

# University of Alaska Stakeholder Survey and Change Management Facilitation *Board of Regents Briefing*



Joel Cutcher-Gershenfeld  
September 12, 2019

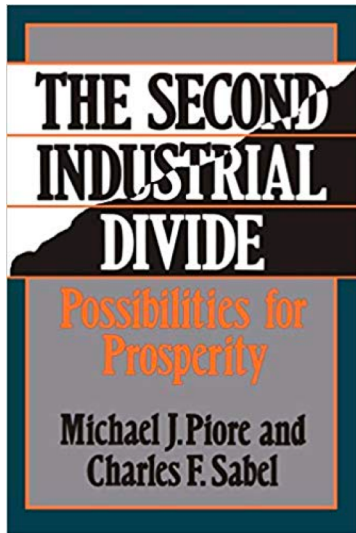
*I acknowledge the Traditional Owners of the lands where Anchorage now stands -- the Dené.  
I pay respect to their Elders – past, present and emerging.*

# Overview

- Introduction (2-3 min.)
  - *Historical inflection points*
  - *Data sources*
- Findings from Stakeholder Mapping Survey (30-35 min.)
  - *Report highlights with discussion*
- Themes from Change Management Facilitation Sessions (15-20 min.)
  - *Session highlights and discussion*
- Observations and Conclusions (3-5 min.)

# Introduction

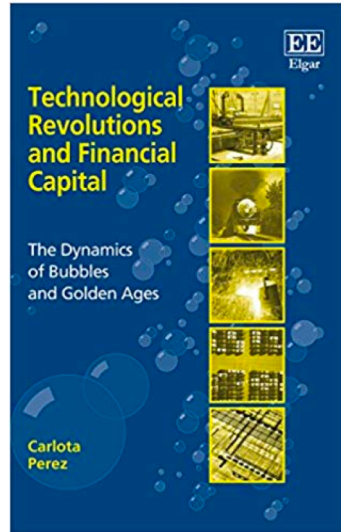
Different ways to counting revolutions, but all say we are in a historical inflection point...



