

# MSU Lifelong Learning Institute

***Strategic Plan Theme: Student Success***

***Funding Level: Below \$1 million***

***Facility Needs: Adjustments to existing facilities will be needed***

***Submitting Unit: CAS***

***Collaborating colleges/departments/units involved with this proposal.***

Support for the Institute and/or review of this document has included faculty and staff from University Outreach and Engagement, AgeAlive, Career Services, the Hub (Center for Teaching and Learning Innovation), Undergraduate Education, College of Education, College of Communication Arts and Sciences, College of Arts and Letters, College of Agriculture and Natural Resources, Eli Broad College of Business, College of Social Science, and Faculty and Academic Staff Development. We anticipate that future collaborators will extend to all those mentioned as well as all academic colleges, the Graduate School, MSU Extension, and the MSU Alumni Office.

***What is the proposal's big theme or idea?***

We are proposing an MSU Lifelong Learning Institute that will distinguish the University as a model, next-generation, land-grant institution that anticipates and responds to society's evolving needs. The Institute will broaden the University's role in providing in-person and virtual affordable educational access and contributing to economic mobility and social wellbeing in a diverse society undergoing a fourth industrial revolution.

***What is the proposal's goal?***

The goal of the MSU Lifelong Learning Institute is to use a learner-centric perspective to meet the needs and interests of the following populations:

- Working Professionals. Programs and experiences for professionals of all ages that address the need for applied, continuous learning across multiple careers in a lifetime. Opportunities would be coordinated or developed for individuals and in partnership with industries and organizations seeking to attract new employees, advance their workforce, and create a more inclusive environment.
- Pre-College Learners. Activities designed to prepare youth for college success, develop the recruitment pipeline, and increase access for groups underrepresented in higher education. Building on MSU pre-college programs, the Institute would expand MSU's reach to urban and rural areas, diverse populations, and specific disciplinary interests.
- College Non-Completers. Facilitating the transfer of academic earned credits, developing competency testing, and coordinating degree completion for students with some college credit but no degree.
- Older Adults. Extend curricula to meet the learning interests and needs of a rapidly growing aging population looking to reinvent careers, advance technical abilities, gain skills for economic stability, contribute to communities, and enhance health and well-being.

To meet the needs and interests of these populations, the Institute will be an advocate on campus by:

- Elevating Lifelong Learning. Developing a more intentional and visible commitment to lifelong learning at MSU that aligns with MSU's land grant mission. This includes defining what lifelong education means and committing to lifelong connections with the global Spartan network.
- Improving Policies and Procedures. Ensuring that we have agile processes to respond to lifelong learning opportunities. This includes clarifying policies and offering incentives to develop Revenue Based Initiatives (RBIs) that expand MSU's reach, creating pathways for stackable credentials, recognizing non-credit learning, and identifying and resolving barriers to the University's ability to rapidly respond to opportunities and needs.
- Identifying and Assessing Future Initiatives. Serving as a dedicated, forward-looking strategic center that identifies, assesses, and monitors

lifelong learning initiatives. The Institute will ensure that MSU develops and evolves programming to meet the needs of current and future learners and stakeholders. • Coordinating Marketing and Communication. Providing coherent marketing and outreach to current and future lifelong learners and becoming a center for information on lifelong education, development, and enrichment. The Institute will also highlight impacts to state, national, and international policy makers, and Michigan citizens. • Encouraging Cross-College Research. Advancing collaborative cross-college research to address the cultural, socioeconomic, psychological, and physical aspects of lifelong

***Define the significance, or impact of your big idea.***

The significance of lifelong learning, especially in Michigan, cannot be overstated. • Michigan Vital Statistics show that the population of traditional college aged students (18-24) in Michigan is expected to decrease over the next 20 years while the number of those age 45 and older will continue to increase. <https://vitalstats.michigan.gov/osr/Population/npPopAGE.asp> • According to Michigan Independent Colleges & Universities, about 25% of all Michigan residents aged 25 and older have some college experience, but no degree. <https://www.micolleges.org/independentindicators/2019/7/30/two-million-michiganders-have-not-finished-college> • A longitudinal study by the Bureau of Labor Statistics found that the average job tenure for those 25-34 is 2.8 years and for those 35-44 it's 4.9 years. Workers will average 12 job changes in a lifetime. <https://www.bls.gov/news.release/pdf/nlsoy.pdf> • The growth of educational platform companies such as Coursera and 2U is being driven in part by a surge in demand for certificate programs and “alternative credential” offerings. According to one study, the number of open badges awarded nearly doubled from 24 million in 2018 to 43 million in 2020. <http://content.imsglobal.org/badge-count-2020/badge-count-2020-findings/>

We would join with peers who are leading and shaping how higher education engages across the lifespan, such as: • The Harvard Extension School, a Division of the College of Continuing Education, offers non-credit and credit programs, including certificates and degree programs. <https://extension.harvard.edu/> • Northwestern's School of Professional Studies hosts pre-college programs and an Osher Lifelong Learning Institute and offers post-baccalaureate certificates and degree completion programs. <https://sps.northwestern.edu/> • Ohio State University's Extended Education connects non-traditional age learners with undergraduate classes. <https://extendeded.osu.edu/>

***Who will be impacted?***

• Learners across and beyond Michigan will have opportunities to gain new skills and knowledge, and MSU will have opportunities to increase the student body. • The business community will attract new and more diverse employees. • High school students will be better prepared for college, work, and citizenship. • Academic colleges and units providing lifelong learning will have improved support and advocacy for their work. • Faculty and academic staff partnering in new ways with lifelong learners and businesses will bring the world of work into their classrooms and become lifelong learners themselves. • Alumni will connect with MSU across the lifespan in new and enriching ways. • The University will deepen its relationships with potential supporters. • Michigan, regional, and national economies will meet competitive challenges with an agile, rapidly developed, and relevantly skilled workforce.

***What does sustainability for your proposal look like?***

In two years, the Institute will have: • Convened a campus-wide conversation to assess interests and current activities. • Identified and resolved technical issues and policies to facilitate lifelong learning. • Conducted or contracted for key studies (e.g., market analysis, environmental landscape, ROI). • Developed a three-year planning document. • Completed a search for an Institute director.

After five years, the Institute will reshape the landscape of MSU by: • Advocating for the role of lifelong learning as integral to the next-generation land-grant and AAU institution. • Reimagining how we think about and offer learning experiences and learning pathways.

• Contributing to an increase in MSU learners, thus generating revenue from new learners. • Creating cross-college collaboration for lifelong learning programs. • Expanding partnerships with employers and

communities. • Fully engaging technology for instruction, student support, and market analysis. •  
Recognizing lifelong learning in promotion and advancement of faculty and academic staff.