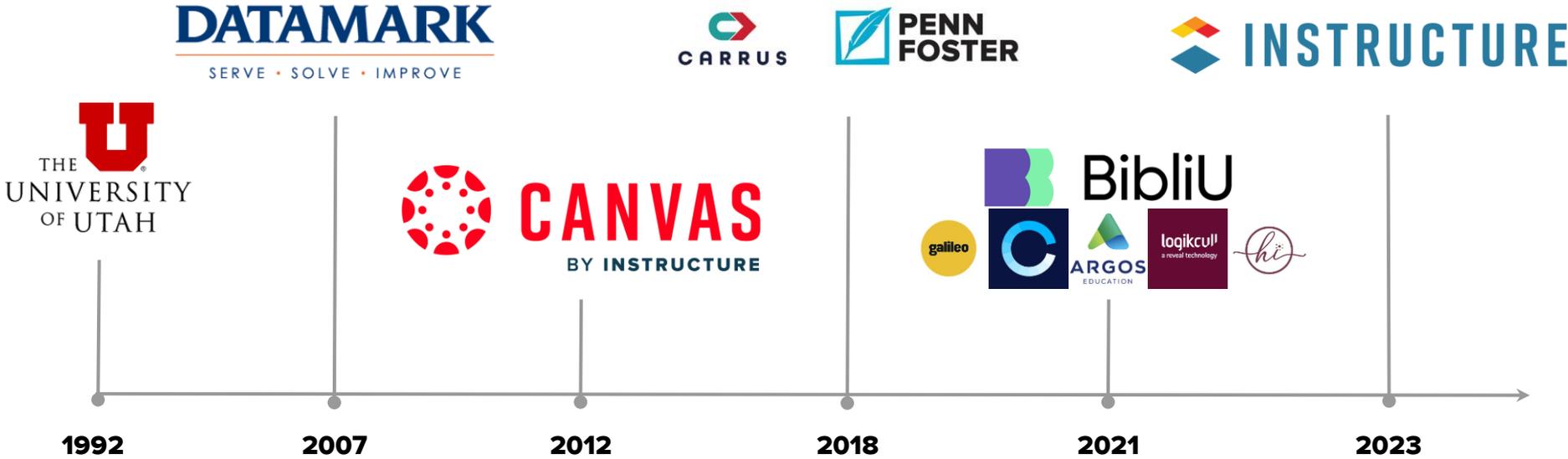




**Mapping the Century:  
Navigating Lifelong  
Learning In A 100-Year Life**



# 30 Years of Technological Transformation



Marketing Leader ♦ Advisory Board Member ♦ Chief Executive Officer ♦ Venture Partner ♦ Chief Transformation Officer

