



STUDY ABROAD
CONFERENCE

November 9, 2023

Salon Session #2

How might we
redesign Global
Education for the
students of 2030?

A stylized graphic of the Eiffel Tower is overlaid on the aerial view of Paris. The tower is composed of white lines, with various colored arcs (orange, green, blue, yellow) intersecting it. The French flag is visible in the center of the tower's structure.

PARIS 2023
76TH ANNUAL CONFERENCE

PANELISTS

Dagmar Hoppe
Senior Director of
Strategy
CIEE



Dr. Eva Mejia
Executive Director of
Learning & Work
IDEO



Noah Rost
Director of Global
Education Office
Arizona State University



Thais Oso
Center Director
Sydney - Australia
CIEE



PURPOSE

Gather brilliant minds to work together and co-create a future for Global Education by answering this critical question:

How might we redesign Global Education for the students of 2030?



Why 2030?

Climate change - Paris Agreement

Tech. leap - quantum computers

AR/VR, wearable - replace screens

Health Tech - live lounge

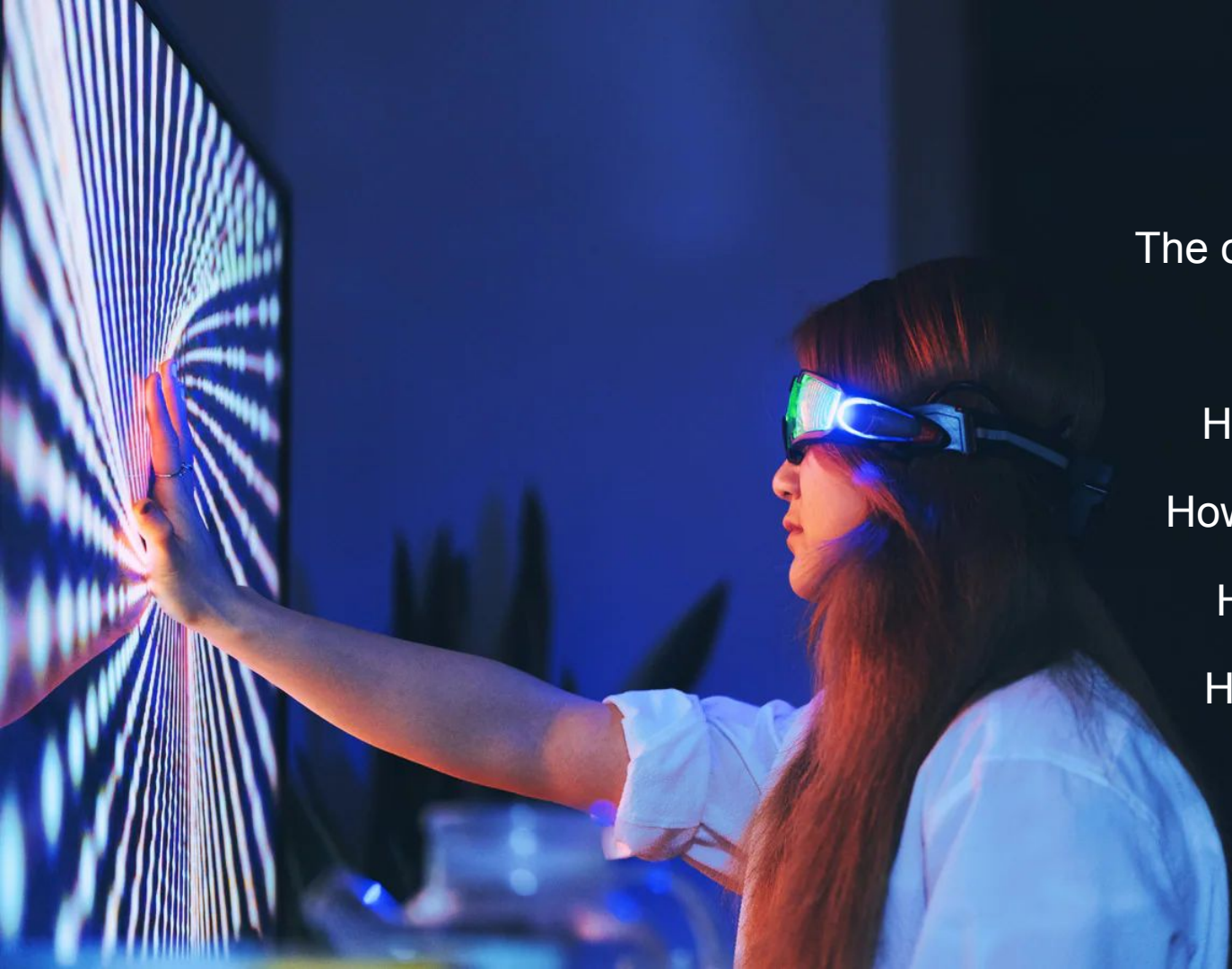
Metaverse - digital world

Implants - augmented humans

Money - crypto and blockchain

And the list goes on...





Why 2030?

The only certainty - CHANGE

How we live will change

How we travel will change

How we interact will change

How we work will change

How we learn will change



To remain relevant
in 2030 we must
CHANGE

THIS WORK CAN'T WAIT THIS WORK CAN'T WAIT THIS



INTRODUCTIONS

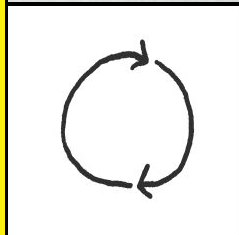
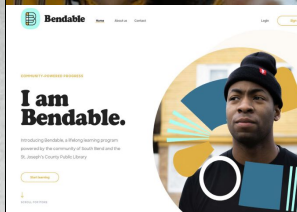
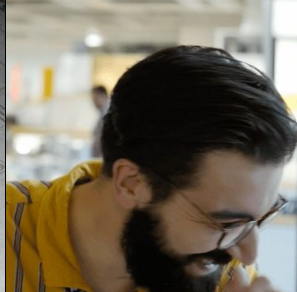
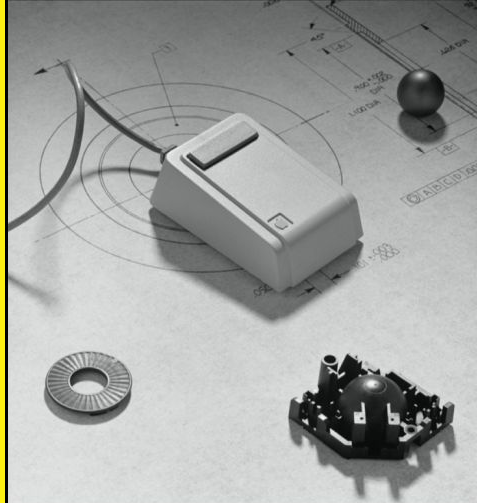
IDEO

