Tapping Your Inner Futurist

Imagining the Futures of the Wisconsin Union

Wisconsin Union
Experiences for a lifetime

February 15, 2017

Garry Golden

Start

End

Warm up
Foresight 101

Drivers of Change

Foresight Culture

More or Less Change Ahead?

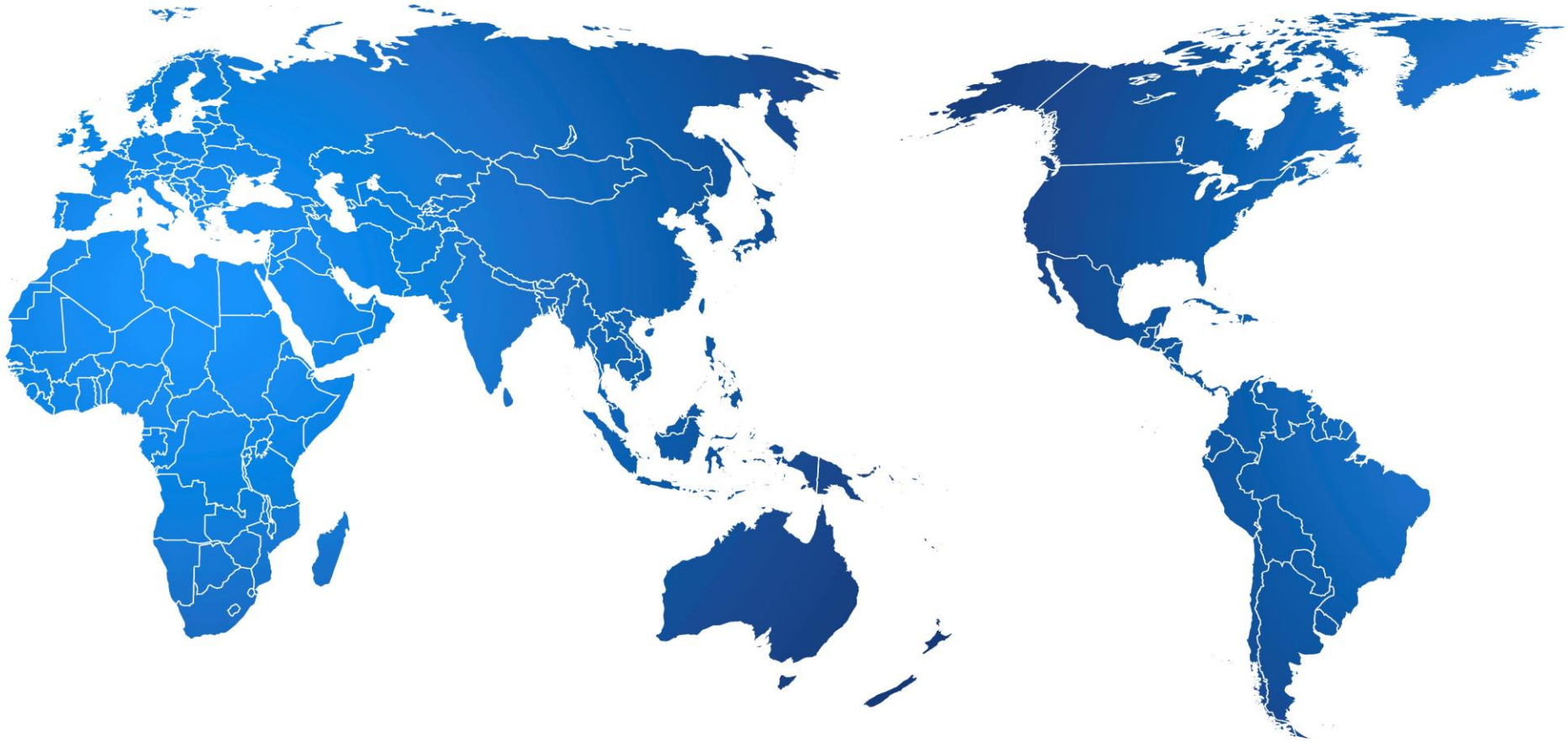
Last ten years

2006 – 2016

Next ten years

2017-2027

Problems & Opportunities based on Global Interdependence



Society shaped by Bifurcations and Paradoxes

Mindfulness
Substance Use Disorders

Identities & Value Systems

Re-framing of Social Justice Issues

Self-Work & *Brave Conversations*

The Wisconsin Idea:
do our roots point the way to our future?

“If you don’t know history, you don’t know anything.
You’re a leaf
that doesn’t know it’s part of a tree.”

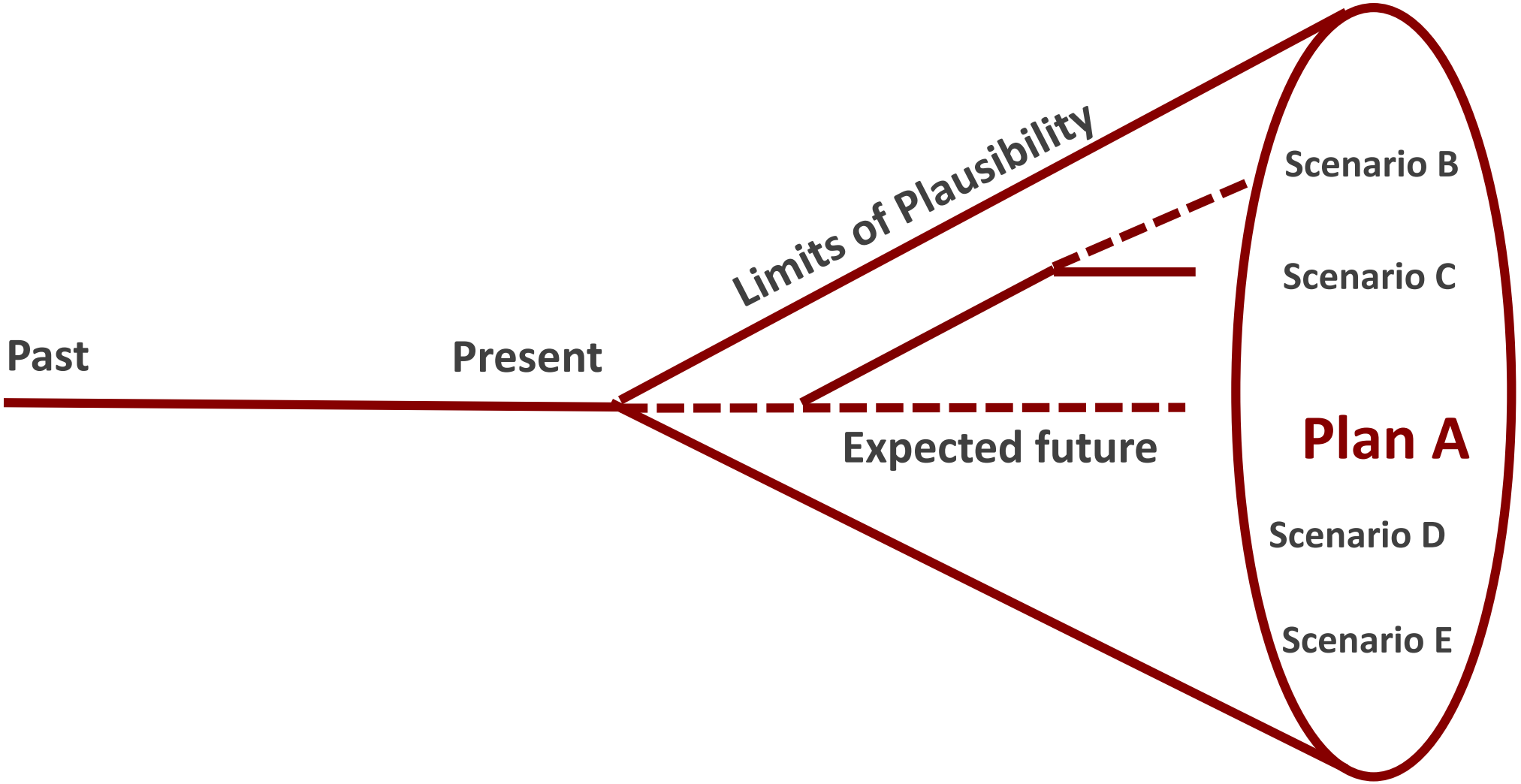
--Michael Chrighton

Trying to plan for the future
without a sense of history
is like trying to plant cut flowers….

Tapping My Inner Futurist?

Foresight 101: Cone of Plausibility

Multiple Outcomes, Multiple Time Horizons



Library Mall will have
Trees Again Someday

IF YOU HIT THIS SIGN
YOU WILL HIT THAT BRIDGE

WAIT FOR IT

.....Wait for it.....

motifake.com

Every day I make an effort to move toward what I do not understand.

- Cellist, Yo-Yo Ma

Foresight: Three Mechanisms of Change

Trends
(Continuities)

Plausible Futures

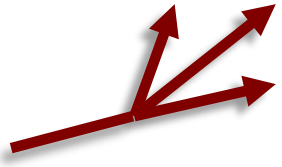
Forecasts

Events
(Discontinuities)

Possible Futures

Scenarios

Choices
(Discontinuities)



Preferred Future

Visions

Four Futures Thinking

?

Continued Growth

Disciplined - Constrained

Transformed

Decline - Collapse

* Jim Dator, University of Hawaii

Could you write a story of the *Four Futures* for the Wisconsin Union?

Continued Growth

Disciplined - Constrained

Transformed

Decline - Collapse

* Jim Dator, University of Hawaii

Foresight as *Front-End* of Innovation and Strategic Planning

Forecast-based Thinking:

- Confidence in assumptions
- *Stable marketplace/culture*
- *Focus on 'Prediction' (What should happen)*

Scenario-based Thinking:

- Unsure of assumptions (beliefs)
- Markets shaped by uncertainty
- Focus on 'Anticipation' ('could happen')
- Manage uncertainty across a range of plausible outcomes
- Focus on continual monitoring of change

End

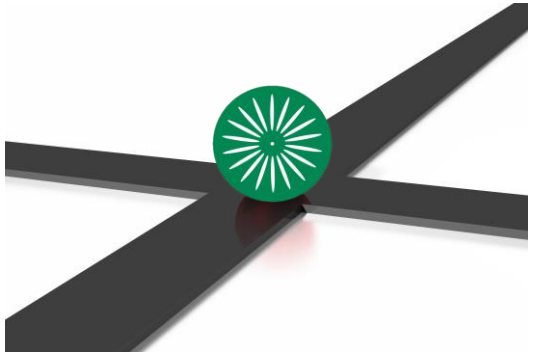
Foresight 101

Drivers of Change

Meaning of Place & Engagement

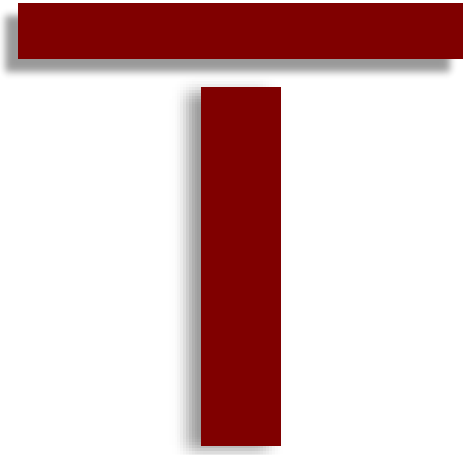
Next Steps

Remember there is a *Slow Pace to Fast Change*



Innovate at
Intersections of Change

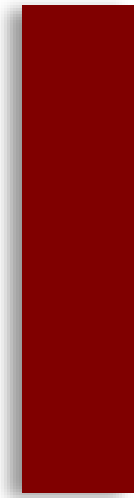
Big Bets, Small Steps



"T" Shaped Culture

Hiring & Content

How might the Division of Social Education Deliver Experiences for Skill Sets + Mindsets for the Future?