1984



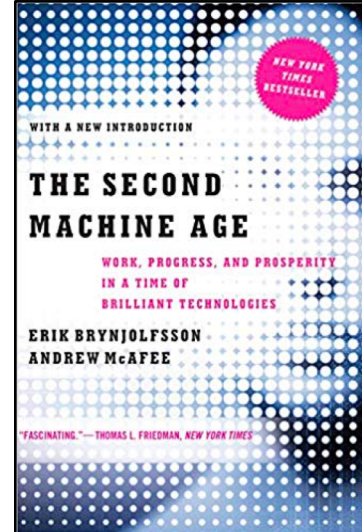
Industrial  
Divide



2003



Technological  
Revolution



2017



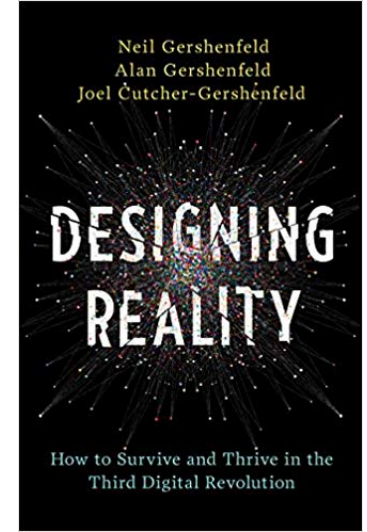
Machine Age



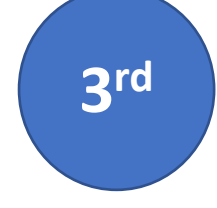
2017



Industrial  
Revolution



2017



Digital  
Revolution



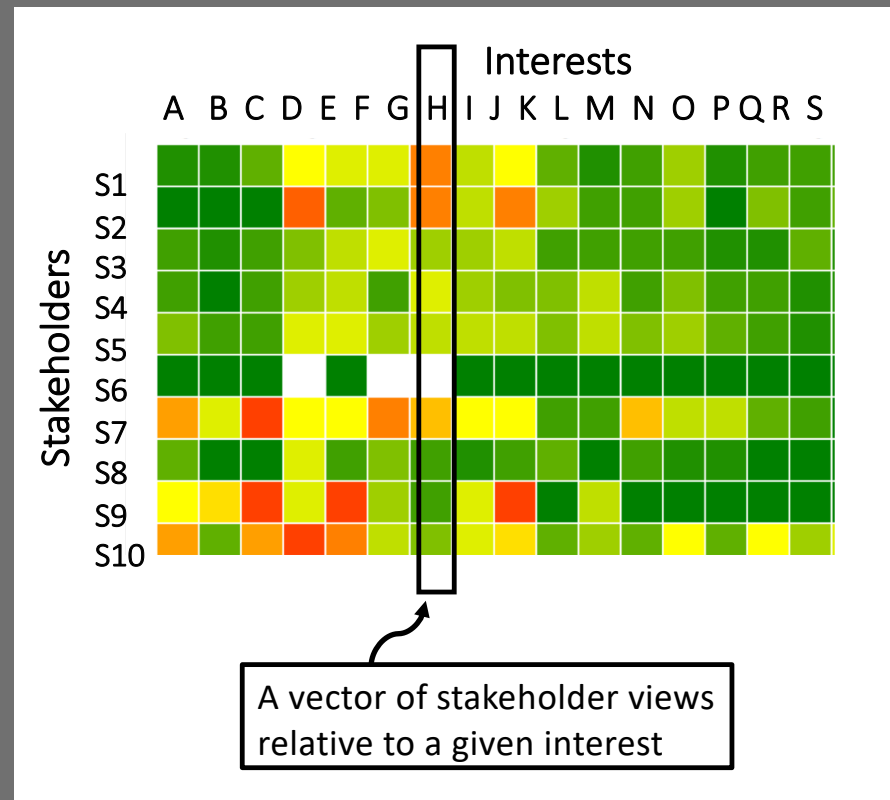
# Data Sources

- **Future of Higher Education in Alaska Vision 2040**
  - Kalakas and stakeholder mapping survey (2018)
  - Interactive website
- **Stakeholder Mapping Survey**
  - Descriptive data (August 8-September 2, 2019), n=3,932
  - Voluntary and confidential
- **Change Management Facilitation Sessions**
  - Themes and implications (August 19-23, 2019)
  - Fairbanks, Anchorage, and virtual participants
  - Open and interactive
- **Data Dynamics**

# Stakeholder Mapping Survey

<b>Respondent Profile: Roles (n=3,932)</b>	<b>Primary Role (select one)</b>	<b>All Roles (select all that apply)</b>
<b>Alaskan tribal – leader, staff, or member</b>	0.6% (n=22)	2.7% (n=100)
<b>Alaska Native for-profit corporation – leader, staff, or shareholder</b>	0.5% (n=21)	2.9% (n=107)
<b>State, city, or village -- elected official or staff</b>	0.9% (n=35)	2.7% (n=97)
<b>Community campus -- educator or administrator</b>	2.7% (n=105)	5.3% (n=193)
<b>K-12 -- educator or administrator</b>	1.7% (n=66)	4.2% (n=155)
<b>Industry/business -- leader or employee</b>	4.0% (n=157)	11.4% (n=418)
<b>Non-profit organizational -- leader or staff</b>	2.1% (n=84)	12.2% (n=445)
<b>University -- executive or academic leader</b>	1.8% (n=71)	3.1% (n=115)
<b>University -- faculty</b>	17.9% (n=703)	16.5% (n=604)
<b>University -- staff</b>	27.7% (n=1,089)	26.1% (n=955)
<b>University -- student</b>	18.6% (n=732)	27.7% (n=1,013)
<b>University – alumni/ae</b>	11.3% (n=445)	35.8% (n=1,310)
<b>University – donor</b>	0.8% (n=30)	17.3% (n=632)
<b>University – advisory council member</b>	0.5% (n=20)	2.4% (n=89)
<b>Parent of school-age children (K-12 and college)</b>	2.8 (n=110)	24.6% (n=898)
<b>Community member</b>	3.5% (n=138)	54.7% (2,000)
<b>Other (please specify)</b>	2.6% (n=104)	9.0% (n=331)

# A Landscape of Stakeholders and Interests



# Reading a z-flower™



*A color coded hexagon for every stakeholder*

Key:

Shades of green: Positive

Shades of yellow: Neutral

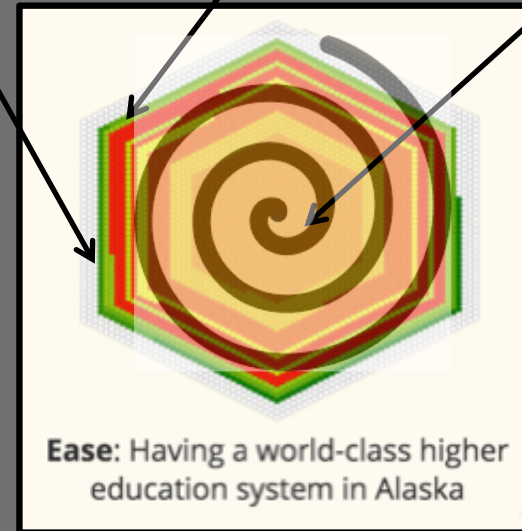
Shades of red: Negative

Blank: Don't know/Not applicable/No response

No response

Outliers

Central tendency



The value of the visualization is that all responses are visible in one image.

