

Webinar: Creating Value Through Building a Digital Entrepreneurial Ecosystem

Date: Tuesday, October 10, 2023

Featuring: Julie Keane, PhD and David Wyrick, PhD

7

00:02:29.500 --> 00:02:42.580

Julie Keane, PhD: I'm Julie Kane. I'm chief learning officer at participate, and together with partners like the University of North Carolina, Greensborough, we help people learn and work better through inclusive and engaging online communities of practice.

8

00:02:43.110 --> 00:03:11.170

Julie Keane, PhD: So I'm very pleased to walk you into this Webinar. In our lifelong learning conversation series. I think it's our fourth one, and this virtual conversation series offers an informal opportunity to learn from a range of experts on topics relating to empowering lifelong learning, and it is truly one of my favorite parts of my job that I somehow have managed to be able to to get this job responsibility. So before we want before we get started. I'm just sharing a few technical

9

00:03:11.170 --> 00:03:29.050

Julie Keane, PhD: notes. Captions are available for this webinar. But please let us know with the QA. Function if they are not working. I also invite you to submit any questions through the QA. Function on zoom. We will monitor this throughout the session and try to get to as many questions as we can at the end.

10

00:03:29.050 --> 00:03:52.960

Julie Keane, PhD: We'll be using the chat function to share resources, and so please get those. David Will has a lot to share and so those will be shared along with any other relevant info with you along the way. And then, of course, I've mentioned earlier. We'll share a recording of this webinar with you and everyone else who who registered. So I see that we only have a a few live recipients, but we still want to know who's in the room.

11

00:03:52.960 --> 00:04:01.520

Julie Keane, PhD: So before we you know, get going, please fill out this poll, and let us know where you're coming from. Education K. 12. Post, secondary.

12

00:04:03.500 --> 00:04:06.839

Julie Keane, PhD: and that can help us sort of target the conversation a little bit.

13

00:04:09.390 --> 00:04:10.220

David Wyrick, PhD: and

14

00:04:17.690 --> 00:04:34.359

Julie Keane, PhD: and if oh, here we go. Okay, fantastic. So we have some university folks and some nonprofit community organizations. So that's pretty perfect, David, for the conversation we are about to have today. So let's get started. I am thrilled to welcome today's featured guest, David Wyrick.

15

00:04:34.360 --> 00:04:59.219

Julie Keane, PhD: Together we'll discuss how university North Carolina Greensborough, Unc. Is working with participate to build a new digital entrepreneurial ecosystem for innovate. Unc. So welcome, David. You really have an enormous amount of work that you're doing at the University and in Greensborough. David's a professor of Public Health education at Uncg. And he's the founder of both the Center for athlete. Well being

16

00:04:59.220 --> 00:05:02.009

and prevention strategies. A company focused

17

00:05:02.010 --> 00:05:25.440

Julie Keane, PhD: on the application of prevention, science and taking effective behavioral inter interventions to scale. As a prevention scientist. David has extensive experience in prevention, research, evaluation and the optimization of behavioral interventions. Most recently David was appointed to the role of chief innovation officer at Uncg, and so they are very lucky to have you and congratulations on that.

18

00:05:25.440 --> 00:05:52.750

Julie Keane, PhD: And he served as principal investigator, co-investigator for more than 20 National Institutes of Health Funded Projects, and has published extensively. He's also the recipient of numerous awards. And just take a look at the list in the chat and in his spare time. And so this is we were talking about. You know you managing your marriage. Now I understand he serves as vice chair for the dare. America Research Advisory Board. So welcome, David.

19

00:05:52.750 --> 00:06:03.310

David Wyrick, PhD: Thank you. Thank you. I think all that means, Julie, is that I've been doing this for a long time.

