



Cochise College: Disrupting/Innovating Education in a VUCA world

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Convocation 2023

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We live in a VUCA world

- 4th industrial revolution (coal, gas, electronics, internet)

- Digital transformation, IoT, AI, Big Data and cyber-physical systems
- Higher expectations for personalized solutions
- Product and innovation life cycles get shorter

VUCA

Volatile

The environment demands you react quickly to ongoing changes that are unpredictable and out of your control

Uncertain

The environment requires you to take action without certainty

Complex

The environment is dynamic, with many interdependencies

Ambiguous

The environment is unfamiliar, outside of your expertise

ChatGPT-AI Acceleration

- Reached 1M users in 5 days (Instagram 2.5 months)
- 57M users in 1st month
- January – Barely achieving competitive LSAT score
- May – Passing the Bar exam beyond best humans
- Incredible editing capacity
- Original music, poems, travel agent, teaching assistants, etc.



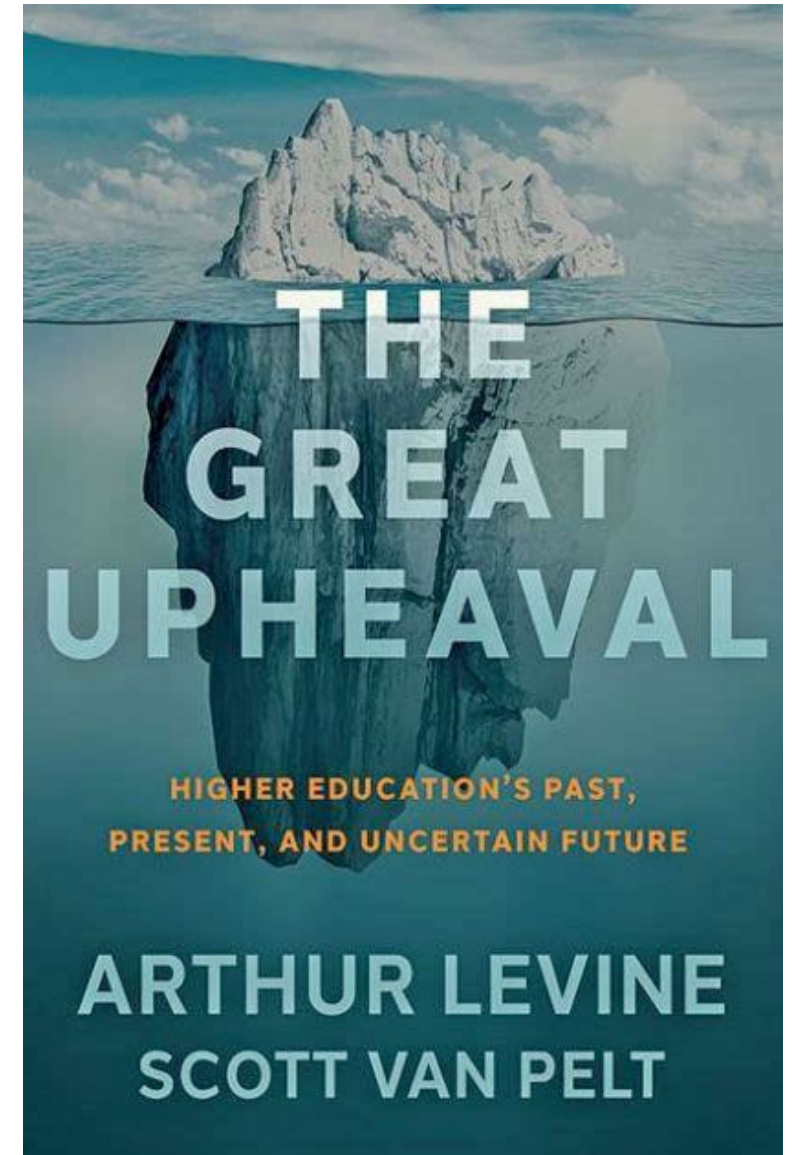
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 - Shorter half-time of human skills

