



EXECUTIVE  
EDUCATION

# Main Stage Wrap: Key Questions, Insights, Actions

November 2020

# Carleen Bobrowski

Senior Director of Executive Education  
Thunderbird School of Global Management



- Carleen Bobrowski is the Senior Director of Executive Education at the Thunderbird School of Global Management (#1 Master's in Management) at Arizona State University (#1 in U.S. for Innovation).
- As Senior Director, Carleen is focused on establishing and executing enterprise-level business development and operational excellence strategies, maximizing executive education growth through the maturing partnerships and strengthening collaborations to drive home complex learning engagements that impact organizational effectiveness and address client business needs.
- Prior to joining Thunderbird, Carleen was the Chief Orchestration Officer of the University Technology Office Data Analytics Group and Partnership for Student Success with the EdPlus Action Lab at Arizona State University. In this role Carleen led operational efforts to progress data driven decision making and technology-enabled research to advance student outcomes at scale.
- Carleen Bobrowski began her career in Higher Education more than two decades ago at Case Western Reserve University. As a first-generation graduate, Carleen has a passion to contribute to making education attainable through a culture of service excellence that has evolved across administrative and technology roles.
- Carleen's expertise in strategic operations granted her successes throughout her career in developing partnerships and business units in Higher Education online learning and data analytics, in medical device operations and education, and in product and software development.

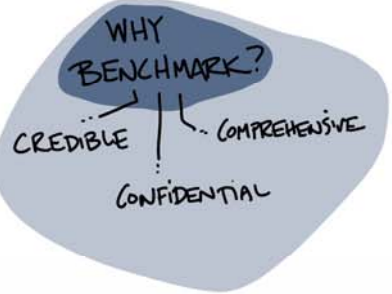
# DAY 2

# INTELLIGENCES

ERIC R. BERGEMANN  
MIT Sloan School of Management  
NORA ANDERSON  
University of Minnesota



JULY 1 2017 N=99 SURVEY IMPLEMENTED: August - October 7, 2020 JUNE 30 2020



## MEGA TRENDS

## LEARNING METHODOLOGIES



USING TECH

## KEY TAKEAWAYS

Growth fell

Large Schools most affected

Digital Pivot

Expectations ... low but improving

Digital Adoption Fows

FOR SOCIAL CONNECTION

SYNCHRONOUS + ASYNCHRONOUS  
↳ more platforms    ↳ more usage

EUROPE has adopted these methods most quickly

## SO...the FINANCIAL IMPACT

REVENUES lower than 5 years ago...  
↳ Middle East + LatAm largest decrease

OPEN ENROLLMENT has DROPPED  
↳ US + Canada largest decrease  
↳ Europe smallest

ESTIMATED TIME TO RECOVER  
↳ 13+ MONTHS  
Reflects how the pandemic moved across the world

CONTENT + DIGITAL PROGRAMS  
Pre-recorded lectures... nope.  
Need for MORE STAFF SUPPORT  
EFFECTIVENESS of DIGITAL METHODS...  
↳ internal data

VALUE PROPOSITION  
USING Tech Tools for CONNECTION!  
WHAT are PARTICIPANTS SAYING?  
Need more DATA

IF we did this SURVEY NOW... what would we see?  
Have we RECOVERED?

Too soon to TELL... and it depends...

Help us find out in 2 MORE PULSE SURVEYS

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# DAY 1

WHAT RESONATED  
with YOU?

KEY  
INSIGHTS

HOW DID these  
THEMES INFUSE  
through DAY 2?

**POLL:**  
PLEASE PICK WHICH  
TOPIC RESONATED  
MOST with YOU DURING  
DAY 1 of the CONFERENCE

• ENVIRONMENT +  
SUSTAINABILITY

• LEARNING  
JOURNEY from an  
EARLY AGE



• MENTAL  
HEALTH

• HIGHER  
PURPOSE



I am RESPONSIBLE for the FUTURE

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• SHARED VALUE:  
HUMAN + AI



• DEEP CRITICAL  
THINKING



• GLOBAL  
MINDSET



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# Thank You!

Please stand by for  
our next Session

