

Higher Education 2030 – December 9th – hosted by Macromedia University

Virtual open symposium on drivers and effects of longer-term change on the level of teaching, via institutions up to education systems

The symposium shall touch upon the questions on the future of higher education that are even more frequently coming up today in this peculiar period of pandemic stress. But what is a necessary and immediate answer to COVID-19 and what goes beyond? Should we rethink higher education or is it just fine when only the pandemic is over? Which developments are accelerated, which are delayed by the pandemic, and which may even change direction? Where do we see pockets of the longer-term future in the present?

We want to discuss the key theme of **rethinking higher education with experts from employers, educators, education service providers, and education management in an international perspective**. The symposium will take place in a virtual setting on December 9th from 02.00pm to 05.05pm (for the international participants starting GMT/UTC 01.00pm; New York 08.00am; LA 05.00am; Delhi 06.30pm; Beijing 09.00pm; Melbourne 12.00am)

The symposium will be divided into **3+1 plenary sessions** addressing the future of higher education on three different (but connected) levels (5-minute breaks between the session):

Session (1): 02.00pm to 02.50pm | General Opening + **Future Skills & Adequate Didactics**

Session (2): 02.55pm to 03.40pm | **New Entrants' & Incumbents' Roles**

Session (3): 03.45pm to 04.30pm | **National Systems & Globalization**

Session (4): 04.35pm to 05.05pm | **Connecting the Levels and Follow-up Activities**

For each session we will have up to four short statements from the invited discussants followed by a moderated discussion and the opportunity to interact with the audience.

Macromedia will invite its own faculty and business decision makers, but also reaching out to international colleagues and open the symposium to the interested public. Participation is free, but registration prior to the conference mandatory. Expert's statements will be recorded and made available also beyond the conference for a limited time when consent is given.

Key questions are (invited speakers are free to emphasize what they consider relevant and also touch upon issues not mentioned here in these exemplary questions):

Focus session (1): Future Skills & Adequate Didactics

- Which kind of skills are required from future employees / young talents?
- How do global players address upskilling their employees?
- What is the role of universities therein and are they prepared for that?
- Which technologies drive innovation in didactic formats?
- Will we rather move towards a "bipolar" situation of online versus on site or will the future be predominantly hybrid?

Focus session (2): New Entrants' & Incumbents' Roles

- How will roles of traditional Universities change?
- Are there new opportunities for private higher education?
- Will new players emerge in the higher education sector and what is the potential role of the big global digital players (e.g. Google, Microsoft)?
- How will “value creation” change and are there new topologies with disintermediation, specialization or integration approaches?
- How could a game changer look like (like Uber in mobility services)?
- What are the crucial competencies today's education providers have to develop in order to prosper?

Focus session (3): National Systems & Globalization

- What is the future role of national higher education systems?
- How will standards, quality assurance and accreditation schemes develop?
- How can individual national players compete with international education groups?
- How competitive is mainland Europe as a whole with respect to other World regions?

Prof. Dr. Dr. Castulus Kolo (President, Macromedia University), Prof. Ute Masur (Vice President Teaching and Faculty Campus, Macromedia University), Dr. Reimar Müller-Thum (CEO and Vice President University Management, Macromedia University), and Prof. Dr. Klaus Kreulich (Chair of the Quality of Education Management Board, Macromedia University & Vice President, Hochschule München) as hosts have the honour to present the following **invited speakers**:

Focus session (1): Future Skills & Adequate Didactics (moderated by Dr. Merle Emre)

- Felix Kroh, Principal, The Boston Consulting Group (confirmed)
- Jonathan Sierck, Founder, Pallas Gathering, Virtual Reality Applications in Education (confirmed)
- Prof. Dr. Beate Baltes, School of Higher Education, Leadership, and Policy, Walden University USA (confirmed)
- Prof. Dr. Peter Dürr, Professor of Knowledge and Communication Management, Hochschule München (confirmed)

Focus session (2): New Entrants' & Incumbents' Roles (moderated by Dr. Müller-Thum):

- Prof. Dr. Ulf-Daniel Ehlers, Professor and former Vice President, Duale Hochschule Baden-Württemberg, author of the seminal book “Future Skills: The Future of Learning and Higher Education” (confirmed)
- Prof. Dr. Dirk Kleine, Director at Microsoft, Search, Advertising & News Business - Germany, Austria & Switzerland, Artificial Intelligence & Research Division (confirmed)
- Rolf Reinhardt, Head of LinkedIn Learning DACH, Member of Executive Committee at the International Council on Badges and Credentials (confirmed)
- Dr. Daniel Schmelzer, CEO Everskill, Munich, Blended Learning Solutions (confirmed)

Focus session (3): National Systems & Globalization (moderated by Prof. Dr. Tamara Ranner)

- Hannes Schwaderer, Country Manager at Intel Deutschland GmbH, president Initiative D21, Network for the Digital Society in Germany (confirmed)
- Prof. Dr. Kostas Gouliamos, Rector, European University in Cyprus, advisor to the European University Association (confirmed)
- Lou Pugliese, Executive Vice President at University of Maryland Global Campus (confirmed)

Panel session (4): Connecting the Levels and Follow-up Activities (moderated by Prof. Dr. Dr. Castulus Kolo & Prof. Dr. Klaus Kreulich)

- In this last session, the findings from parts 1-3 are summarized and placed into relation to each other. From this, theses on the expected changes in higher education in the national and global context will be derived. Speakers of the focus sessions are invited to comment as a panel of experts.
- Thus, a first draft on higher education in 2030 will be available at the end of the symposium. The result will also serve as a starting point for the next steps. Symposium participants are invited to discuss potential follow-up activities.