

Applicant Brief: Designers in Residence Program

Higher Ed Leaders as Regional Catalysts
May 2021- March 2022

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The Education Design Lab's Designers in Residence program is an 11-month opportunity for leaders to collaborate with the Lab in co-creating the future role of colleges in their communities.

The 2021 cohort will bring together a design team of 10 visionary thinkers and doers from post-secondary institutions to evolve and strengthen the role of colleges to be regional change agents to close economic and racial opportunity gaps.

A Call to Action

The Lab's Designers in Residence program is being launched in response to the urgent need for a new paradigm driven by higher ed institutions to align their respective regions toward a new "school to work" economy.

As we speak, billions of dollars are being invested by companies hoping to win parts of the race, shifting us all toward a skills-based economy (e.g. artificial intelligence, precision data skills assessment, virtual reality training environments). The current COVID-19 crisis, the massive unemployment and displacement that has resulted, and the historic inequities in our labor market underscore the need for urgency to drive the learnings for how colleges and universities can shorten the horizon to skill-based employment while putting learners on the path toward credential attainment.

As a studio team working within the Lab's interdisciplinary design setting, the Designers in Residence will co-create a vision that centers the needs of their learners within this new economy, and provide the start of a roadmap for other institutions and innovators seeking to build and scale this ideal system. Designers in Residence will build off of learning from and collaborate with practitioners, leaders, and experts from the Lab's ongoing initiatives including BRIDGES Rural and the Community College Growth Engine Fund.

This Program Has Two Core Goals:

1 Provide an opportunity for leaders to co-design the next iteration of their existing regional ecosystem collaboratives, aimed at centering learners and aligning K-12, higher education, economic development, and workforce development systems to close economic and opportunity gaps. Even the most nimble efforts require continuous improvement and constant iteration, especially in a post-COVID context.

2 Establish a national network and community of practice of leading thinkers and doers from post-secondaries, to probe and map key barriers in the way of greater ecosystem alignment and identify the critical levers that can enable higher ed institutions to serve as economic drivers in their communities.

About the Lab's Designers in Residence Program

2021-2022 Designers in Residence Program

Who

10 Higher Ed Leaders

+ Institutions

The Design Year

May-March 2021-2022

Where

Remote

The Lab's Designers in Residence program provides higher ed leaders an opportunity to work alongside the Lab in driving a national discourse on the need for a new higher ed model.

Over the course of 11 months (May 2021 - March 2022), Designers in Residence will collectively investigate the role of colleges as regional catalysts, identify and explore critical areas of inquiry specific to their context, and build the start of a roadmap to build and scale this new vision for higher ed.

Designers in Residence will be guided by a Lab Advisory Board and will receive insights from a core group of subject matter experts relevant to their work.

Key Dates

Applications Open
February 22, 2021

Applications Closed
March 21, 2021
11:59pm PST

Program Start
May 2021

The program will bring together 10 post-secondary leaders from across the country that are working within regional ecosystem collaboratives in service of their learners

This future-focused community of practice will serve as a braintrust for informed practices that gives Designers in Residence the tools and resources to assess and interrogate their existing ecosystem initiative, co-design and test new ideas to further accelerate their efforts, and provide critical thought leadership in their community and at a national level. Under the expertise and learner- and employer-centered process of the Lab, Designers in Residence will participate in studio team sessions, manage stakeholder interviews, consult with learners from their community, and write a short brief on their work to be edited, visually designed, published and disseminated by the Lab.



Language
Setting

What is a regional ecosystem collaborative?

**A regionally-focused,
inter-industry partnerships
with centralized infrastructure,
a shared agenda, consistent
communication, and alignment
across participating partners**

*Adapted from Stanford Social Innovation Review on Collective
Impact (Kania + Kramer 2011)*

They may take the form of establishing an intermediary nonprofit to a cross-system coalition to a government funded initiative or a philanthropically-driven partnership.



**Language
Setting**

Lab Designers in Residence
as thought leaders—

**What does it
mean to be a
thought leader?**

The Lab seeks to engage leaders who are the **go-to people at their institution or system driving cross-cutting regional initiatives that seek to address economic mobility, college access, or employment opportunity gaps.**

They are trusted sources who **move and inspire people** with innovative ideas. They are systems thinkers who **turn ideas into reality**, and know and show how to replicate their success.