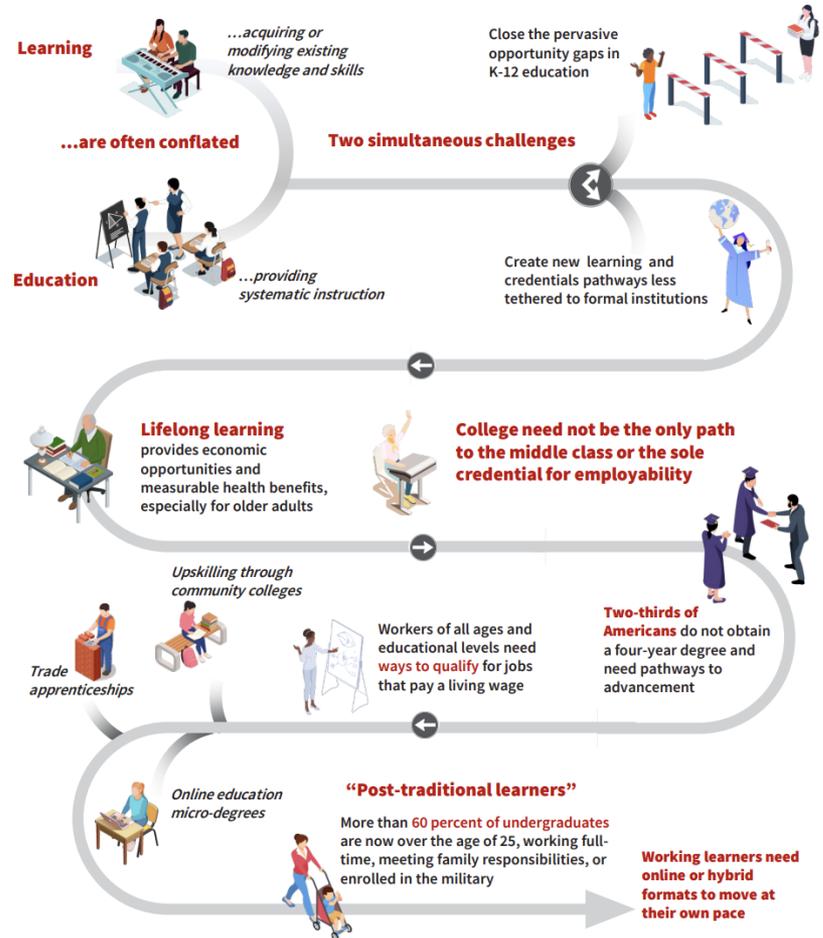
# 100-Year Lives



“Increased longevity, one of the most profound transformations of the human experience, calls for equally momentous and creative changes in the ways we lead these 100-year lives, at *every* stage.”



<https://longevity.stanford.edu/>

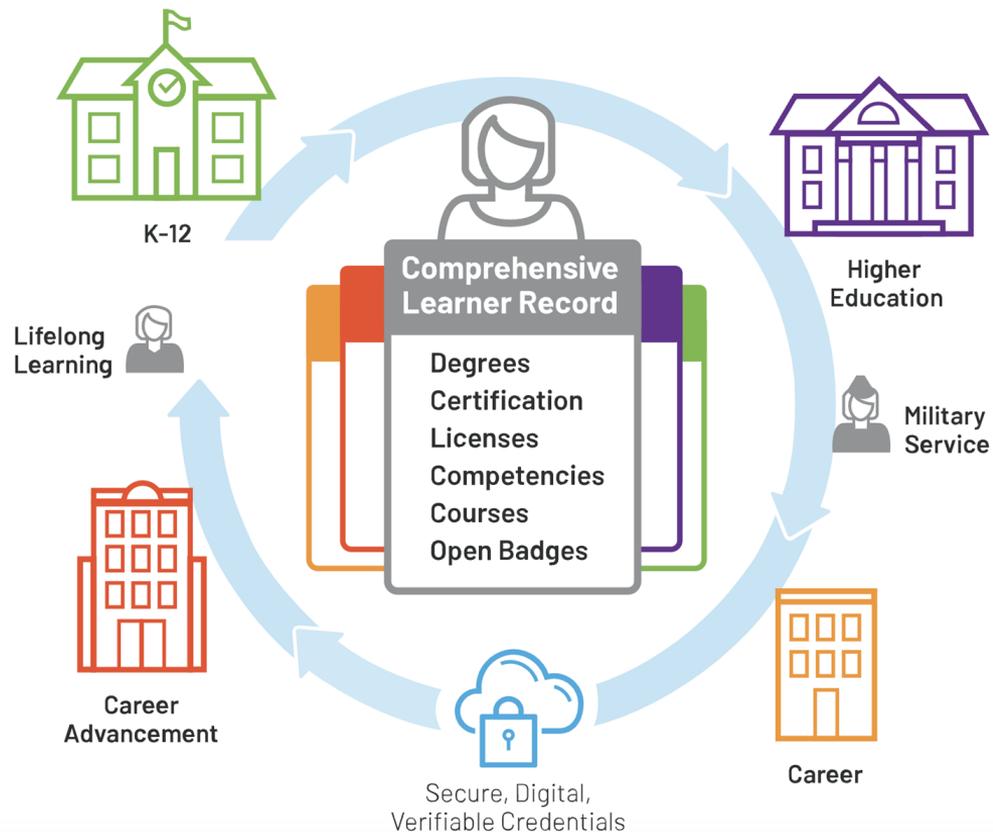




The background is a complex, abstract composition of various geometric and organic shapes in shades of blue. It includes checkered patterns, concentric circles, overlapping lines, and textured areas with small dots. The overall effect is a dense, layered visual field.