Hexagons tiled in a spiral, from the mean in the middle, alternating above and below the mean

**If the higher education in Alaska could successfully deliver one thing to you, a “must have,” what would it be?** (Something that you personally value or that is professionally useful to you. It would motivate you to want this to move forward.) *(representative responses)*

### **Access; Opportunity; Flexibility (17%)**

- Statewide access to affordable, high quality higher education.
- Meeting our students where they are at, physically and academically. Providing opportunity to Alaskans.
- Flexibility for those who are balancing education with a career.
- The university must offer access to training and education to all students, not just those living in Anchorage or Fairbanks.
- Access to education for personal fulfillment and economic prosperity. employment and training programs.
- facilitation of life-long learning for Alaskans and the world

### **Employable skills; Serving employers in Alaska (16%)**

- Educational skills to attain jobs in the state of Alaska.
- Job ready graduates [who] will contribute to Alaska's economy
- Workforce development - for Alaska, the nation, & the world

### **Quality educational experience; Student services; Motivating connections (9%)**

- A student-focused experience
- Quality student experience that enhances education
- Helping others and having a positive impact on their success
- Staff and faculty that are quick to respond to their students
- Valued degree

## If the higher education in Alaska could successfully deliver one thing to you, a “must have,” what would it be? (cont.) *(representative responses)*

### Service to Community; Community engagement (8%)

- Public service
- Thoughtful engaged citizens
- Community partnerships
- Education for our young people with a focus on training the next generation of leaders for our community.
- Ability to function and thrive autonomously in a rapidly changing world community

### Research (8%)

- A highly respected university with world class arctic research
- Quality research experience for undergraduates
- Research on Circumpolar Social, Humanistic and Science Issues
- More research/internship opportunities for all social science related degrees
- Teaching and research. These are inter-related, and not separable at the university level.

### Critical thinking; Advancing knowledge; Moral principles; Humanistic learning (8%)

- Critical thinking and civility
- Training students to think critically and communicate clearly (verbally and in writing) within their chosen field(s).
- Exposing students to different viewpoints about the world and their communities, teaching them to become critical thinkers and engage in civil discourse with others.
- A high set of morals including but not limited to, integrity, honesty, participation, and tolerance
- Curiosity
- To equip students as life long learners [by] exposing them to great thinkers of the past.
- Expand knowledge to improve our society

# Stakeholder Mapping Survey

## Points of Alignment (numbers from survey report):

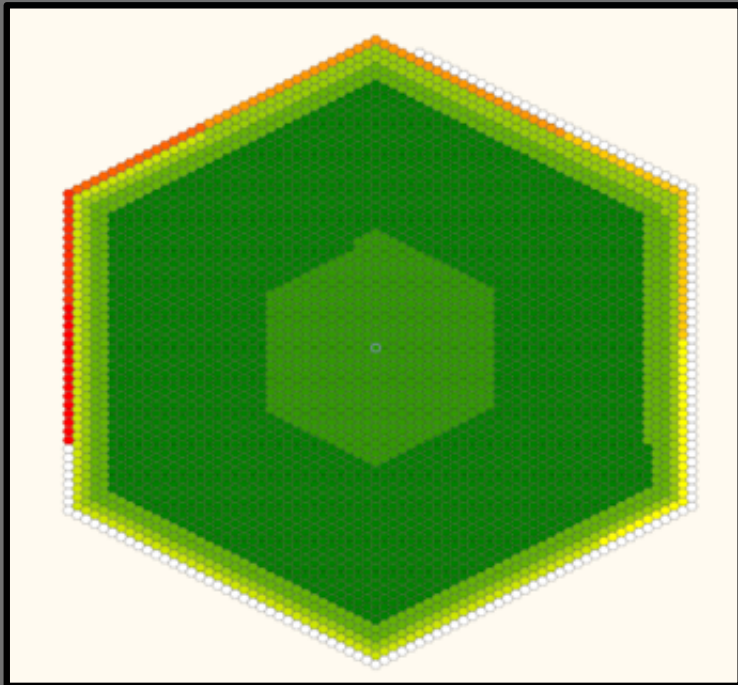
- 1. Having a world-class higher education system in Alaska. *(93% important)*
- 16. Ensuring dependable state funding for higher education in Alaska. *(91% important)*
- 19. Having all relevant stakeholders work together to ensure the best possible higher education system in Alaska. *(91% important)*
- 7. Maintaining existing areas of research excellence in higher education in Alaska. *(90% important)*
- 5. Maintaining existing areas of educational excellence in higher education in Alaska. *(89% important)*

## Selected “Phrases and Metaphors” Quotes Reinforcing Alignment:

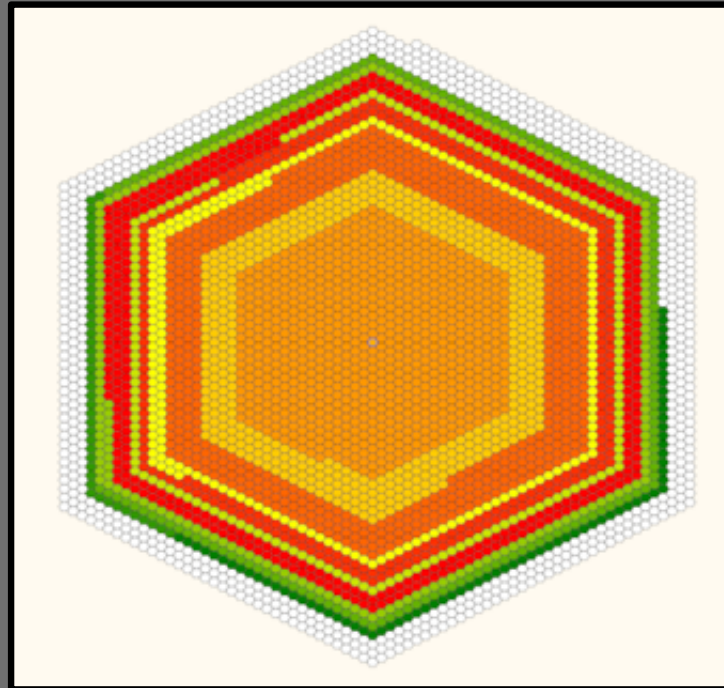
- “Globally respected, Alaska rooted”
- “To be naturally inspiring, higher education in Alaska must reflect its setting: unique, diverse, changing, resilient, and adaptable.”



