

MEET Workshop

Partnering Across the Minnesota State System to Drive Enrollment Gains
in Engineering, Engineering Technology, and Related Programs

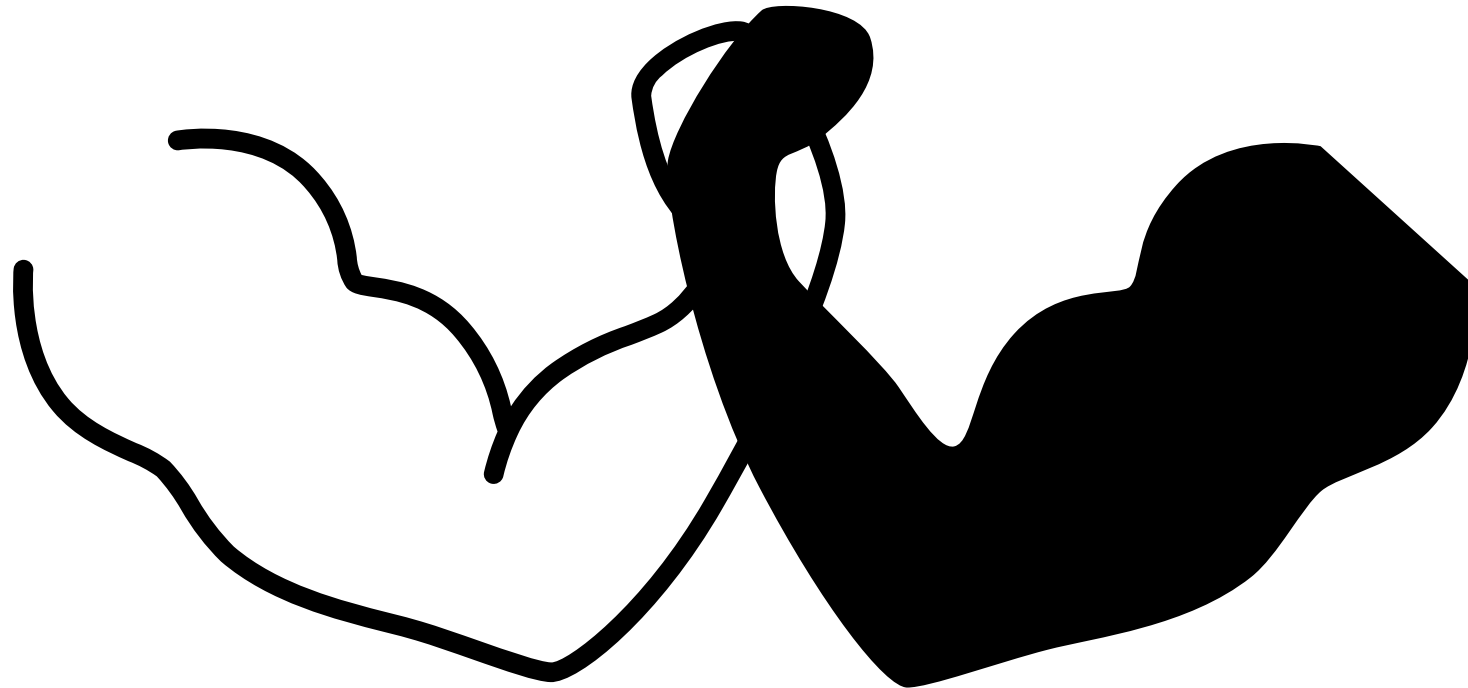
There are many engineering and engineering technology programs throughout the MinnState System.