**So what do we do?**

# Visioning the First Day of School to Last Day of Work



# Addressing All Learners



**Traditional  
Secondary School  
Graduate**



**Traditional University  
Student**



**Returning Non-  
degree Completor**



**Part-time Upskilling  
Adult Learner**



**Full-time Reskilling  
Adult Learner**



**Corporate Partner  
Learner**

# Exemplifying The Approach: USA Swimming



## CHALLENGE

- USA Swimming needed to provide comprehensive education and consistent learning opportunities to its widespread membership, mainly its 20,000 coaches

## PROCESS

- Implemented a centralized platform, streamlining access to content
- Catered content to learners of all ages and technical skill levels, focusing on asynchronous curriculum
- Incorporated certifications *and* continuing education courses

## OUTCOME

- Increased access to high quality content
- Fostered continuous improvement among coaches



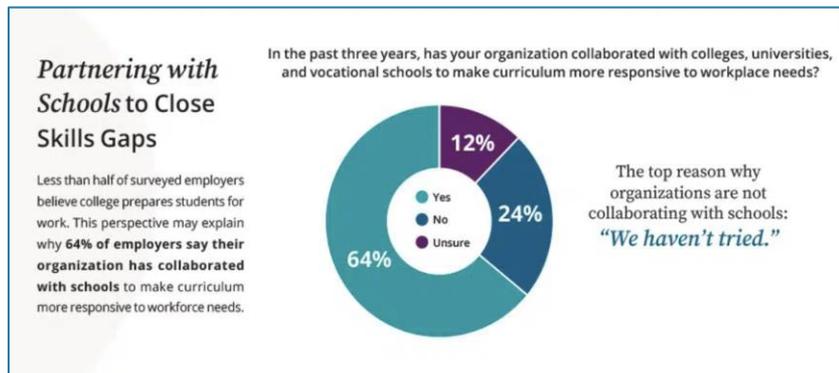
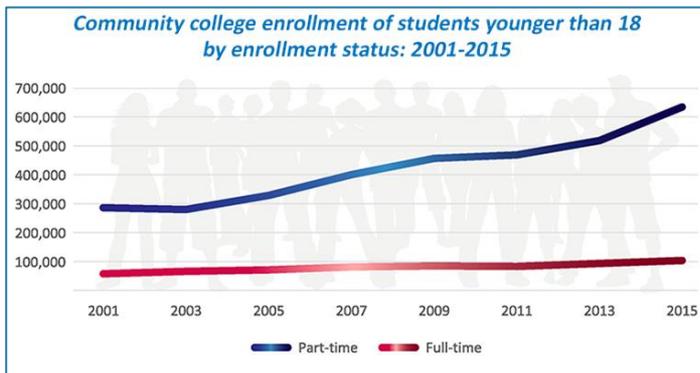