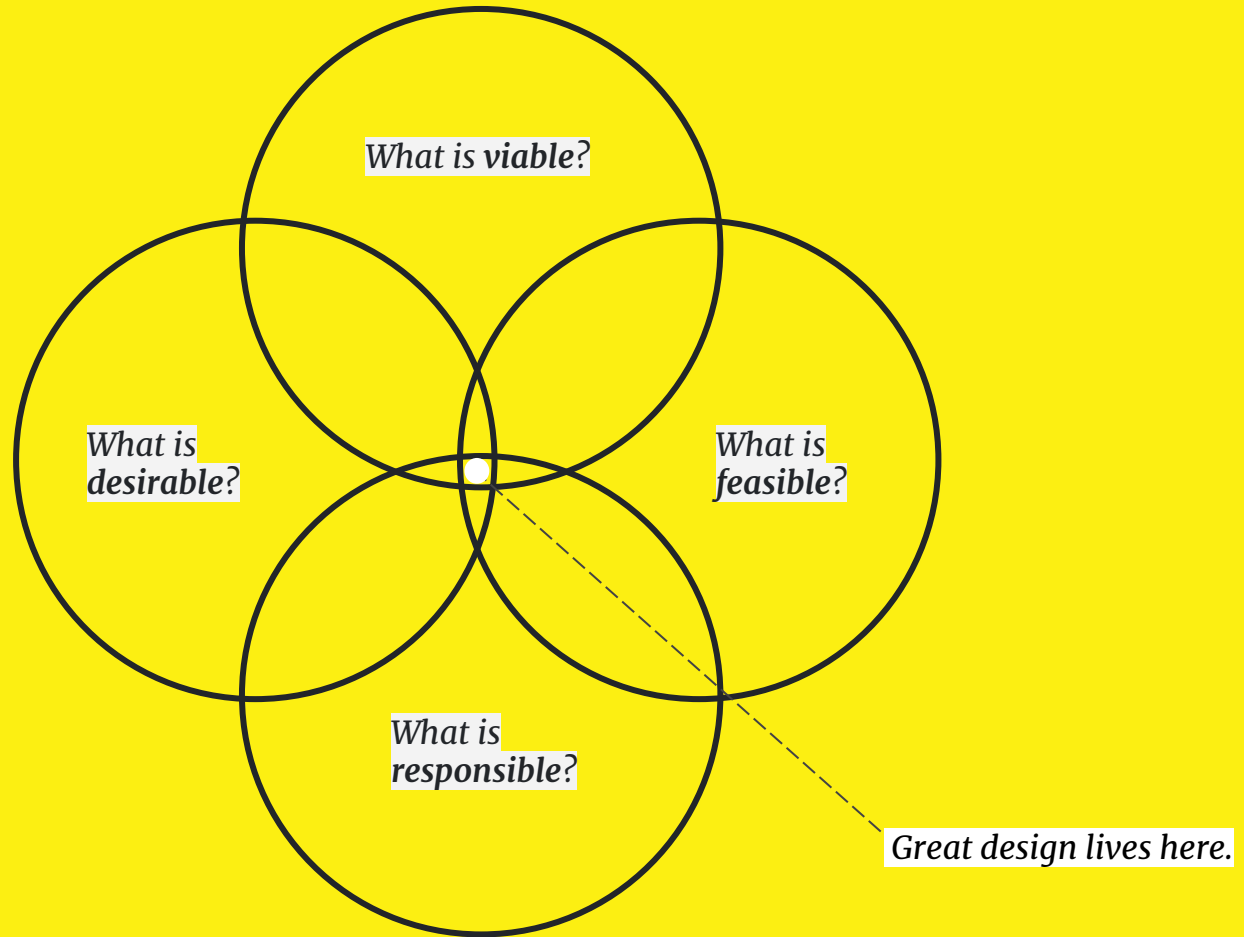
HELLO!



Dr. EVA MEJIA
Executive Director
of Learning & Work

01 HUMAN CENTERED DESIGN



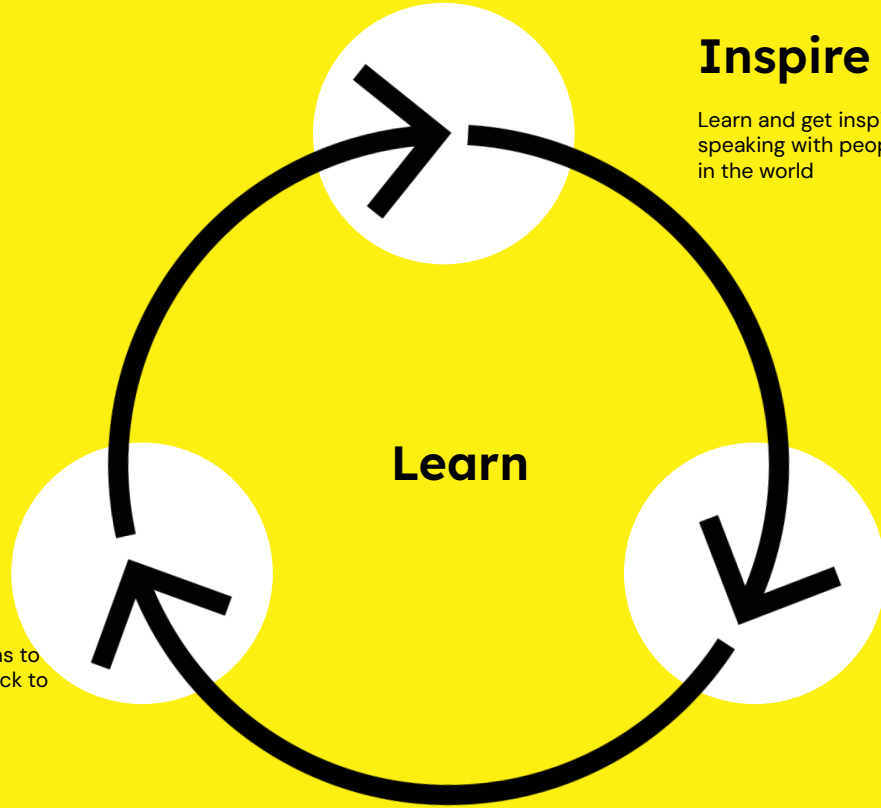


Human Centered Design is cyclical and iterative

We continually iterate on our ideas and test them as a means to learn more about what we are designing.

