

Five-year plan for mixed reality campus experiences

Strategic Plan Theme: Student Success

Funding Level: Between \$1-5 million

Facility Needs: Adjustments to existing facilities will be needed

Submitting Unit: Admissions

Collaborating colleges/departments/units involved with this proposal.

Admissions

What is the proposal's big theme or idea?

In 1995, six in ten US adults said they had never heard of the Internet was. By the year 2000, 50 percent of the nation was online (Thompson, 2018). Technology moves quickly, and the core idea driving this proposal is to establish a university-level, five-year plan for integrating augmented and other mixed reality experiences into Michigan State University's nearly 13,000 acres of land holdings. Content would serve current students and campus guests. The plan would also involve setting campus policy for all parties wishing to develop content in this area.

Digital content would be more dynamic than the printed paper handouts used in prior Pfeiffer and Jones simulations and would also replace tools such as the wooden planks often used in exercises such as "shark-infested waters." Vended software tools would collect data during learning experiences and assist with post-activity processing. GenZ students frequently have an interest in experiences, and this idea would enhance the range of such experiences that are grounded in pedagogy associated with experiential learning scholars such as David Kolb (2015).

What is the proposal's goal?

The primary goal is to strategically modernize our physical campus by strategically building a campus infrastructure of mixed reality tools as the family of related technologies emerges. Adding value to the extensive value of our physical campus and enhancing student learning.

As this particular family of mixed reality technologies is in its nascent stage, the integration would begin with the development of smartphone-based tours for guests that have already participated in prospect or admitted student tours, and subsequently seek to have a more specialized exploration of campus. Examples include a tour focused on the art resources already compiled online, or the various sustainability projects around campus. As the technologies mature, the plan will focus on the development of experiential learning projects that leverage MSU's land and facility resources. These would be referred to as "experiences" and incorporate all four elements of Kolb's experiential learning model. The experiences would support undergraduate student learning, as well as professional development. The plan would add three experiences each academic year, at a rate of one per semester. In addition to being grounded in Kolb's scholarship, the experiences will be informed by the three most-recent co-curricular profiles of our incoming first-year students (https://michiganstate-my.sharepoint.com/:b/g/personal/brownter_msu_edu/EcgFH2YlfNtApFazwm6oLv0Bfhf8H1xbxNN7OArKgeWUHQ?e=R6mI2A). That data includes the high school activities which first-year matriculants wish to continue in college as well as all activities for admitted first-year students. For Fall 2021, those numbers were 40,582 and 204,672, respectively. This data will help identify high impact practices that correspond with student interests.

Define the significance, or impact of your big idea.

This idea:

1. Adds value to student learning and to our campus itself. Kolb's principles have become undervalued in recent years, with intellectual property developed by parties such as Pfeiffer and Jones quietly going to waste.
2. Allows our university to leverage over one million data points that have largely gone to waste, within the last decade.
3. Provides opportunities to enhance student learning while also getting prospective students to spend more time on MSU properties.

Who will be impacted?

1. Returning campus guests
2. MSU faculty undergraduate student leaders
3. High school faculty that are student club advisors
4. State of Michigan citizens seeking professional development opportunities

What does sustainability for your proposal look like?

Impact will be sustained by having a guiding committee with representation from multiple invested units. Annually adding three experiences to the library of options would allow for this plan to simultaneously impact families in MSU Canopy Walk in Hidden Lake Gardens, high school students visiting the Kellogg Center Bird Sanctuary and current Spartans working on class projects in the MSU Botanical Gardens.