

PAIS 2020

A Keynote by Ian Symmonds

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Acceleration of Preexisting Conditions

Rapid advances in online learning, competing globally for students, workforce and brand, recalibrating assessment, reconfiguring pricing models, rethinking our capacity (time, space), and leveraging technology to collaborate and personalize learning.

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Revolutionary Change

Education is historically an evolutionary vs revolutionary enterprise.

This is now changing.

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Legitimate Threats

Private education has dodged many a bullet in the past.

Not this one.

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A New Accessibility

Greater accessibility through flexible time, space, assessment, pricing and delivery models could be the real winner in the short-term.

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Relational vs. Transactional Learning

Education will continue to become more stratified into 1) relational learning and 2) transactional learning. While a false dichotomy, we see it shaping the business model.

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Enhanced Technology

Expect new delivery models to emerge, infused by AI and AR, where online learning becomes far more sophisticated and personalized (think “Mirror” in every room in your home or office)

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New Era of Collaboration

A new era of collaboration may be ushered where schools and colleges collaborate as both employers and providers of services and education.

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Geography or Geofence?

If your organization is currently defined by a geography, you may now be defined by a geofence and your competition may be global.

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New Business Models

Don't be surprised to see new business models emerge, include tiered pricing, stratified delivery models, and subscription services.

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Short-Term Learning Enterprise

“Just in time” credentialing through short-term learning enterprise will continue to grow as consumers continue to see education as an ongoing activity more readily accessible.

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Weakening Philanthropy

Philanthropy as a core financial driver in education and non-profit work may continue to weaken as the economy resets.

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Training or Transformation?

At the end of the day, the role of education in culture will continue to morph.
Is it for training, transformation, or both?

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