Test

Prototype and test ideas to make it real, get feedback to inform design



Inspire

Learn and get inspired by speaking with people out in the world

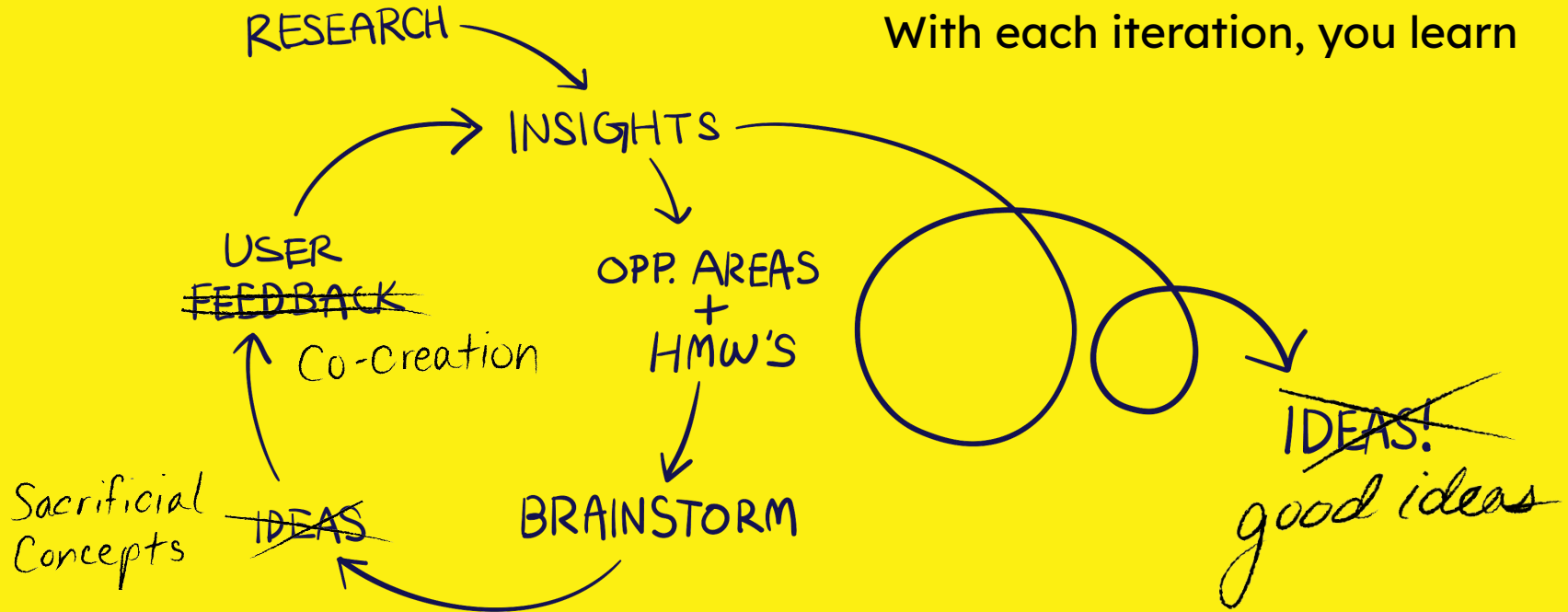
Ideate

Brainstorm ideas and solutions to unmet human needs

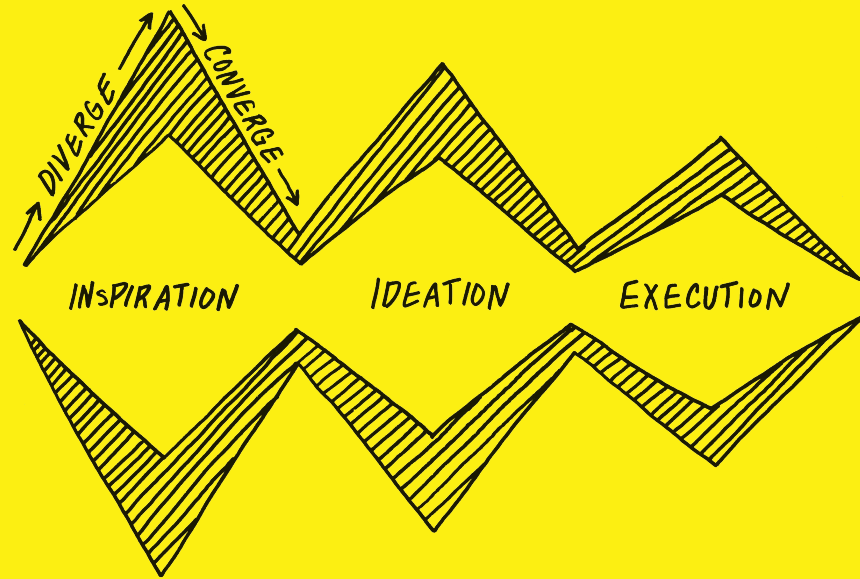
“Design is rarely a graceful leap
from height to height.”



—
TIM BROWN,
Former CEO & Co-Chair
of IDEO



Design Thinking is an iterative process that uses both divergent and convergent thinking



**“If a picture is
worth a 1000 words,
a prototype is worth
1000 meetings”**

02 ABOUT IDEO

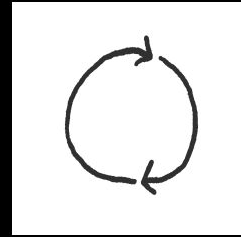
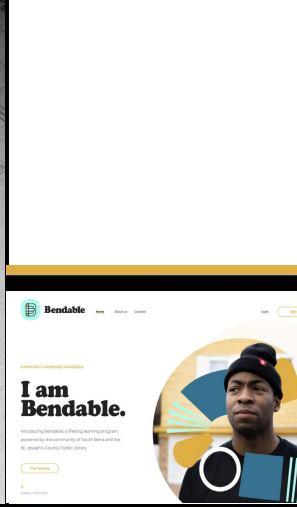
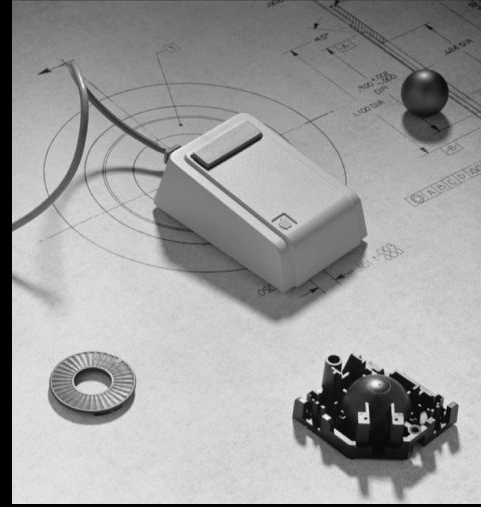