# **Creating the Right Infrastructure for Lifelong Learning**

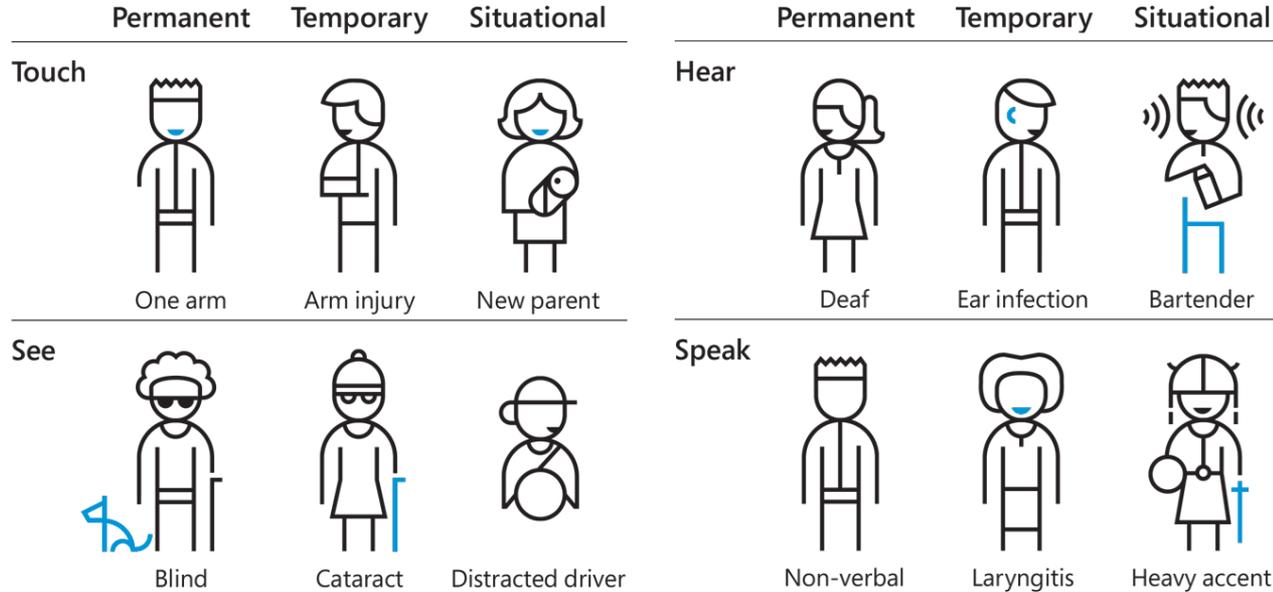
# Lifelong Learning

Learning does not stop at the diploma, degree, or even credential. Education must enable a learner to respond to community, workforce, and societal changes in real-time.

Learner agency; Student success prediction & intervention; Whole learner support; Flexible delivery & design

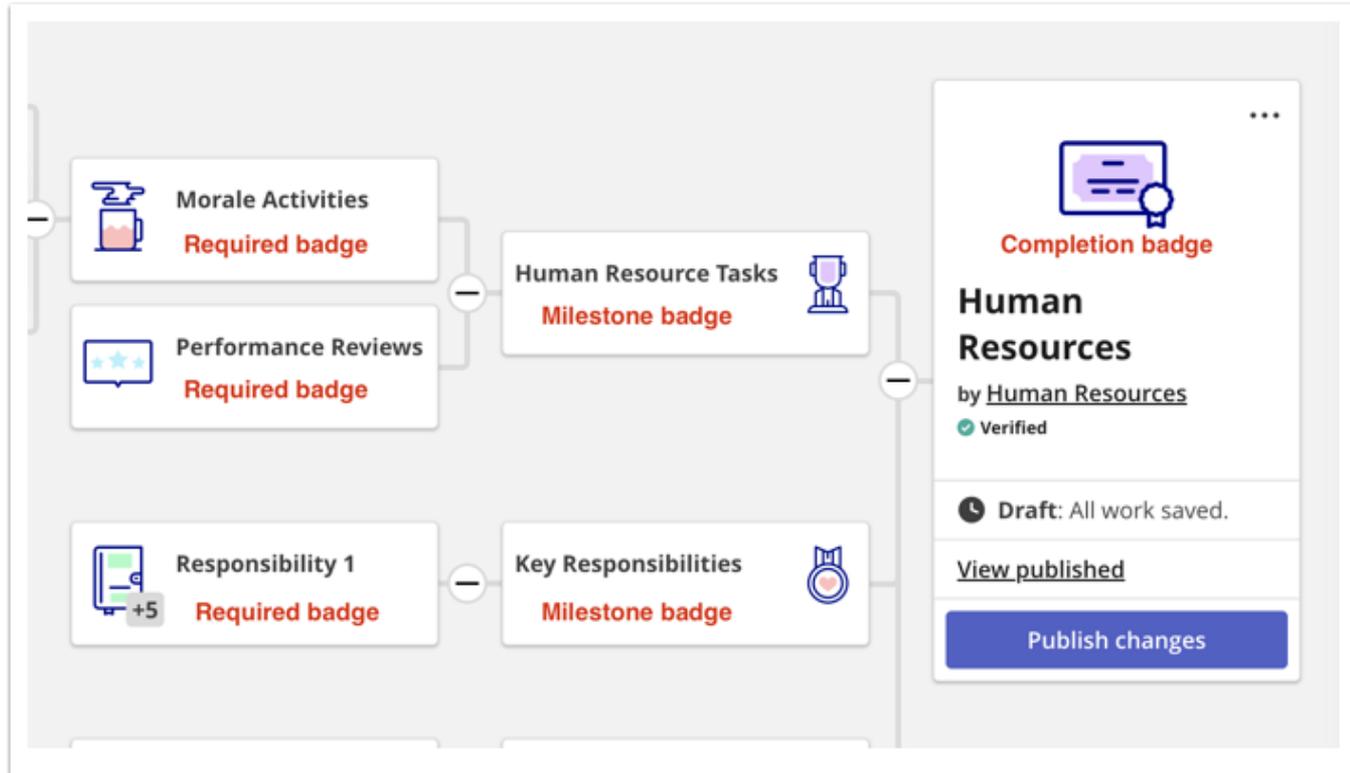


# Inclusive Design



*This graph is from Microsoft's inclusive design toolkit.*

# Credential Pathways



# Education & Industry Partnerships

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# Creating a Culture of Learning