"I" Shaped

Success via Specialization

"T" Shaped

Success via Many Paths

Encouraging Depth of Skills that…

- ❑ Are in demand
- ❑ Looks great on a resume
- ❑ Industry or domain-specific
- ❑ Shows discipline + commitment

Encouraging Breadth of Skills that…

- ❑ Appeal to organizations hiring *learners*
- ❑ Embraces curiosity amidst uncertainty
- ❑ Shows desire to integrate solutions

In the News

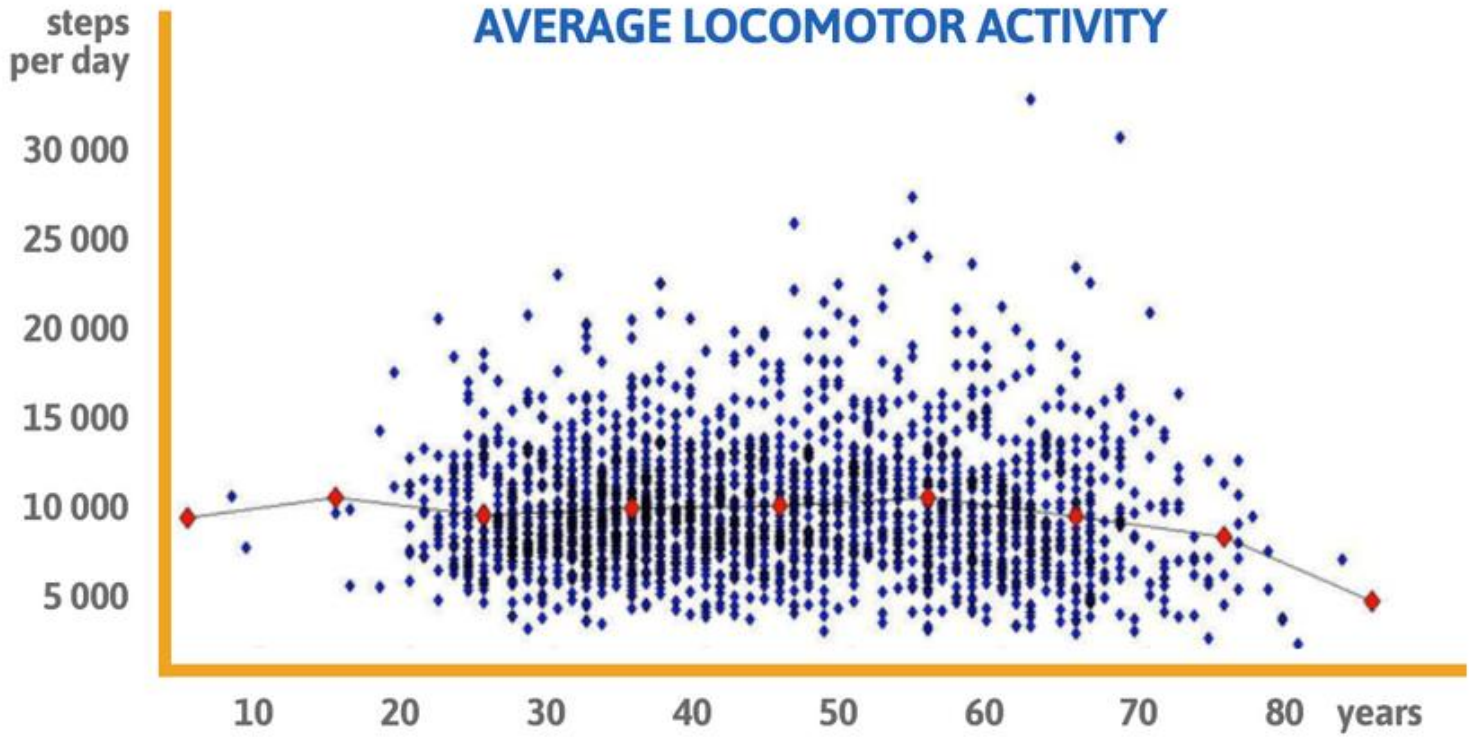
In 2019, all senior residents in the Japanese city of Nara will be required to have wearable devices that connect to the city's secured data feed used by families and local health & service agencies.

True

False

Assumption: Radical Solutions based on Early Signals & Interventions

fitbit



Crowdage beta

Newton

Alignment Ahead? Policy Investments + Social Norms

Early Interventions: National Focus on Closing Word Gap

LENA™
Every Word Counts

Bloomberg Philanthropies
MAYORS CHALLENGE

Winner: Providence Talks
Providence, RI

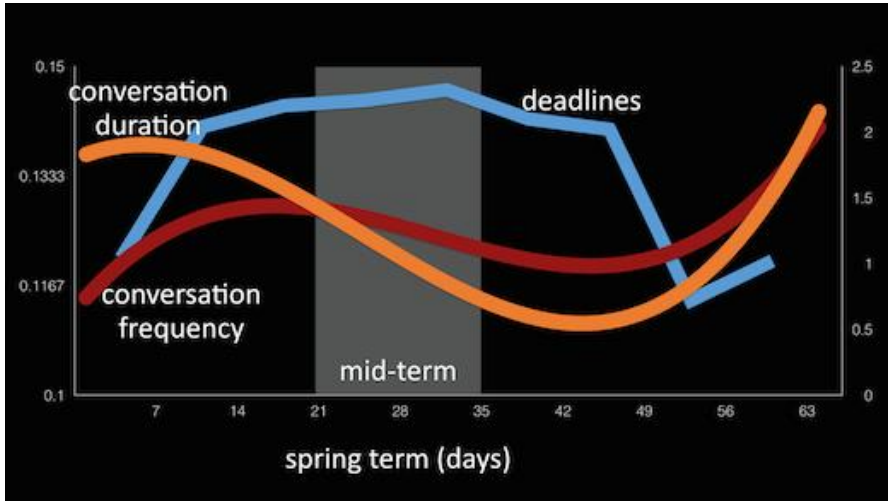
MAYOR ANGEL TAVERAS | POPULATION: 178,000

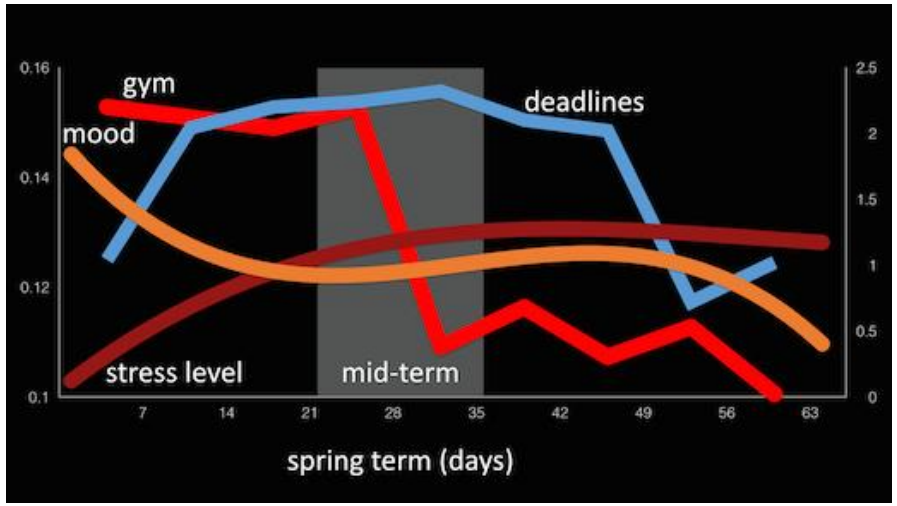
Alignment Ahead? Policy Investments + Social Norms

Campus Interventions: Focus on Broad Health Indicators + Learning

Dartmouth

Student Life Project





- Student who are more social (i.e., had more conversations; time around others) have a better GPA – lower risk of depression
- *Also, surprisingly, there was no correlation between students' academic performance and their class attendance*

Future shaped by Creepy Lines vs Compelling Experiences

Context of the *Creepy Line*

Google

Inevitability of Dealing with the *Creepy vs Compelling Line at the..*

The Wisconsin Union

How do we…

- ❑ ***Balance privacy + personalization***
- ❑ ***Communicate value and benefits in 'Ask' vs 'Reward'***
- ❑ ***Maintain human-ness side of the relationship***

End

Drivers of Change

Foresight Culture

Future of Place

Wisconsin Union

Experiences for a lifetime

Third Place
is a Real Thing

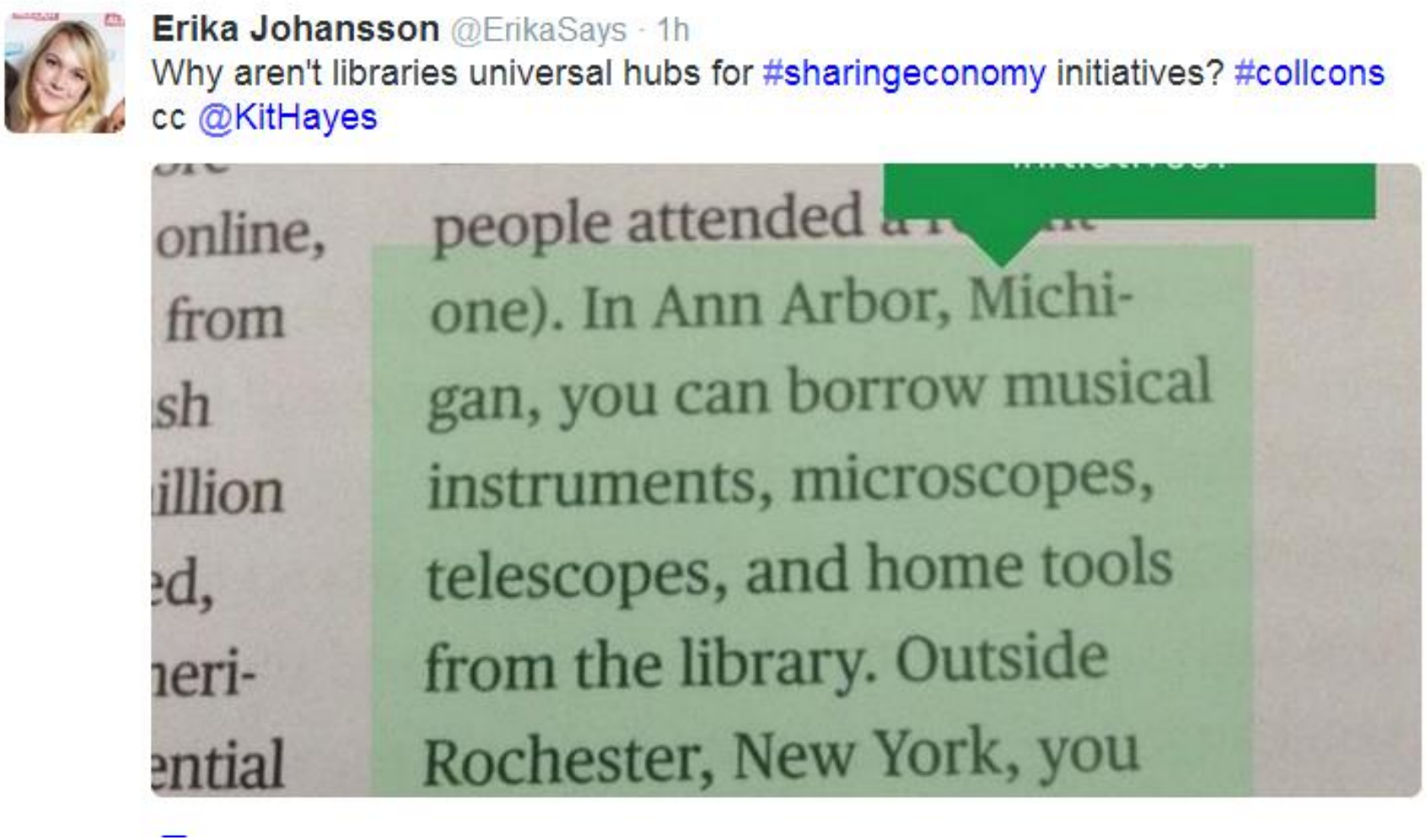
Pedestrian Friendly Zones

“Pop Up” Culture

Places for Connections:
Live Experiences, Together

P2P Collections?

Other Peoples' Stuff



Hacking Places

The Experience is the Destination

Hacking The Audio Experience: Museum Hack Is Part Of SFMOMA's New Tours!

