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Conferences Canadian Learning Commons Conference

2012-05-09

Integration at the Learning Commons: How to Drive Innovation and Enhance the Student Experience

Monegro, Alex

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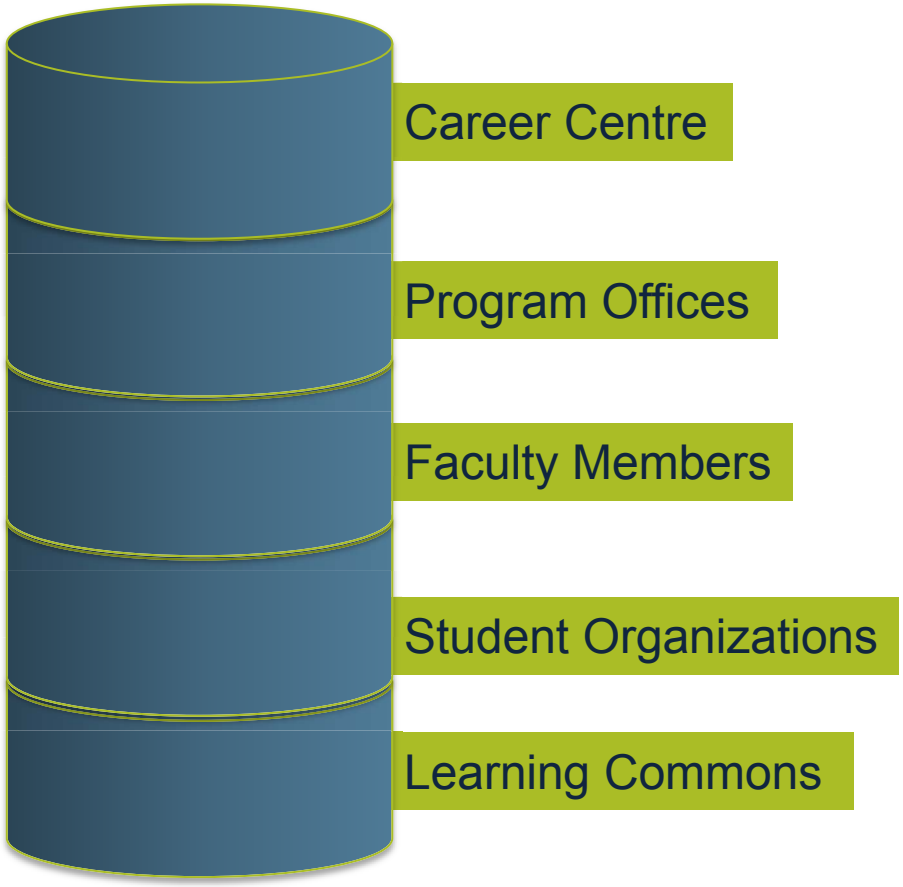
CANACCORD learning commons

Integration at the Learning Commons:

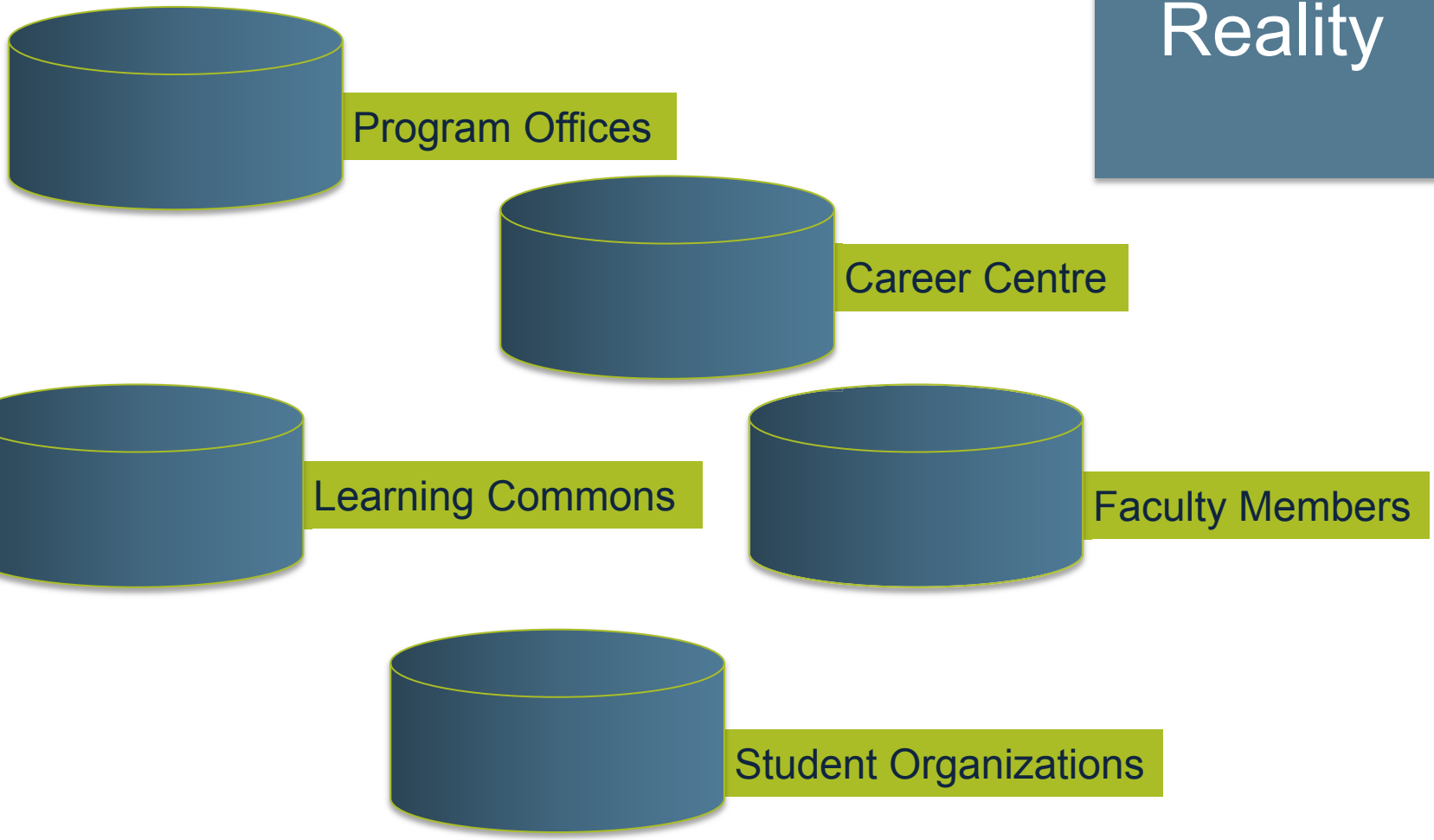
How to Drive Innovation & Enhance the Student Experience