## 1. Having a world-class higher education system in Alaska.



Not Important 0 1 2 3 4 5 6 7 8 9 10 Very Important

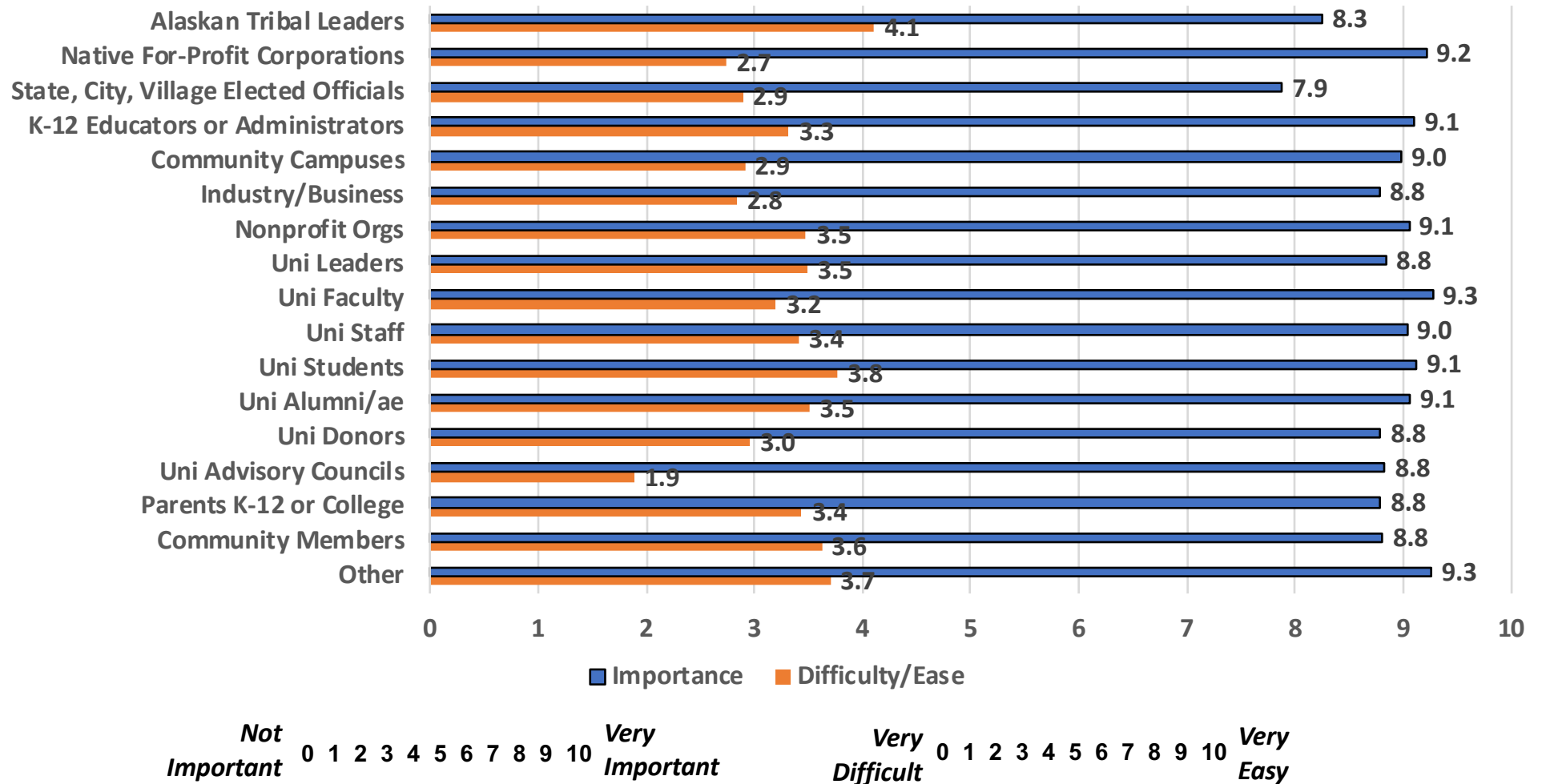


Very Difficult 0 1 2 3 4 5 6 7 8 9 10 Very Easy

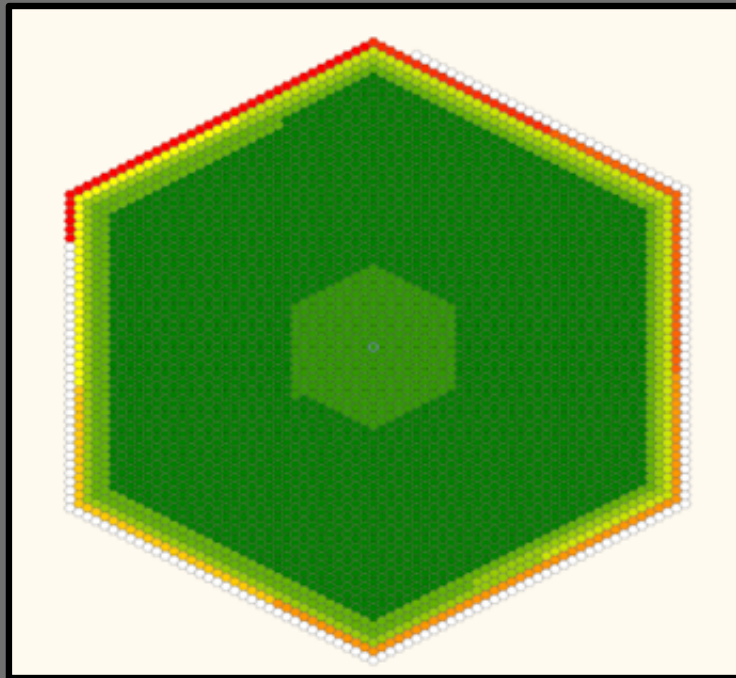
### Comments:

- Overall, **93%** see this as important (7-10), while **2%** strongly do not (0-3).