## Characteristics of a Culture of Learning

- Prioritizes employee development and skill-building
- Treats learning as an organizational imperative
- Emphasizes a growth mindset across the company
- Rewards employees who prioritize learning

<https://emeritus.org/blog/culture-of-learning-in-the-workplace/>



# **Empowering Career Changes and Pivots**

# Replacing “Student” with “Learner”

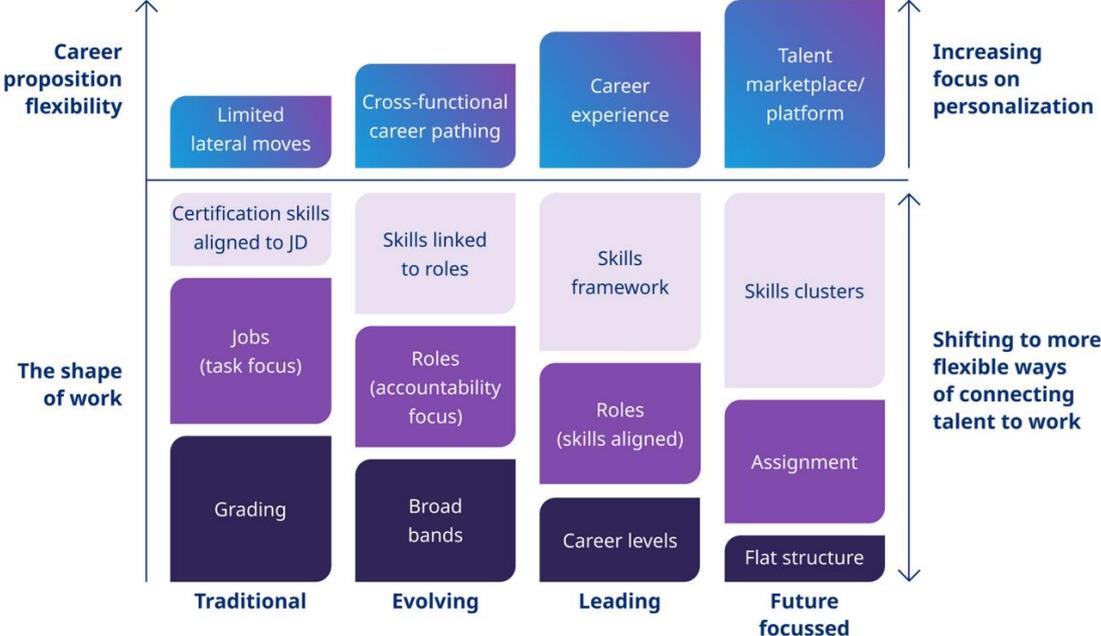
“A skills-based learning approach in education and technology encourages open learning and advances the development of new skills as careers progress.”



“Skills-based learning has major effects because it aims the students to become 21st-century learners and globally competitive.”

# Pathing Learning: Skills Alignment

Skills-based talent practices continuum



<https://www.mercer.com/en-sa/solutions/talent-and-rewards/skills-based-talent-practices/>

# Exemplifying The Approach: FedEx



## CHALLENGE

- In 2018 FedEx was facing challenges with high retraining costs due to talent turnover; however, many employees didn't have high school diplomas or college eligibility

## PROCESS

- FedEx worked with the University of Memphis to create a program catered to their employees
- They created a performance-based admission pathway
- Employees could receive a full bachelors degree online through UofM Global with an extended 6 year timeline

## OUTCOME

- More than 80% of graduates from the program advanced at FedEx in the US
- Retention and recruitment has been fueled by this program



# Supporting Life Transitions



“Rather than fixed chapters that span 70 years and focus consecutively on education, work, and retirement, we envision several shorter, flexible intervals dedicated to learning, working, caregiving, and leisure that are woven as needed into the course of 100-year lives, with **working intervals likely to include more than one primary career.** “



<https://longevity.stanford.edu/>



# Discussion & Questions

**Thank you!**