20

00:06:04.890 --> 00:06:31.569

Julie Keane, PhD: Yeah, so I'm so excited that you can be here to sort of shed a light on the work that you're doing at Uncd. Uncg, and I think the reason we invited you here is also, you know, you're one of our favorite partners. We've been working together a long time. We've learned a lot from you. But also, I think this is a model for what other higher ed institutions can be doing in terms of connecting to the community and Mo, and really applying

21

00:06:31.570 --> 00:06:51.780

Julie Keane, PhD: research into practice. I think we've been talking about this for decades, and I think you really operationalize this. So, as we mentioned in the introduction, you've held a number of roles at Uncg. But today we're going to shine a light on the work of innovate. Uncg, so can you please tell our participants about that work. And please include that sort of the mission for that initiative.

22

00:06:52.070 --> 00:06:53.450

David Wyrick, PhD: Yeah. So

23

00:06:53.550 --> 00:06:59.729

David Wyrick, PhD: you know, there's, I think, one thing I want to say before I jump into that. And for anyone who who

24

00:06:59.910 --> 00:07:03.979

David Wyrick, PhD: is attending the webinar today, or is gonna listen to the recording

25

00:07:04.160 --> 00:07:11.610

David Wyrick, PhD: you know, I first met the CEO participate, Mark Otter. We were sitting on a board at Elon University together.

26

00:07:11.930 --> 00:07:18.020

David Wyrick, PhD: We were chatting over lunch, and he was telling me what participate does. and I think.

27

00:07:18.380 --> 00:07:27.879

David Wyrick, PhD: at least for my first 8 to 10 questions. His

initial response was, Well, we're not an LMS. Well, we're not an LMS.

28

00:07:27.940 --> 00:07:38.759

David Wyrick, PhD: And so I think I wanted to share that, because it took me a little while to get it and and that was, you know, very on in the early stages of the company.

29

00:07:38.830 --> 00:07:41.690

David Wyrick, PhD: but I wanted to share that, because

30

00:07:41.990 --> 00:07:51.170

David Wyrick, PhD: participating in listening sessions like this, reading the wonderful documents and resources that participate has made available.

31

00:07:51.260 --> 00:07:56.899

David Wyrick, PhD: The vision starts to come. and you know I was familiar with a community of practice.

32

00:07:56.930 --> 00:08:08.990

David Wyrick, PhD: and and kind of, you know from a public health perspective. And and what did that mean? And and so really understanding how technology can supplement, augment, support a community of practice?

33

00:08:09.010 --> 00:08:14.450

David Wyrick, PhD: It did take me a little while to get it, but once I got it, I was like, Oh, wow! There's a real vision here for that.

34

00:08:14.780 --> 00:08:21.970

David Wyrick, PhD: so I'll talk a little about a Li a little bit about innovate. Unc,

35

00:08:22.560 --> 00:08:39.709

David Wyrick, PhD: if you look at our current website where we have a website revision underway. It's gonna look very much like a traditional technology transfer office, you know. So faculty members do research that research leads to some kind of product or deliverable training, some kind of resource that can be scaled up

36

00:08:39.780 --> 00:08:43.810

David Wyrick, PhD: under a for-profit commercial model, or a nonprofit model.

37

00:08:43.830 --> 00:08:51.210

David Wyrick, PhD: or some kind of licensing arrangement. All that work flows through innovate. Unc. And that is a big part of what we do.

38

00:08:51.460 --> 00:08:58.880

David Wyrick, PhD: But our vision has grown and become much more ambitious where we want to truly be

39

00:08:58.940 --> 00:09:09.390

David Wyrick, PhD: one of the key service centers on campus for our students and our faculty. And what that means is, what kind of support can we provide faculty

40

00:09:09.560 --> 00:09:15.049

David Wyrick, PhD: to think about innovation and and kind of the very simple

41

00:09:15.210 --> 00:09:29.110

David Wyrick, PhD: way I distinguish between innovative ideas and innovation is, I steal a line from that book, the Medici effect. And basically we. we're all good at coming up with creative and even innovative ideas.

