

Future Ready Today – Where Best Practices Meet Next Practices

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AGENDA

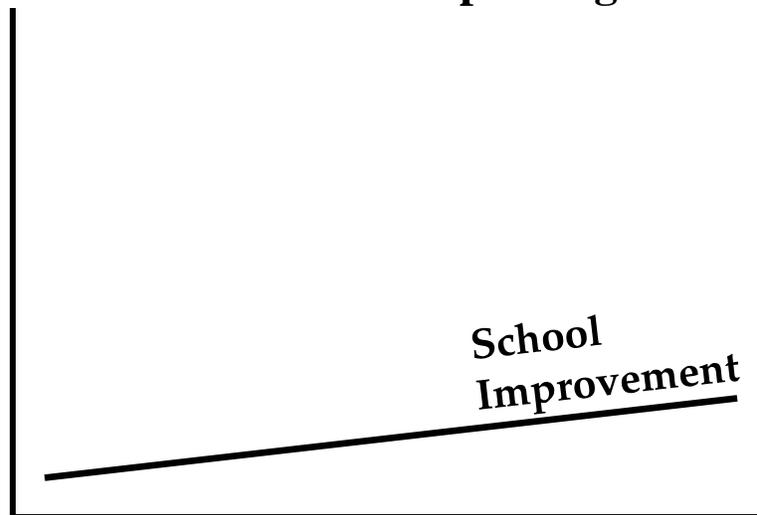
- **Changing Education Space**
- **Leadership for Today**
- **Next Practice Thinking**
- **The Road Ahead.....**
- **Some Straight Forward Advice**



CHANGING EDUCATION SPACE

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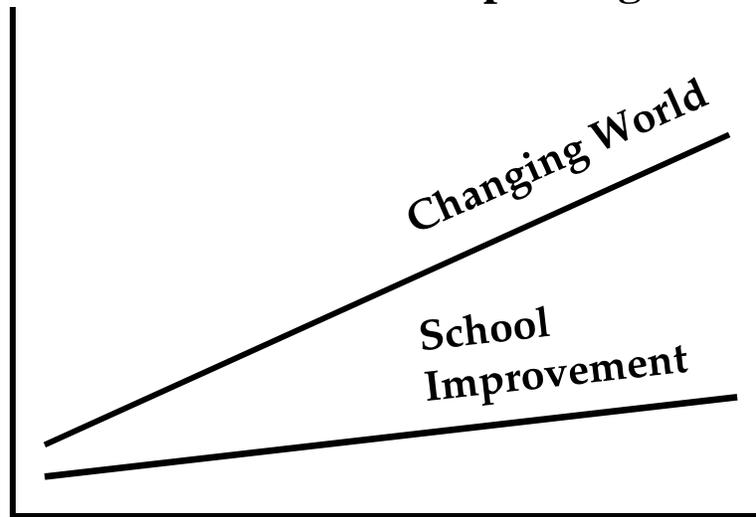
Schools are Improving



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Schools are Improving



★ We know that school systems face *multiple challenges*.

- Improving student performance
- Reducing costs
- Preparing all students for success in the 21st century workplace
- Differentiating instruction
- Movement to higher standards

★ We also know that education should *lead to a career*.

The aim of education is not to do well in school, rather it is to *do well in the life you lead* outside of school.