A Fun, New Experience in NYC, DC, San Francisco & Chicago

We Lead Renegade Museum Tours for Individuals, Private Groups & Company Team Building

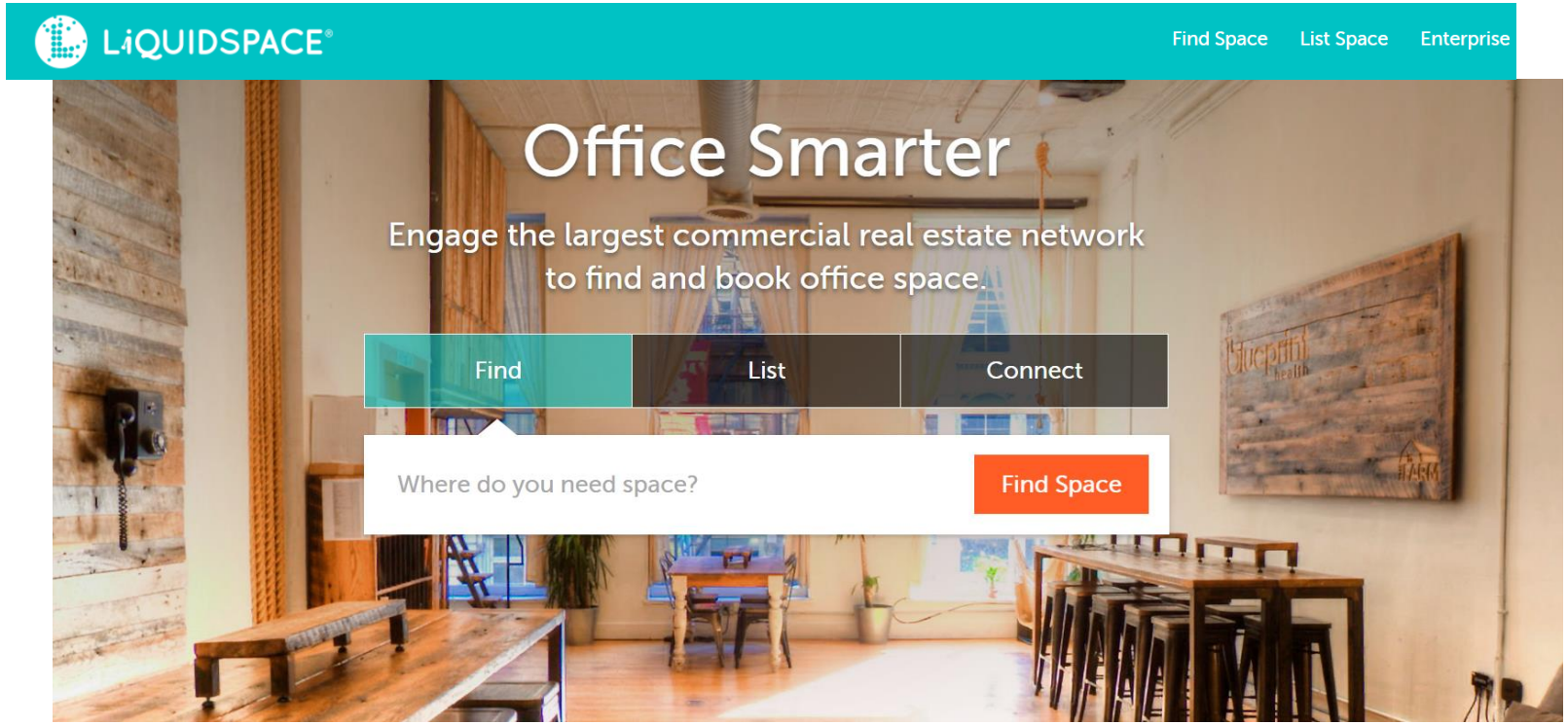
Escape the Room | NYC

Escape Rooms

Room Scale Virtual Reality

On-Demand(ness)

Scheduling Here or Anywhere

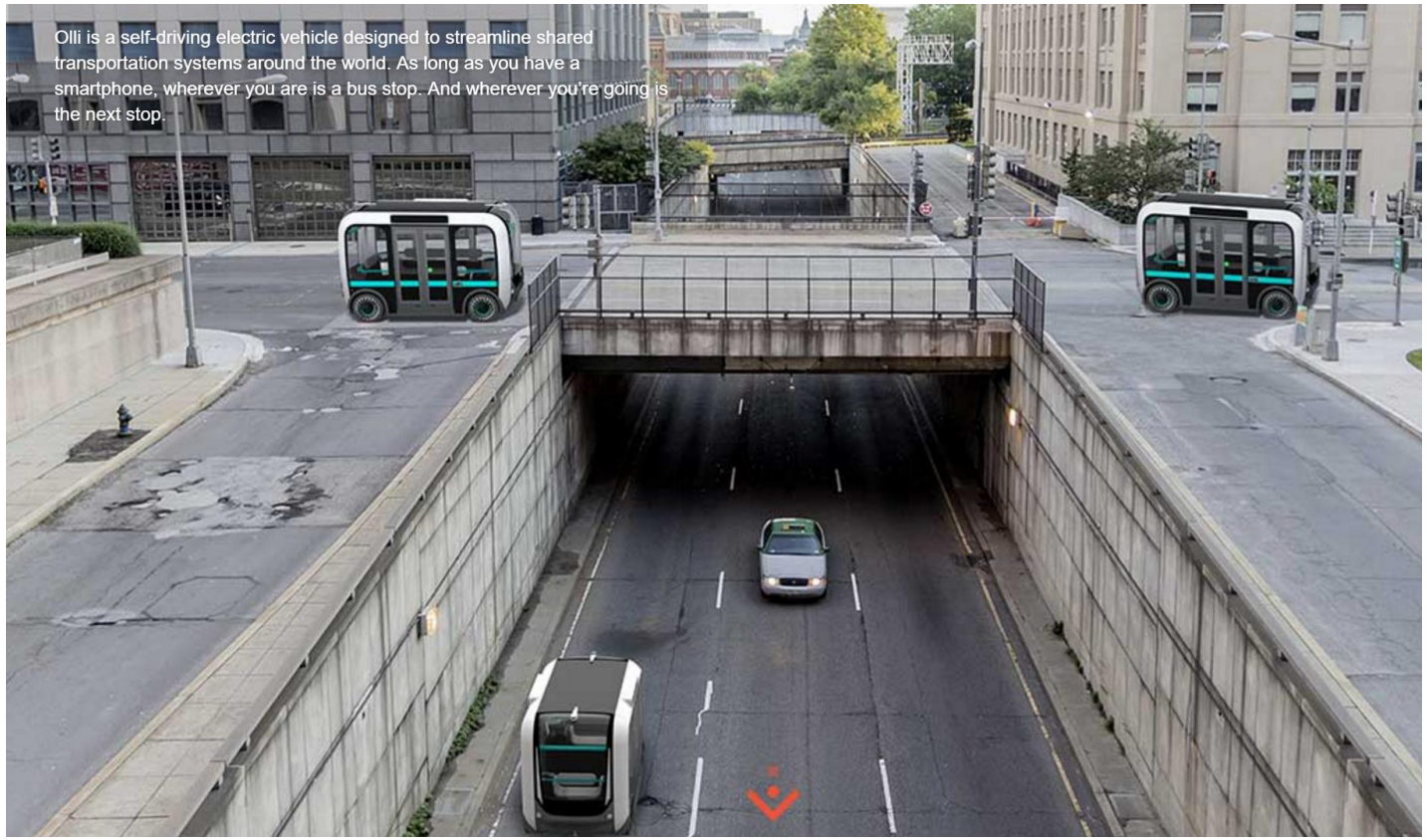


Digital Fusion

Seamless Transactions

Mobility + Accessibility

Safety, Equity + Access

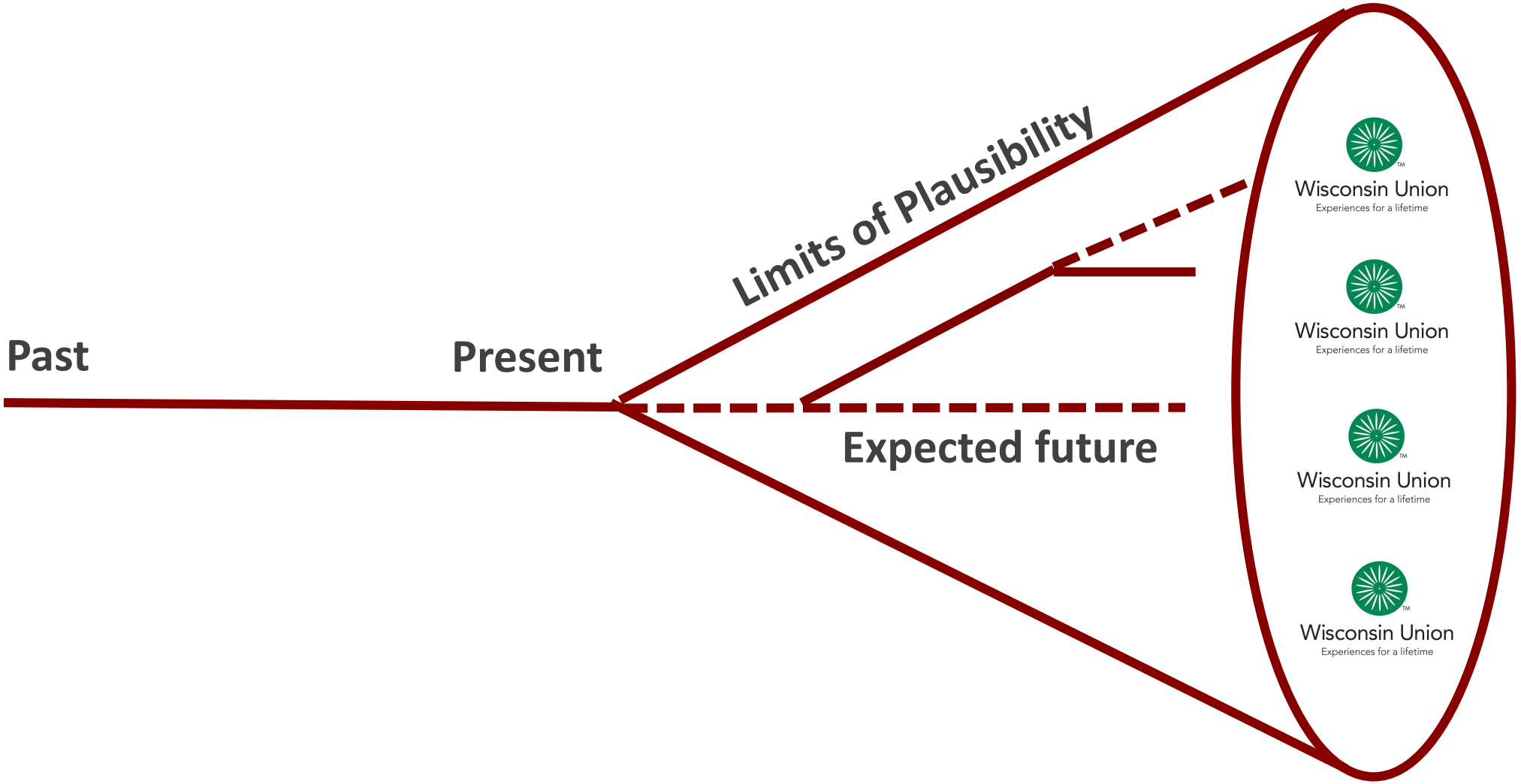


Autonomous People Movers Coming Soon!

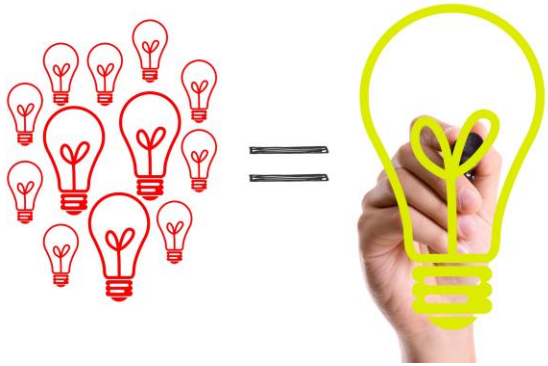
LOCAL MOTORS

IBM Watson

Future of Place



Implications of Place-based Innovations for The Wisconsin Union



15 minutes

Generate, don't Debate

Start **Stop** **Continue**

Ten Minutes
Meeting Warm up

“That’s Great”

Courtesy of my friends from:

futurethink
INNOVATION SIMPLIFIED

Activity: “That’s Great”

Generate a provocative starter message or borrow…

- ❑ ***Student Government Collapses (again)***
- ❑ ***WUD Must Crowd-fund all programs***
- ❑ ***Fire Destroys Union South***

“That’s Great” Warm-up

Courtesy of my friends from:

futurethink
INNOVATION SIMPLIFIED

Data & AI-driven

Future of Engagement

Social Norms for the Anonymous-Access Web

1993

"On the Internet, nobody knows you're a dog."

Social Norms & the Social Web

2008

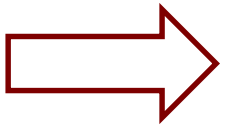
creative commons

Everyone knows I'm working on some personal growth issues
BARRON'S
DOG TRAINING BIBLE
Assumption:
The web is becoming a platform for managing outcomes & personal behavior change.