42

00:09:29.430 --> 00:09:39.500

David Wyrick, PhD: But something isn't an innovation until it's made it into the public space till society has adopted it, evaluated it, shared their opinion on it. And

43

00:09:39.870 --> 00:09:44.489

David Wyrick, PhD: And so that's what we're trying to do is get all these great things that are happening at the university

44

00:09:44.540 --> 00:09:54.220

David Wyrick, PhD: and translate those out into society to help become evidence-informed, evidence-based solutions that that different organizations can take advantage of.

45

00:09:57.960 --> 00:10:26.319

Julie Keane, PhD: Yeah. And so, you know, I'm curious about how folks come to you with that. So you know, in terms of just how is the communication even worked out? Because I know universities are everyone's in their own silo. Everyone's in their group. They know all this amazing intellectual properties going on. They know the collaboration is possible, but the way academics are trained it tends to always be siloed. So I'm curious how you have.

46

00:10:26.380 --> 00:10:51.820

Julie Keane, PhD: You know how you were saying earlier, where you're talking about. Okay, I sort of get. I know what community practice are. And now I understand how the technology can support that. But how do you sort of share that vision with your colleagues at Uncg, and and through that innovate? Yeah, yeah, I mean, it would be wonderful. I could just, you know, our team if we could just sit in our offices all day and just have a lot of faculty and students lined up, you know, waiting to share their ideas. And and and

47

00:10:51.820 --> 00:10:57.350

David Wyrick, PhD: you know, unfortunately, that's usually not the way it works, because we all get caught up in our day to day.

48

00:10:57.870 --> 00:10:59.879

David Wyrick, PhD: So when I

49

00:11:00.130 --> 00:11:14.899

David Wyrick, PhD: took on this role, I discovered. So I've you know I've been a professor in the School of Health and human sciences. We have a school of education on campus. And when I took this role I discovered that our school of education had what they called an impact through innovation Hub.

50

00:11:15.240 --> 00:11:22.990

David Wyrick, PhD: and it was actually being led by a friend of mine who's a colleague here, Professor, and educational counseling. And

51

00:11:23.070 --> 00:11:27.290

David Wyrick, PhD: I wasn't even aware of it. And so I called Scott. And I was like, Hey, can we sit down?

52

00:11:27.350 --> 00:11:37.890

David Wyrick, PhD: And you tell me what this impact or innovation hub

is? And so we did. We had breakfast one morning. He walked me through it. How the idea came about the work that they had done to date.

53

00:11:37.910 --> 00:11:46.899

David Wyrick, PhD: and I was like, Oh, my gosh! Like we need an ecosystem here at Uscg. And this sounds like the perfect way to grow our ecosystem.

54

00:11:47.040 --> 00:11:48.360

David Wyrick, PhD: So we came back.

55

00:11:48.960 --> 00:11:53.300

David Wyrick, PhD: We kind of reallocated some different funds that we had to help.

56

00:11:53.400 --> 00:11:57.969

David Wyrick, PhD: We want to start an impact through innovation hub within each school or college.

57

00:11:58.030 --> 00:12:20.550

David Wyrick, PhD: I'm here on campus. So this year we launched the impact through innovation hub in the School of Health and Human Sciences. And that's being led by Jeff Milroy. You know we're in conversations right now with our College of Visual Performing Arts, our College of Arts and Sciences, and then we'll you know, that'll lead to school nursing and the Brian School of business, and we'll bring. We'll have a hub

58

00:12:20.820 --> 00:12:26.460

David Wyrick, PhD: in each of these places. And, yeah, there's just a lot of truth

59

00:12:26.980 --> 00:12:32.519

David Wyrick, PhD: in the old saying, like the power of place you, and have a presence in that place.

60

00:12:32.700 --> 00:12:39.219

David Wyrick, PhD: And so localizing our ecosystem makes a lot of sense, and it's been received. Very well.

61

00:12:39.480 --> 00:12:40.650

Julie Keane, PhD: that's

62

00:12:40.840 --> 00:12:49.750

David Wyrick, PhD: And so this is going to give us a local presence in the existing infrastructure of the university. And now we're going to be able to use, participate.