**USE DESIGN TO HELP SOLVE
COMPLEX PROBLEMS.**

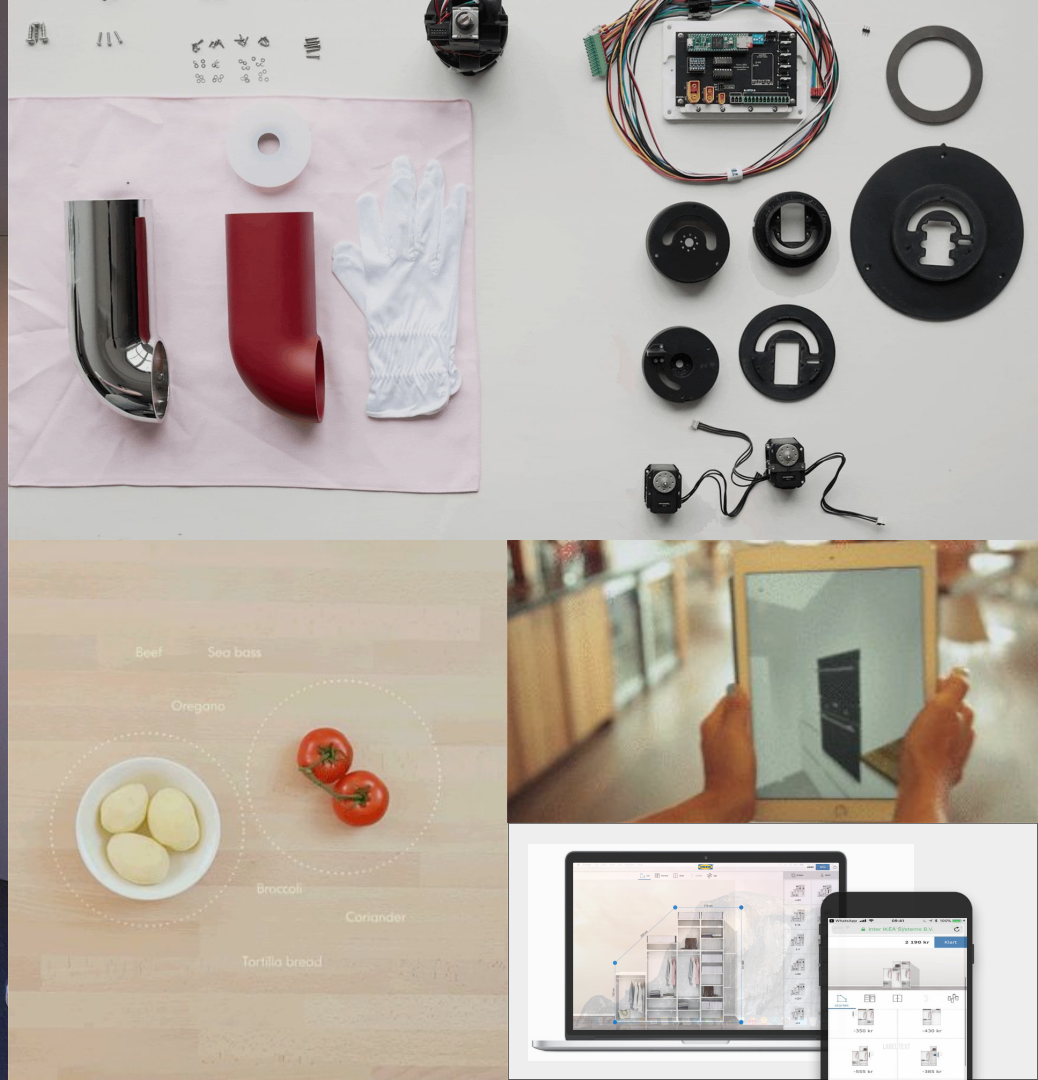


OUR EXPERTISE

WE DESIGN FOR THE FUTURE

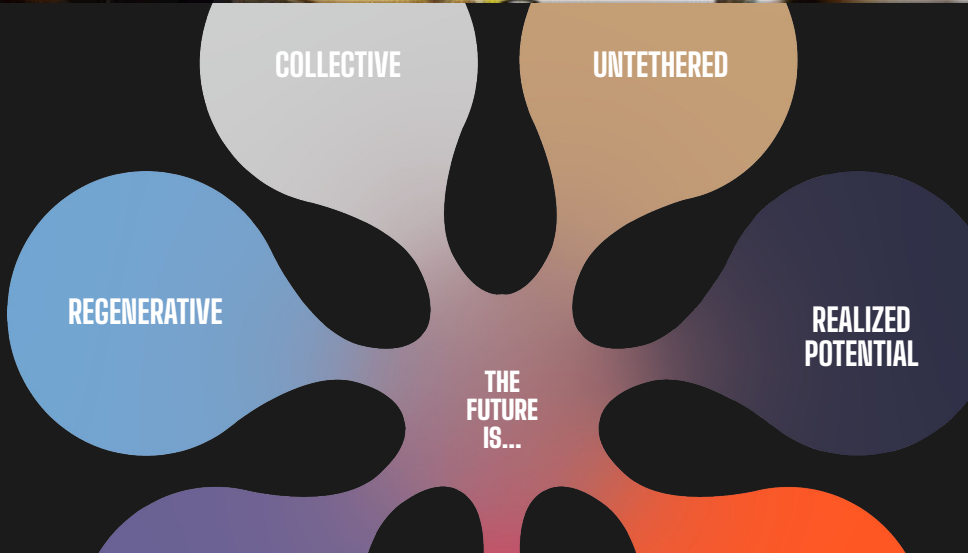


NEW PRODUCTS, SERVICES & EXPERIENCES THAT BREAK THROUGH



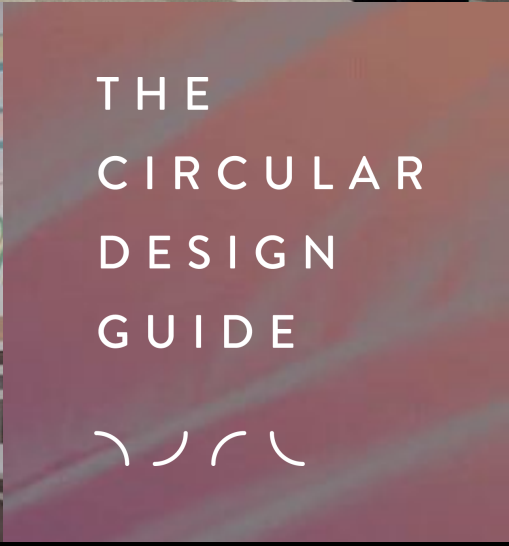


STRATEGIES THAT DRIVE NEW VALUE





CAPABILITIES THAT MOVE ORGANIZATIONS FORWARD



THE
CIRCULAR
DESIGN
GUIDE

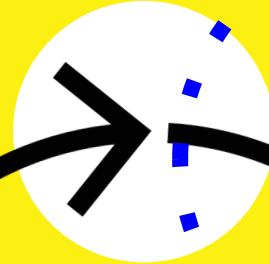


What Might Human-Centered Design Offer
Global Education?