Online Age vs AI Data Driven Experiences

What is the role of A.I. in Guiding Outcomes for Campus Experiences?

- **Online vs Offline**
- **Desktop or Mobile**
- **Web-based or App**



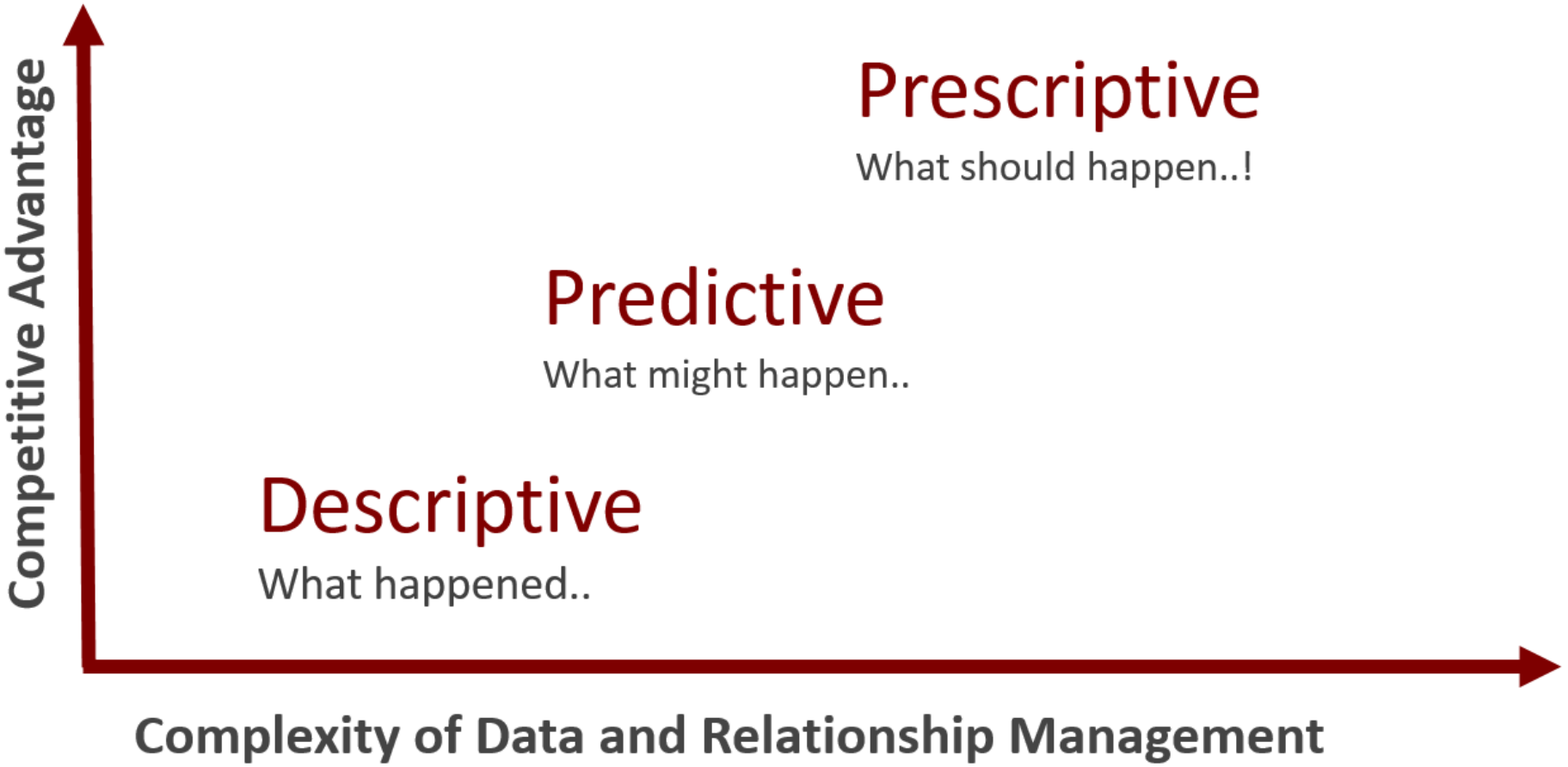
- ***Software-Guided*** *or Not*
- ***Does it improve behavior*** *or Not*
- ***Does it Guide Outcomes*** *or Not*

Assumption to Explore:

It will feel creepy — then we will wonder how we interacted with students before the age of algorithmic and A.I. driven experiences

Outcomes-based Value Creation

AI+ Data Driven Innovation = Prescriptive Analytics



Social Norms + Slow Embrace of Prescriptive Analytics

Guided Financial Experiences based on Prescriptive Analytics

The Race to Build Intelligent Assistants

Google now

Hi, I'm Cortana.

amazon echo

MindMeld

ARTIFICIAL SOLUTIONS

IBM Watson

next IT

WARREN

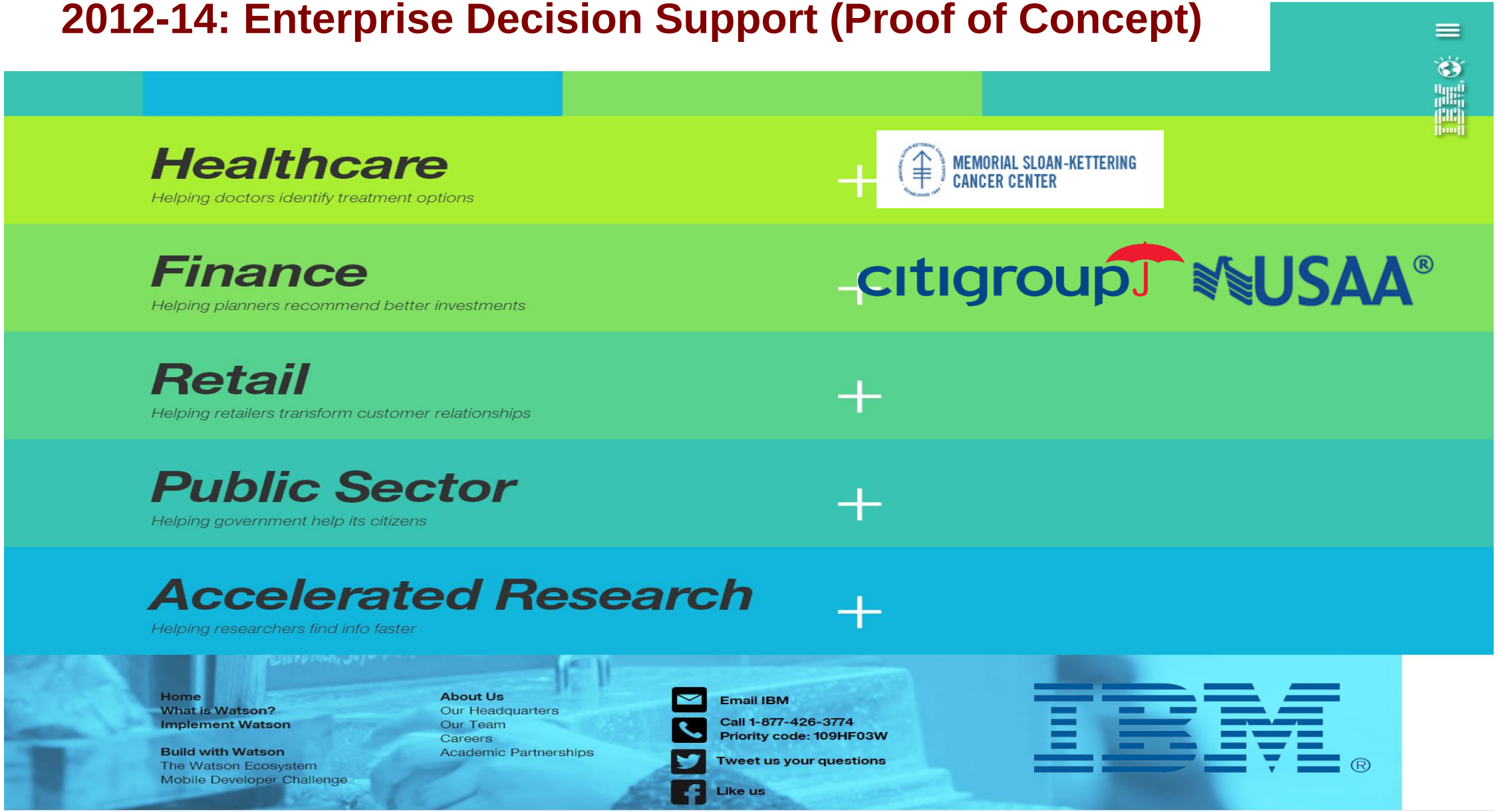
KASISTO

If you look at what Apple is doing with 'Siri,' what IBM is doing with 'Watson,' and what Google is doing with 'Now,' **it is clear that the most powerful technology companies are investing immense resources to make virtual intelligent assistants ubiquitous before the end of the decade.**

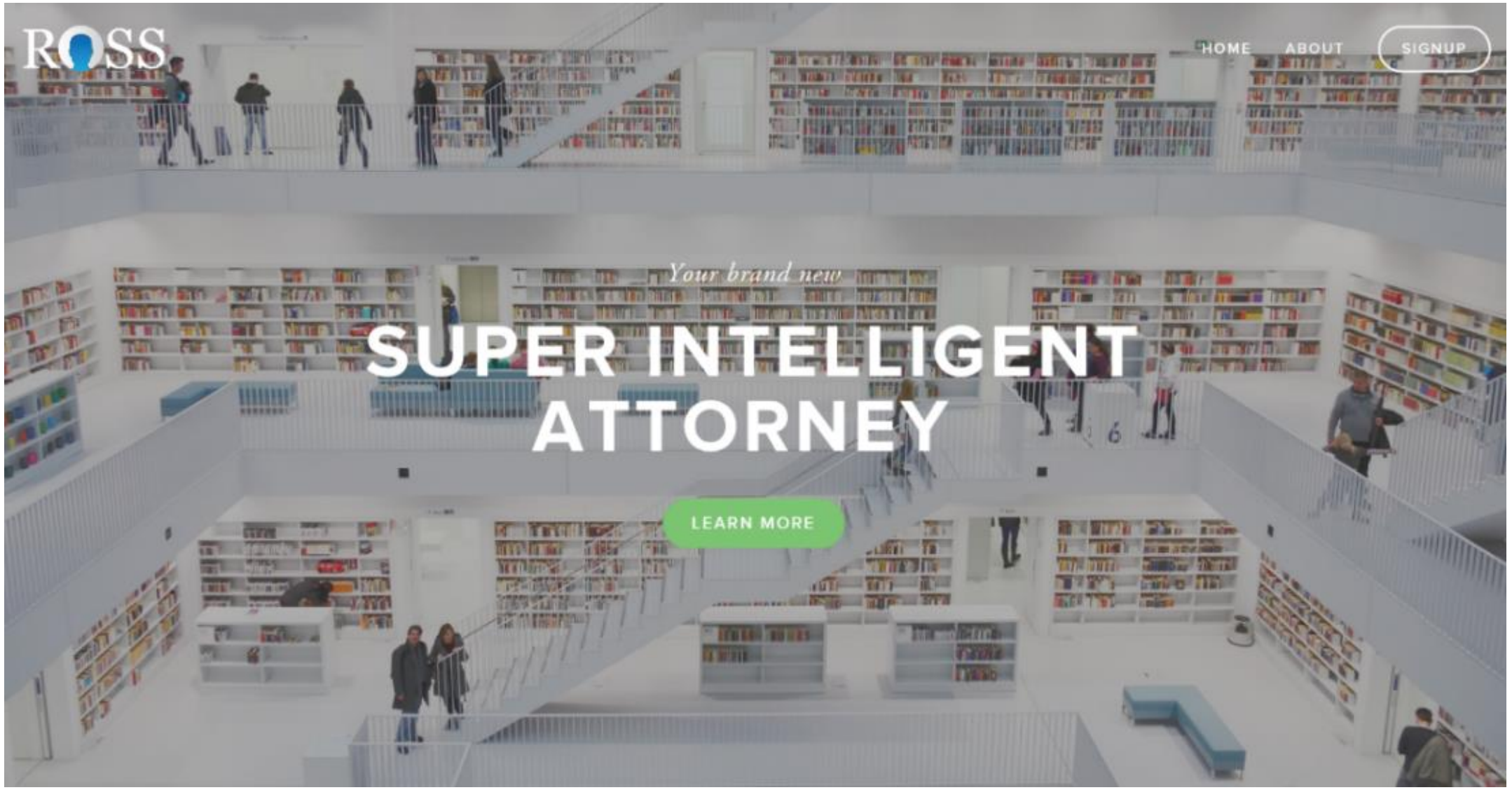
- Daniel Nadler, CEO of Kensho

2011: IBM's Watson – Game Show

2012-14: Enterprise Decision Support (Proof of Concept)



2015: Watson in *the Cloud (Cognitive-Apps-as-Service)*



2017 – 2027
Assumptions to Explore

By 2020, 20% of students and staff will use Intelligent Assistants to drive engagement outcomes.