63

00:12:49.820 --> 00:12:59.430

David Wyrick, PhD: to bring these hubs together and help promote more interdisciplinary efforts, and give not only a power of place within each hub within each school.

64

00:12:59.480 --> 00:13:08.169

David Wyrick, PhD: But this power of virtual space and the interactions and the work that can be done there to help accelerate, you know all of our initiatives?

65

00:13:08.640 --> 00:13:15.559

Julie Keane, PhD: Yeah, that's interesting. And do you feel like there's been a changing culture at the university where this kind of you know, where people aren't

66

00:13:15.940 --> 00:13:32.019

Julie Keane, PhD: scared about sharing, or you know, especially when you're trying to. You know, if you're trying to do some entrepreneurial work, and you're worried about your intellectual property. So sometimes those are can be instinctive barriers that people might put put up. Do you find that that's still something you're

67

00:13:32.150 --> 00:13:37.459

Julie Keane, PhD: dealing with? Or do you feel like universities are really sort of starting to embrace this and becoming more open?

68

00:13:37.500 --> 00:13:39.270

David Wyrick, PhD: Yeah, you know.

69

00:13:40.270 --> 00:13:50.269

David Wyrick, PhD: there's probably a little bit of that. Hey? Do I quite trust this? There's on every campus that that does research.

70



00:13:50.550 --> 00:13:53.069

David Wyrick, PhD: there's gonna be a little bit of that

71

00:13:53.460 --> 00:14:09.510

David Wyrick, PhD: But I think the bigger benefit of this is you know. USCG. In particular, is really strong in the arts and in the humanities, and had faculty in those departments really felt like our office

72

00:14:09.620 --> 00:14:11.450

David Wyrick, PhD: can provide a service to them.

73

00:14:11.690 --> 00:14:16.249

David Wyrick, PhD: So I'll give one example if if you don't mind. There's a

74

00:14:16.350 --> 00:14:21.369

David Wyrick, PhD: a professor and our library Sciences program. His name is his name is Noah Lindstrom.

75

00:14:21.800 --> 00:14:37.910

David Wyrick, PhD: and he became very interested in public libraries, being used to promote health and well-being in their communities, like a place for people to come and learn and do Yoga, or have a walking group, whatever it is.

76

00:14:38.390 --> 00:14:40.290

David Wyrick, PhD: So he started this.

77

00:14:40.590 --> 00:14:56.720

David Wyrick, PhD: I think it started on Facebook, this initiative called Move in Libraries, and he developed some branding around it. And really what he was interested in was from kind of a research and a community engagement perspective. How can he work with these librarians to figure out

78

00:14:57.530 --> 00:15:01.020

David Wyrick, PhD: what they're doing? What barriers did they did they face.

79

00:15:01.100 --> 00:15:06.569

David Wyrick, PhD: And essentially he was creating a community of practice. And it just really took all.

80

00:15:06.790 --> 00:15:33.329

David Wyrick, PhD: And he's now got literally thousands of librarians that are active members of this community of practice and and now our office is helping support him. He wants he's starting a nonprofit around this to put some real structure and organization around it, obviously through library sciences. And it is in our school of education. So we're gonna invite all those people into participate with what we're doing to support that impact through innovation hub. And so like.

81

00:15:33.730 --> 00:15:39.830

David Wyrick, PhD: that's a great story of a faculty member who's doing incredible work that may not have seen

82

00:15:40.110 --> 00:15:46.750

David Wyrick, PhD: what he's doing is part of the tech transfer model. And and so how could our office support it?

83

00:15:46.840 --> 00:15:53.430

David Wyrick, PhD: But it's this focus on innovation and moving things into our communities.

84

00:15:53.520 --> 00:16:18.059

Julie Keane, PhD: Seems to resonate with everyone. Yeah. And I think it's really opening those doors of the university to communities. Right? That's always, you know, sometimes the struggle to really have the university. I think missions and goals are always there to serve the community, but really like putting those actual structures processes in place where the community really feels

85

00:16:18.080 --> 00:16:26.850

Julie Keane, PhD: that connection, you know, is really a leader in that and I think can share a lot with other universities that are really trying to do that.