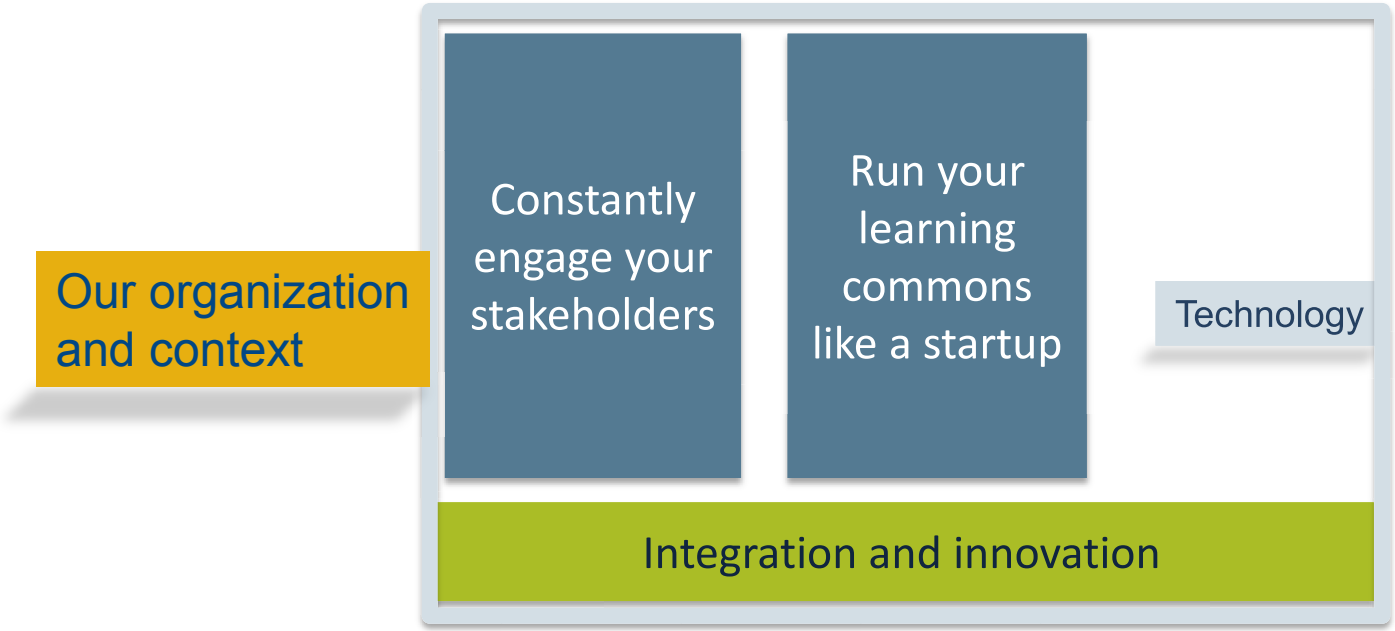
Alex Monegro,
Sauder School of Business,
University of British Columbia

