

Merging Business and Universities

*Aligning education, employment
economic, social and cultural imperatives*

Education for a Smarter Planet



Mick Slivecko

slivecko@ca.ibm.com

*Aligning education, employment, economic, **social and cultural imperatives***

Collaboration & Co-operation:

Do differences in Language and culture represent a challenge or opportunity?

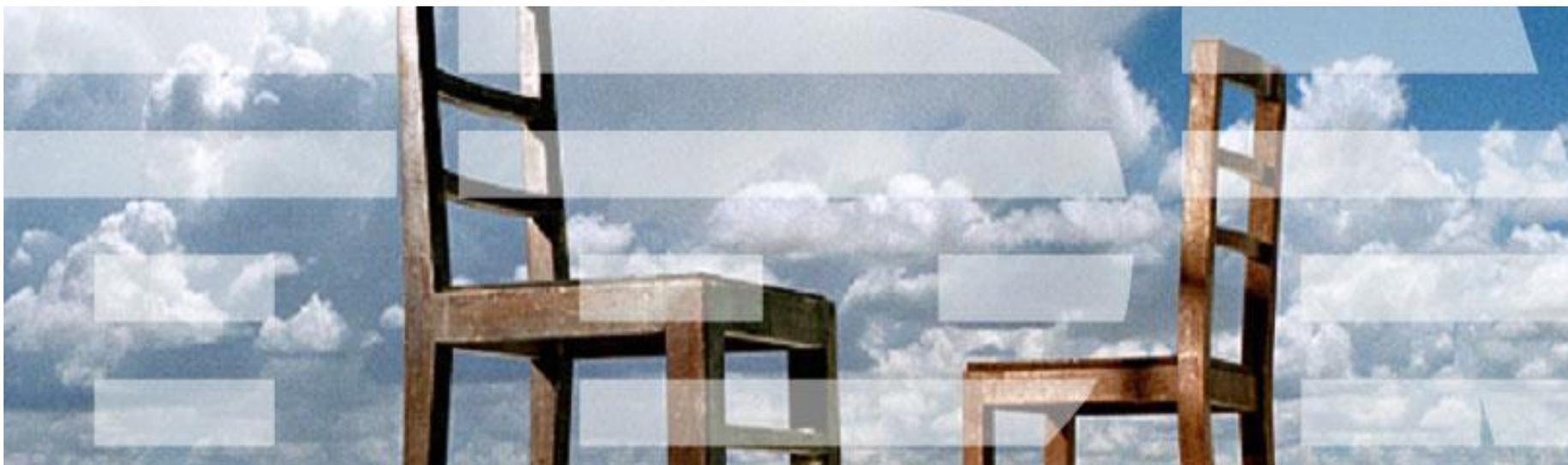
Unique Pan-European Global Leadership opportunities

Local cooperation and recognition of social and cultural value = Innovation?

MOOCs = Forcing Globalization? Students and citizens are coming

Big Data needs new cooperation = increased incremental and scaled value

New Business Models, Knowledge models, formal and “accidental coincidences”



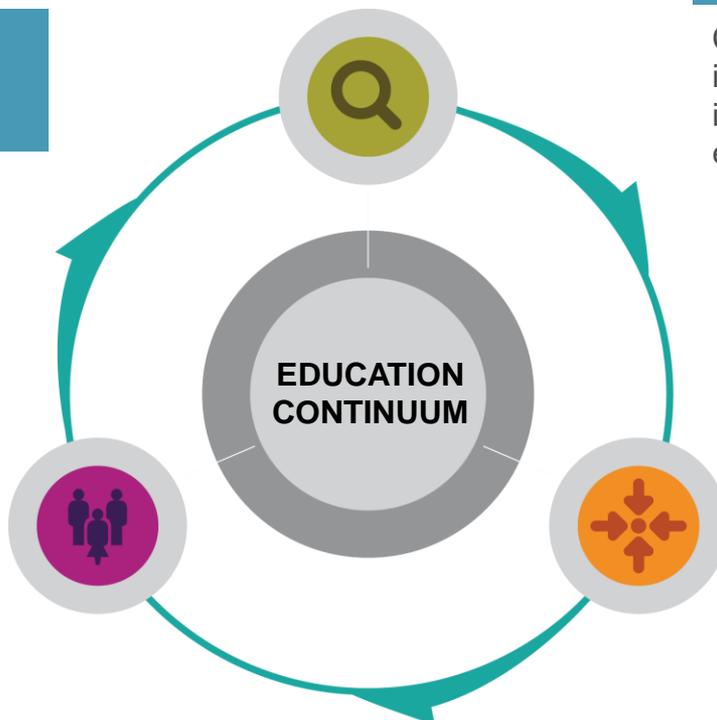
Alignment of economic and social imperatives to Education:

In a rapidly changing world, education and government leaders have the opportunity to ensure successful outcomes for students, the economy and society.