86

00:16:26.860 --> 00:16:41.300

Julie Keane, PhD: That is a great story. I can't wait to learn more about that. And so I guess thinking about the budding entrepreneurs. And you know, making that community building because you have so many different players and so many different types of initiatives.

87

00:16:41.300 --> 00:17:05.409

Julie Keane, PhD: you know, talking about almost that community design, both in, you know, the organizational hubs. But even the tech tools, because it's not just participate. That's supporting that. And we always do a lot of brainstorming with partners, because there's not a one size fits all. There's not one tool for everything. Universities have big lms, and you don't want them to feel like you're in this like feudal state

88

00:17:05.410 --> 00:17:14.120

Julie Keane, PhD: of technology. So I'm just curious about how you strategize and kind of integrate the different platforms you're using.

89

00:17:14.970 --> 00:17:23.770

David Wyrick, PhD: You know, there's technology burden technology burnout. It's it's a real thing, you know, we're constantly being hit with the new, the latest and the greatest tools.

90

00:17:23.839 --> 00:17:32.389

David Wyrick, PhD: And so you have to, Bill, you be really careful, like, okay, what are the specific tool technology tools that we need to move our work forward.

91

00:17:32.430 --> 00:17:35.329

David Wyrick, PhD: And so an innovate. Unc, we've identified 3.

92

00:17:36.020 --> 00:18:01.079

David Wyrick, PhD: One is a a technology called Kai use platform Kai use inventions. And it's a platform basically for very traditional tech transfer work. So we identify faculty who are doing something interesting and basically provides us a very comprehensive database to keep track of all the metrics, their progress and and we input that data. But we use that that is strictly for internal use.

93

00:18:01.100 --> 00:18:19.870

David Wyrick, PhD: And it really comes in it's very helpful. When we have to report out, we can kind of collate all those data. The other platform that we're using was actually developed here at Uscg is called a collaboratory, and it is meant to capture metrics and stories around community engagement.

94

00:18:20.110 --> 00:18:40.619

David Wyrick, PhD: It's not a community engagement platform. Once again, it's primarily for our internal use. But if if a if an organization, whether it's K 12 higher, Ed, if you kind of want to report out on your community engagement efforts. And what are the right metrics, and how do you capture those stories? Collaborator is a great tool for that. And community engagement is very important to our university.

95

00:18:40.850 --> 00:18:48.179

David Wyrick, PhD: So we're using that participate is our true outreach platform

96

00:18:48.200 --> 00:18:50.840

David Wyrick, PhD: and you know.

97

00:18:51.430 --> 00:18:55.619

David Wyrick, PhD: absolutely in education. Lms is have an important function. But

98

00:18:55.650 --> 00:19:05.490

David Wyrick, PhD: the way that when I'm distinguishing between what we want to do with participate and what we might do with canvas, which is the Lms that Umcg uses

99

00:19:05.740 --> 00:19:10.810

David Wyrick, PhD: in our outreach. We don't. We do not want it to be transactional.

100

00:19:10.930 --> 00:19:20.929

David Wyrick, PhD: And what I mean by that is if I wanted to offer some kind of micro credential course through canvas catalog. I can set it up.

101

00:19:21.060 --> 00:19:28.740

David Wyrick, PhD: Someone external to the university can see that sign up for it. Go through it, you know in some kind of distance, format

102

00:19:28.900 --> 00:19:36.950

David Wyrick, PhD: and complete that and earn a badge. And they're done. It's very transactional, and that has a place, but that's not

our vision for how we want to do

103

00:19:37.090 --> 00:19:41.340

David Wyrick, PhD: professional development and micro credentialing. We want to provide that service.

104

00:19:41.470 --> 00:20:01.100

David Wyrick, PhD: So that transactional piece is there. But we want to continue to keep those folks engaged. It grows our team, it grows. Our community resources, allows us to go into into our communities and have colleagues and people that we can turn to to support our work, and that we can hopefully continue to provide value and service to them. Moving forward.