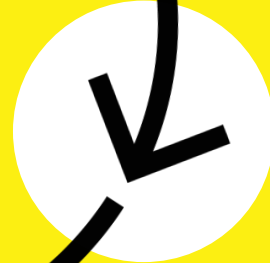
How Might We Redesign Global Education for the Students of 2030?

Test

COME HOME ready to test
and iterate on your ideas



Learn

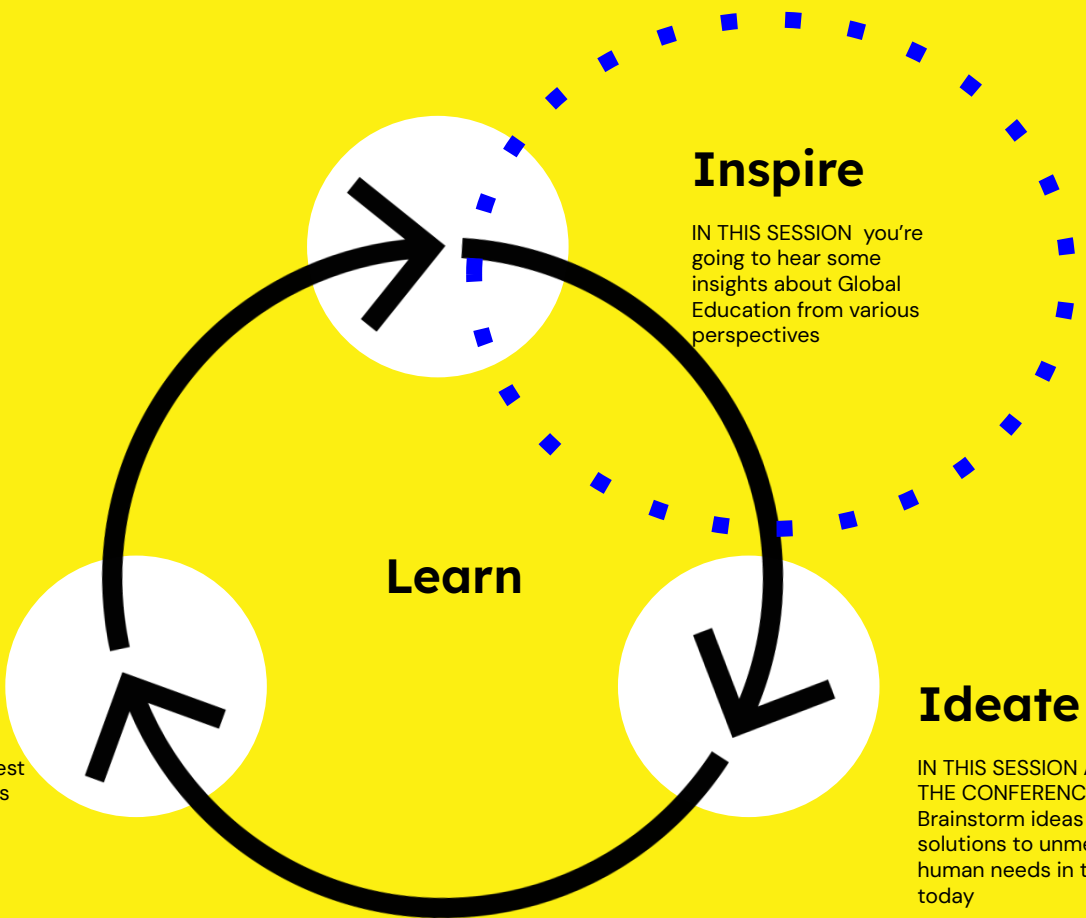


Inspire

IN THIS SESSION you're
going to hear some
insights about Global
Education from various
perspectives