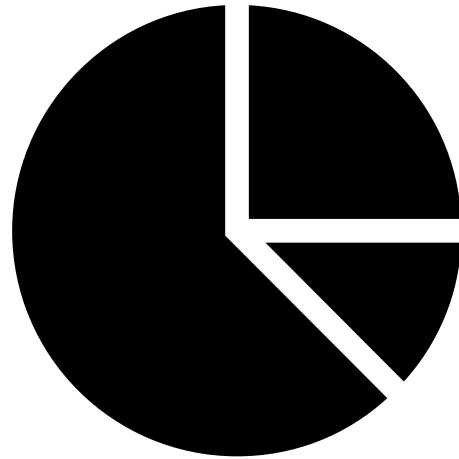
MINNESOTA STATE



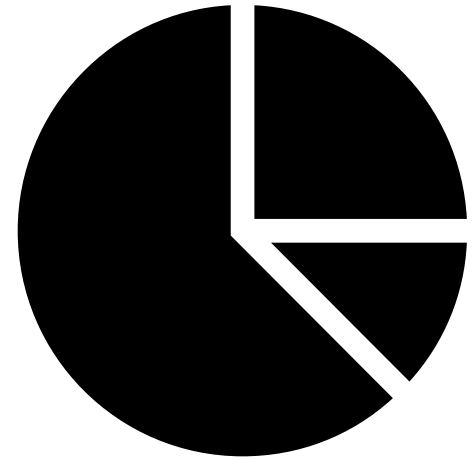
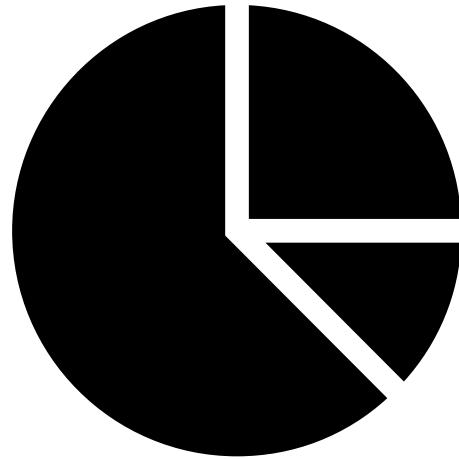
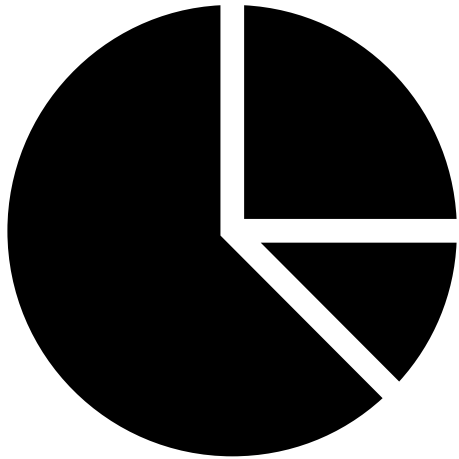
We are all strong and can demonstrate that strength.



We are competitors and collaborators so redefining the game could be to our advantage.



Changing the game according to traditional definitions may not provide the greatest advantage.



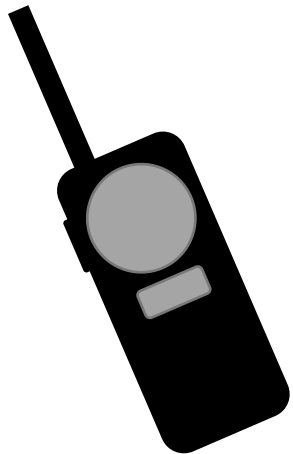
It may be that a new framing provides new avenues of possibility.



Take three index cards and write something with a rich description on each one.