105

00:20:01.150 --> 00:20:02.540

David Wyrick, PhD: So for us

106

00:20:02.740 --> 00:20:09.950

David Wyrick, PhD: participate becomes less about the transaction and more about building community.

107

00:20:10.290 --> 00:20:12.350

David Wyrick, PhD: it. It allows us to do both.

108

00:20:12.380 --> 00:20:33.789

Julie Keane, PhD: Yeah. And I think it allows you know what we're hoping to do is really that co collaborative knowledge building. So where there is always space for? Yes, I am the expert. I am going to provide things you're going to learn from me, and then you're going to show will provide recognition for that. This is really this much more sort of a social learning piece like, how can we sort of all build together? And I know

109

00:20:33.790 --> 00:20:44.400

Julie Keane, PhD: hopefully, we'll be working on some other initiatives really around. I know, you know folks are really trying to think about new ecosystems for for meaningful workforce development where there is

110

00:20:44.520 --> 00:21:05.190

Julie Keane, PhD: a space for everyone at the table to sort of. Think about what that learning experience is for different types, different

avenues of innovative workforce development. So believe it or not. I know we could talk all day. You're incredibly busy, and we're sort of coming to the to the end here. And II wanted to ask you sort of

111

00:21:05.190 --> 00:21:15.719

Julie Keane, PhD: you know, one thing that really is been so meaningful for us. And we want to do this with everyone we work with is that you have really helped inform.

112

00:21:15.960 --> 00:21:40.350

Julie Keane, PhD: How are you building this? We we've met you at really early, almost when we first spun out. you know, we were purely K, 12, facing teacher, professional development. You helped us really inform how the communities of practice went forward, what was the tooling that was actually needed. And so we really sort of appreciate that. And so what lessons are you bringing? You know.

113

00:21:40.350 --> 00:22:04.839

Julie Keane, PhD: you know, through this kind of work that you're doing? Are you bringing into your work across these other digital community practice like the center for athlete. Well, being community cause, I know you have your your hands in a lot of different areas. You talked about the humanities talking about entrepreneurial stuff, all of the work that you've done for athlete. Well, being. And so I'm just curious about, maybe, just as some final thoughts on lessons learned once you're

114

00:22:04.840 --> 00:22:08.060

Julie Keane, PhD: hopping across these different communities of practice.

115

00:22:08.660 --> 00:22:11.560

David Wyrick, PhD: Yeah, well, I guess you know my biggest tip would be

116

00:22:13.220 --> 00:22:25.530

David Wyrick, PhD: in the design and build out phase of your community. So you know our our community and innovate. Uscg is impact or innovation. Our community with our center for athlete. Well-being is the athlete wellbeing network.

117

00:22:25.750 --> 00:22:33.149

David Wyrick, PhD: And you know we've got our Nfl research partners

inside out, and and they have their own community that we contributed to.

118

00:22:33.640 --> 00:22:47.950

David Wyrick, PhD: But my biggest tip would be in those early stages. Go ahead and treat it like a community and Pr, a community of practice. Who are gonna who can you identify that are gonna be early adopters and get engaged in this community early and let them help with the planning process.

119

00:22:48.110 --> 00:22:56.980

David Wyrick, PhD: and to think about a diverse set of offerings that you can initially provide. Certainly it becomes a space where you can help promote events.

120

00:22:57.220 --> 00:22:58.629

or we can. Do.

121

00:22:58.750 --> 00:23:05.080

David Wyrick, PhD: you know, follow up professional development, virtual learning, you know, following some face to face.

122

00:23:05.390 --> 00:23:08.150

David Wyrick, PhD: pb, event or

123

00:23:08.220 --> 00:23:25.689

David Wyrick, PhD: you know, you can do a book club within the community. You can. We're doing some academic offerings of school education here has developed this thing called kick box, which introduces undergrad students to entrepreneurial mindset, entrepreneurial training and and we're using

124

00:23:25.830 --> 00:23:38.189

David Wyrick, PhD: participate as a way to integrate kickbox into academic courses. Primarily capstone courses across campus so we got like a student facing piece of the community.