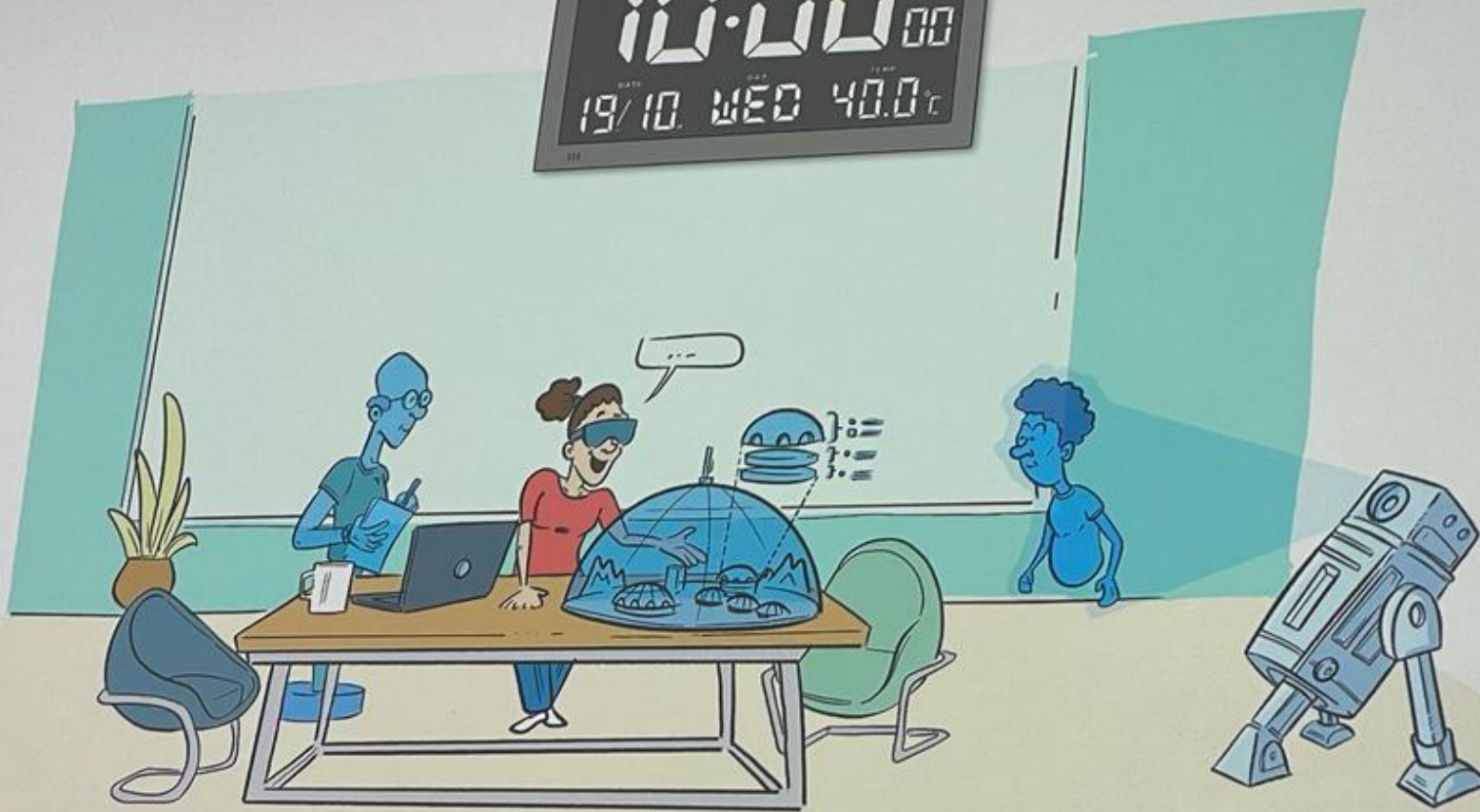
Ideate

IN THIS SESSION AND AT
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Brainstorm ideas and
solutions to unmet
human needs in teams
today



THE PROBLEM - STUDENT'S POV



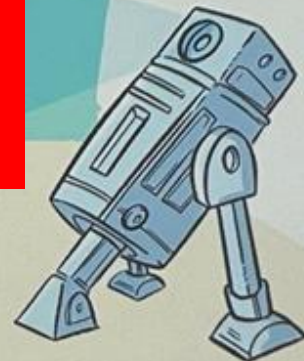


Tomorrows Metaverse: A Glimpse Into Life in 2033





NO!
This will never happen...
Too Sci-Fi...
Impossible...



**Tomorrows Metaverse: A Glimpse
Into Life in 2033**







What experiences will we create that are worth the commute?



What do 15 year old kids want?

- Great Teachers: ~50%
- Interactive and Engaging Learning: ~35%
- Choice and Flexibility: ~15%
- Cultural Immersion: ~30%
- Small Class Sizes and Community: ~20%
- Diverse Learning Approaches: ~20%
- Personal Growth and Improvement: ~25%
- Fun and Enjoyment: ~20%



The Revolution is Coming for Higher Education



Declining Value of the Bachelor's Degree?

- A decade ago **74%** of respondents between 18-29 said that a college degree was important. In 2022, that number is now **41%**
- **96%** of Chief Academic Officers think their graduates are prepared for the world of work. Only **11%** of hiring managers agree
- Companies are rapidly moving to **skills based hiring** and eliminating the BA requirement (e.g. Google, Apple, IBM, Delta)
- In 2022, **62%** of high school graduates immediately enrolled in college

Enrollment Challenges

- In 2010 there were 18 million undergraduates in the United States. In 2021 there were 15.5 million.
- Flagship Publics and Brand Name Privates are doing well. Public regionals, non-selective privates and community colleges are not
- Since 2020, 45 public or non-profit colleges and universities have closed or merged.
- Demographic Cliff: Number of High School Graduates will peak in 2025 (3.9 Million) and then decline for the next decade.

GLOBAL EDUCATION POINT OF VIEW

- Providers = partners of the universities
- Need to understand challenges U.S. colleges are facing
 - Impacts on availability and quality of study abroad programs
 - As partner, providers want to be relevant and deliver most important programs to universities and students



CHALLENGES FOR GLOBAL EDUCATION

- Declining enrollment and increasing operational costs for Colleges can affect range of offered programs/ services and can **limit ability to expand study abroad programs**
- **Reduced Institutional support** for study abroad scholarships and faculty-led programs can impact access and affordability of study abroad opportunities
- If colleges **prioritize other initiatives** over international education, study abroad opportunities may decrease in scope and importance (study abroad = not essential extra)
- **Emerging college alternatives** such as vocational training, online courses, boot camps call for programmatic responses

EVOLVING TECHNOLOGY & WORLDWIDE ISSUES

- Advanced **virtual learning alternatives** may provide more accessible remote international experience than traditional study abroad
- Sustainability and ethical concerns related to **environmental impact** of international travel and ,voluntourism‘ may affect nature or even feasibility of study abroad programs
- Persistent task: Creating an **inclusive environment** and addressing potential disparities in access
- Shift from ‘educating’ to ‘**upskilling**’: Future employers look for soft skills like flexibility and adaptability, self-awareness, curiosity, confidence and intercultural skills

OPPORTUNITIES FOR GLOBAL EDUCATION

- **Global Citizenship:** Build understanding for **impact** of actions, enhance creativity, innovation, commitment to peace, human rights, sustainable development, and intercultural dialogue
- **Leverage technology:** **Personalized, flexible** learning experiences tailored to individual needs, accessible educational resources, editing skills
- Further increase **access** to scholarships and support underrepresented groups
- Focus on **professional development**
- **Shared resources eco system** as institutions go through financial crunch
- Be a **differentiator** to address enrollment struggles