- Overall, **61%** see this as difficult to do (0-3), while **15%** see it as easy (7-10).
- The gap between the mean for importance (.91) and the mean for difficulty/ease (.34) is very large at .57.
- "Do not know" or "not applicable" are not counted above but are **4%** for importance and **17%** for difficulty.

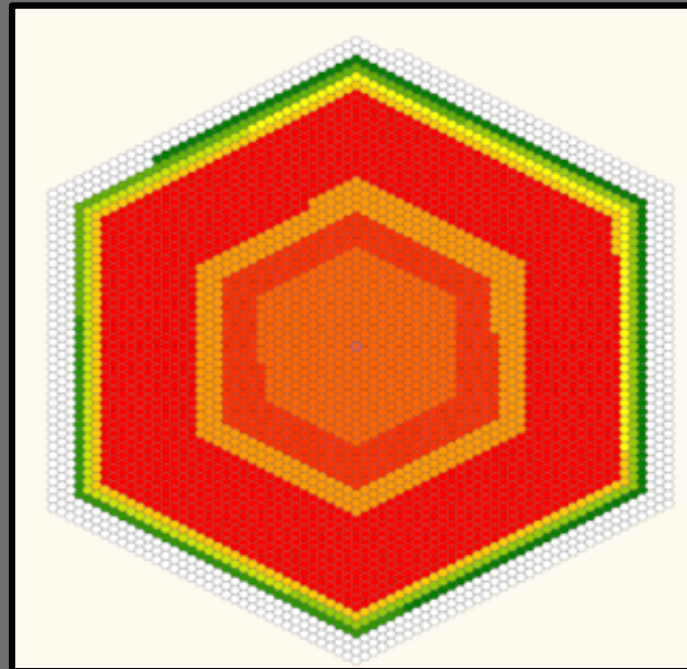
# 1. Having a world-class higher education system in Alaska.