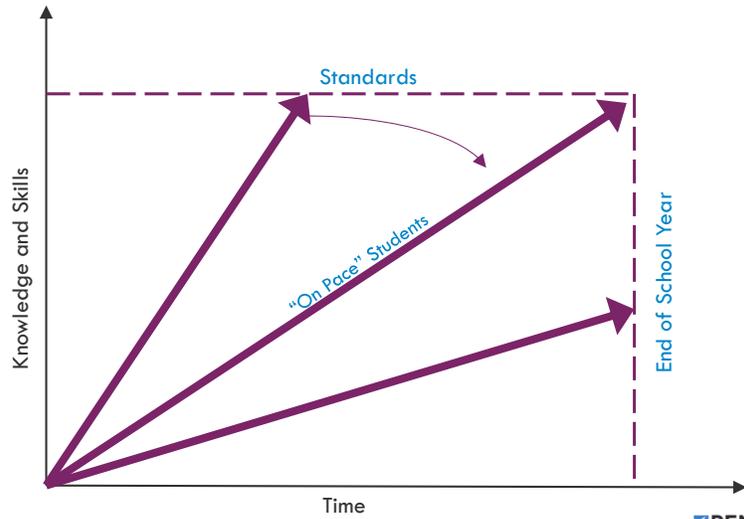
Career Ready

“College is not a career”

Do You Really Believe...

- We just need to be a little bit better?
- New Standards and assessments are all the change we need?
- All students are getting what they need to be successful in the 21st Century?

Time and Standards Drive Learning Today

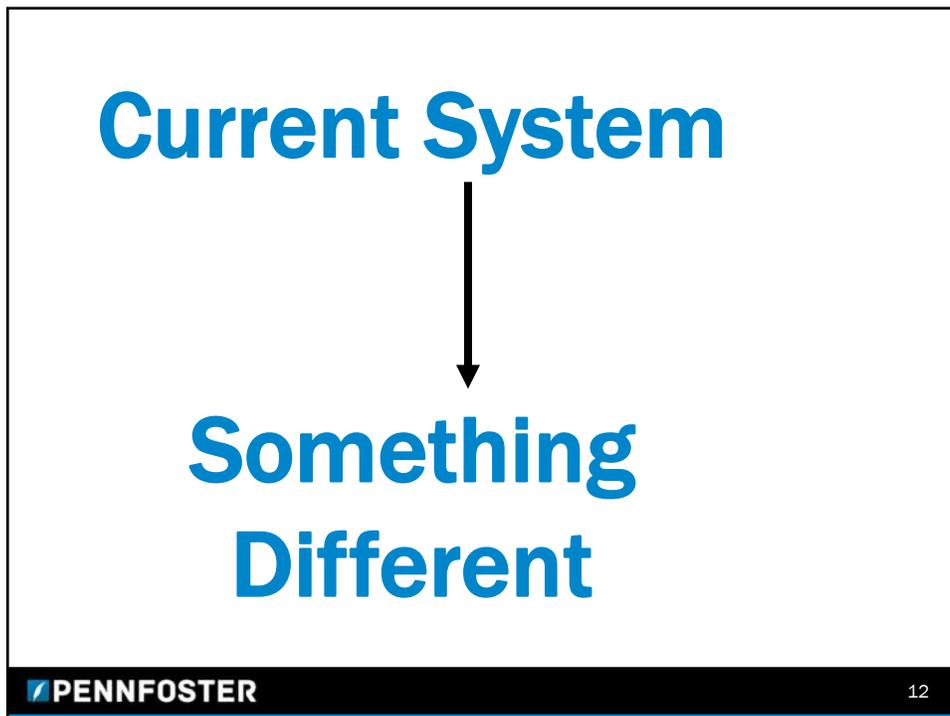
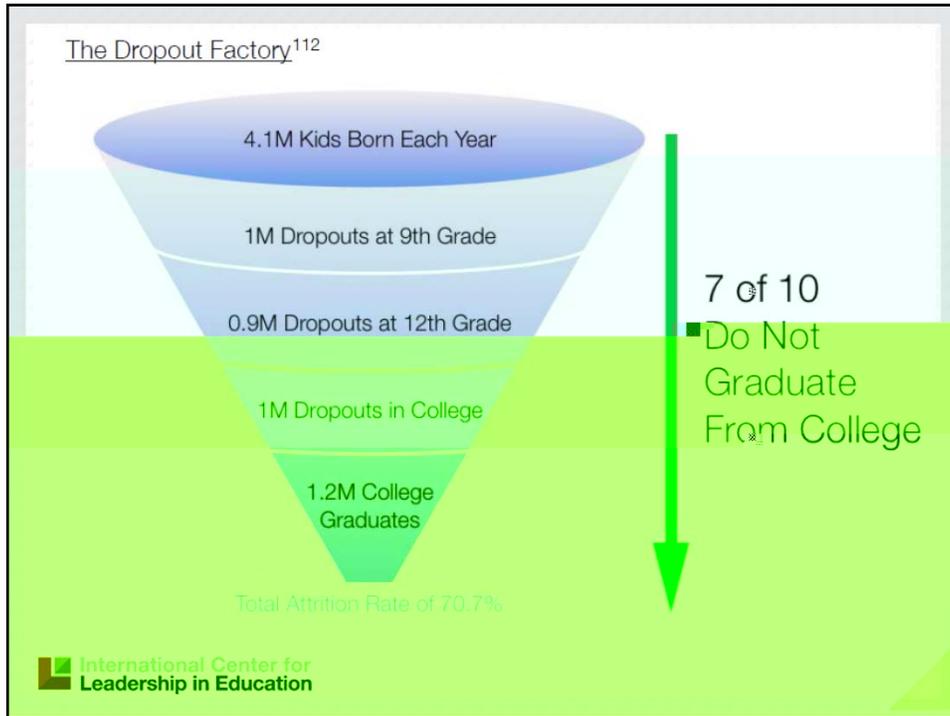