Where does the AI Assistant Revolution begin?

Buzzwords to Watch:

ChatOps
Chatbots
Intelligent Texting
Messaging Apps
Conversational Commerce
Intelligent Assistants

Do Not Dismiss on Techno-Novelty

Designing Next Generation Student Engagement Tools

Phase of Rolling Eyes at Chat*bots*

Microsoft is betting that bots 'are the new apps'

MICROSOFT / 31 MARCH 16 / by MATTHEW REYNOLDS

93 shares
0 comments

Facebook launches a bot platform for Messenger

Google follows Facebook into chatbots

Published: May 19, 2016 8:43 a.m. ET

Cisco Partners with Gupshup to Boost Bot Ecosystem

Hype vs Hope of Chatbots

Specialized digital assistants and bots expected to generate over $600 billion in revenue by 2020

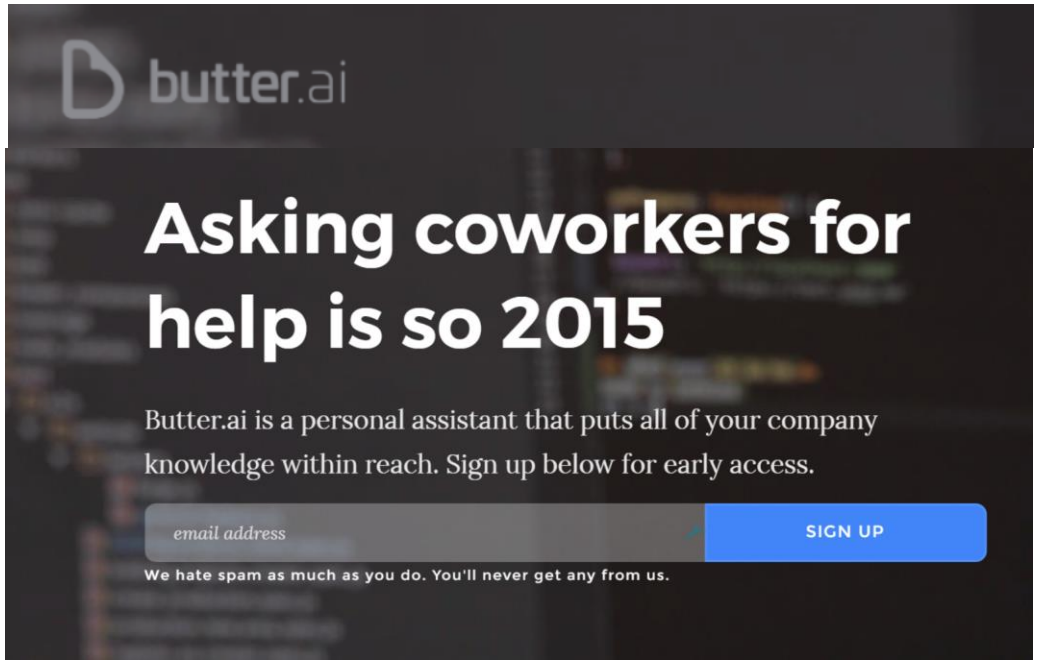
Are there events on campus featuring speakers from China?

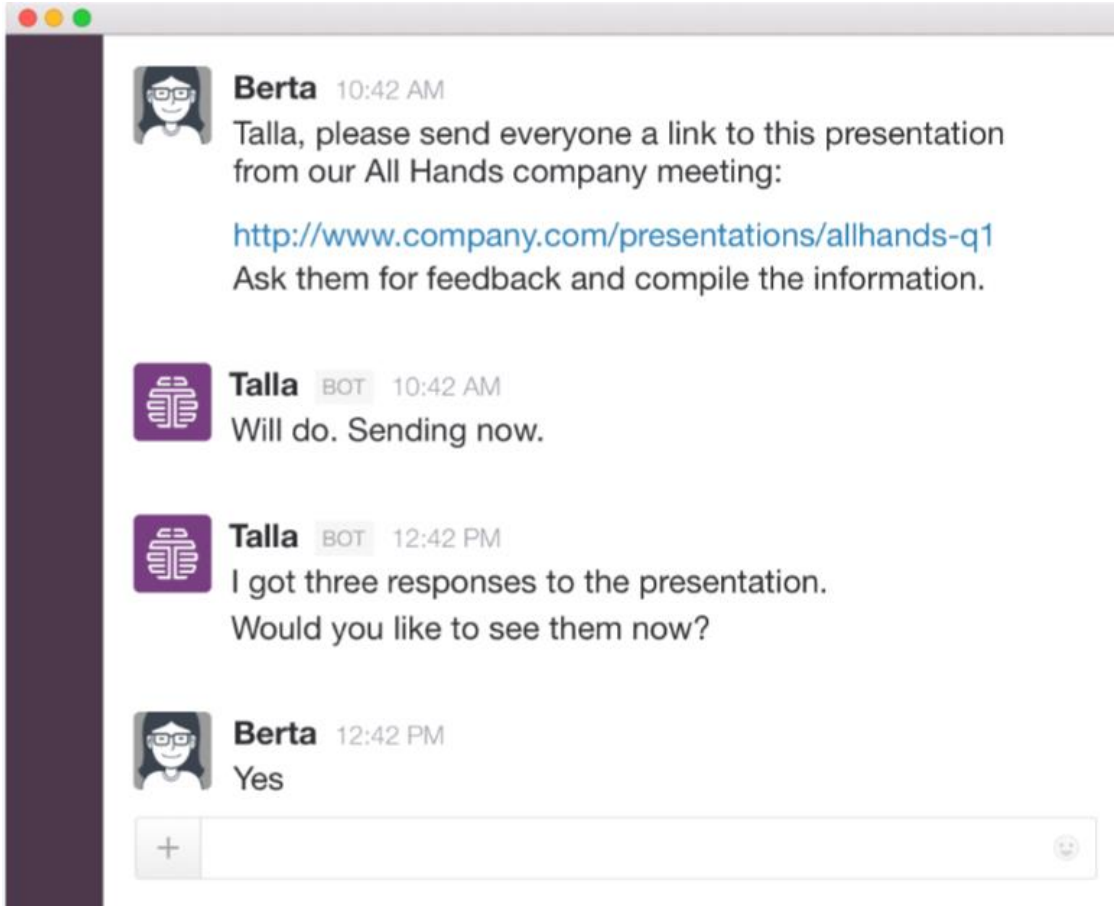
Where do I learn about volunteer opportunities ?

Who is playing on the Terrace this Friday?

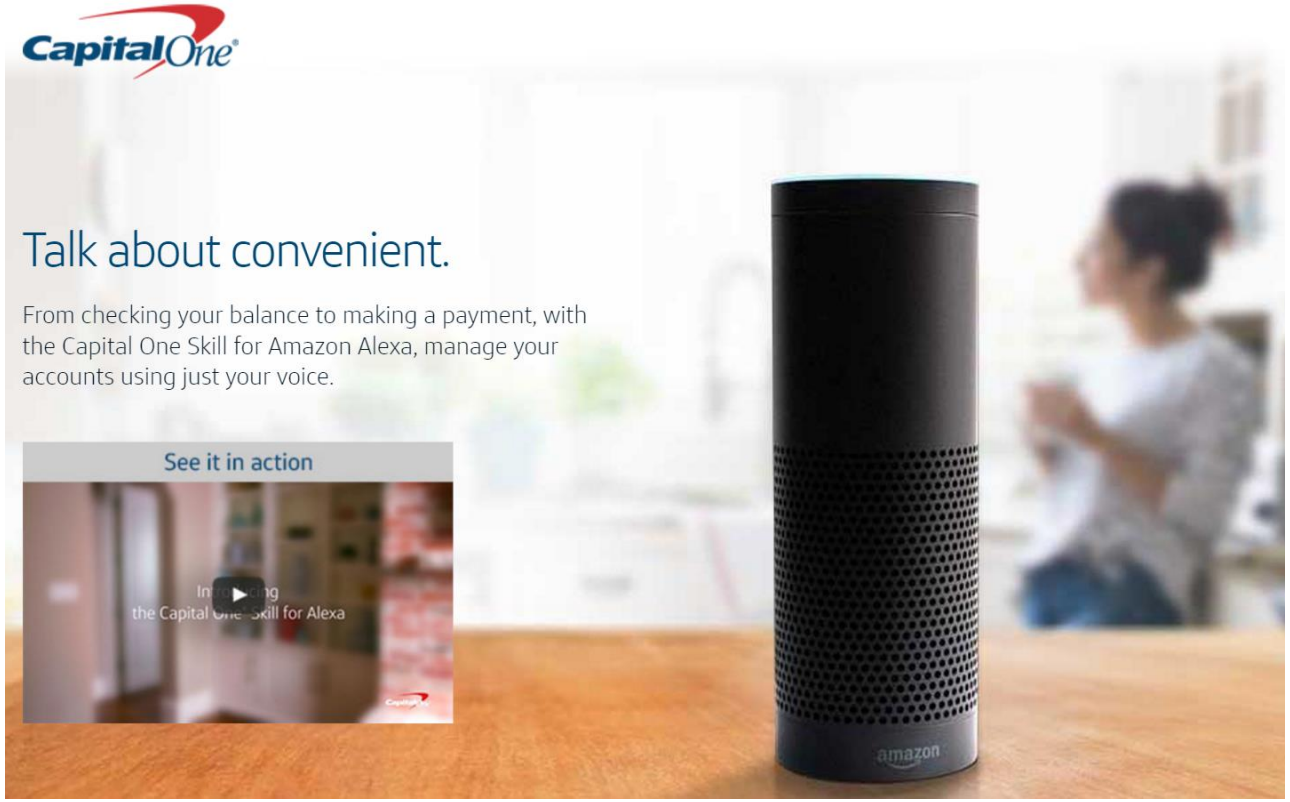
Eat Your Dog Food Trials: Helping Automate Social Aspects of Teams

talla





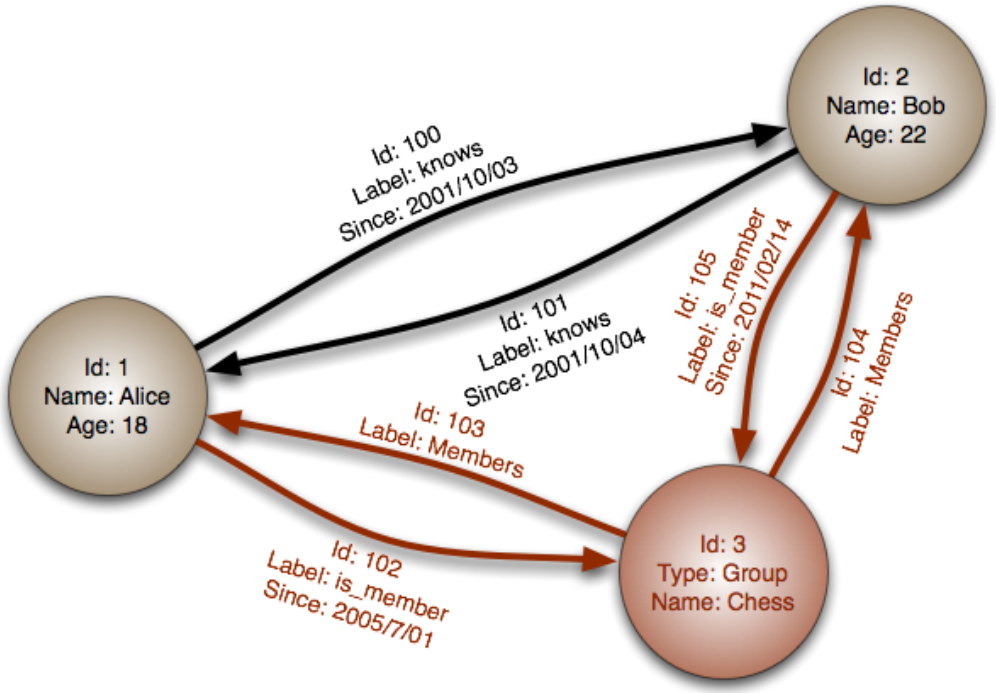
Weak Signal: Connected Home Hubs Drive Service Innovations