## 16. Ensuring dependable state funding for higher education in Alaska.



Not Important 0 1 2 3 4 5 6 7 8 9 10 Very Important

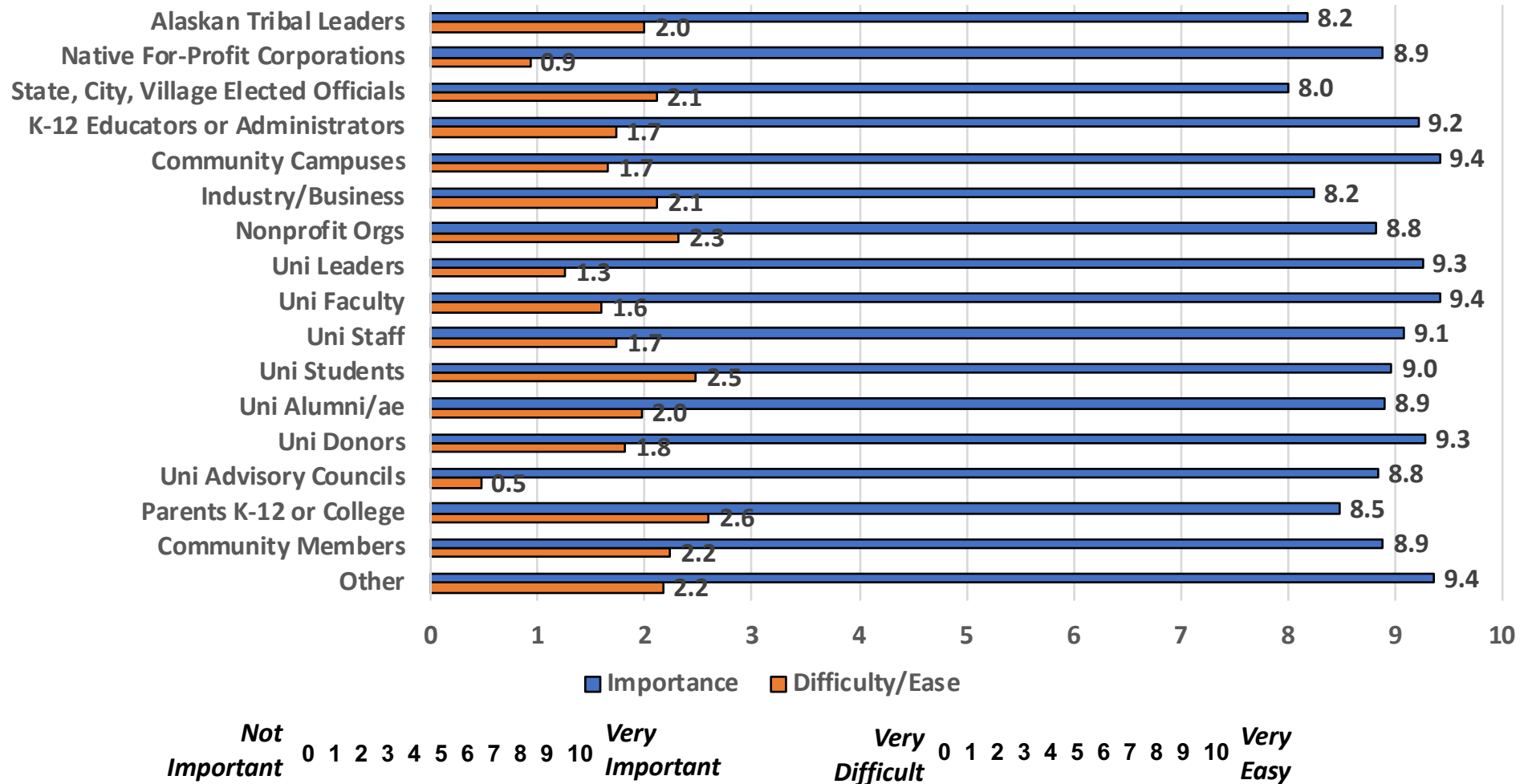


Very Difficult 0 1 2 3 4 5 6 7 8 9 10 Very Easy

### Comments:

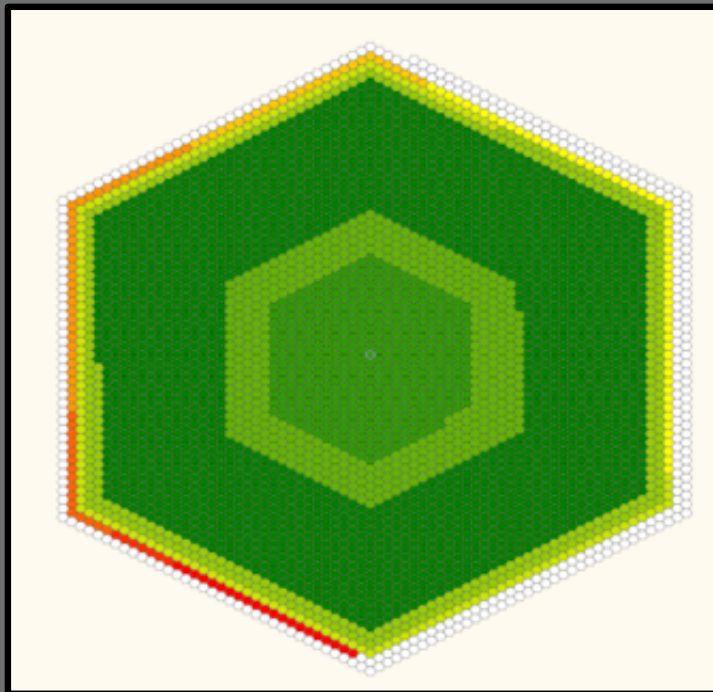
- Overall, **91%** see this as important (7-10), while **4%** strongly do not (0-3).
- Overall, **81%** see this as difficult to do (0-3), while **10%** see it as easy (7-10).
- The gap between the mean for importance (**.90**) and the mean for difficulty/ease (**.19**) is very large at **.71**.
- “Do not know” or “not applicable” are not counted above but are **4%** for importance and **15%** for difficulty.