The resulting **work of the Lab's Designers in Residence during this program will support in equipping others to replicate and scale their ideas into sustainable change**, not just in one organization, but in an industry, niche, or across an entire ecosystem.

What's in it for you?

As a Designer in Residence, you will...

- **Join a design team building a model and vision for the future** that will shape your work on the ground and guide the work of the Lab and the field for years to come
- **Receive a \$5,000 stipend to fund you and your work, and a \$5,000 grant award for your institution** for a total investment of \$10,000
The Lab will work with each Designer in Residence and their institution to ensure that the stipend and grant allotment are able to be processed through institutional budgets and grant restrictions.
- **Learn and train in the Lab's learner- and employer-centered design process** alongside expert education designers while iterating new strategies for your work and identifying fresh insights with your design team
- **Lead the start of a life-long network of leaders across the country** seeking to reshape higher ed and the learn-to-work journey
- Experience opportunities to **share your work and amplify the ideas and voice of you and your region**
- **Gain first-hand access to ongoing Lab learning and initiatives**, including access to the Lab's novel community of practice platform that includes monthly webinars and discussions, and experts, institutional team members, advisory groups, and peers from the Lab's Community College Growth Engine Fund and BRIDGES Rural initiatives

How might we (postsecondary leaders and our institutions) **strengthen and evolve our leadership role to better drive regional ecosystem alignment efforts?**



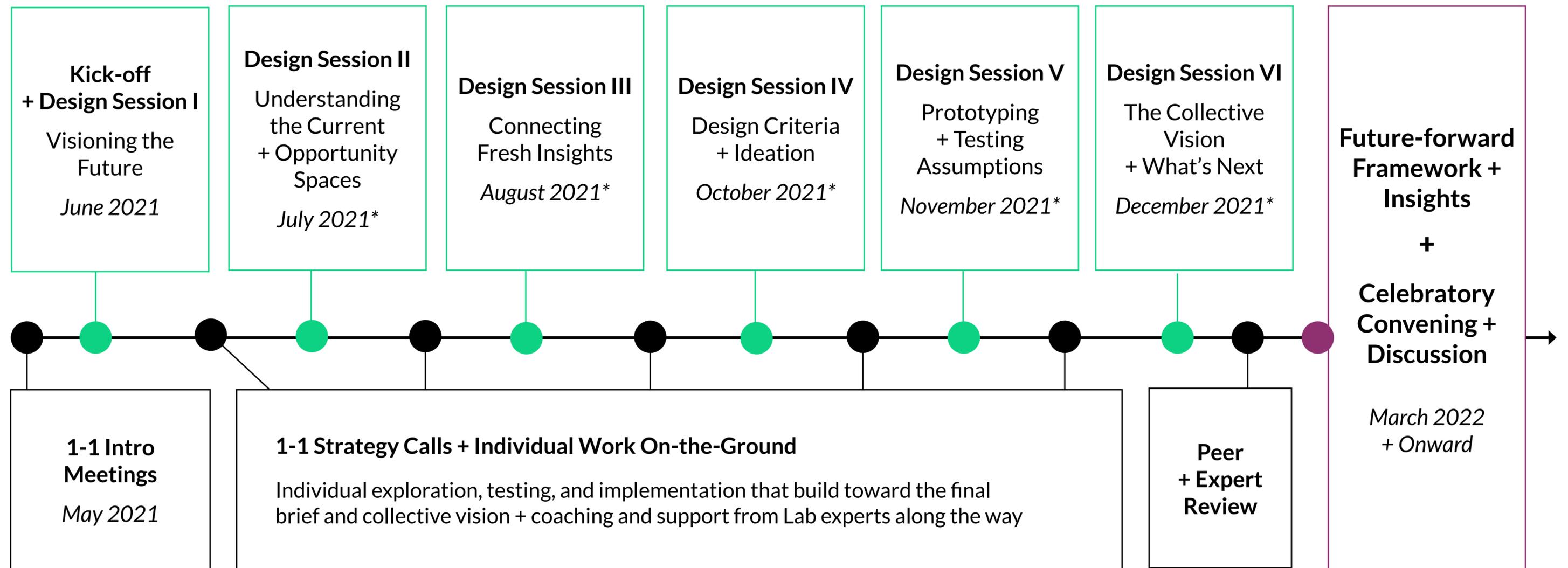
The
Design
Question

At the start of the program, Designers in Residence will interrogate, iterate, and align on the above guiding design question that will be the central theme of the program.

