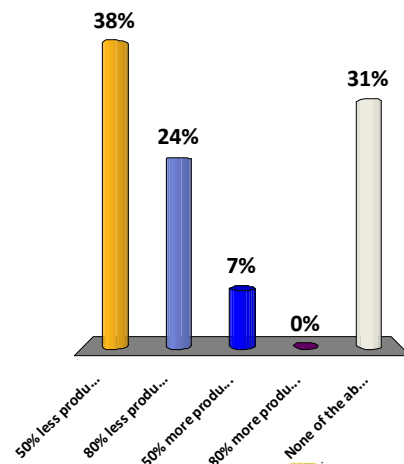
## Transparency and Communication



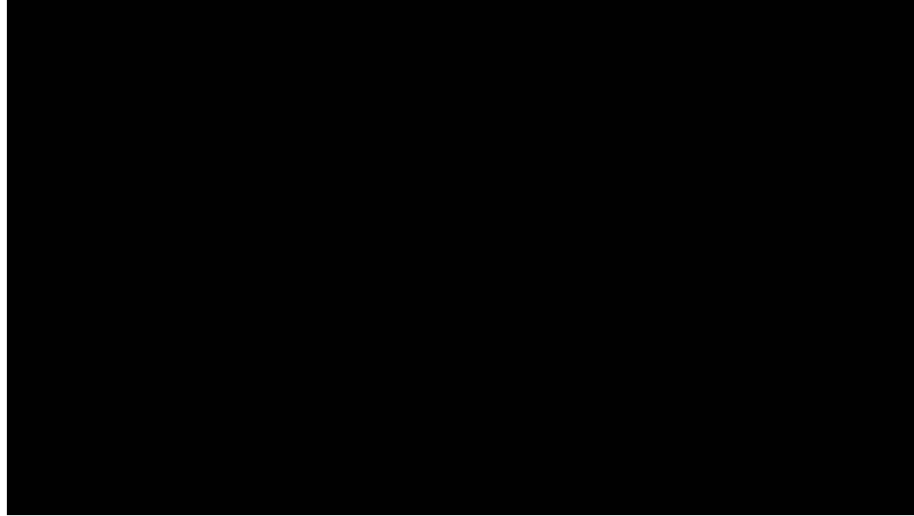
## Life without WWW

Without WWW, I will be

1. 50% less productive
2. 80% less productive
3. 50% more productive
4. 80% more productive
5. None of the above



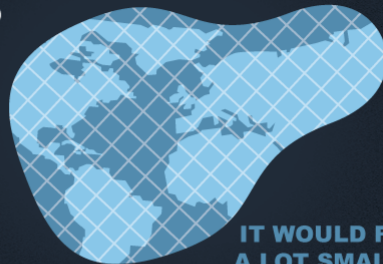
## Creative Students of Today



## World is Homogenous and our surroundings are Diverse



WE WOULD BE LIVING  
IN A TOTALLY DIFFERENT  
WORLD



AND  
IT WOULD FEEL  
A LOT SMALLER

DEGREES OF  
SEPARATION  
WITHOUT THE  
INTERNET



6



3.74

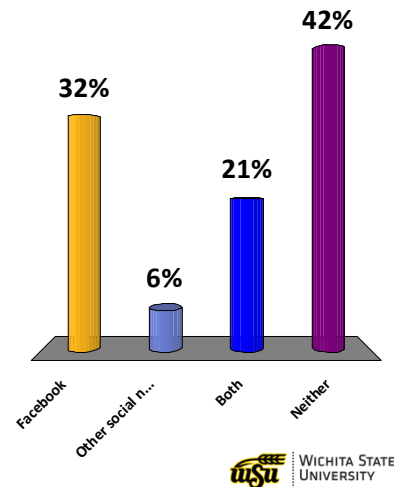


DEGREES OF  
SEPARATION  
WITH THE  
INTERNET

## Social Networking

### Do you regularly use

1. Facebook
2. Other social networking sites
3. Both
4. Neither



### Why does it matter to us?

- Educational Opportunities
- Marketing Opportunities
- Facebook Culture
- Social Media
  