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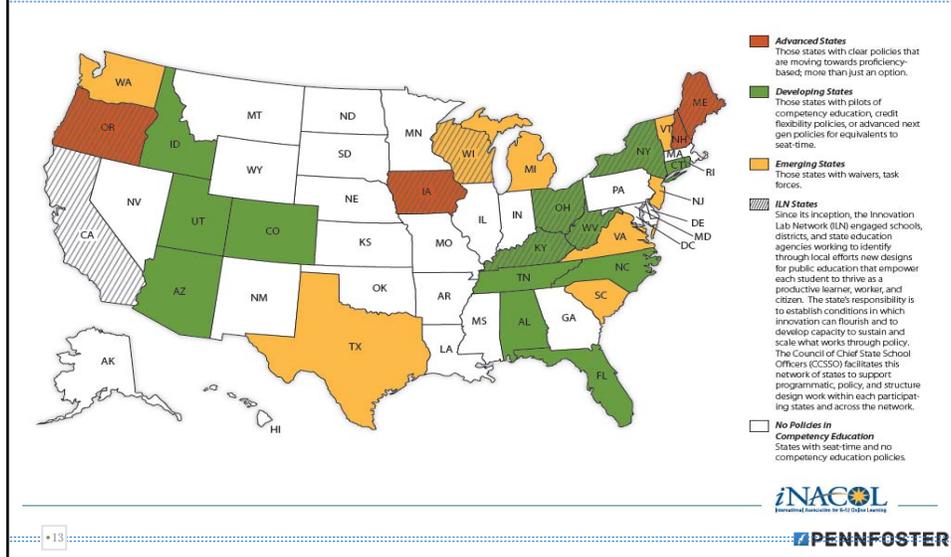
Education

If you are focused on seat time
you are focused on the wrong
end of the student.

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A Snapshot of Competency Education State Policy Across the United States