Designers in Residence will work together to build the ideal system. As this collective vision becomes clear, each Designer will choose a critical area of inquiry (AOI) to deep dive on—in short, each Designer’s area of inquiry will make up the parts of that new system. We imagine areas of inquiry may focus on data, leadership infrastructure, learner engagement, sustainability, evolving models, aligning funding, public policy, or narrative change (Designers in Residence may identify an area of inquiry outside of this list).

The Residency Year

May 2021 - March 2022



*Exact dates subject to change based on the needs of Designers in Residence and the program

The Residency Year: Details

May 2021 - March 2022

Estimated Time Commitment:

6-12 hours/month

As collaborators on a design team, we'll ask for feedback from each Designer in Residence along the way. Designers will have additional input in the cadence, residency arc and process, and development of tools and assets to support the team.

Design Sessions

Six sessions between June and November of 2021 averaging 3 hours in length each

1-1 Strategy Calls

30-60 min, once between each design session
+ one 60 min intro call

On-the-Ground Work

Individual exploration, testing, and implementation; collectively, each authorship and visioning work will make up the final brief

Key Program Elements + Expectations of Participation

- 1 Join Design Sessions:** train in the Lab's human-centered design methodology, convene to build a collective vision, iterate and test new strategies for your initiative, and identify fresh insights
 - 2 Engage in 1-1 Strategy Calls:** work with the Lab's education designers for back-end support and strategic perspectives relevant to your area of inquiry
 - 3 Author a Brief:** write a brief on your work, informed by your area of inquiry, that entails analysis and new learnings from the program
 - 4 Participate in Peer + Expert Review:** review the work of your peers and receive feedback from the Lab's Advisory Board and guiding subject matter experts
 - 5 Amplify your Work:** opportunities to speak at and participate in Lab convenings and speak on and write additional thought leadership (podcasts, webinars, panels, op-eds, blogs, etc)
- Optional: Access to Ongoing Lab Initiatives:* opportunities to participate in and join convenings and working sessions for BRIDGES Rural and the Community College Growth Engine Fund

What You're Committing To

- 1 Commit to fully participating in the Designers in Residence program**, and attending the initial introductory call, all team design sessions, and the final celebration and discussion of work. To note, exact dates will be identified once applicants are selected. For an overview of the timeline and number of touchpoints, refer to the Applicant Brief.
- 2 Understand that assets and artifacts produced will be part of a shared community of practice**, will be in an open repository made publicly available, and may be used as part of national presentations by the Lab and other design partners.
- 3 Commit to authoring a brief** and participating in a peer and expert review process.
- 4 Commit to sharing relevant data, testimonials, and learnings** with the Lab for the duration of the program.
- 5 Commit to engaging with your regional ecosystem collaborative.** This includes engagement of key stakeholders and communities including students and learners, institutional leadership and faculty, economic development agencies, community-based organizations and intermediaries, philanthropy groups, K12 and neighboring institutions, and other relevant organizations.

Outcomes + Impact of the Program

- 10 post-secondary **leaders trained in the Lab's learner- and employer-centered design process**
- **10 regional ecosystem collaboratives evolved** to best meet the current and future needs of their communities
- A **braintrust of leaders to drive, scale, and sustain a national vision** for a revitalized role of higher ed
- **A framework in regional ecosystem collaboration** that centers shifts born out of COVID-19 pandemic and the equity movement
- **Insight briefs, tools, recommendations, and assessments** for institutions seeking to participate in or lead regional initiatives
- **A landscape overview and visionary model** for a resilient, equitable, skills-based economy that highlights the roles across stakeholders working towards collective impact
- **A sustaining community of practice for institutions and stakeholders outside of the program** to train, test, iterate, and implement informed practices of this program
- **Strengthened and intentionalized "design channels"** between postsecondary institutions, learners, K-12 education, employers, and other relevant stakeholders that act as resilient infrastructure for mobilizing in light of urgent community needs

About the Selection Process

Timeline for Selection + Program Start

All dates are 2021

Feb 22	Applications Open
March 21	Applications Closed
Feb 22 - March 26	Application Review (Rolling)
March 26 - April 12	Finalist Interviews
Week of April 19	Designers in Residence Selected + Notified
April 19 - 30	Program Agreements Signed + Introductory Collateral Received
May 5	Cohort Announcement
May 3 - 28	Introductory 1-1 Calls
early June	Kick-off + Design Session I

Who Should Apply?