- Relevance





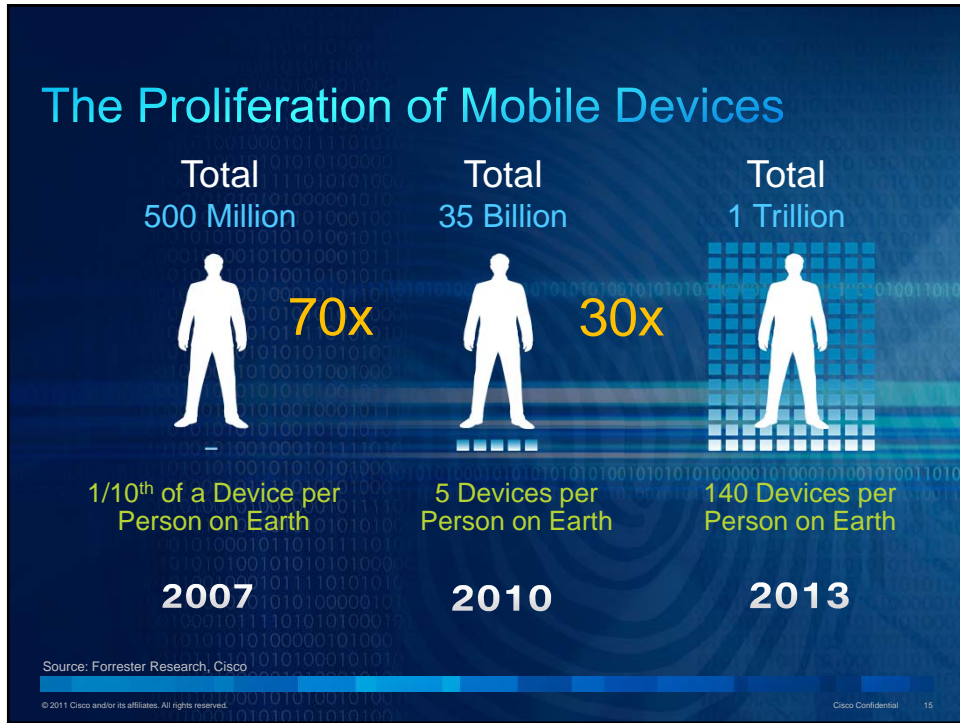


## Gaming and Learning

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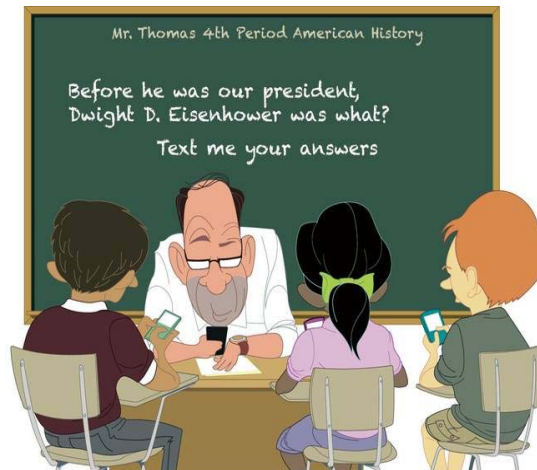
- Is it possible to leverage learning through gaming?
- If the goal is knowledge transfer, does it matter how a person learns?
  - Learning by doing – Experiential Learning
  - Simulation Center
- We **MUST NOT** ignore gaming (online gaming) as a learning platform





### Smart Phones and Campus

- Can we leverage smart phones in the classroom?
- What about using smart phones for engaging our campus community?





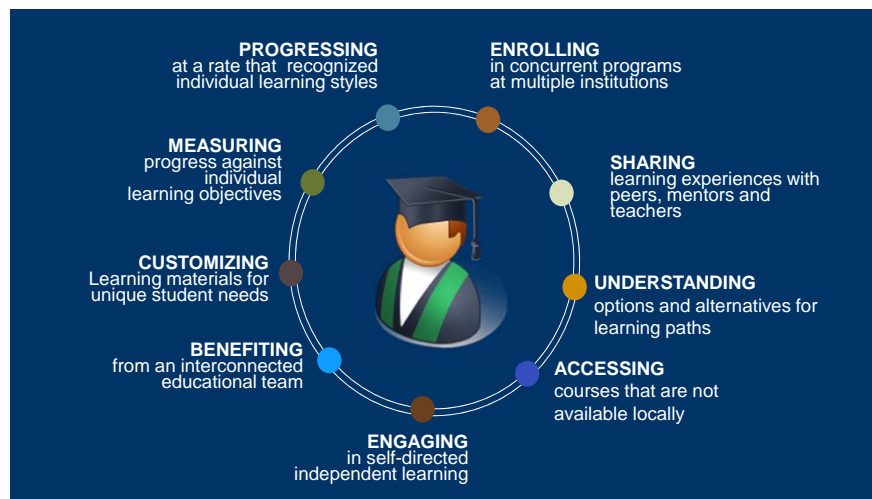
## Web, Web 2.0, and Web 3.0



source: [hospitalmarketing.blogs.com](http://hospitalmarketing.blogs.com)