Improve teaching effectiveness and student outcomes

Bring together deep analytics with advanced technology, learning resources and research to create new insights and guide decisions.

SMARTER EDUCATION



Accelerate research discovery and innovation capabilities

Collaborate with researchers and industry to create knowledge, innovation, intellectual assets to contribute to education and the economy.

SMARTER RESEARCH

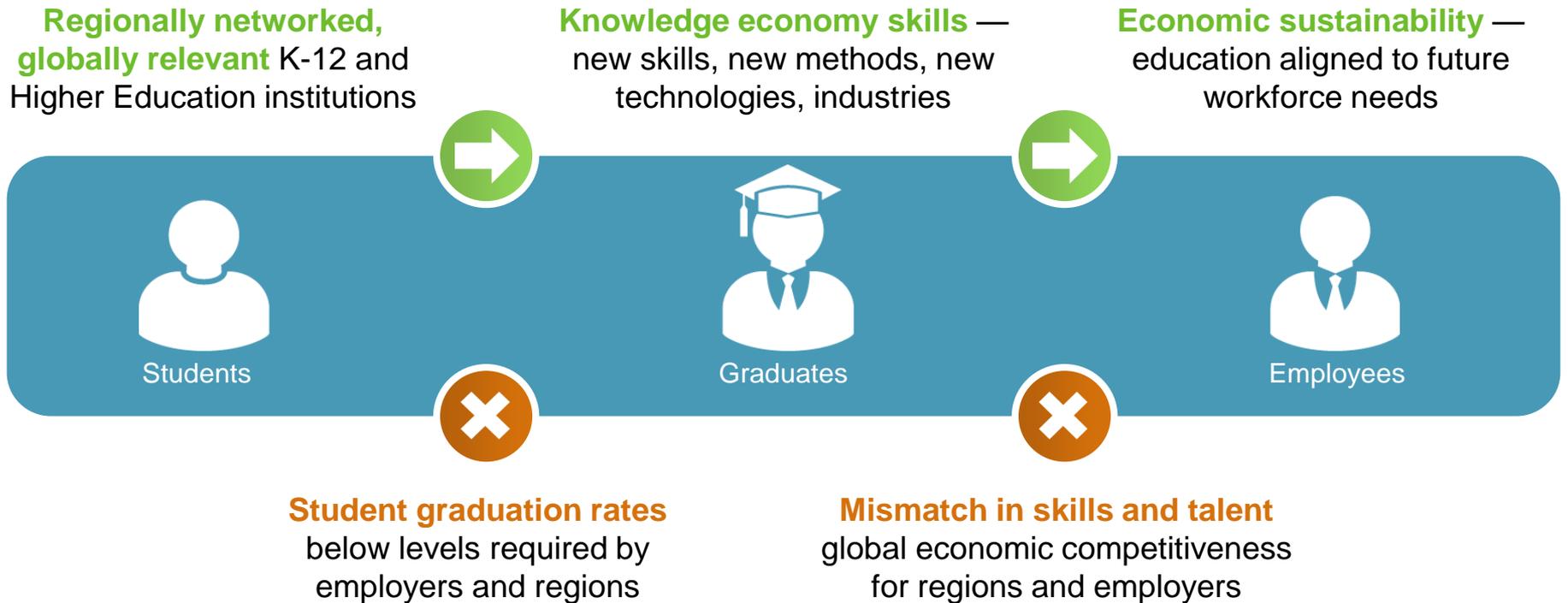
Maximize operational efficiency and effectiveness

Create an intelligent infrastructure with open applications and flexible processes that drive down cost, dynamically respond to new requirements and provides security and safety.