The dream: an integrated learning experience



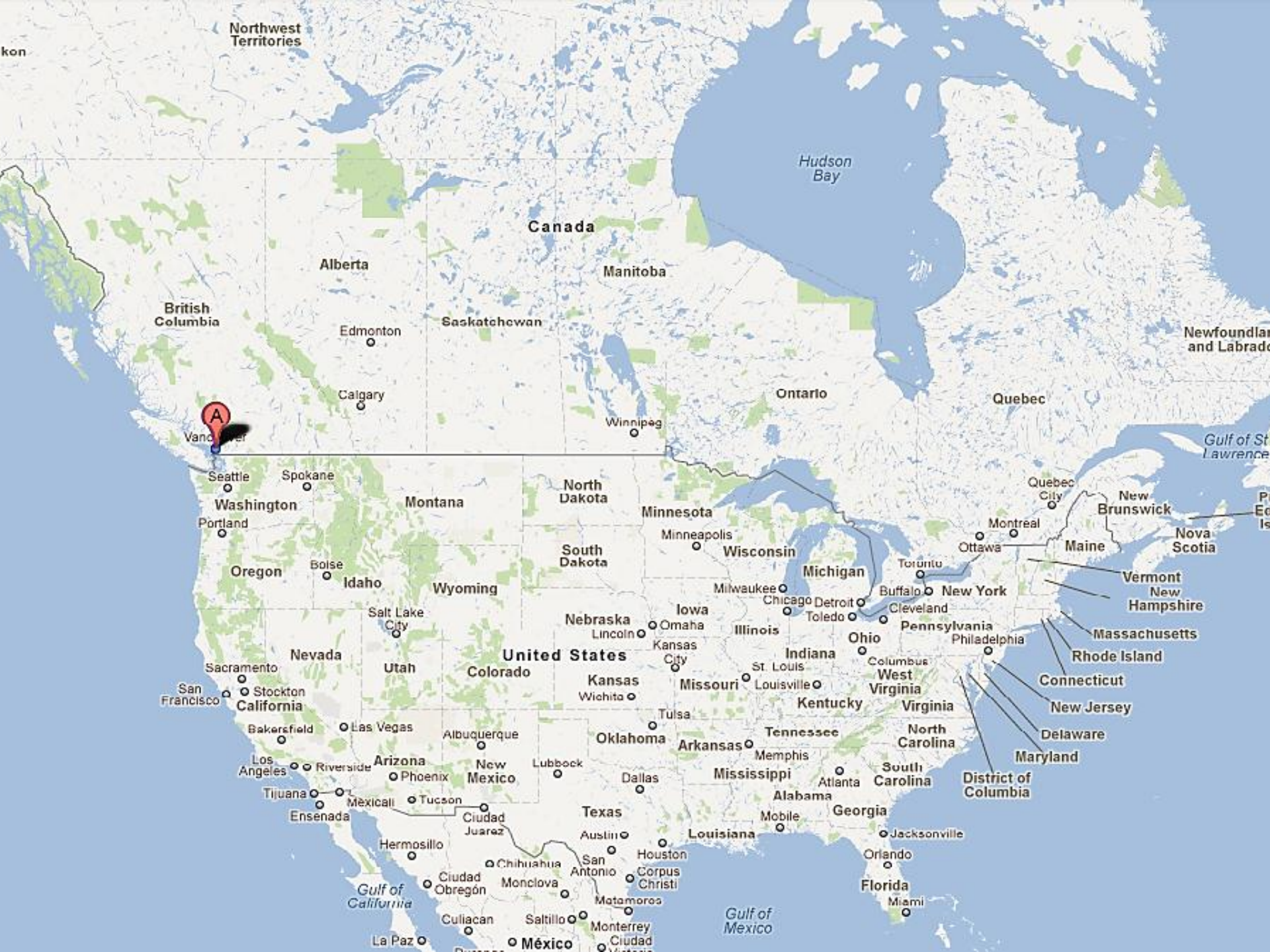
Reality


Program Offices
Career Centre
Learning Commons
Faculty Members
Student Organizations


Our organization and context
Constantly engage your stakeholders
Run your learning commons like a startup
Technology
Integration and innovation

a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA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SAUDER
School of Business