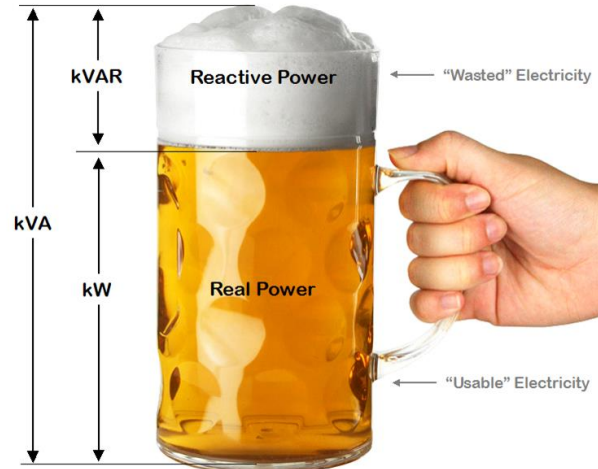
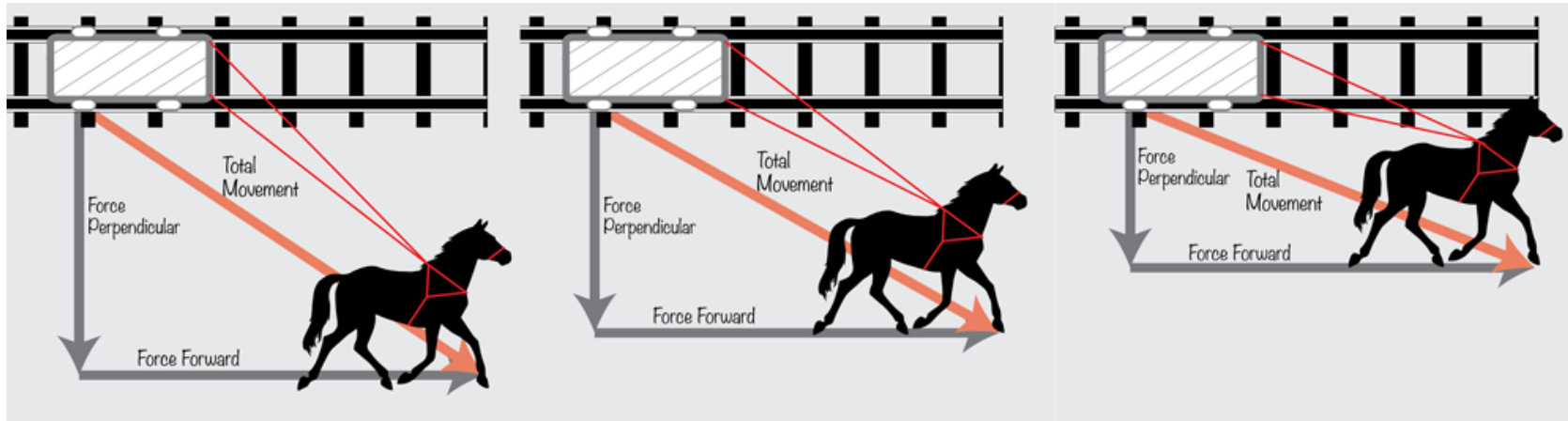


Cleaning is a process where mechanical or chemical means are used to remove dirt, grime, germs, and other contaminants (both seen and unseen). It is a process many people claim not to enjoy.

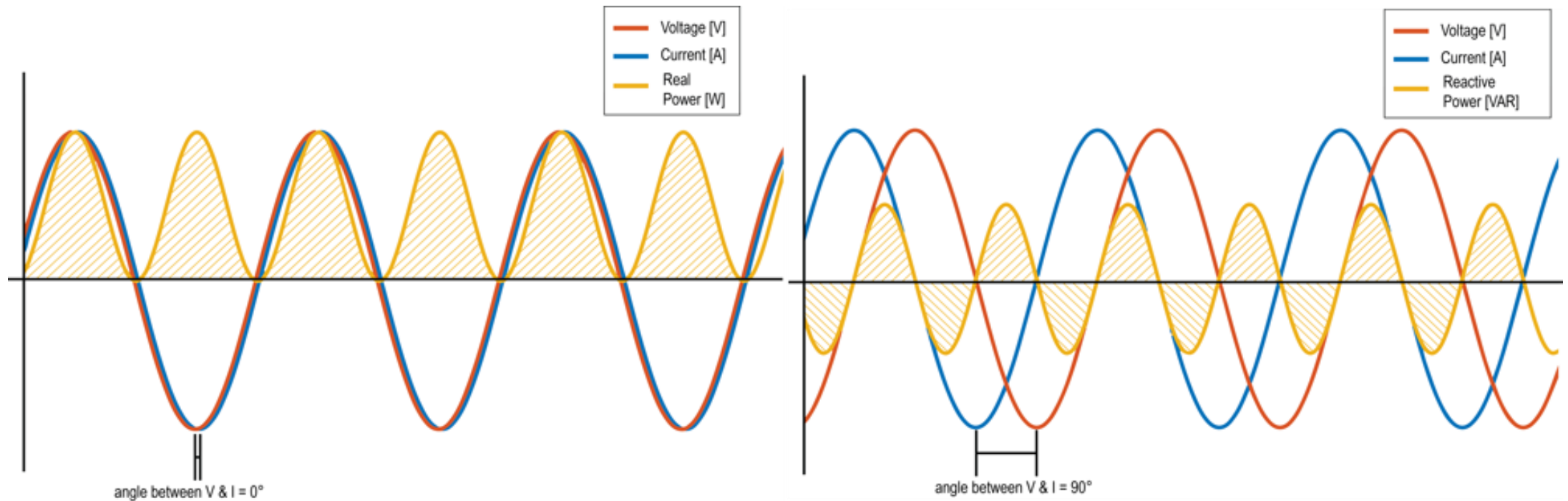


A two-way radio allows people to talk to one another over some distance by modulating and demodulating radio waves according to a signal produced by a microphone. These devices are used in commercial, government, and hobby settings.