## 16. Ensuring dependable state funding for higher education in Alaska.

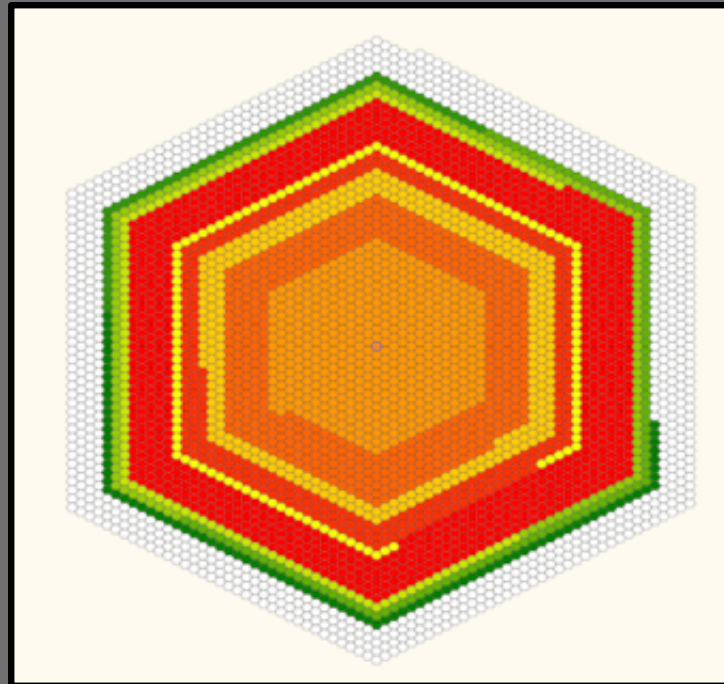




## 19. Having all relevant stakeholders work together to ensure the best possible higher education system in Alaska.



Not Important 0 1 2 3 4 5 6 7 8 9 10 Very Important

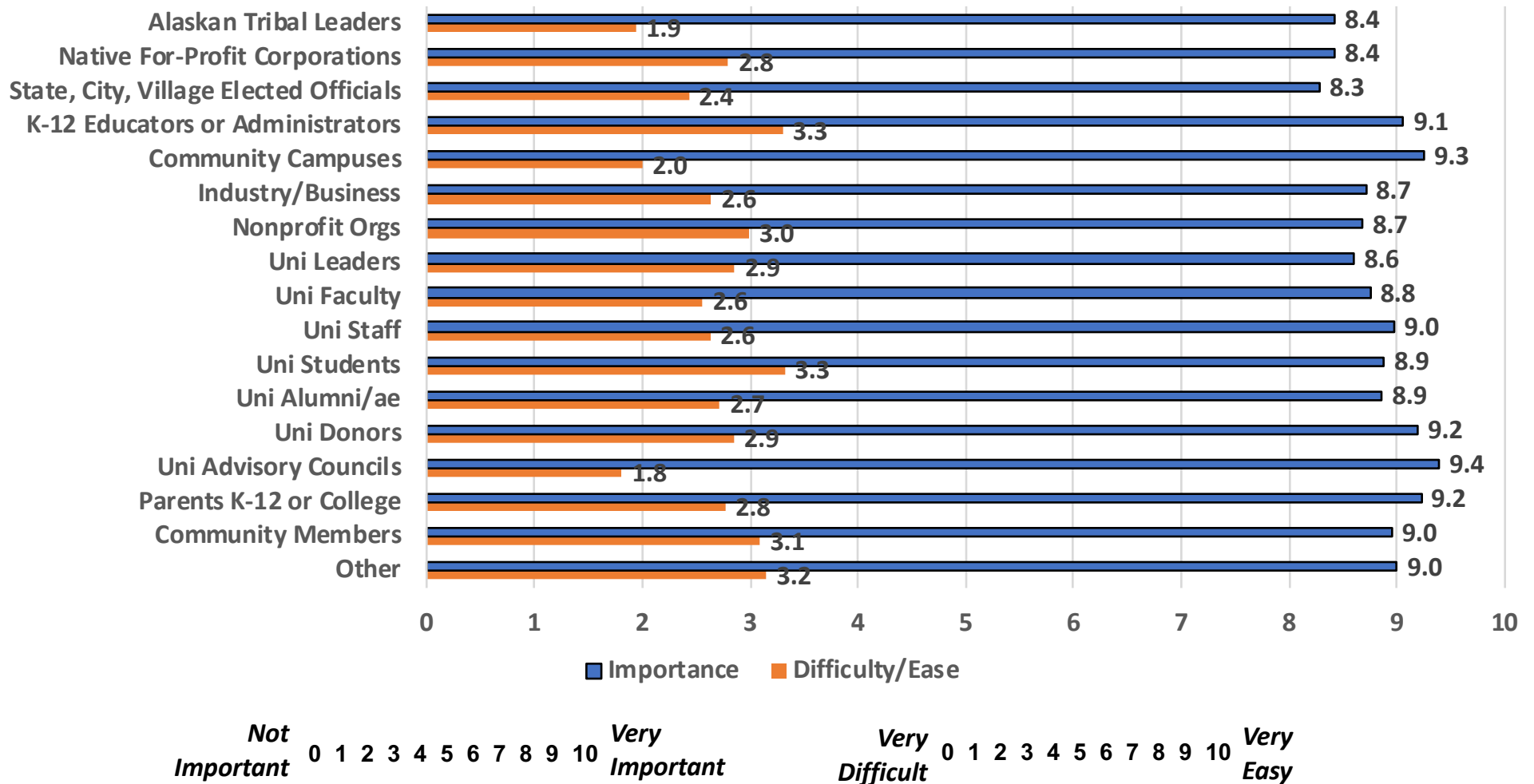


Very Difficult 0 1 2 3 4 5 6 7 8 9 10 Very Easy

### Comments:

- Overall, **91%** see this as important (7-10), while **2%** strongly do not (0-3).
- Overall, **69%** see this as difficult to do (0-3), while **13%** strongly do not (7-10).
- The gap between the mean for importance (**.89**) and the mean for difficulty/ease (**.28**) is very large at **.61**.
- “Do not know” or “not applicable” are not counted above but are **8%** for importance and **22%** for difficulty.