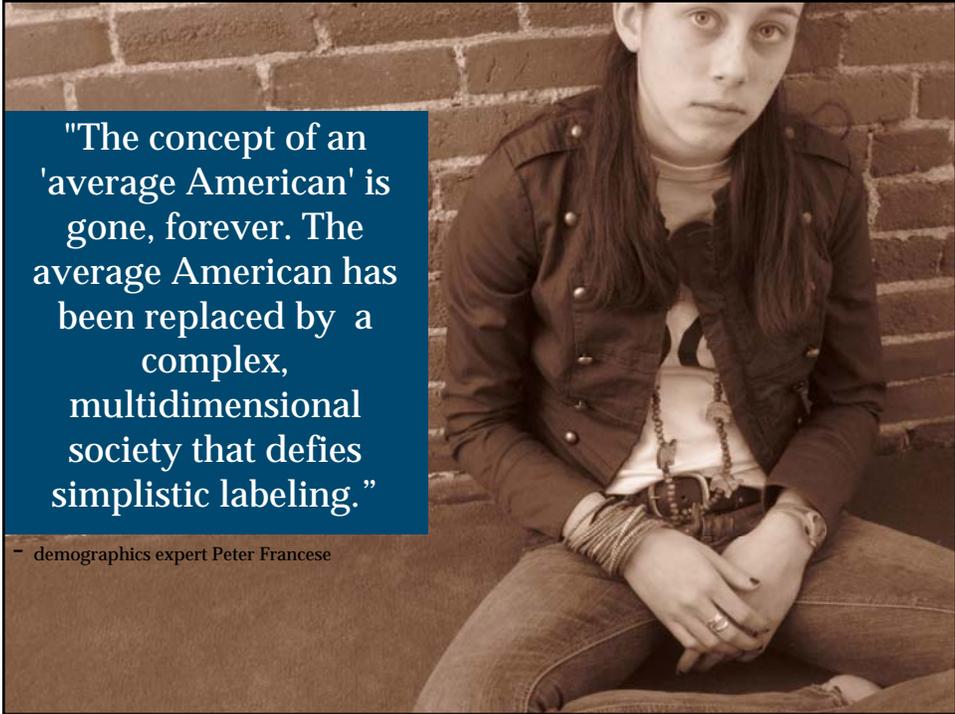
Important Message

- The threat to your system is not choice, charters, other privates or funding.
- It is the “Status Quo.”

The one size fits all school that took its present shape in the 1930's was a poor fit with the reality even then. In the twenty first century, it belongs in our romantic memories of once upon a time.

John I. Goodlad





"The concept of an 'average American' is gone, forever. The average American has been replaced by a complex, multidimensional society that defies simplistic labeling."

- demographics expert Peter Francese

“Ideals not Norms”

Systems are challenged today like never before and the key challenge that we face is results.

In an environment driven by results, the best strategy is to “DEVELOP YOUR PEOPLE.”

Broaden the definition of learning in your system to include adults.

Texas

The focus must be on the way we work.

Cooperation is what was valued in the past. It is about efficiency: “You do this and I will do that.”

Collaboration is where we should focus. It is about shared creation and shared solutions, in which the focus is not on the process but on the specific results, and everyone in the system has responsibility for the results.

Systems Thinking



WE need to become the AGENTS of change.

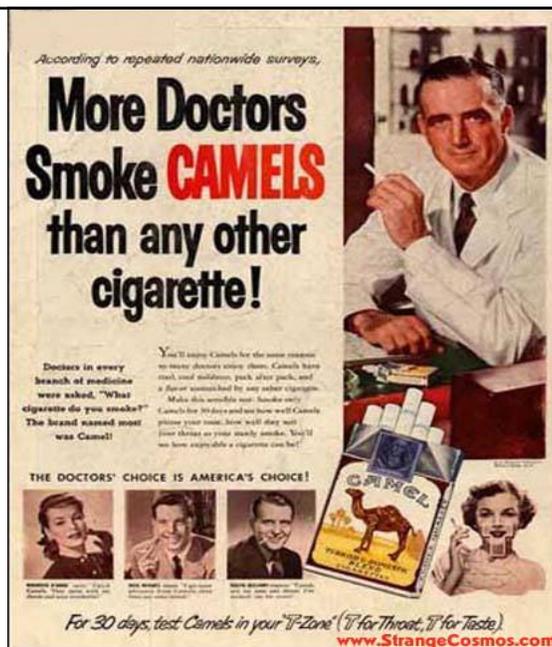
According to repeated nationwide surveys,

More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reasons so many doctors enjoy them. Camels have rich, mild tobacco, pack after pack, and a flavor unmatched by any other cigarette. Make this sensible man smoke only Camels for 30 days and see how well Camels please your taste. How well they will just think as your steady smoke. You'll see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



For 30 days, test Camels in your "T-Zone" ("T" for Throat, "T" for Taste).
www.StrangeCosmos.com

Making a better
“20th Century School”
is not the answer.