Five New Realities

1. **Institutional control of higher education will decrease, and the power of higher education consumers will increase.**
2. **Universal access –24/7/365; unbundled; and individualized**
Students getting the same from music/film industries
3. **New non-collegiate educational providers**
Driving up competition & choice; driving down price
4. **Fixed time & process to fixed outcomes & learning**
Individualized pacing
5. ***Just-in-case* education gives way to *Just-in-time* education**
Increased certification and stackable credentials

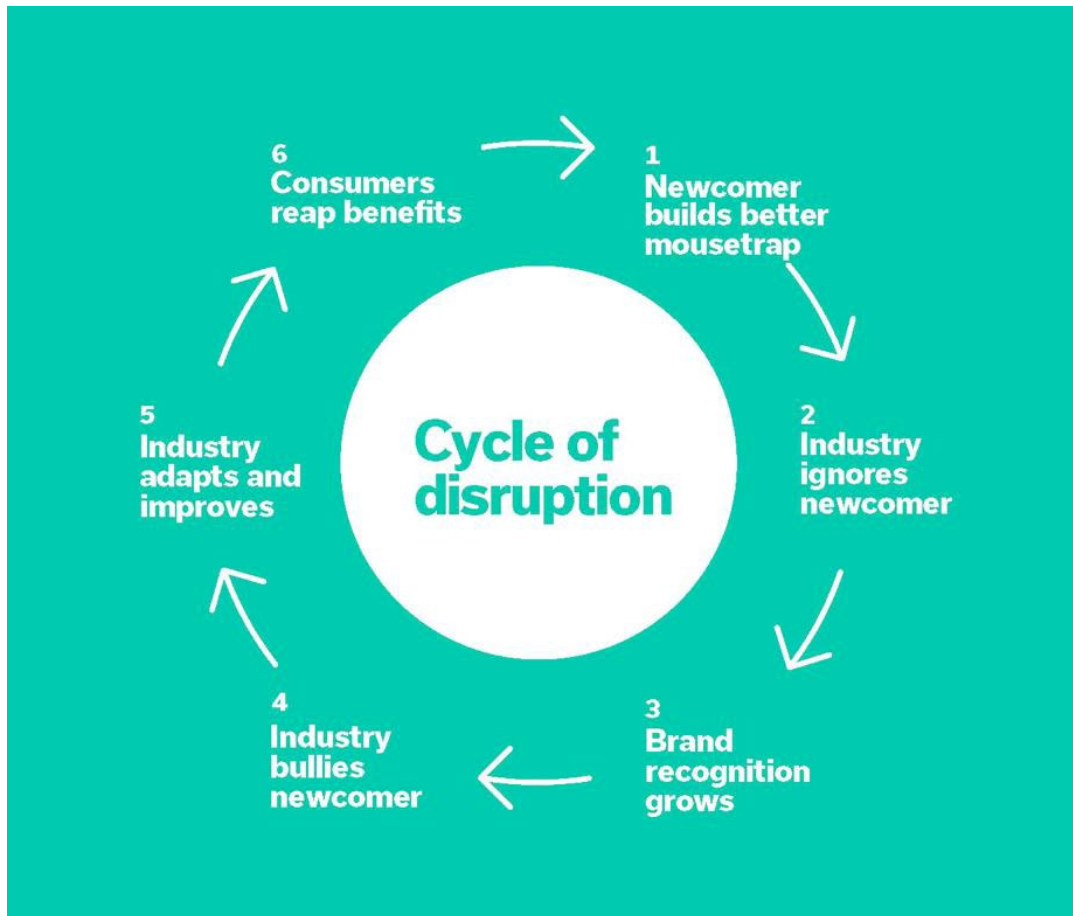


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- Rapid disruption of traditional business models & emergence of new models and opportunities

Cycle of Disruption (Innovation)



Johnnie Hanna, Homie CEO

Think about:

Netflix as largest movie distributor without any theaters...