FINANCE & OPERATIONS

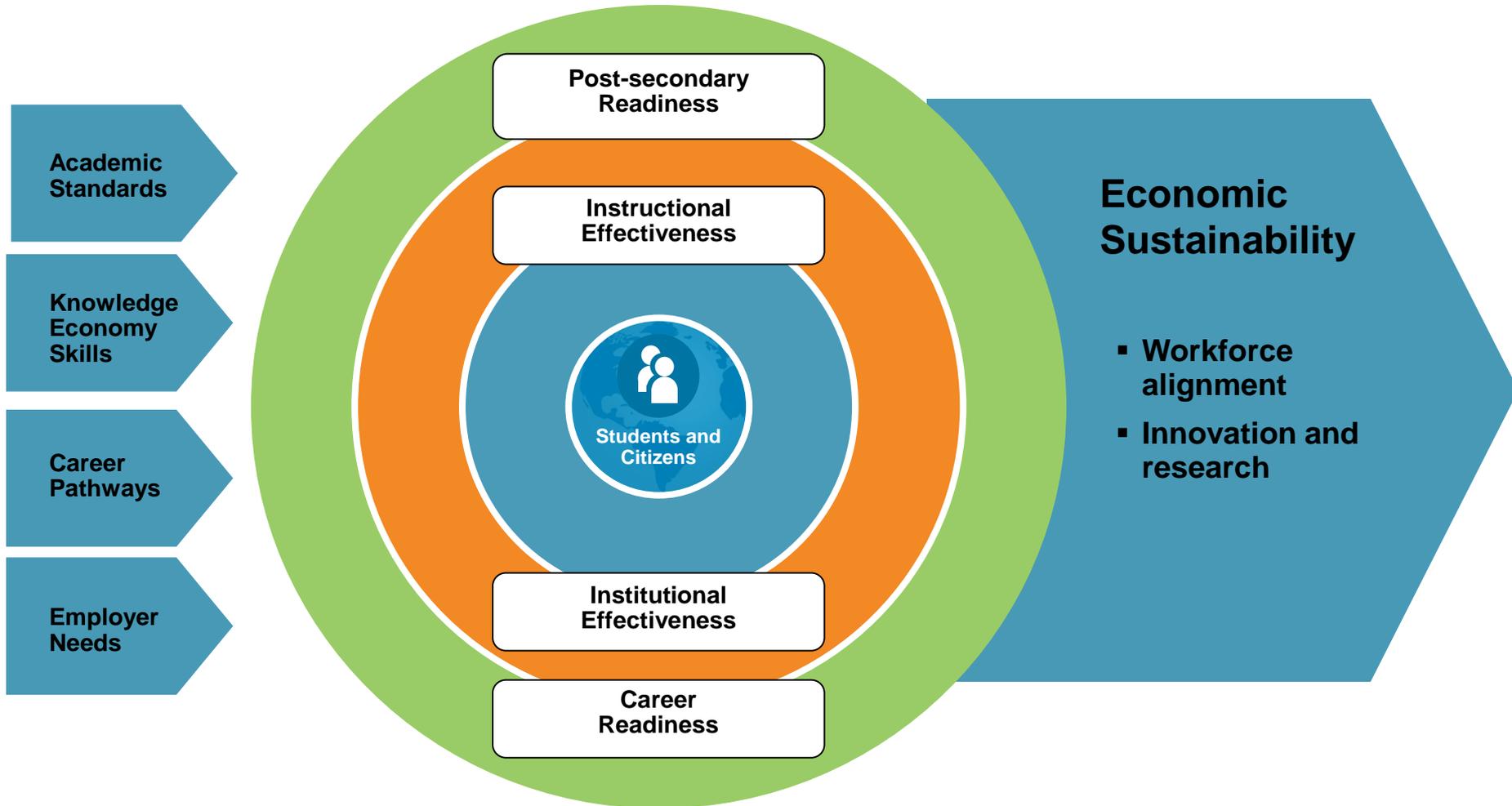
Globally we face both opportunities to more effectively managing our critical investments in education.

The Opportunity: Aligned Talent Management “Pipeline”



The Challenge: Lack of coordination, integration or alignment

Students are at the center with a focus on enhancing academic success and career/college readiness. Smarter Education ensures the student is on the right track for success



IBM Watson® Foundations for Education lays the ground work for the emerging cognitive revolution in education



Teacher uses the Watson Foundations dashboard to identify students skills attainment aligned to standards



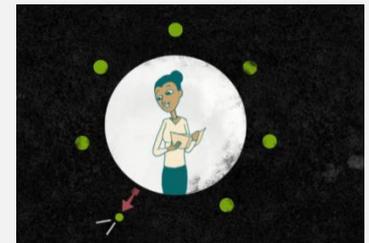
Watson Foundation's predictive analytics capability identifies students' academic strengths and weaknesses