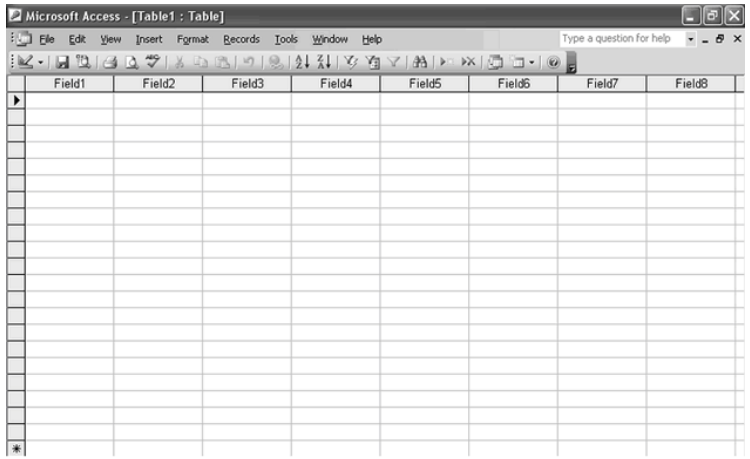
Data Models Matter

Connected Data

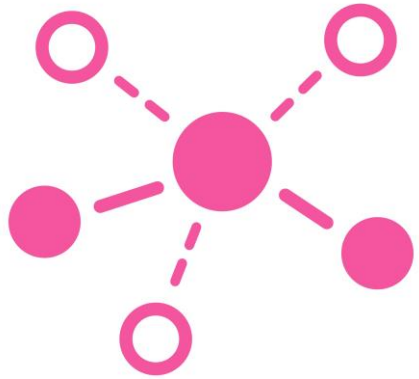
Graph Analytics



Connected Data is foundation for outcomes-based community services and government experiences

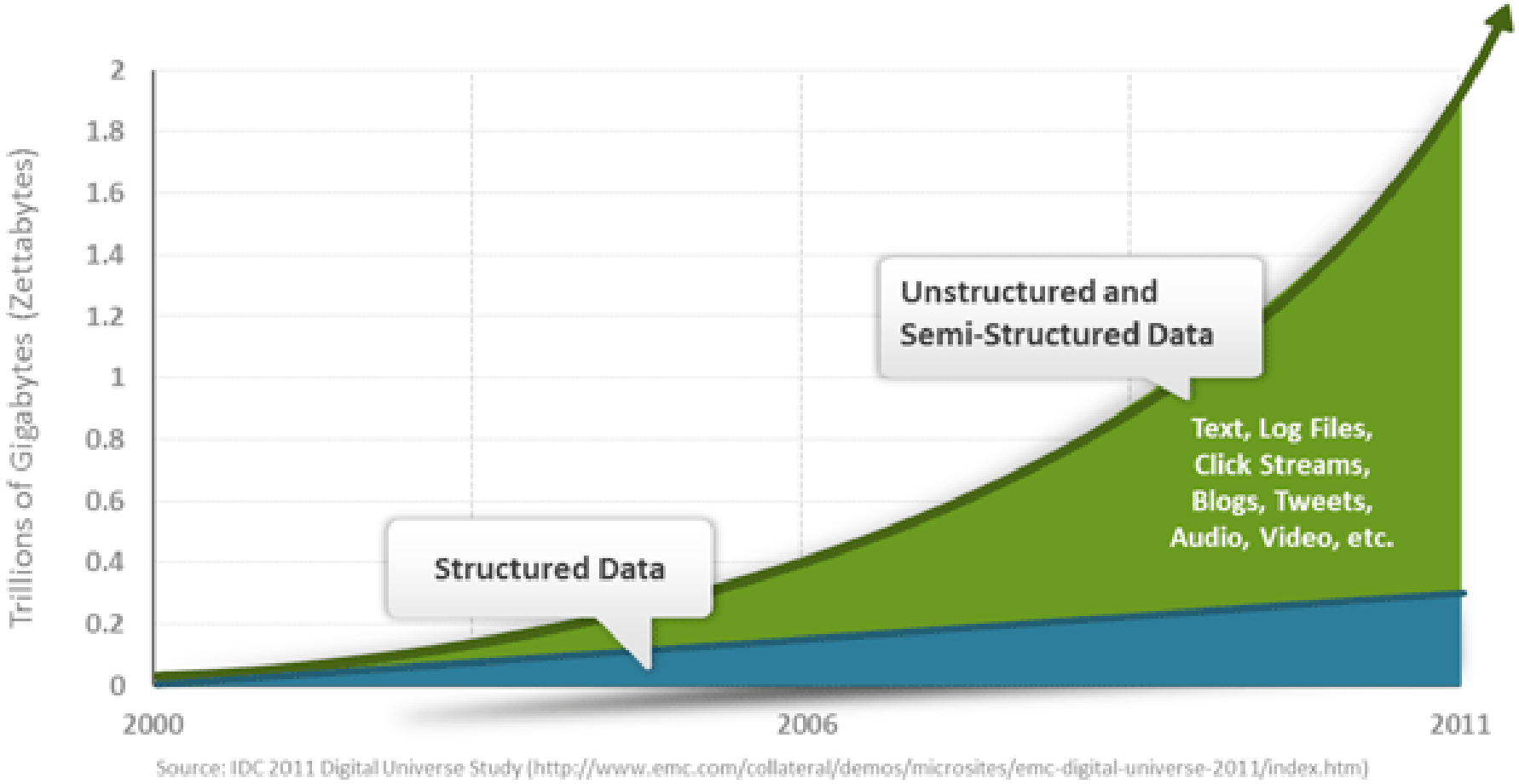


Tables = Past



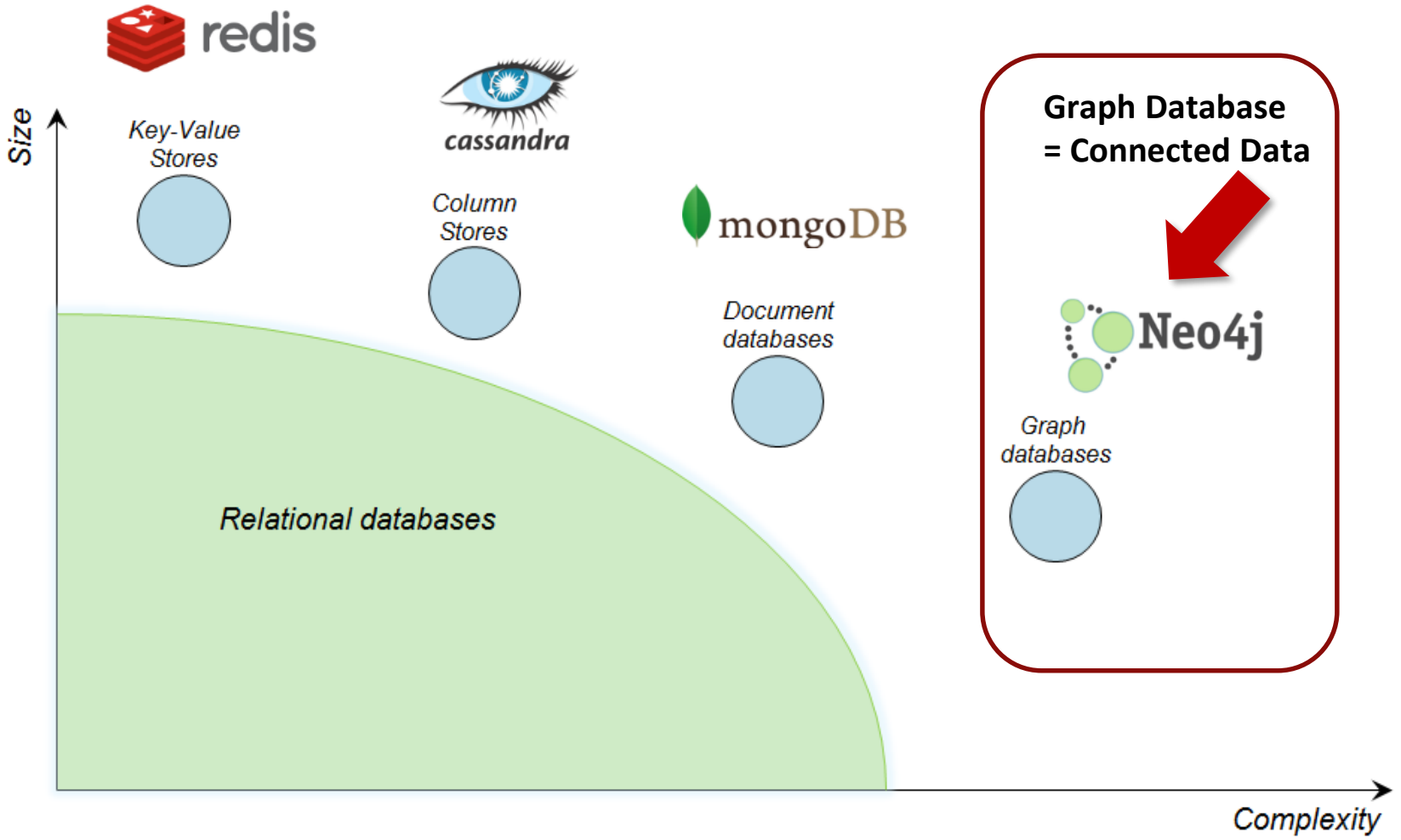
Graph Thinking

Tables vs Growing Spectrum of Data

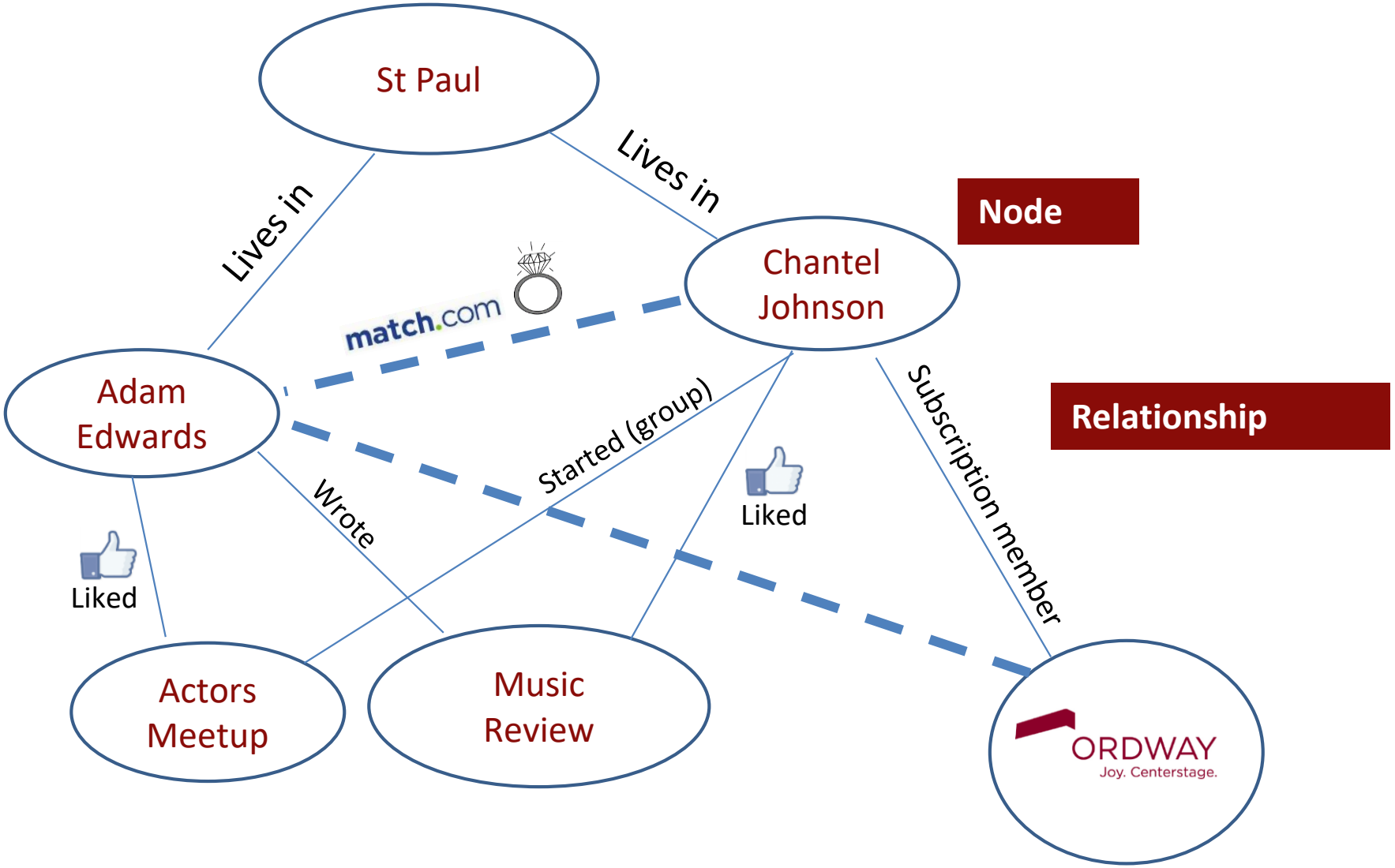


Source: IDC 2011 Digital Universe Study (http://www.emc.com/collateral/demos/microsites/emc-digital-universe-2011/index.htm)