Uber as largest taxi service without any taxis...

Airbnb as largest hotelier without any hotels...

MOOCs as largest providers of "learning" without campuses...



How to Become the Disruptor (Innovator)

- Disruptive Hypothesis
 - **What can we invert?**
 - What if what we're doing was the opposite?
 - **What can we deny?**
 - What can we take away from what we're doing?
 - **What can we scale?**
 - What can we distort or exaggerate?

How to Become the Disruptor (Innovator)

- **What can be inverted?**
 - Traditional soda –cheap, tastes good, no function
 - **Red Bull** –expensive, tastes bad, is functional
- **What can be denied?**
 - Rental Car – reservations, paperwork, daily/weekly rate
 - **Zipcar** –no contact, no paperwork, no daily rate
- **What can be scaled?**
 - Socks come in traditional pairs of two that match
 - **Little Mismatched** –socks in unmatched sets of three



Cochise College as Disruptor (Innovator)

- **What can we invert?**

- Early College
- Baccalaureate Degrees
- Move toward Case Management Advising

- **What can we deny?**

- Directed Self Placement (DSP)
- Scholarship Guarantee
- Move from reminder emails to proactive text nudging

- **What can we scale?**

- Aligned meta-majors
- Stackable Credentials
- First Responders Academy



Some Advice to Thrive in a VUCA World

Don't plan on business as usual.

Predict Change vs. Provoke Change

Recognize we're in the education business

Not campus, credit/non-credit, division, or degree business

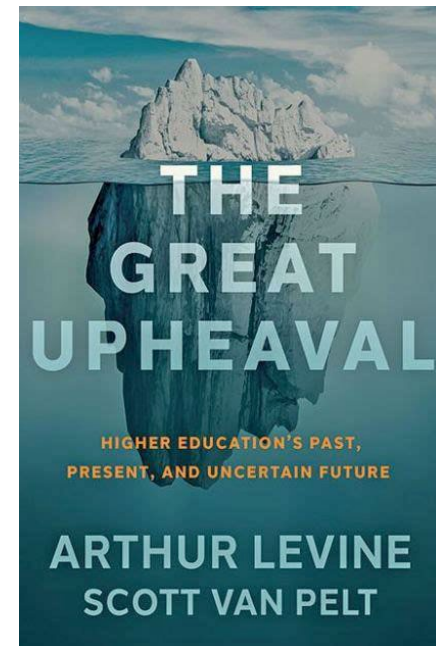
Know tomorrow won't be a repeat of yesterday

Right@Start/Wrong@End vs. Wrong@Start/Right@End

Restore the connection to the street

Hyper-local -- "Community" is our middle name

Find areas of distinctiveness to separate from others



Some Areas of Distinctiveness



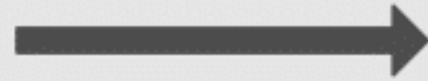
Undergraduate Research



VR & Simulation

VUCA

Volatility



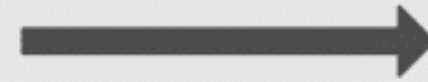
Vision

Uncertainty



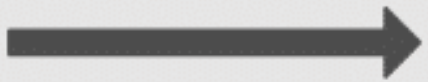
Understanding

Complexity



Clarity

Ambiguity



Agility

Volatility Vision

Cochise College is a leading and responsive college which transforms and empowers our community by **fostering collaborative relationships** and providing **innovative educational pathways.**

(Cochise College Vision Statement)

Uncertainty  **Understanding**

To **inspire passion and purpose**
through the education of individuals
so that we enhance our community.

(Cochise College Why Statement)

Complexity Clarity

Cochise College provides inclusive and accessible educational opportunities that support **social responsibility, community engagement, meaningful careers, and lifelong learning.**

(Cochise College Mission Statement)

Ambiguity  **Agility**

In all we do, we exhibit **collaboration**,
encouragement, **respect**, **innovation**,
and **service**.

(Cochise College How Statement)



Here's to a New Academic Year!

Cochise College 2023