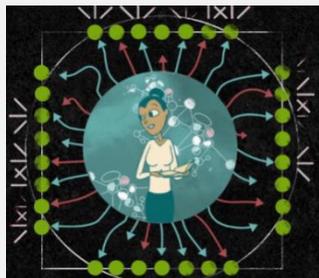
Watson Foundations prescriptive and content analytics capabilities recommend behavior and content for the student aligned to their skills needs and learning styles



Student consumes the recommended content from the plan and takes the appropriate assessments



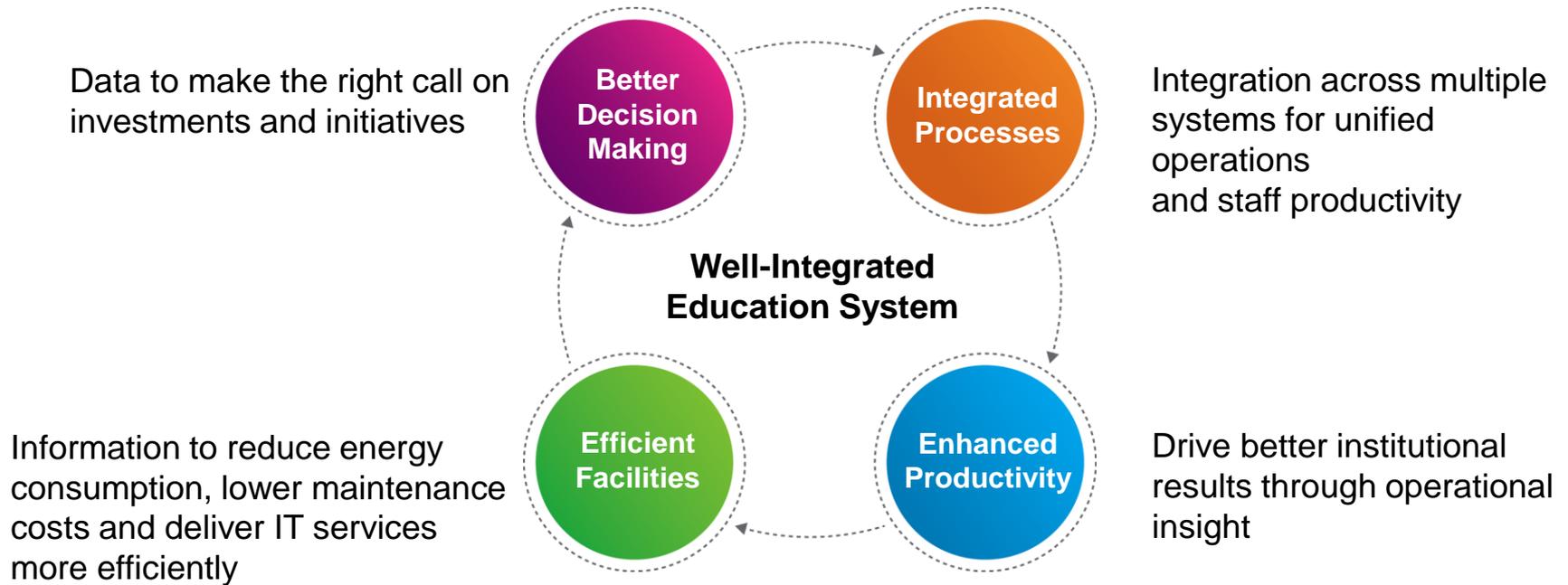
Teacher selects appropriate learning path and creates a progression plan for the student



Teacher monitors the progress of the student and adjusts the plan



Integrating data for use in operations gives administrators and business officers more information and insights about overall institutional performance.



The Exceptional Student Experience

Social Collaboration

- Amplifying collaboration of disparate stakeholders in a learning environment
- Cross department, institute and continent
- Pedagogical innovation of course delivery
- Corporate agility and scalable resourcing

Accessible Portal

- Proactively pushing content to users by unifying complex IT environments
- Any where, any time, any device learning
- Personalised, optimised portal experience
- Rationalising challenging application estate

Predictive Analytics

- Predicting student failure allowing positive intervention before dropout
- Translating data to a single student record
- Automating student impact management
- Management reporting and dashboarding

Digital Marketing

- Increasing admissions through mass personalisation and channel integration
- Assertive marketing campaign automation
- Market brand social sentiment measurement
- Precision ROI on every marketing dollar