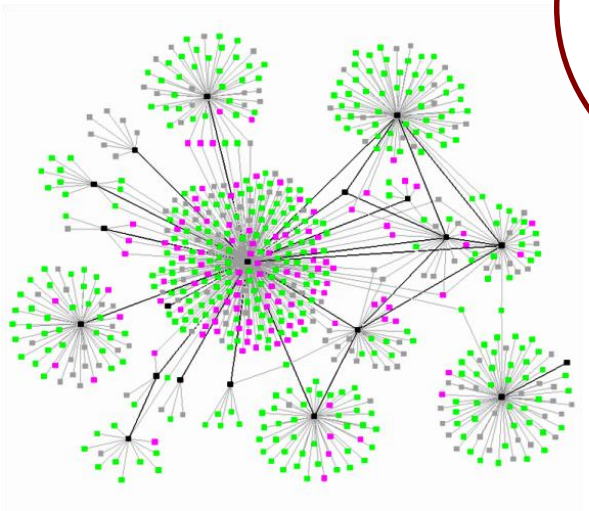
We are moving beyond rows & columns (SQL Tables)



Graph Database = Understanding Relationships + Connections



We Learn by *Connecting Things*



Read this novel…

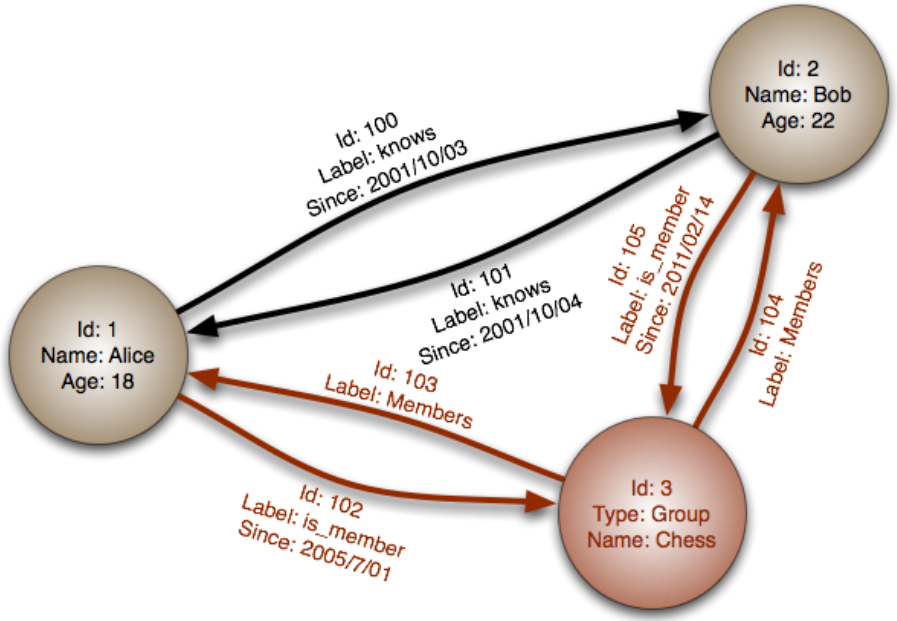
Watch this other director…

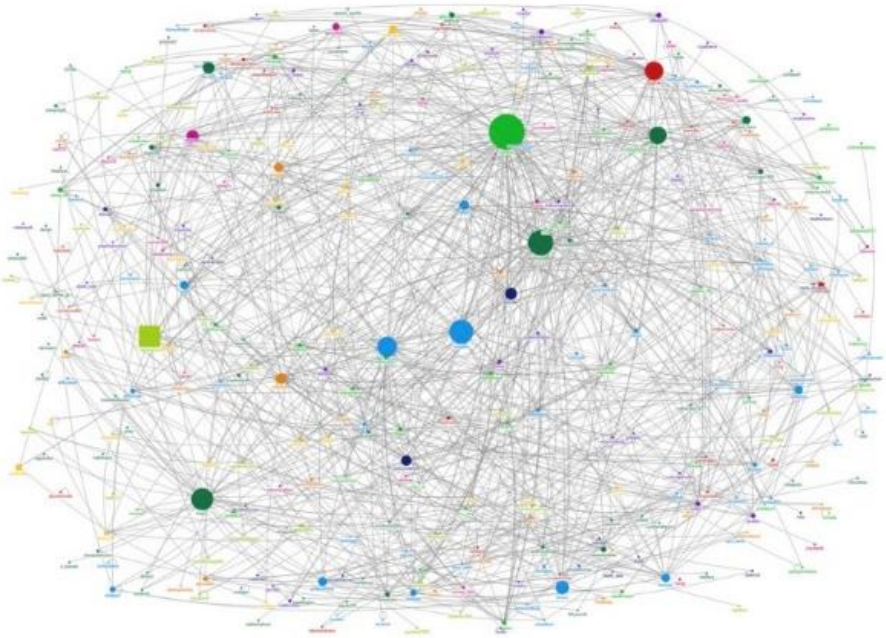
スタジオジブリ
STUDIO GHIBLI

Watch my re-mix of this film…

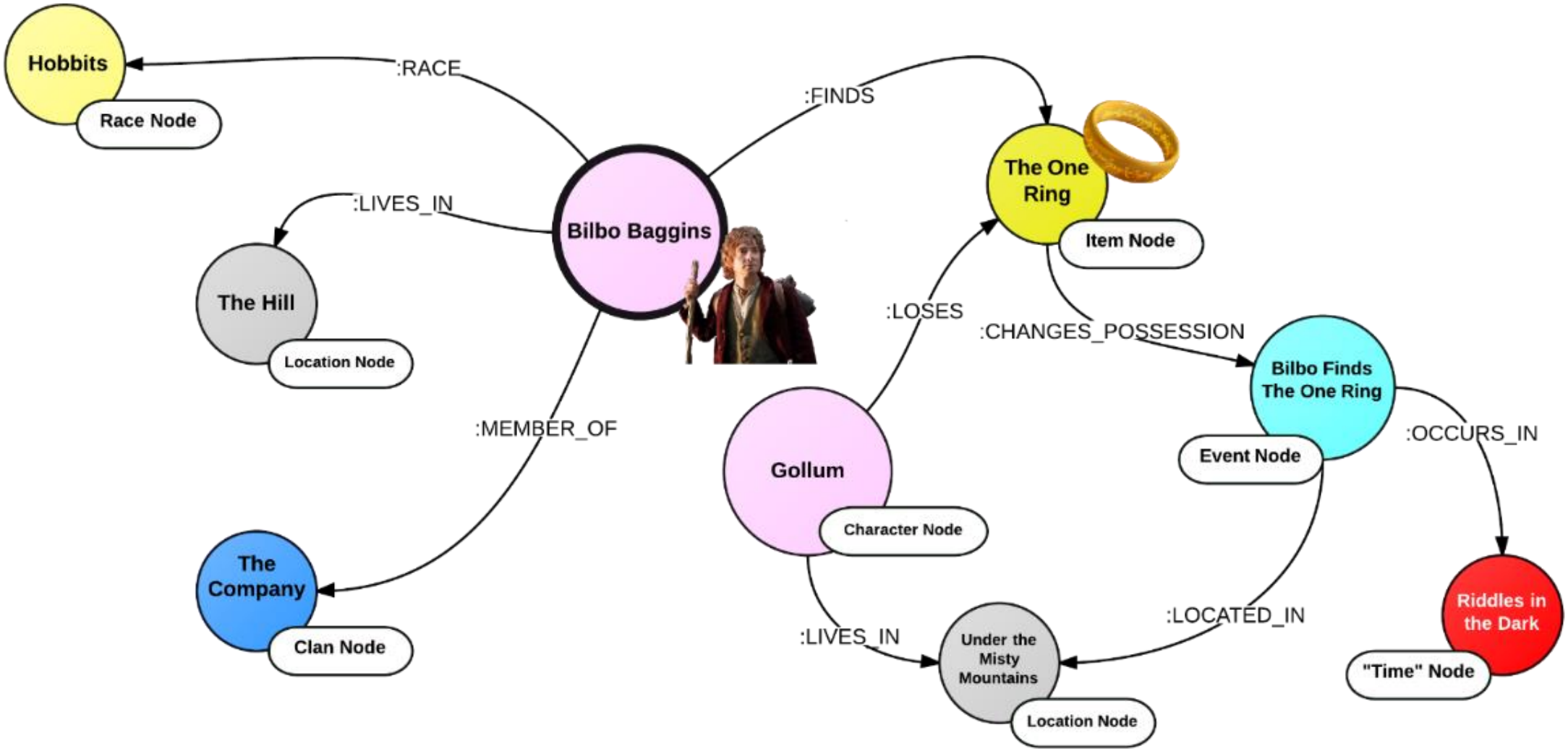
Meet this person on campus

Graph Analytics = Mirror the *Real* World to Reveal Influencer Profiles, Decision Pathways and Recommendations

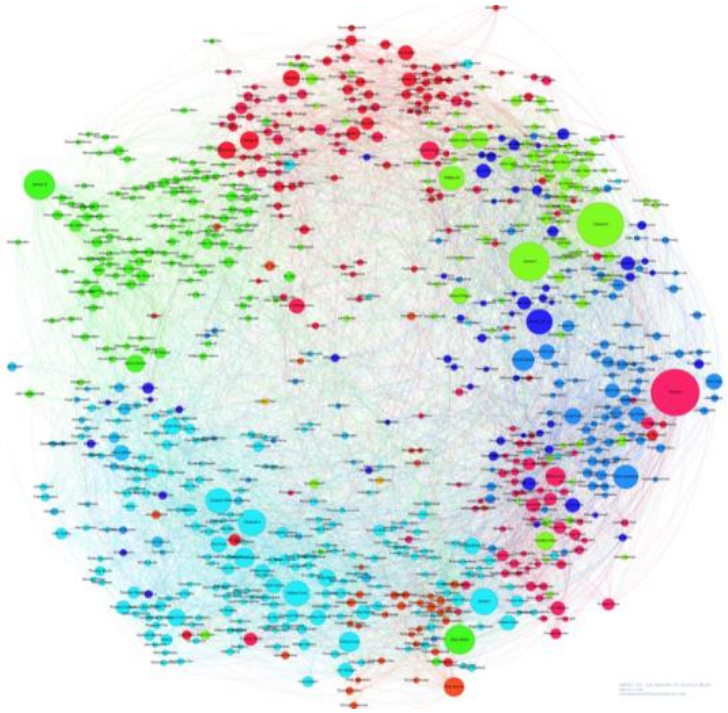




Graph data from Freshman Year to Graduation (and Beyond?)?



Industries & Innovators are Connecting Dots



Link Graph Google

Interest Graph match.com Pinterest

Social Graph facebook.