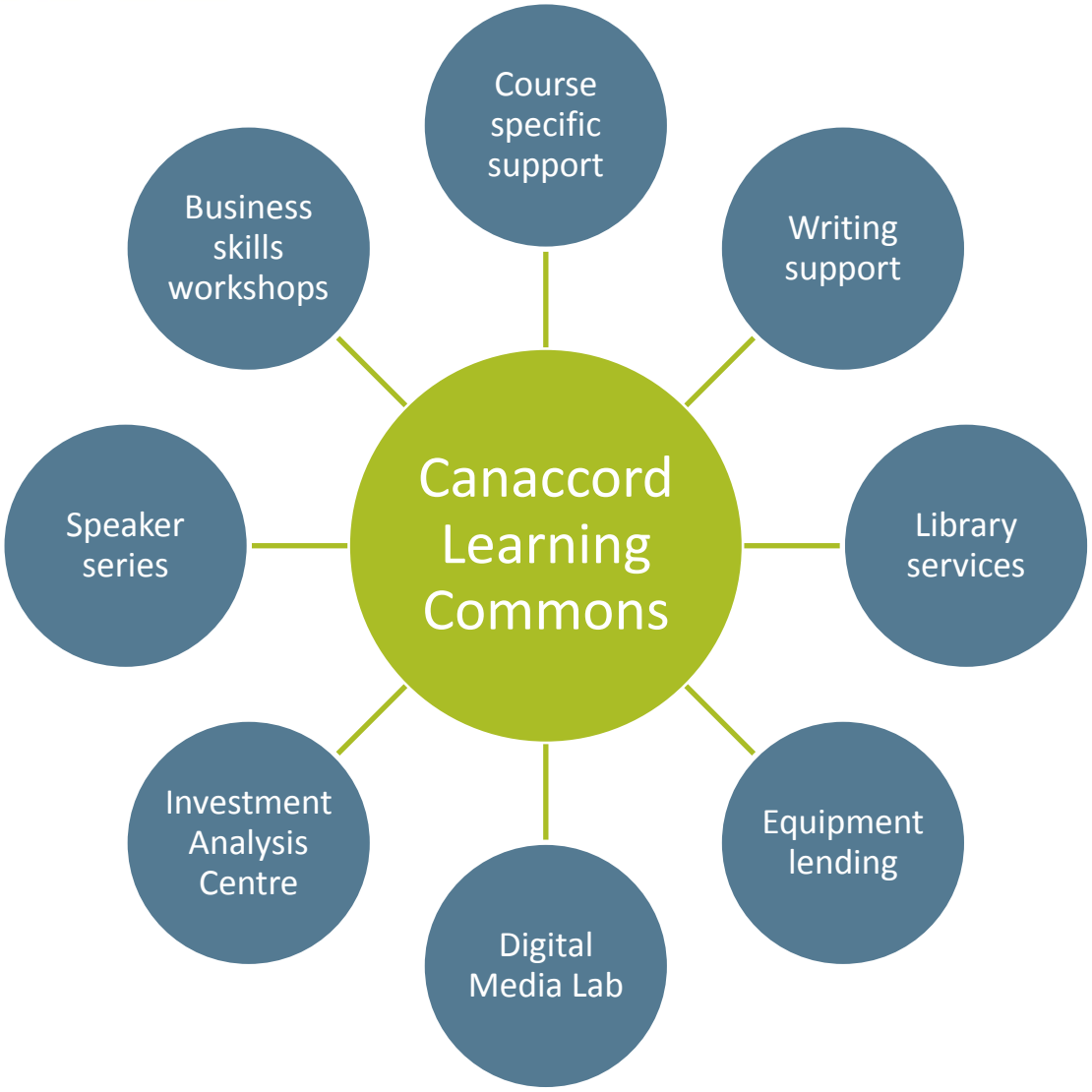
46,000

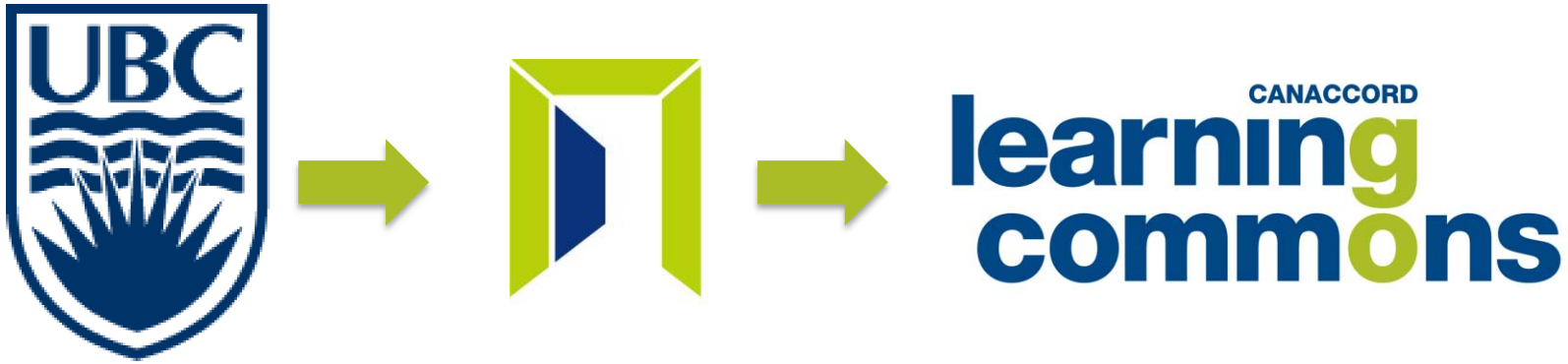
Canaccord Learning Commons
Canaccord Financial in honour of Peter Brown
EXIT
3,300