125

00:23:38.400 --> 00:23:41.240

David Wyrick, PhD: we have this wonderful

126

00:23:41.760 --> 00:23:52.869

David Wyrick, PhD: inventors guide that someone put a lot of work to into in our office that lays out every piece of what our office can offer you. But it's it's a book.

127

00:23:52.980 --> 00:23:54.230

David Wyrick, PhD: And so

128

00:23:54.260 --> 00:24:17.660

David Wyrick, PhD: you gotta figure out how to navigate it. Well, we're putting that in to participate in the very short kind of chump modules that you can search within that are supplemented with videos. And now it becomes much more user friendly. And we can engage our community members and discussions around those services. And what help do they need? And they can support and learn from each other that whole social learning model.

129

00:24:17.830 --> 00:24:18.909

Julie Keane, PhD: Right?

130

00:24:19.610 --> 00:24:20.510

David Wyrick, PhD: you know.

131

00:24:21.420 --> 00:24:30.840

David Wyrick, PhD: we're doing we have. We've had a National Science Foundation grant for several years now to do. I core training, which is an entrepreneurial training

132

00:24:30.930 --> 00:24:35.289

David Wyrick, PhD: and And so that Grant has ended. So now, what?

133

00:24:36.470 --> 00:24:42.439

David Wyrick, PhD: How are we going to adapt icore to a sustainable entrepreneurial training

134

00:24:42.480 --> 00:24:43.730

David Wyrick, PhD: initiative.

135

00:24:43.810 --> 00:24:49.990

David Wyrick, PhD: That fits our university. And so all that's being done through, participate, and we will.



136

00:24:50.170 --> 00:24:57.819

David Wyrick, PhD: It'll always be hybrid. There'll be some things that we do within the technology. But some things that we do in person or in outreach

137

00:24:57.830 --> 00:25:15.030

David Wyrick, PhD: and but the technology, the platform participate gives us that power of places. So one place where we're we're hand, we're capturing and managing all the knowledge creation we are. It's becoming a clearing house for all the resources that are shared

138

00:25:15.120 --> 00:25:19.369

David Wyrick, PhD: from us to the community or within the community, the community back to us.

139

00:25:19.480 --> 00:25:24.290

David Wyrick, PhD: But it's it's that it's that power replace. It's our virtual space, because

140

00:25:24.420 --> 00:25:41.700

Julie Keane, PhD: we're not all together in one place. Right? And I also think it kind of you know, as those learnings happen, you know. I think I mean, we've obviously both of us have been around for a while, you know. You could. You see things that you worked on in the past. They're like, Oh, my God! If I could just resurface that

141

00:25:41.700 --> 00:25:47.699

Julie Keane, PhD: and so you know, you know, certainly that sort of knowledge management piece, and like the role that that

142

00:25:47.700 --> 00:26:12.320

Julie Keane, PhD: curation of knowledge over time, you know, as these initiatives mature as they cross pollinate. You know that kind of transparency is so critical. And I think just the last minute before we're gonna do a final poll before we wrap up feedback for us. But the roles of kind of badging and recognition, because you know, in terms of, because of the diverse activities that these communities of practice are supported

143

00:26:12.320 --> 00:26:26.279

Julie Keane, PhD: recording, you know how you're thinking about recognition, both through the formal systems of canvas, you know

canvas credentials, you know, through the formal lms. But also, you know these other activities that you want to recognize that the community is engaged in.

144

00:26:26.620 --> 00:26:28.319

David Wyrick, PhD: Yeah. So

145

00:26:30.380 --> 00:26:39.549

David Wyrick, PhD: you know anything that you read around economic development right now, or the workforce is we are very much moving towards a skills based workforce.

146

00:26:39.790 --> 00:26:47.570

David Wyrick, PhD: Does that mean that education in the humanities and the arts is less important. Not at all. I mean, I actually think it.