The Lab will select 10 leaders who are the go-to people at their institution or system engaging in cross-cutting regional initiatives that seek to address equity gaps for learners and workers.

The strongest and most impactful design team will be made up of leaders from diverse disciplines, regions, perspectives, individual identities, and levels of experience.

The ideal applicants are...

- Mid-senior level staff or faculty at a U.S. post-secondary institution with the ability to drive change
- Engaged in a regional ecosystem collaborative (defined on page 8) that seek to address economic mobility, college access, or employment opportunity gaps
- Familiar, involved, and invested in their local and regional communities and share lived experience with the learners they serve
- Leaders with a proven track-record for understanding and centering the needs of their community
- Leaders with demonstrated engagement with local learners and students, regional intermediaries, K12, gov, employers and workforce dev

Detailed Selection Criteria

In reviewing applicants, our Advisory Board will look for the following:

Based at a Post-secondary Institution

Must currently work in a mid to senior level at an accredited post-secondary institution (college, university, technical or trade school) based in the U.S.

Demonstrated Success with Equity-focused Approaches

Track record of developing, implementing and scaling programs with evidence of equitable outcomes for learners

Strength of Partnerships

Demonstrated, proactive engagement and collaboration with local employers and other regional stakeholders including public agencies and organizations, K12, intermediaries, employers.

Novel Ideas + Thought Leadership

Developing theories of change and new structures in their orgs for decision-making that reflect the next gen's modus operandi

Ability to Drive Change

Demonstrated support from institutional leadership needed to enact new strategies, engage with partners, participate fully in the Residence program

Silo-busting + Boundary-spanning

Leaders who proactively reach across silos and boundaries to achieve the best outcomes for their learners

Learning Mindset + Endurance

Openness and humility to challenge their own preconceptions; stamina to take on a new process and apply it to their work

Lived Experience + Multi-disciplinary Expertise

Shared experience with and understanding of learners in their region and the ability to speak to that expertise; experience in multiple disciplines

The Application + How to Apply

Overview of the Application

Key Details

Deadline

March 21, 2021

11:59pm PST

Where to Apply

[eddesignlab.org/
designersinresidence/apply](https://eddesignlab.org/designersinresidence/apply)

The application for this program is made up of two sections and requires both uploaded materials and written responses within the form.

The application is documented in pages 23-27 of this brief. We recommend reviewing the application here and gathering all materials and responses before submitting your application online.

Part 1: The Basics + Getting to Know You

Part 2: Your Vision as a Designer in Residence

Part 1: The Basics + Getting to Know You

The boring, basic, necessary stuff! Please provide the following information about you, your institution, and your work.

Your Name:

Your Email:

Your Phone Number:

Your Institution Name:

Institution Address:

Your Title:

How many years have you held this position?

What other positions have you held at your current institution, if any? And, how long have you held each?

Upload Your Resume/CV.

Part 1 Continued: The Basics + Getting to Know You

Now that the basics are out of the way, we'd love to get to know you better! Please do answer these in whatever way feels true

Fill in the blanks:

I am a _____ who is _____, _____, and _____. I hope to make _____ the next buzzword of 2021 and the song that gets me going is _____ by _____.

Imagine it is already 2035. In your perfect world, what is different about how your institution plays a more central role in being an economic catalyst in your region?

In one tweet, tell us: What singular data point articulates the greatest need or challenge that you're hoping to address? Staying true to the tweet, keep it 280 characters or less!

Who is an expert in your field that you admire and hope to work with?

Which of the Education Design Lab's capabilities do you see as core to this work for your institution and hope to leverage?

Have you worked with the Lab before? If so, in what capacity?

Part 2: Your Vision as a Designer in Residence

**Tell us: How will joining the Lab as a Designer in Residence support you and your work?
What do you hope to gain, explore, and better through this experience?**

You may share your answers to the above questions in any of the following forms: as a single written page, as a video or audio file of 5 minutes max, or as a slide deck of 20 slides max.