1 year 3 months

SAUDER School of Business | ROBERT H. LEE GRADUATE SCHOOL

CANACCORD learning commons

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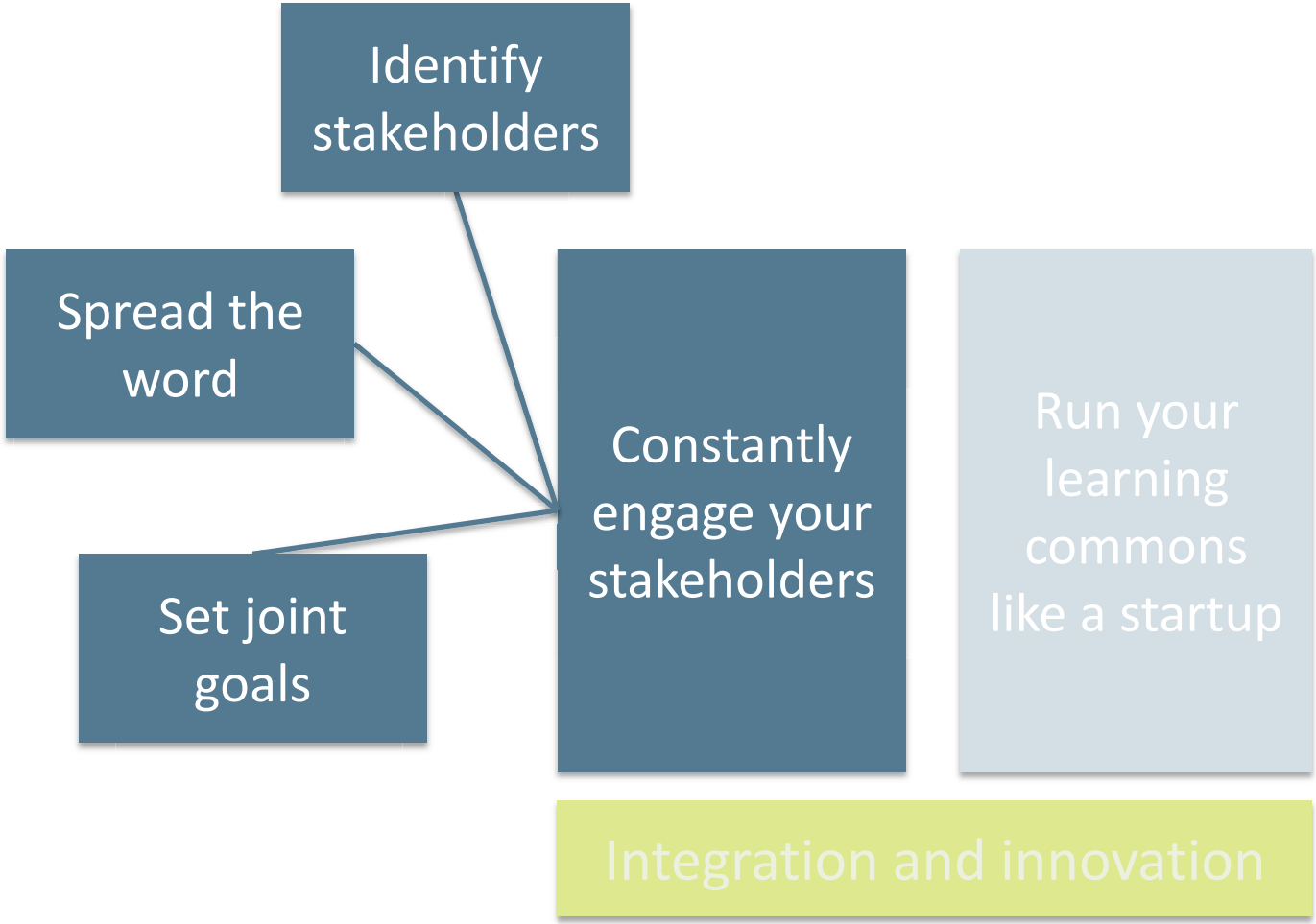
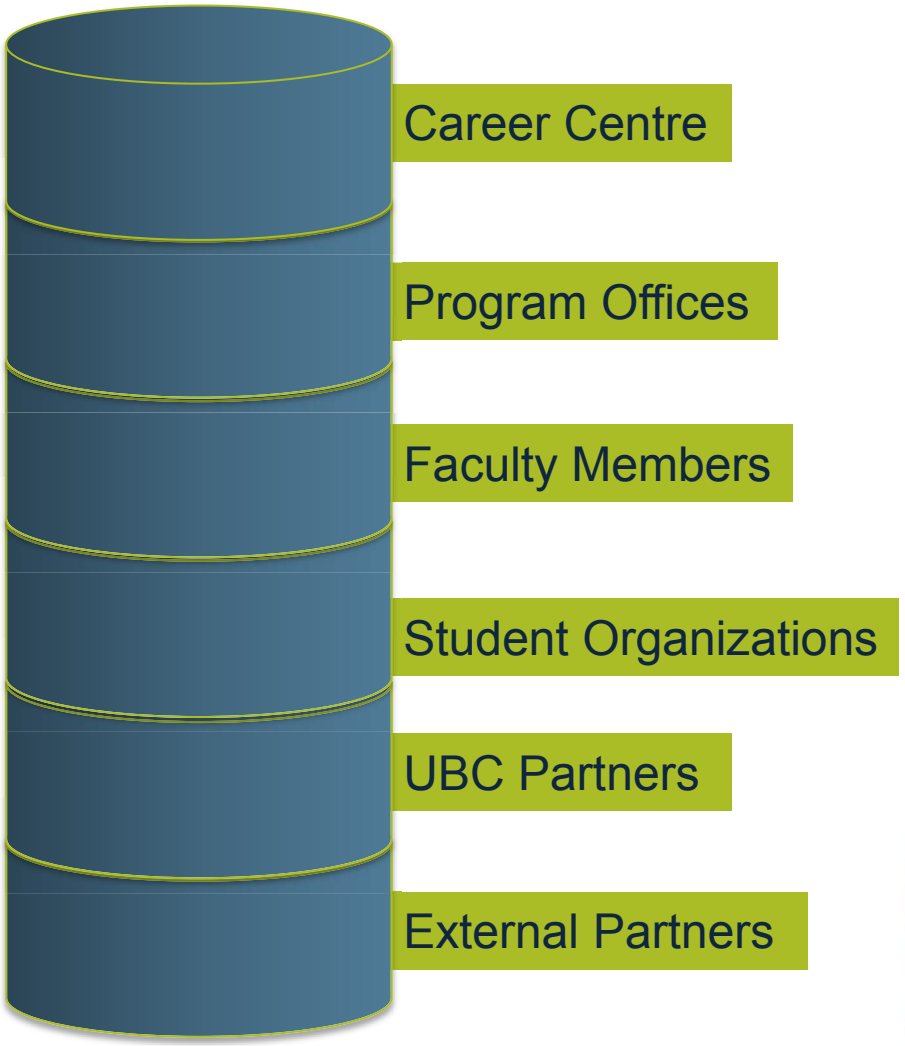
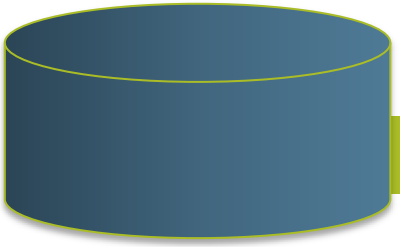
Integration and innovation