147

00:26:47.790 --> 00:27:09.029

David Wyrick, PhD: It argues that helps argue for a liberal arts education even more because in that liberal arts, education, or we used to call them success. I mean, we used to call them soft skills. And now we call them success skills. But that's really where you, you know, you learn those skills is in that type of educational environment. But

148

00:27:09.400 --> 00:27:19.439

David Wyrick, PhD: being able to acquire and communicate a very specific set of skills, they're gonna allow you to kind of penetrate. The industry of your choice

149

00:27:19.600 --> 00:27:21.000

David Wyrick, PhD: is really critical.

150

00:27:21.190 --> 00:27:26.489

David Wyrick, PhD: And once again, that could be done in a very transactional way.

151

00:27:26.530 --> 00:27:32.509

David Wyrick, PhD: But there is a power of community in terms of okay.

152

00:27:32.850 --> 00:27:41.700

David Wyrick, PhD: I've completed this badge, or I've completed this

micro credential. and I need the support of the community. By

153

00:27:42.010 --> 00:27:47.510

David Wyrick, PhD: how am I going to communicate this? What industries would be attracted to this skill? Set that I have

154

00:27:47.810 --> 00:27:58.260

David Wyrick, PhD: and you know, how do I make myself very employable? And so you know our hope. I'm actually meeting with the Provost here tomorrow.

155

00:27:58.530 --> 00:28:10.100

David Wyrick, PhD: With a proposal to move all of our badging and micro credentialing from the university in to participate and treat it less transactionally and more about building community and supporting people moving forward.

156

00:28:10.220 --> 00:28:25.089

Julie Keane, PhD: Yeah, that's very exciting. Yeah, I mean, what? How? I think, you know, we're thinking about this, certainly, in the in the badging and and micro credentialing community, of really how, how their communicative devices, how we really like use that as the glue to kind of

157

00:28:25.200 --> 00:28:30.799

Julie Keane, PhD: towards the ecosystem as opposed to you, just earn a badge, and then it's really clear what to do with it.

158

00:28:30.940 --> 00:29:00.610

Julie Keane, PhD: Alright, David! Well, this went very fast. We could talk so fun we could talk forever. So I think before we wrap up we are, gonna do a really quick poll. Just take a 2 few seconds to reflect on our discussion and answer this question, and you should see on your screen a QR code and a link option, and we'll also put a link in the chat. I think Christine will go ahead and do that just to give us a little bit of quick feedback on the

159

00:29:00.630 --> 00:29:02.170

Julie Keane, PhD: webinar today.

160

00:29:02.640 --> 00:29:26.360

Julie Keane, PhD: So here it's coming. And then, yeah, so and again,

just as a reminder, you know, we will be sharing this recording in the following days via email and look out for details around the next webinar in the lifelong Learning series. And I think we will be featuring Benjamin Young, who's a senior senior program manager of strategic initiatives at the New York Academy of Sciences.

161

00:29:26.490 --> 00:29:46.859

Julie Keane, PhD: So that's very. We're really looking forward for that. Yes, I would agree. It was very insightful. And, David, it's always wonderful talking to you and just thinking about how you're intentionally, really thinking about the work that you're doing and and we will certainly be sharing this out, because I think there could be a lot of folks really could learn a lot from this conversation.

162

00:29:47.130 --> 00:29:50.780

David Wyrick, PhD: Sounds good, you know. 1 one last thing, Julia, just

163

00:29:50.880 --> 00:30:08.230

David Wyrick, PhD: you guys have done such a great job of curating the various tools that you can plug in to participate. And for folks not to just assume that You know, there's gonna be a solution for everything within the platform, but that you guys have made it clear. Hey, here, the ones that plug in nicely

164

00:30:08.270 --> 00:30:15.929

David Wyrick, PhD: that you can build into, even enhance the activities of your community. So look into those. Take advantage of those really helpful.

165

00:30:16.180 --> 00:30:24.540

Julie Keane, PhD: alright, fantastic. Alright, David. I know we'll be talking more soon. Yeah, thanks. Everyone.