The Boston Globe

Ray, reading the paper on
your “Kindle” or online just
isn’t the same!

**Almost everyone wants schools
to be better,**

but almost no one wants them
to be different.

First Different - Then Better

OPPORTUNITY:

“Technological change is not additive, it is ecological, it changes **everything**.”

» Neil Postman

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THINK ABOUT:

- Billion or more interactive web pages
- Billion Smartphones
- Free Courses
- Video Tutor 24 / 7
- Connect Any Time, Any Where, Any Pace
- Learning is now participatory, connect within and outside of school / place

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LEADERSHIP FOR TODAY

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Leadership for Today

Are you going to be the
Disruptor or the
Disrupted?

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Re-Imagination of Connectivity...

THEN...



NOW...



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Re-Imagination of Photography...

THEN...

Dedicated Camera / Manually
Transfer Digital Files / Develop Films



NOW...

(Instagr.am / Camera+ / Hipstamatic...)
Always With You Camera (Smartphone) /
Instant Digital Effects / Share / Sync / Discover



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Re-Imagination of Navigation + Live Traffic Info...

THEN...

Physical Copies of Map in Car /
TV, Radio Reporting of Traffic Info



NOW...

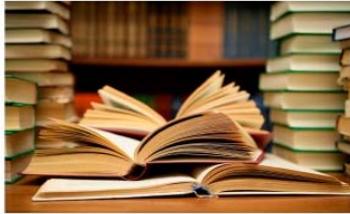
(Waze)
User-Generated Digital Map /
Live Crowd-Sourced Traffic Data



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Re-Imagination of Books...

THEN...



NOW...
(Amazon Kindle / Apple iBooks)



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Re-Imagination of Learning...

THEN...



NOW...



*From learning by listening to learning by doing...
Education and learning will become as much fun as
videogames. And we call it 'full body learning.'*

- Bing Gordon
Partner, KPCB

KPCB

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Re-Imagination of Education...

THEN...

Classrooms / Lectures / Reading Materials



NOW...

(Codecademy / Coursera / Khan Academy...)
Interactive / Online / Accessible by
Anyone Anywhere Anytime



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Our History

- In 1890, Thomas J. Foster identified an untapped market of blue collar workers looking to improve their lives and offered distance learning as a way to achieve these outcomes
- Mission: "Provide practical men with a technical education and technical men with a practical education."
- His courses opened the door to job advancement and an improved socioeconomic status for the students



Thomas J. Foster

 PENNFOSTER



Circa 1890



Today

...WE'VE COME A LONG WAY...

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Notable Penn Foster alumni



- **Chrysler:** Former President, Walter Chrysler
- **GM:** Former President, Charles W. Nash
- Designer of first successful **Ford** Car, O.E. Barthel
- **Borg-Warner:** Former President, Charles S. Davis
- Builder of the **George Washington Bridge**, HW Morrison
- Dean of Graduate School at **Penn**
- Former Sec of **US Navy**, Dan Kimball
- **Time Magazine:** Former Publisher, James A. Linen, III
- **Federal Reserve Bank of Boston:** Former President, R.E.Flanders

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We have been preparing students for careers since 1890 through our distance learning approach

122 Year History **25,000** Graduates Annually

150,000 Active Students Annually

141 Faculty Members

200+

Secondary & Post Secondary Institutions use Penn Foster including...

Manokotak School	University of Missouri
40+ Job Corps	Miami Dade College
University of Notre Dame	Queens College
PennState	Louisiana Technical College
Texas Tech	Polk County School District
Texas A&M	San Antonio School District



SOCIAL LEARNING



41K
Facebook Fans



110
Student Blogs On Penn Foster Community

95%
Student Satisfaction

1000

Corporate clients utilize Penn Foster to educate their workforce

**PENSKE - US ARMY
CORPS OF ENGINEERS
BOEING - VERIZON**

PENNFOSTER

We have extensive experience supporting training initiatives within corporations and other educational institutions