Economic Graph LinkedIn

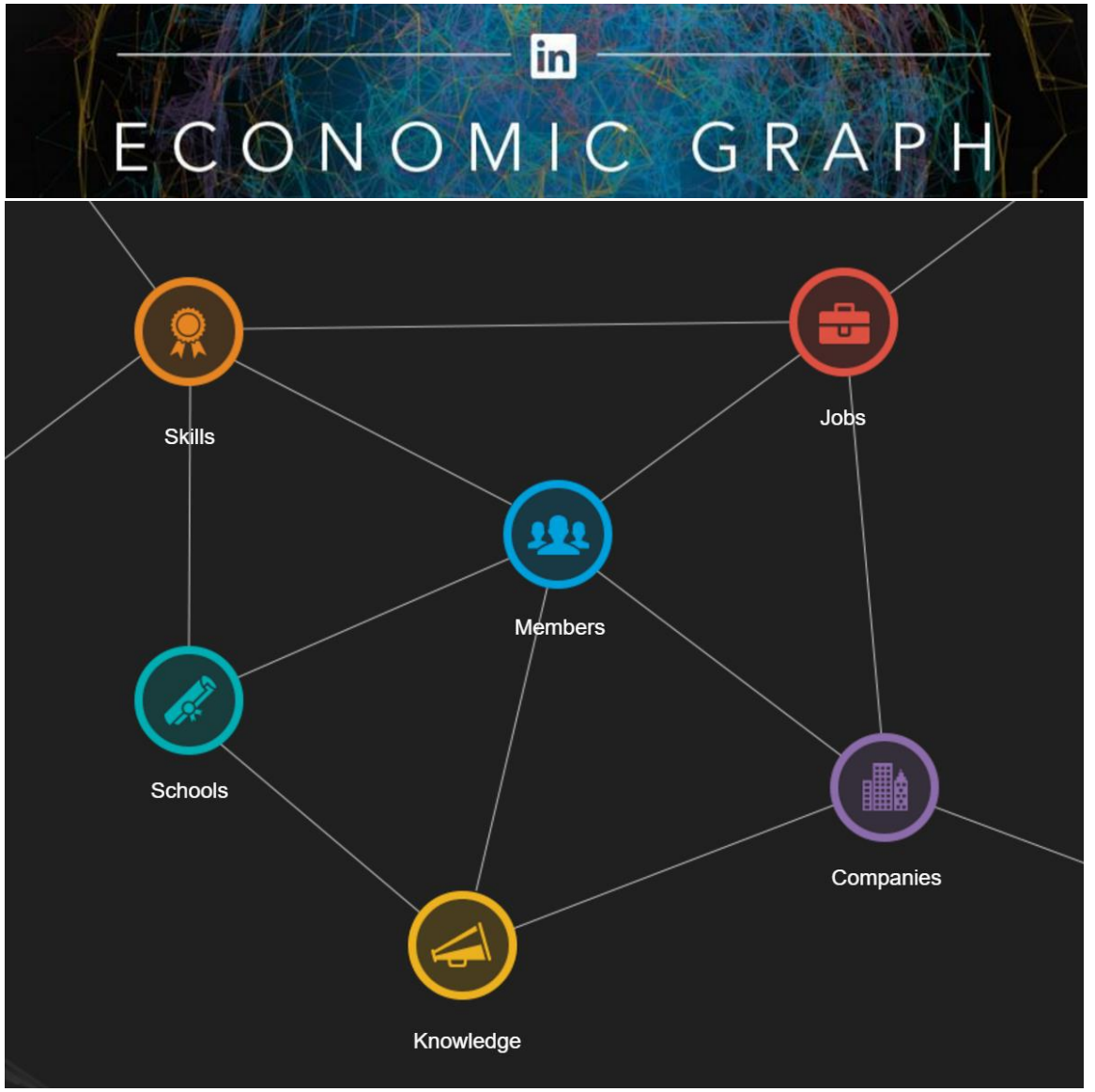
Health Graph ???

Learning Graph EXPERIENCE API

Transportation Graph ???

In 2025 - will connected data transform campus experience?

- ❑ Who might know more about our campus community dynamics than we do?
- ❑ What information are they missing? Overlooking that we must provide?



Opportunities

What opportunities does a data & AI driven future create?

Constraints

What constraints or unintended consequences might emerge?

Slides Removed

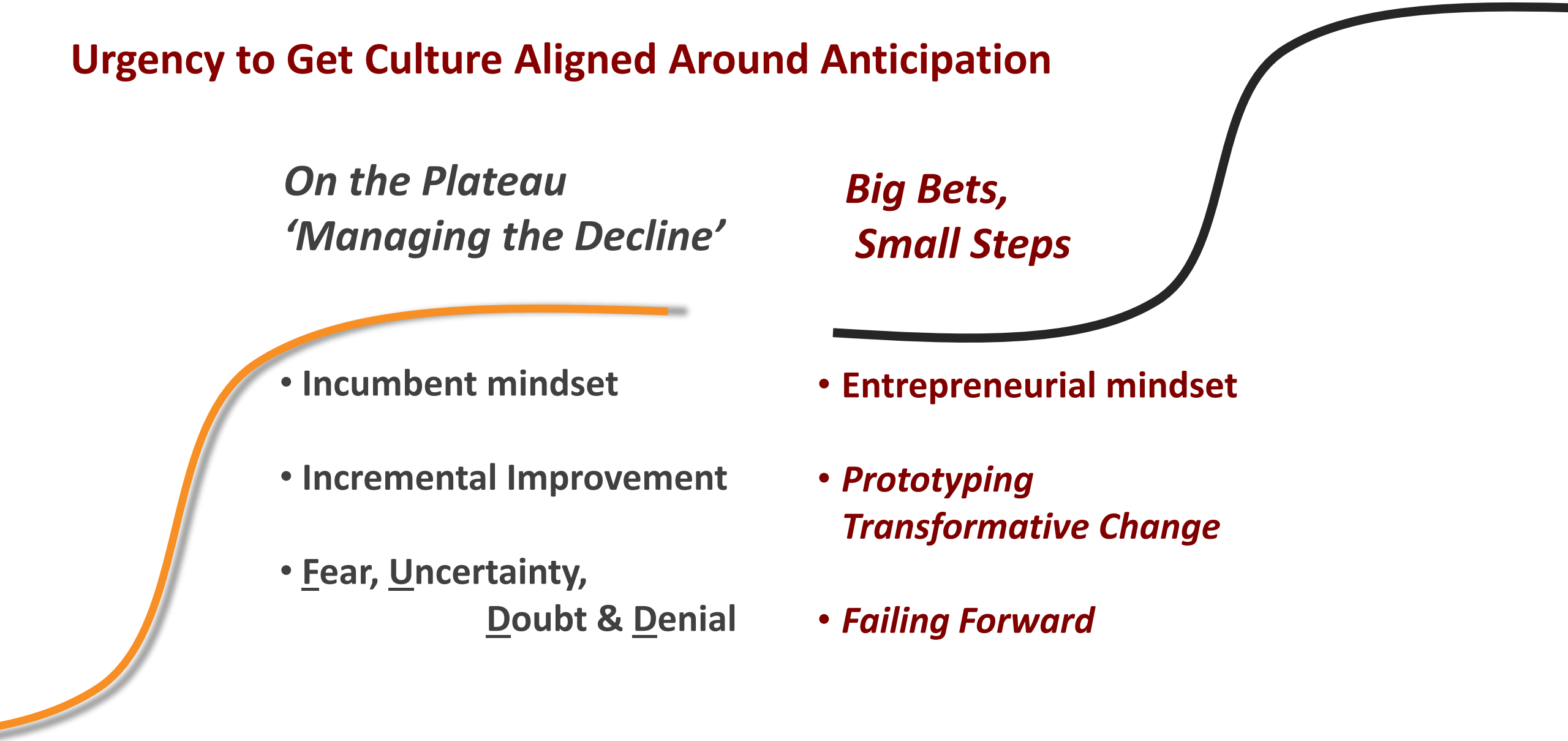
End

Warm up
Foresight 101

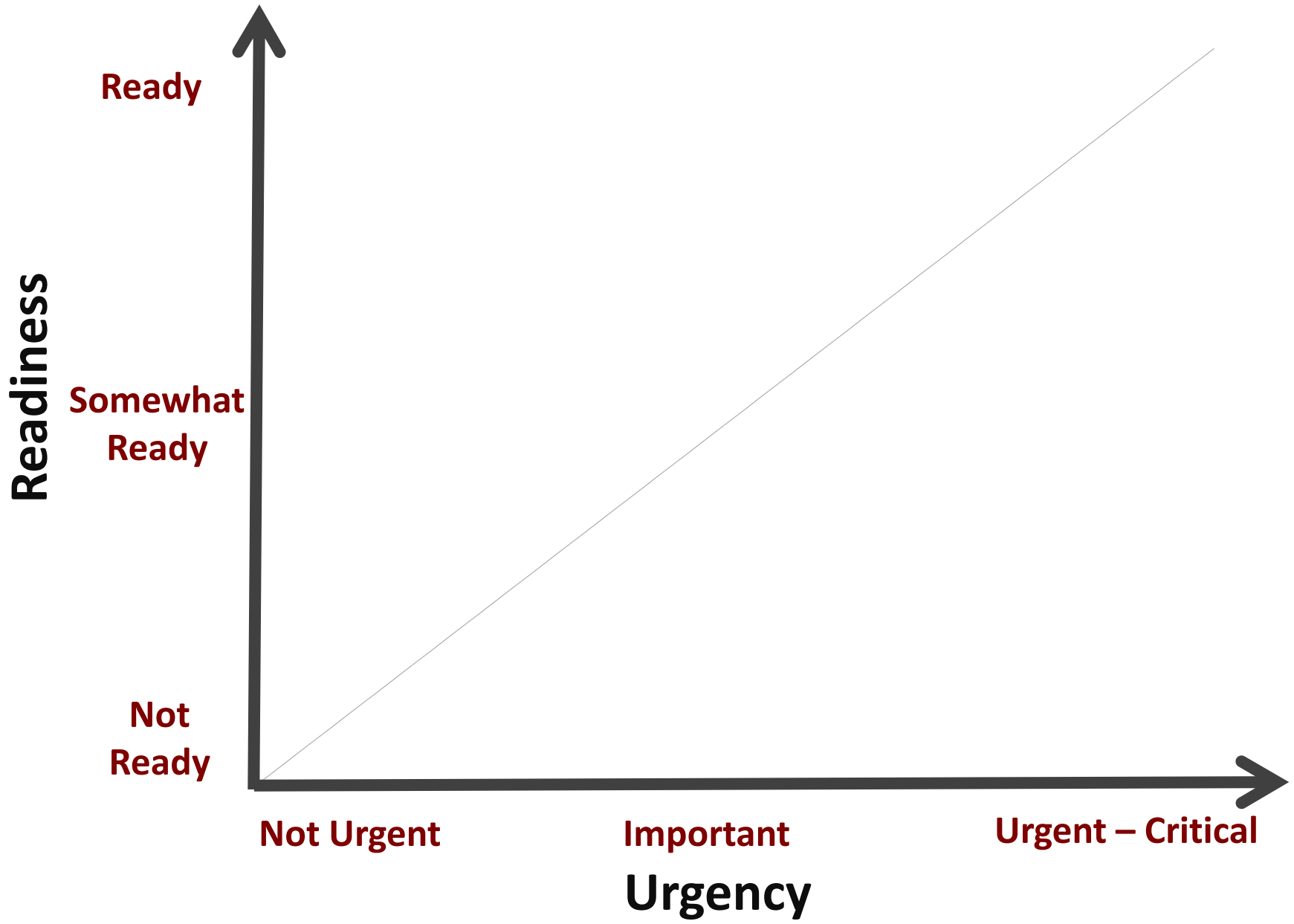
Drivers of Change

Learning More
Foresight Culture

Urgency to Get Culture Aligned Around Anticipation



Survey Staff, Leadership and Community Leaders



Futurist as Follower

Create a shared list of people, projects and events for colleagues to have on their radar

Informed & Passionate

Follow People

twitter

facebook

Follow Projects + Memes

#museumworkersspeak

To Increase Diversity, Museums Need Change from the Front Door to the Boardroom

ARTSY EDITORIAL
BY ISAAC KAPLAN
OCT 3RD, 2016 9:25 PM

From left to right: Candice Anderson, Margaret Morton, Tom Finkelpearl, Miguel Luciano, James E. Bartlett, and Nicole Ivy. Photo by Margarita Corporan, courtesy of Cool Culture.

Follow Events

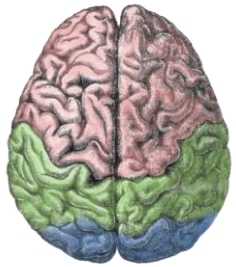
livestream

All Things Digital.

Scanning for Change via Social Bookmarks

Shared Tools: Create an External + Collective Memory Bank

One-click + four keywords = Forget about Forgetting



Home Annotate, Archive, Organize

diigo V5.0 beta | My Library | My Network | My Groups | Community

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Futurist as Provocateur

Give Structure to Innovative Thinking!

Use ‘Killer Questions’ to Brainstorm Ideas

Following the success of HP’s Chief Innovation Officer Phil McKinney, generate a weekly ‘Killer Question’ email message or ‘Twitter’ conversation that spurs conversation about the future of the Wisconsin Union Experience.

What is a Wisconsin Union driven sustainability effort that does not exist today but in five years will be our most powerful program of change?

What is the #1 misconception about the Union Experience – and how do we overcome it?

Thank you!

Garry Golden

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Learn More…

garrygolden.com/Feb15