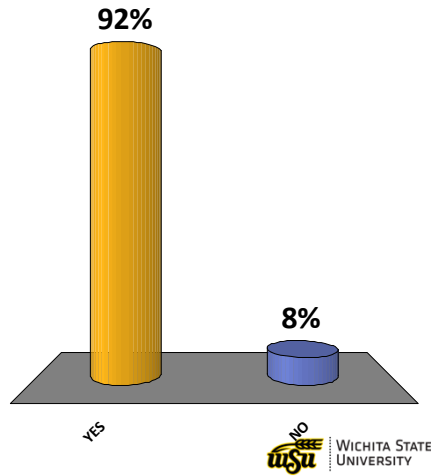
## More Personalized Education



### Online classes

**Does your organization offer online classes?**

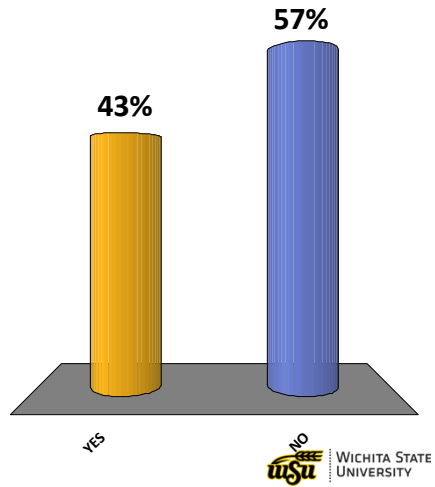
- 1. YES
- 2. NO



### Online classes

**Have you taken an online class?**

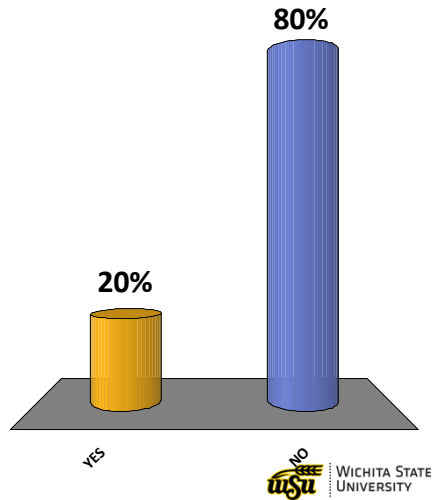
- 1. YES
- 2. NO



## Coursera

### Are you familiar with Coursera?

1. YES
2. NO



### What is Coursera?

- Part of the MOOC movement
- 195 courses
- 33 Universities
- Around 2 Million conversations



A History of the World since 1300  
Princeton University

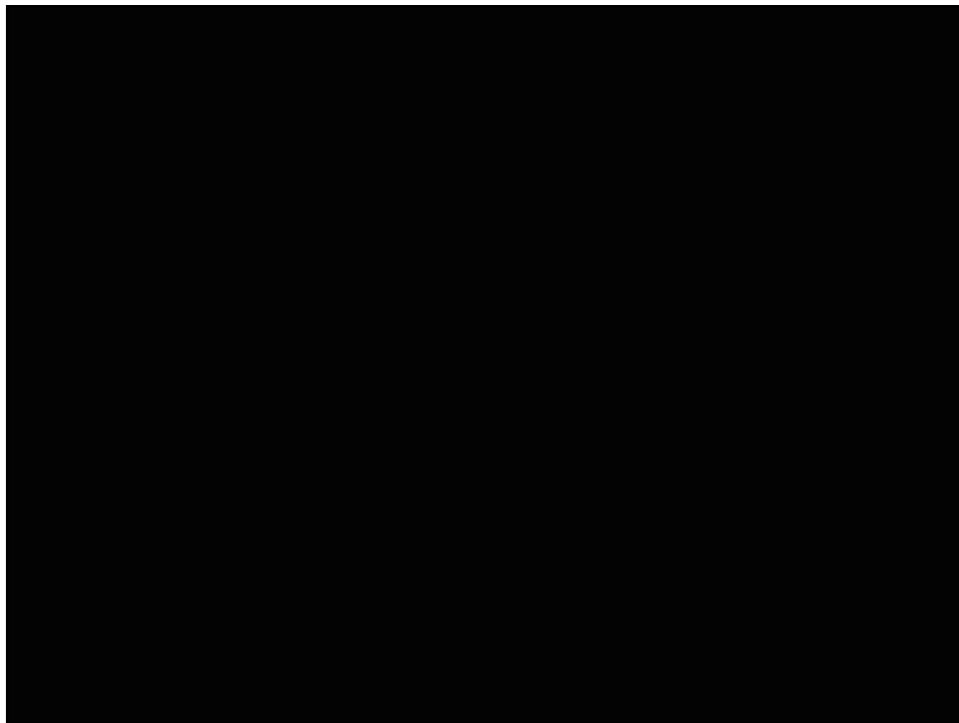


Human computer Interaction  
Stanford University

## Hallmark Moments

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- What comes to mind when you see this logo?