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Disrupted

- Legacy Thinking
- Legacy Technology

Disruptor

- Disruptive Thinking
- Disruptive Technology

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We must make progress on managing two important, yet divergent disciplines

Disciplines:

Operating Excellence

Innovation

1. Do what we
"Already" do
even better?

2. How to invent
a different future
for the student?

Characteristics:

Discipline, Focus

Fast, test and learn, disruptive

Measures:

Consistently &
incremental improvements

Creativity, fast failures,
breakthrough improvements

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- Being on top of your game today requires a balance of traditional skills mixed with innovation skills
- Stability, control, and standardization mixed with **uncertainty, ambiguity, innovation, and disruptive thinking**

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Delivery Skills

- Analyzing
- Planning
- Detailed Oriented Implementing
- Disciplined Executing

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The transformative person incorporates skills from a far different dimension.

- Why accept the status quo?
- Look for new and better ways!
- Steve Jobs: “I want to put a ding in the universe!”

Discovery Skills

- Questioning
- Observing
- Networking
- Experimenting
- Associational Thinking

Delivery Skills

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Discovery Skills

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**Why do we breakup content into
disciplines and structure learning
that way?**



NEXT PRACTICE THINKING

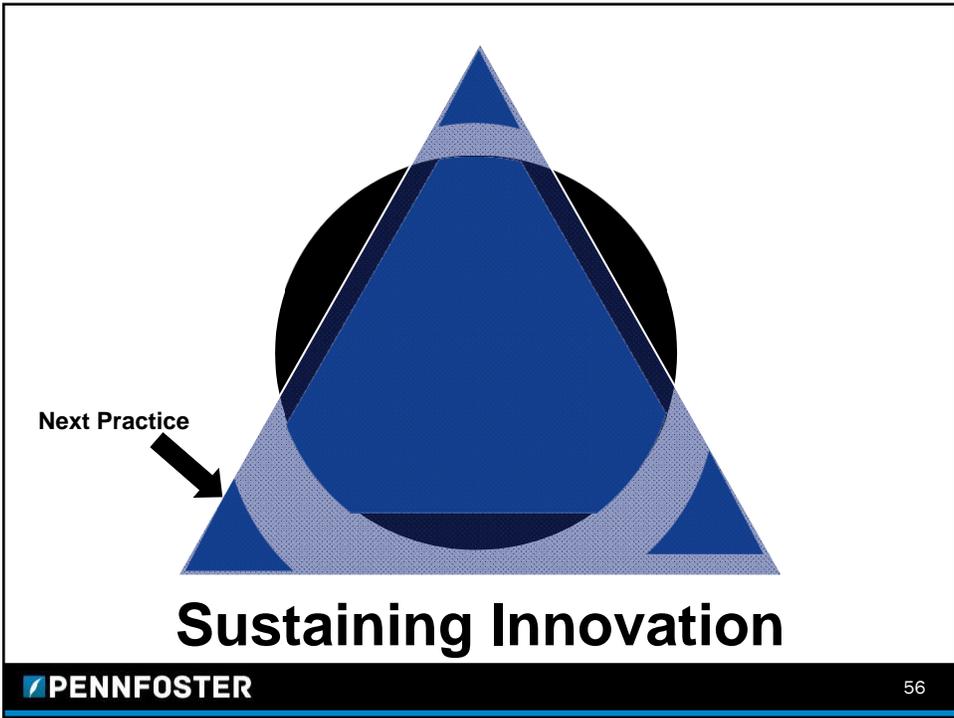
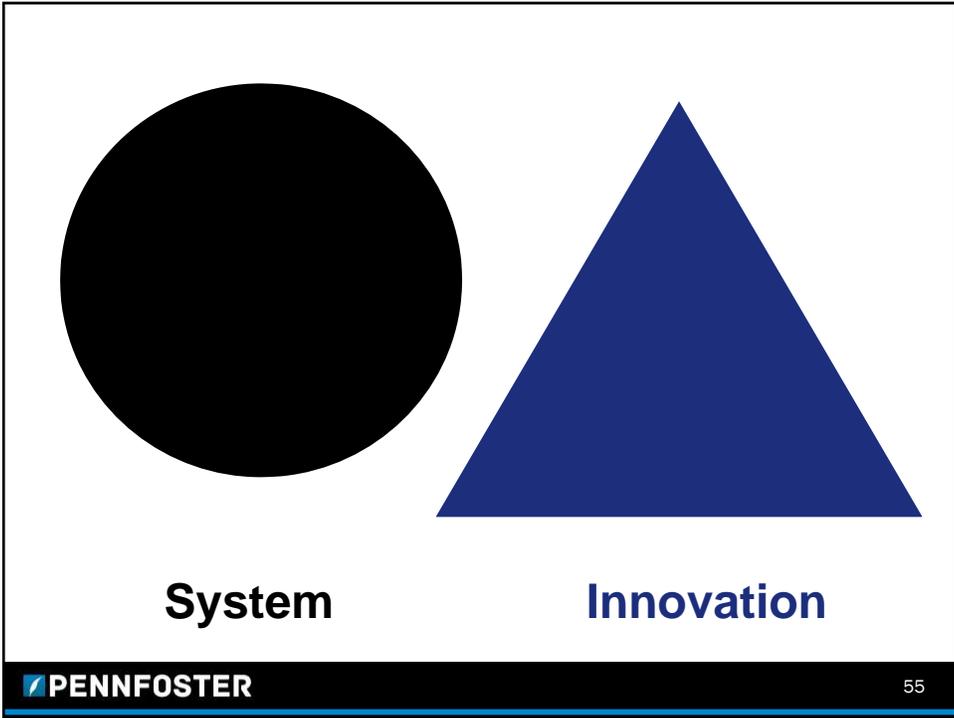
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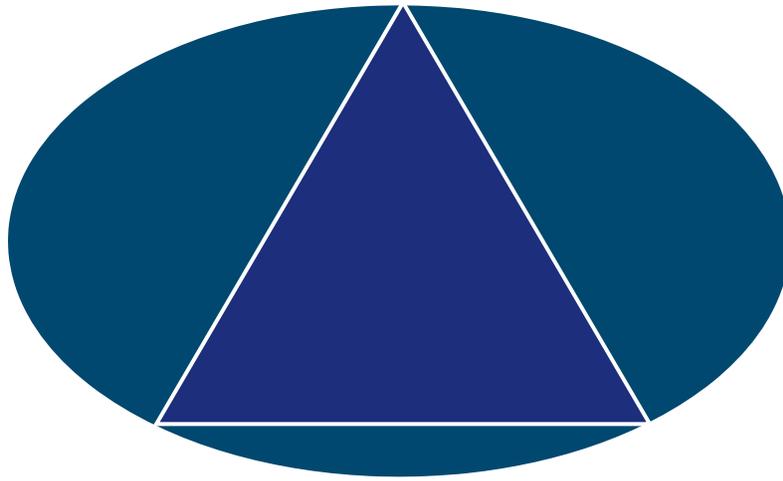
Best practices allow you to do what
you are currently doing a little
better.

Next practices increase your
organization's capability
to do things it has
never done before.

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Disruptive Innovation

- Sears
- IBM

BANKING

A Story....

- Not a bad idea, but to earn a grade more than a C+, the idea has to be viable! (Yale Professor)
- Fredrick Smith
- The idea FedEx

**“In the beginner’s mind
there are many possibilities;
in the expert’s mind there
are few.”**

-Shurnyu Suzuki



THE ROAD AHEAD...

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LEARNING:

Today teaching is “one”
but not the *only* way to
achieve learning.

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We believe the road ahead is about

Self-Directed Learning

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If we ask the right questions and take action on the answers, we can change the world of education.