Some ideas for what you can touch on here, although not required: (1) an overview of your institution and the regional ecosystem collaborative in which you work; (2) how your work centers the experiences of your learners; (3) how you have responded to, iterated, redesigned a program or initiative either currently or in the past.

How to Apply

Key Details

Deadline

March 21, 2021

11:59pm PST

Where to Apply

[eddesignlab.org/
designersinresidence/apply](https://eddesignlab.org/designersinresidence/apply)

Complete the form on the program website (linked to the left here). The application is exactly as detailed in this brief. We recommend having materials ready to go for ease of submission.

When you successfully submit your application—be sure to hit that submit button!—you will receive a confirmation email. We look forward to jumping in!

How Applications will be Assessed

<u>Category</u>	<u>Weight in Review</u>
Part 1: The Basics + Getting to Know You	30%
Part 2: Your Vision as a Designer in Residence	40%

For applicants selected to interview:

<u>Category</u>	<u>Weight in Review</u>
Part 1: The Basics + Getting to Know You	20%
Part 2: Your Vision as a Designer in Residence	40%
The Interview	40%

Selection Criteria

Review these in detail on page 21

Based at a Post-secondary Institution

Demonstrated Success with Equity-focused Approaches

Strength of Partnerships

Novel Ideas + Thought Leadership

Ability to Drive Change

Silo-busting + Boundary-spanning

Learning Mindset + Endurance

Lived Experience + Multi-disciplinary Expertise

Application Alignment

Part 1: Title + Institution

Part 2: Vision + Interview + References*

Part 2: Vision

Part 1 + 2 + Interview

Part 1: Getting to Know You + References*

Part 1 + 2 + Interview + References*

Part 1 + 2 + Interview

Part 1 + 2 + Interview

**For applicants selected to move forward, we will request references and a letter of support; these are outlined on pages 31-32*

If Selected to Move Forward, We Will Request:

- 1. References + Letter of Support**
- 2. Signed Acknowledgment of Commitments as Designers in Residence**

Find the details of each documented on the following two pages (31-32).

References + Letter of Support

Please provide information below on 1-2 partners from the regional ecosystem collaborative in which you work to serve as references. Should you be selected to move forward, we will send your references a quick survey as a means to give input.

Additionally, we ask that you provide a letter of support from either a senior leader (Provost, President) at your institution or a senior leader at one of your partner organizations. This letter should indicate support in your engagement in this program, and an openness to your integration and application of the Lab's process in evolving your work.

Reference

Name (first and last):

Title:

Organization or Institution:

Email:

What is your relationship to this person?

Letter of Support

Upload here.

Commitments as a Designer in Residence

By checking the boxes below, you are certifying that you have read and understood the following statements. If selected as a Designer in Residence at the Lab, you agree to the following:

Commit to fully participating in the Designers in Residence program, and attending the initial introductory call, all team design sessions, and the final celebration and discussion of work. To note, exact dates will be identified once applicants are selected. For an overview of the timeline and number of touchpoints, refer to the Applicant Brief.

Commit to authoring a brief and participating in a peer and expert review process.

Commit to sharing relevant data, testimonials, and learnings with the Lab for the duration of the program.

Commit to engaging with your regional ecosystem collaborative throughout the program. This includes engagement of key stakeholders and communities including students and learners, institutional leadership and faculty, economic development agencies, community-based organizations and intermediaries, philanthropy groups, K12 and neighboring institutions, and other relevant organizations.

Understand that assets and artifacts produced will be part of a shared community of practice, will be in an open repository made publicly available, and may be used as part of national presentations by the Lab and other design partners.

About the Lab

About the Lab

The Education Design Lab is a nonprofit national leader in designing and testing new models for post-secondary education that respond to the changing needs of both learners and employers.

The Lab specializes in designing equity-focused solutions that make credentials more relevant, portable, and affordable for learners, and in delivering innovation thinking to the institutions that are best placed to serve learners faced with opportunity gaps in access, engagement, attainment, and employment.

Learn more about the Lab + our work:

Get an inside look on our on-the-ground work—delivered right to your mailbox.

[Join the Innovator Network](#)

Learn more on our website

eddesignlab.org/designersinresidence

Find us on LinkedIn

[Education Design Lab](#)

Follow the Lab on Twitter

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Questions? Thoughts? Feelings?

Don't hesitate to reach out!

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