## Hallmark Moment for Higher Education

- What is going to be our Hallmark moment for higher education?
- It is about our Relevance.



## Our Leaky Pipeline



For every 100 ninth graders...



68 graduate on time



Of those, 40 enroll in college



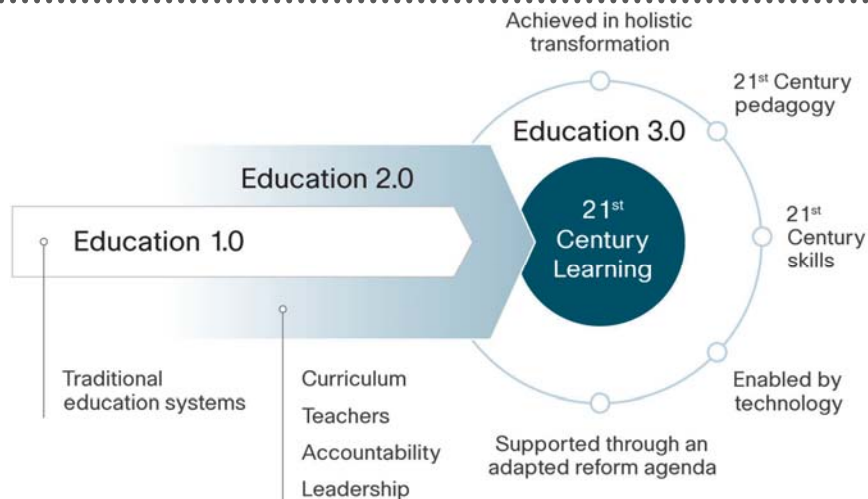
Of those, 27 are still in college the following year



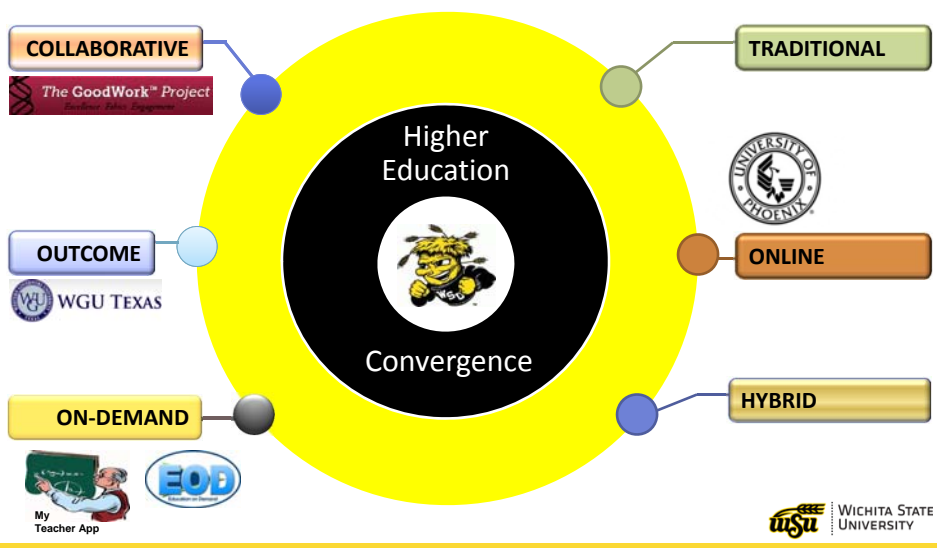
Of those, 18 earn an Associate's degree within 3 years or a Bachelor's degree within 6 years



## How can we be Relevant?



## Relevance



## Conclusions

- Five Simple Ideas
  - Gamification
  - Emerging Technologies
  - Online and MOOC
  - MY LEARNING
  - Higher Education Convergence



## Acknowledgements

- Video gaming slides from a talk by Jane McGonigal.
- Slide 18 and Slide 21 from IBM.
- Slide 27 from Cisco Systems.