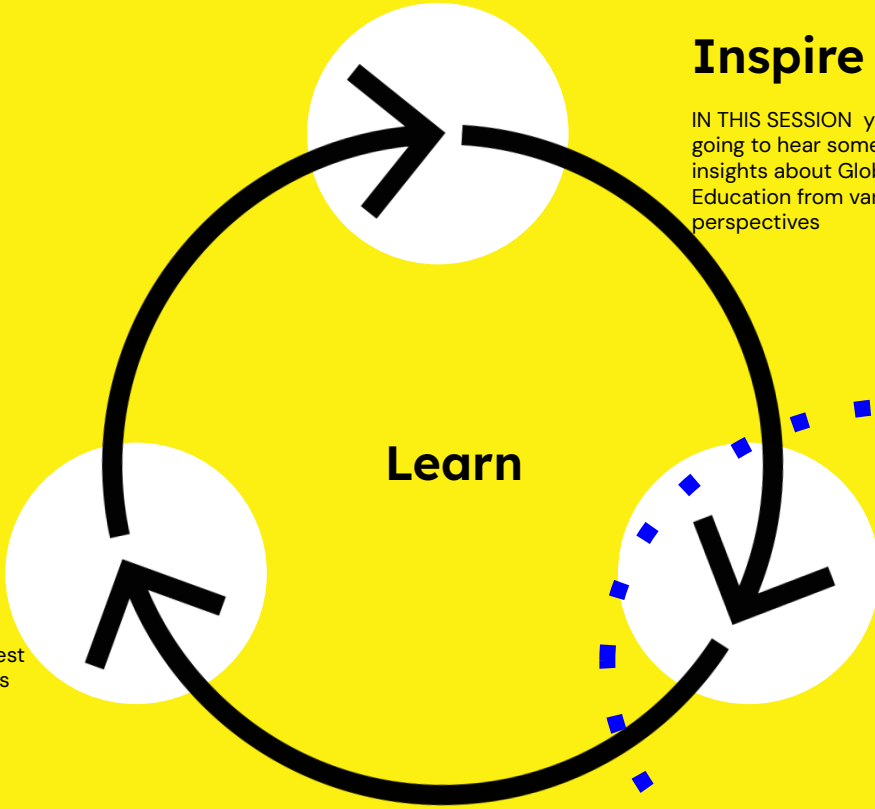
IDEATION - SOLVING THE PROBLEM

**How might we redesign
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How Might We Redesign Global Education for the Students of 2030?

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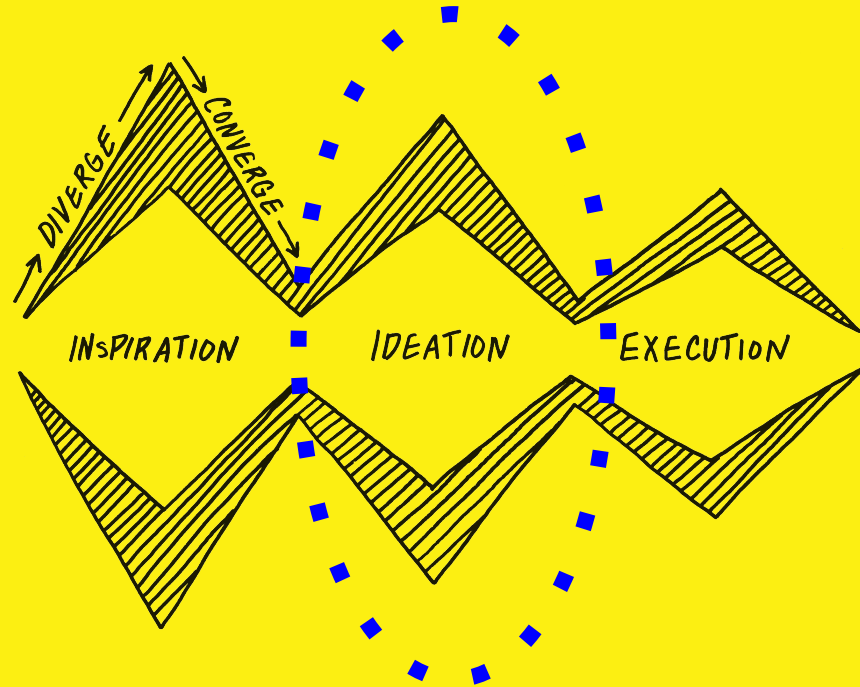
Ideate

IN THIS SESSION AND AT
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Brainstorm ideas and
solutions to unmet
human needs in teams
today

Remember DIVERGENT & CONVERGENT Thinking

You can't do both at the
same time.

Make the switch with
your group.



BUILD ON THE IDEAS OF OTHERS

encourage WILD ideas

DEFER

JUDGEMENT

STAY
focused
ON THE
TOPIC


BE
visual

1 CONVERSATION
at a TIME

GO for QUANTITY

IDEATION AND COLLABORATION

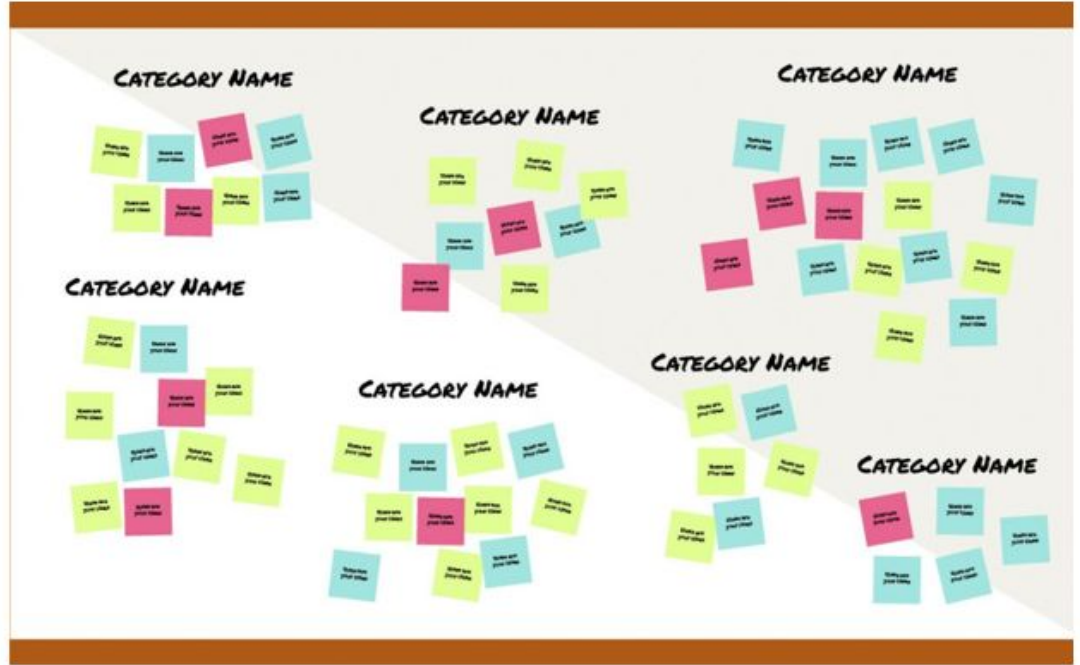
- Give your **team a name**.
- You have **15 minutes** to share your ideas.
- This is a “pressure cooker” activity and we will have a **timer** on the screen to keep you and the team moving.

And remember...

You might have something like this...



CLUSTER IDEAS - 2 minutes



VOTE ON THE IDEAS FOR THE PTCH - 1 minute

- Each person gets 3 dots
- Place your dots on your favourite cluster
- The cluster with most votes will be the winner



PREPARE TO SHARE - 5 minutes

- Your team has 5 minutes to prepare to share.
- You have 2 minutes to share what is in your poster.

TEAM NAME _____

Our idea is _____
(Describe your idea in a few words.)

It is inspired by _____
(What data or insight inspired you?)

A small experiment to test it out would be _____

(What can you do in the near future to test the idea?)