Analogies are a powerful way to frame a situation.



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How is the challenge of increasing enrollment through competitive collaboration in the Minnesota State system similar to. . .

Apply coopetition...



MISSION: IMPOSSIBLE
MISSION: IMPOSSIBLE

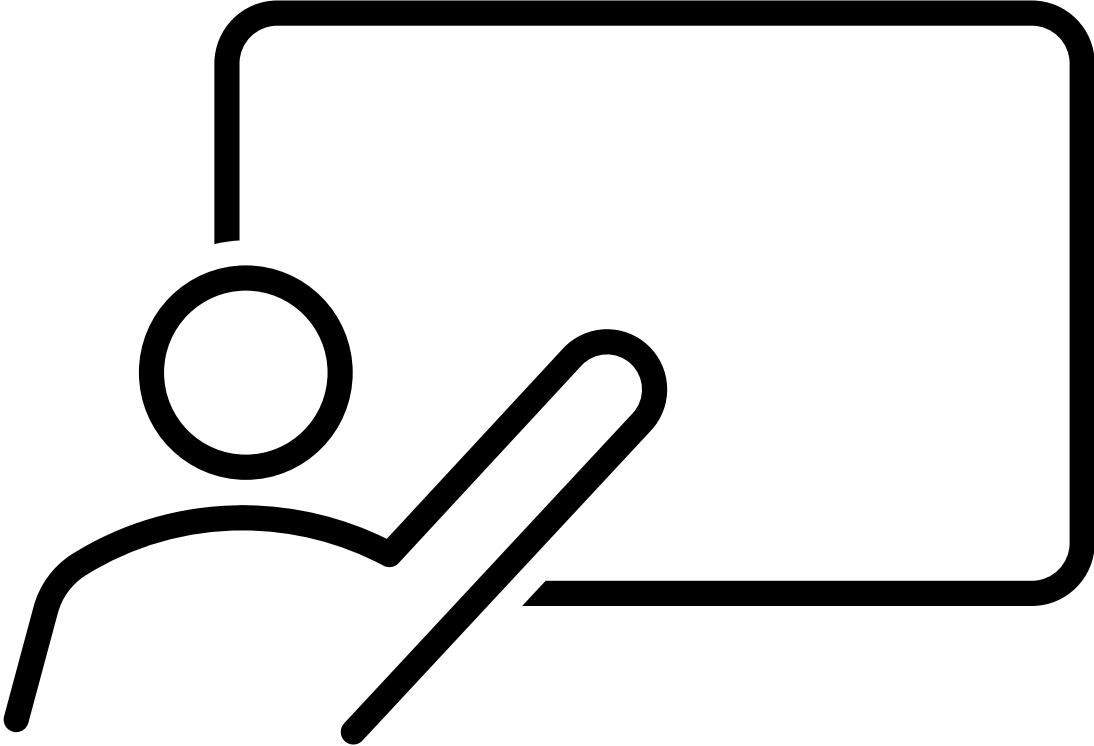
... to grow Minnesota State engineering, engineering technology, and related enrollment by 5% per year over the next 4 years with no additional budget.

If we are caught Jason and the Engineering Center for Excellence will disavow all knowledge.

Apply coopetition to grow Minnesota State engineering, engineering technology, and related enrolment by 5% per year over the next 4 years.

1. Create an interdisciplinary team of 3 to 5 members that crosses organizational boundaries.
 - a. Bring as much diversity as possible to your team.
 - b. Try to work with others you have not worked with previously.
2. Develop a concrete strategy to drive desired enrolment increases without significant increase in resources.
 - a. Be bold in your approach.
 - b. View the challenge and proposed strategy through different stakeholder lenses such as faculty lens, administrator lens, student lens, parent lens, industry lens, taxpayer lens, and legislator lens.
3. Pitch your plans after lunch.
 - a. Time limit of 4 minutes followed by 2 questions.
 - b. Persuade the rest of us this is the best opportunity for engineering education since the space race.

The time has come to present your plan.



Find and plug holes in an assigned plan.

- Test explicit and implicit assumptions
- Fact check statements
- State the two biggest risks
- Adjust plan to mitigate the risks

If you had \$1,000 to address this issue, how would you invest it?



What two concrete steps will you take to move towards the overall enrollment goal?

Parting thoughts