Identify stakeholders
Spread the word
Set joint goals
Constantly engage your stakeholders
Run your learning commons like a startup
Integration and innovation

- What are the potential roadblocks?
- Who are my potential champions?
- What is my value proposition?
- How can they help me?
- How can I improve communication flow?





- What are the potential roadblocks?
  - **Lack awareness; Think it's more work; Disagree with methods**
- Who are my champions?
  - **Professors with teaching awards; Reputation for using tech**
- What is my value proposition to them?
  - **Can free up class time; Increase quality of work from students**
- How can they help me?
  - **Drive usage to my services**
- How can I improve communication flow?
  - **Attend division meetings; Engage during class prep; Email newsletter**

Joint goals increase motivation

- Target university wide program goals
- Find common ground with specific efforts each partner is undertaking

Clearly outlined expectations maintain accountability

- Specifically outline each party's responsibilities
- Clarify expectations for outcomes

When it didn’t work

Setting up our Digital Media Lab

- Lab did not meet university wide privacy policies
- Different expectations for, “it’s ready”

Success story

Joint meetings with Career Centre, Program Offices, Reference Librarians, and Learning Commons Student Development

- Better integration in LMS
- Increase awareness of our services
- Natural experiment for measuring impact of programming

Constantly engage your stakeholders

Run your learning commons like a startup

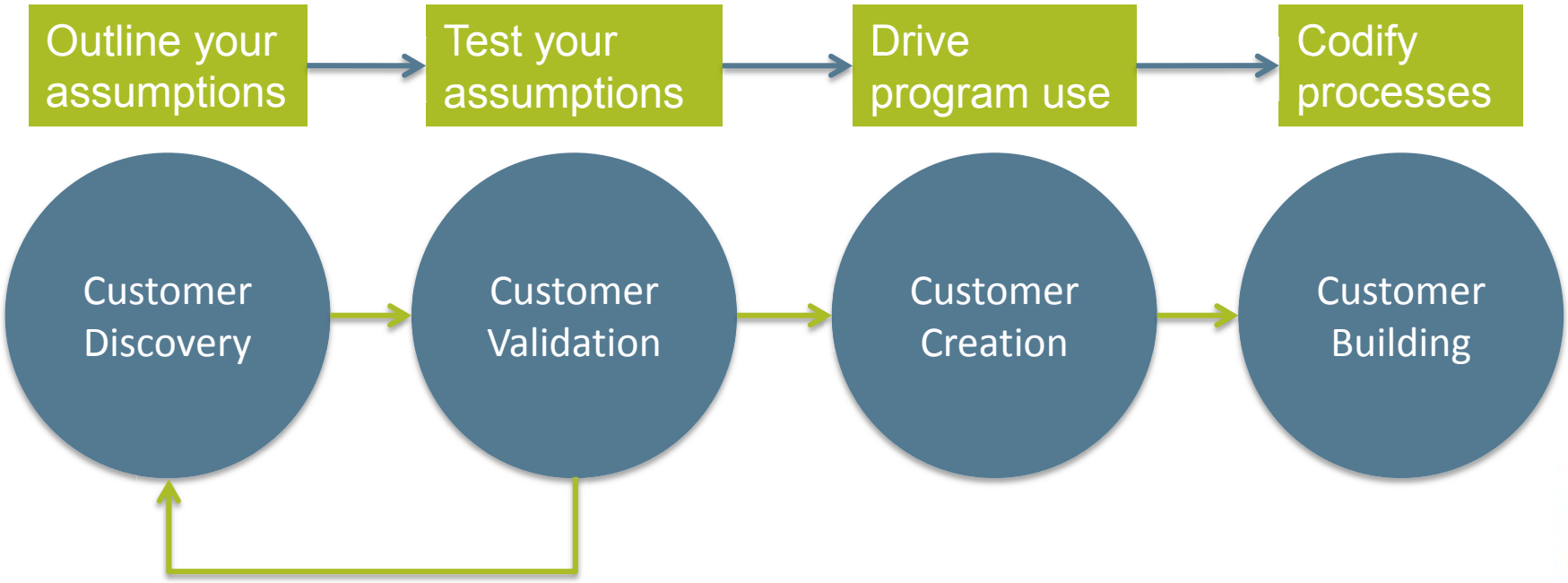
Integration and innovation

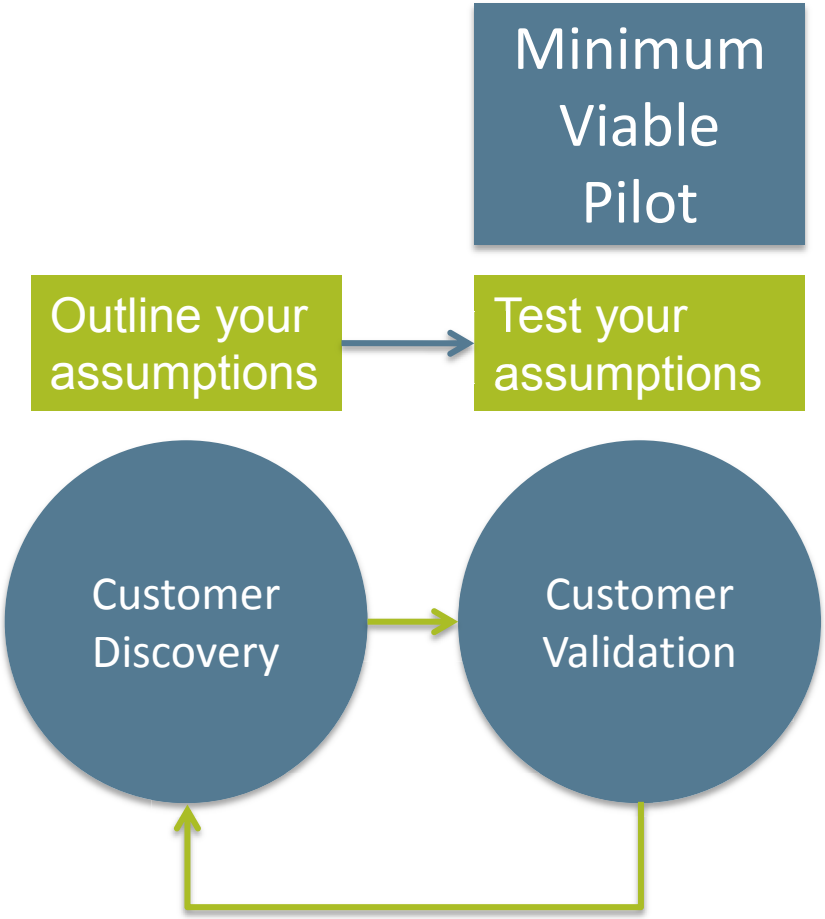
Only build what **you know someone** wants

A startup is a human institution designed to deliver a new product or service under conditions of extreme uncertainty.