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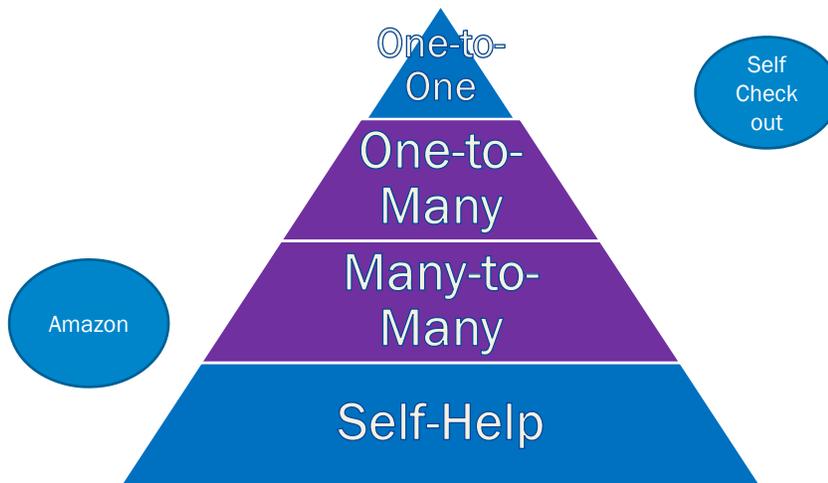
What do we mean by learning?

- If learning is about productive learning, “students wanting to learn more” then it suggests a transfer of power over the learning from the teacher to the student.

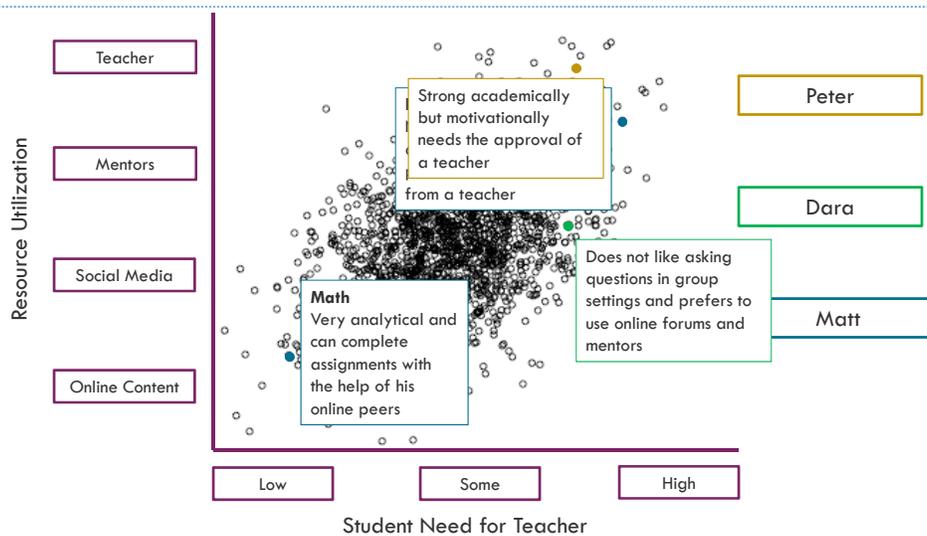
“In the next 20 years, power will shift to the customer – for the simple reason that the customer now has full access to information worldwide.”

· Peter Drucker

Creating A Learning Culture Where Peer to Peer and Self-Help are the Preferred Methods to Learn



There is no such thing as a *normal* student.



What does it mean to be literate?

- 21st Century literacies include “proficiency with the tools of technology,” an ability to manage, analyze and synthesize multiple streams of simultaneous information, an ability to design and share information with global communities to meet a variety of purposes.



SOME STRAIGHT FORWARD ADVICE

Ignore the real world

The inhabitants are filled with pessimism and despair.

They expect new ideas to fail.

They assume society isn't ready.

Planning is guessing

Unless you are a fortune teller

“long-term planning” is a fantasy.

Timing of long-range plans are backwards; you have better information when you are doing something, not before you do it.

Planning Strategy

- Long Range Vision
- 30 Day Plan
- 60 and 90 Day Plans

New Daily Plan

- Wake Up
- Be Amazing
- Go To Bed



Thanks

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