To learn _____
(What would you be testing in the experiment?
I.e. Do students like it? What are the costs? Is it feasible)

SHARE - IDEA/EXPERIMENT PRESENTATIONS

- Each team has 2 minutes to share their idea/experiment.
- The timer will be on!

Good Luck!

VOTING - YOU KNOW THE DRILL...

- Each person gets 3 dots
- Place your dots on your favourite idea/experiment
- The idea/experiment with most votes will be the winner
- You can only place one dot in your own idea!





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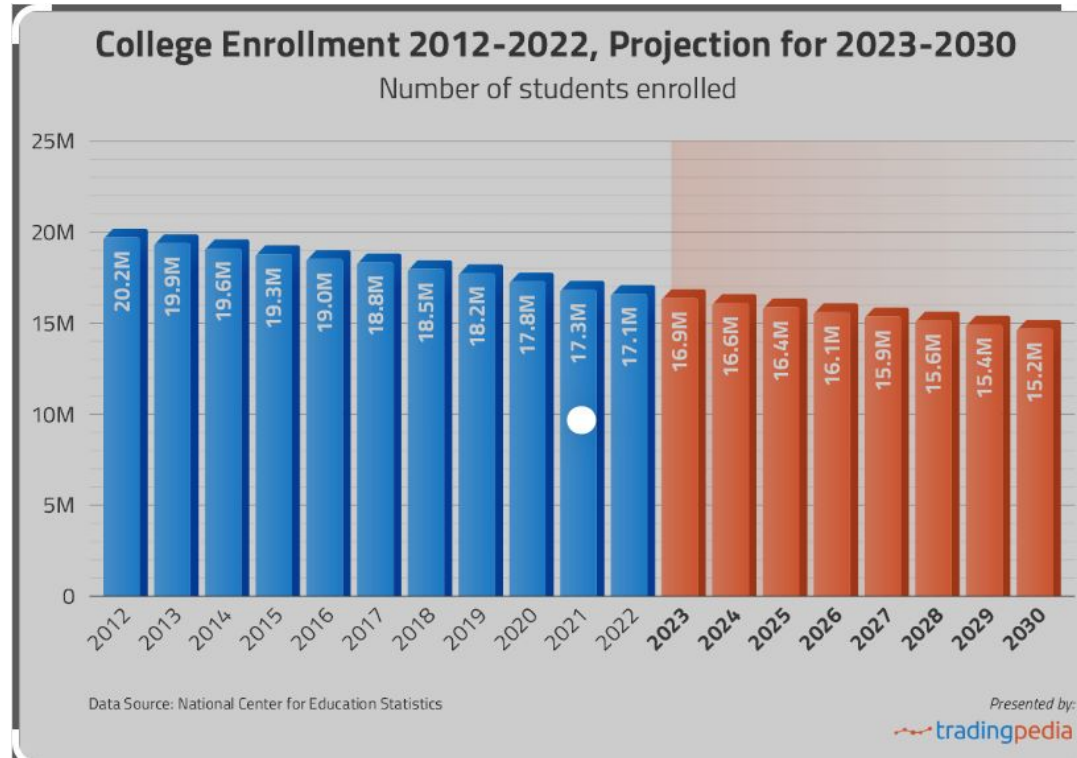


Thank You!

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DEMOGRAPHIC ENROLLMENT CLIFF 2026/2030

8% contraction in College enrollment anticipated between 2026 and 2030 as population of prospective students declines in line with birth rates

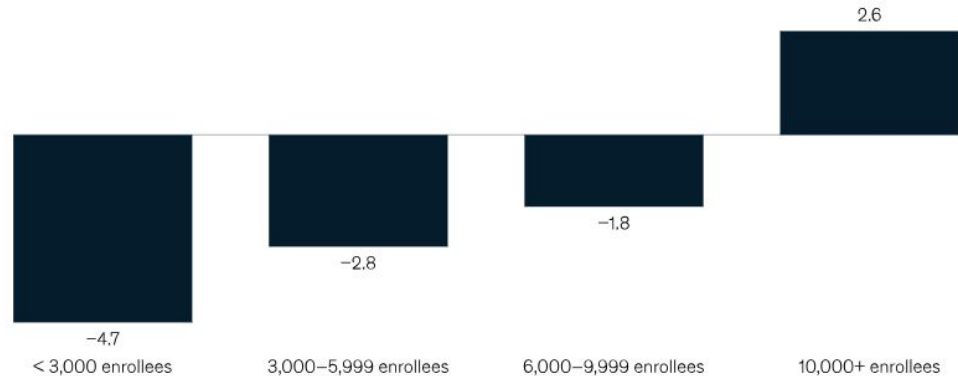


Enrollment challenges and financial strain are testing the viability of higher education

McKinsey & Company, July 20, 2023

- First-time student enrollment has fallen by 8 percent in private four-year institutions and 10 percent in public four-year institutions since its peak in 2010

Change in total number of enrollees in higher-education institutions by size,¹ 2015–19, %



New York Times, September 5 and 21, 2023

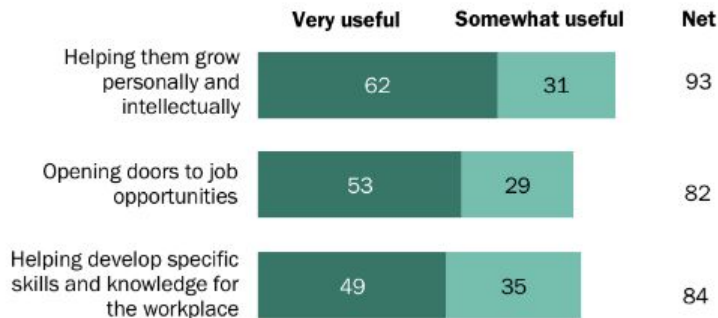
Americans Are Losing Faith in the Value of College. Whose Fault Is That?

For most people, the new economics of higher ed make going to college a risky bet.

- Americans' feelings about higher education have turned sharply negative. The percentage of young adults who said that a college degree is very important fell to 41 percent from 74 percent a decade ago
- 8.5 million missing American BA holders by the end of this decade (already 2022 minus 8% vs 2016)
- Whereas over the same period, global allies and competitors raised their national levels of education attainment – Britain + 12% undergrads

Most college graduates say their college experience was valuable, but public is more skeptical that college prepares people for well-paying jobs

% of college graduates saying their college education was very/somewhat useful for ...



% of adults saying a four-year/two-year degree prepares people very/somewhat well for a well-paying job in today's economy ...



Note: "College graduates" includes adults with a two-year or four-year degree.

Source: Pew Research Center survey of U.S. adults conducted by telephone May 25-June 29, 2016.