-Eric Reis, author of Lean Startup

Steven Blank's Customer Development Model



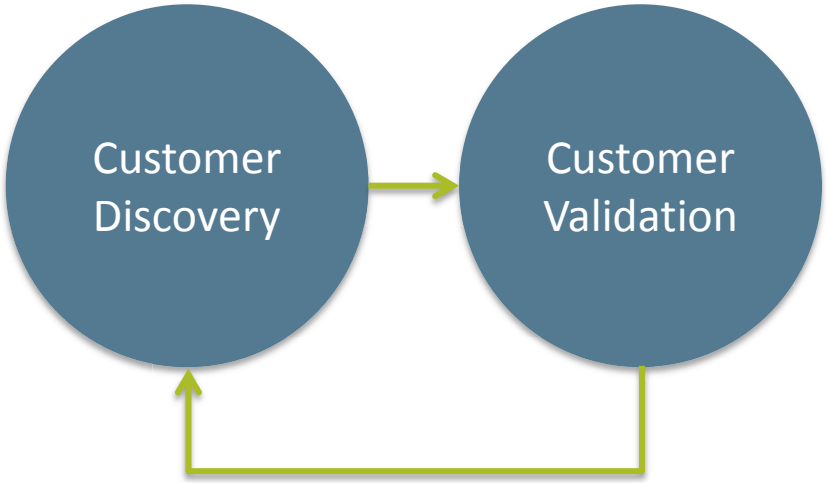


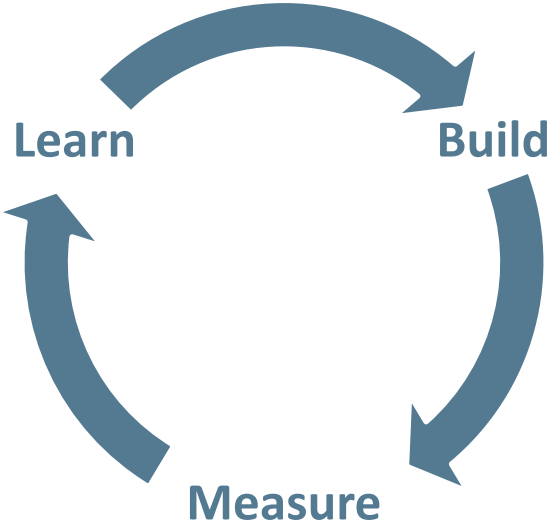
- Tied to specific class or program
- Must allow testing of assumptions

Minimum Viable Pilot

Lets you measure learning outcomes

Outline your assumptions → Test your assumptions



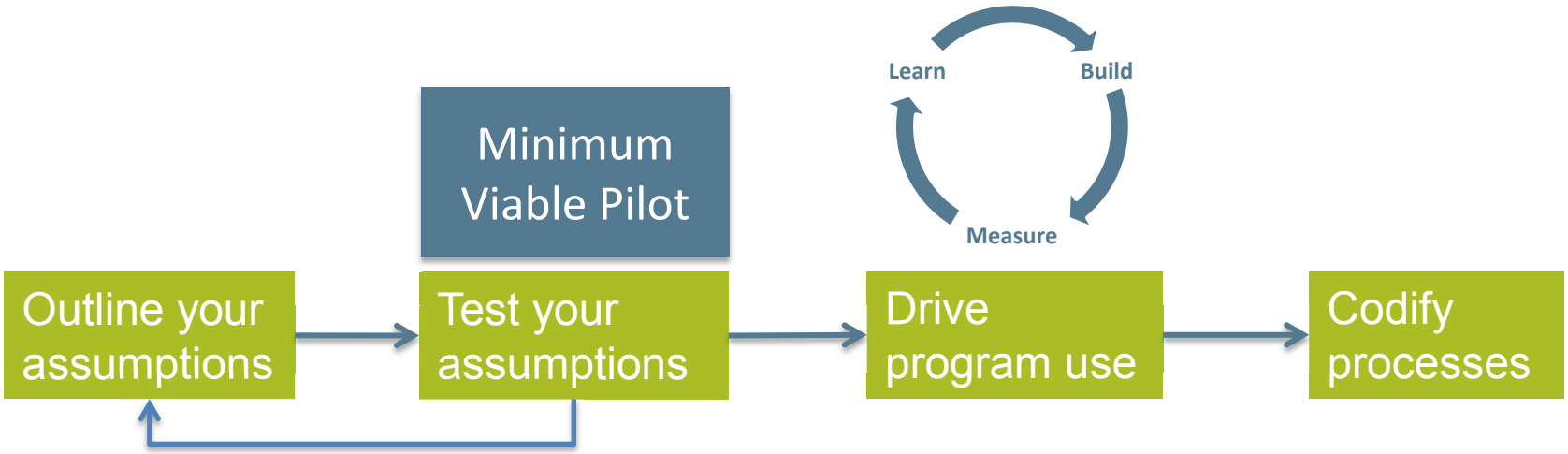


Drive program use

Customer Creation

Codify processes

Customer Building



- Students want to ‘buy’ workshops from us
- Workshops should be tied to specific courses/assignments
- Content should be Sauder/program specific
- Content should be more like how-tos
- Students want more doing in sessions

Success story

Building a presentation skills training program

- Integrated with first year Business Fundamentals course
- Working to support verbal Business Communications course
- Serviced over 550 students
- Moving to flipped classroom model to scale

Integration and innovation

Keep up the good work and please add more sessions…

-MBA Student

INTEGRATION AT THE LEARNING COMMONS: HOW TO DRIVE INNOVATION AND ENHANCE THE STUDENT EXPERIENCE

The hits:

- **Tell the world,** but do it with purpose
- **Build only what you can prove someone wants**, and they will come
- **Build, measure, and learn** to have a bigger impact

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Thank you,
Questions?

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