## 19. Having all relevant stakeholders work together to ensure the best possible higher education system in Alaska.



# Stakeholder Mapping Survey (cont.)

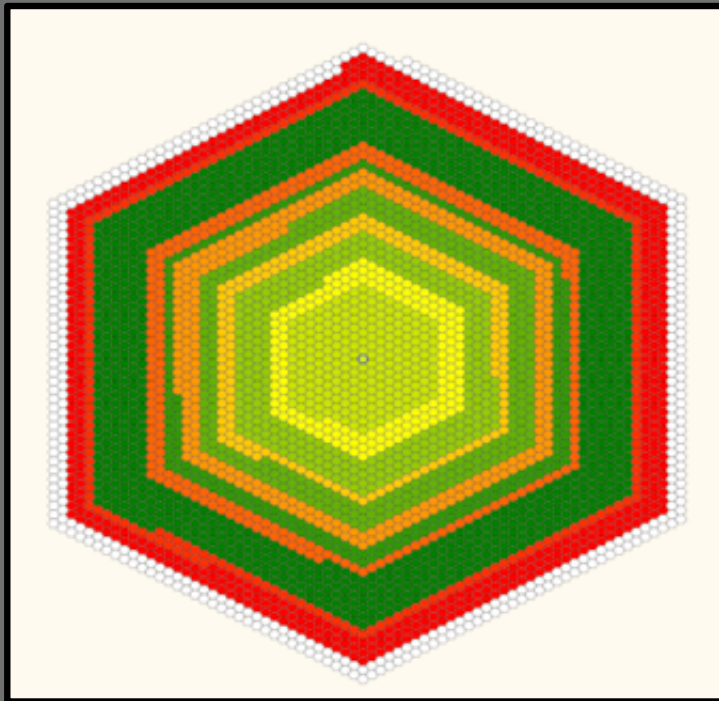
## Points of Misalignment (numbers from survey report):

- 13. Having all of higher education operate as a single, integrated system with programs and courses available at campuses statewide. *(52% important; 32% not important)*
- 14. Enabling each campus to have its unique identity. *(50% important; 35% not important)*

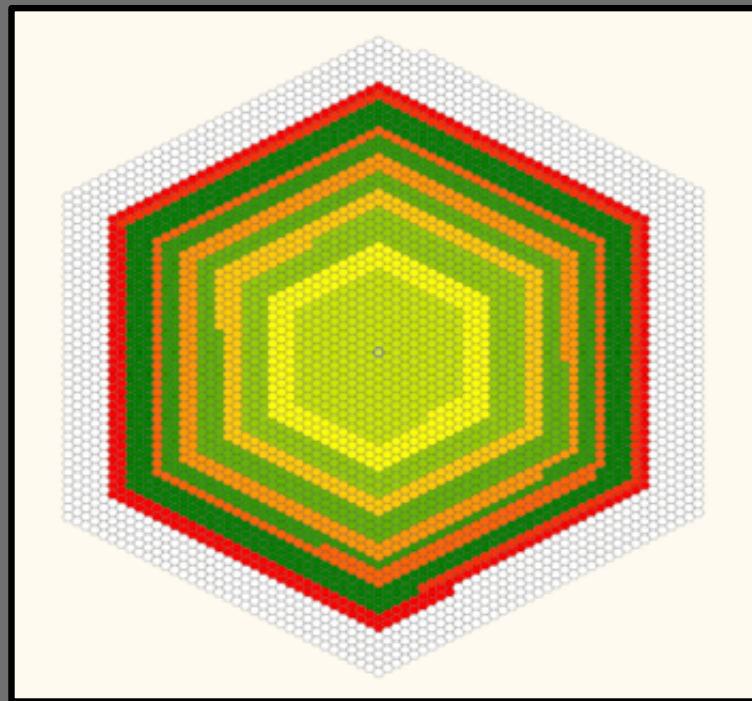
## Selected “Vision” & “Metaphor” Quotes Reinforcing Misalignment:

- “When your house is on fire, you don't remodel!”
- “Time for a major change.”
- “Elimination of the heavy-handed, central-planning aspects of Statewide/Regents administration that is preventing the Chancellors from competitively running their universities to deliver cost-effective world-class teaching, research and service.”
- “Everyone working together instead of three universities trying to pull the blanket 3 different ways.”

### 13. Enabling each campus to have its unique identity.



Not Important 0 1 2 3 4 5 6 7 8 9 10 Very Important



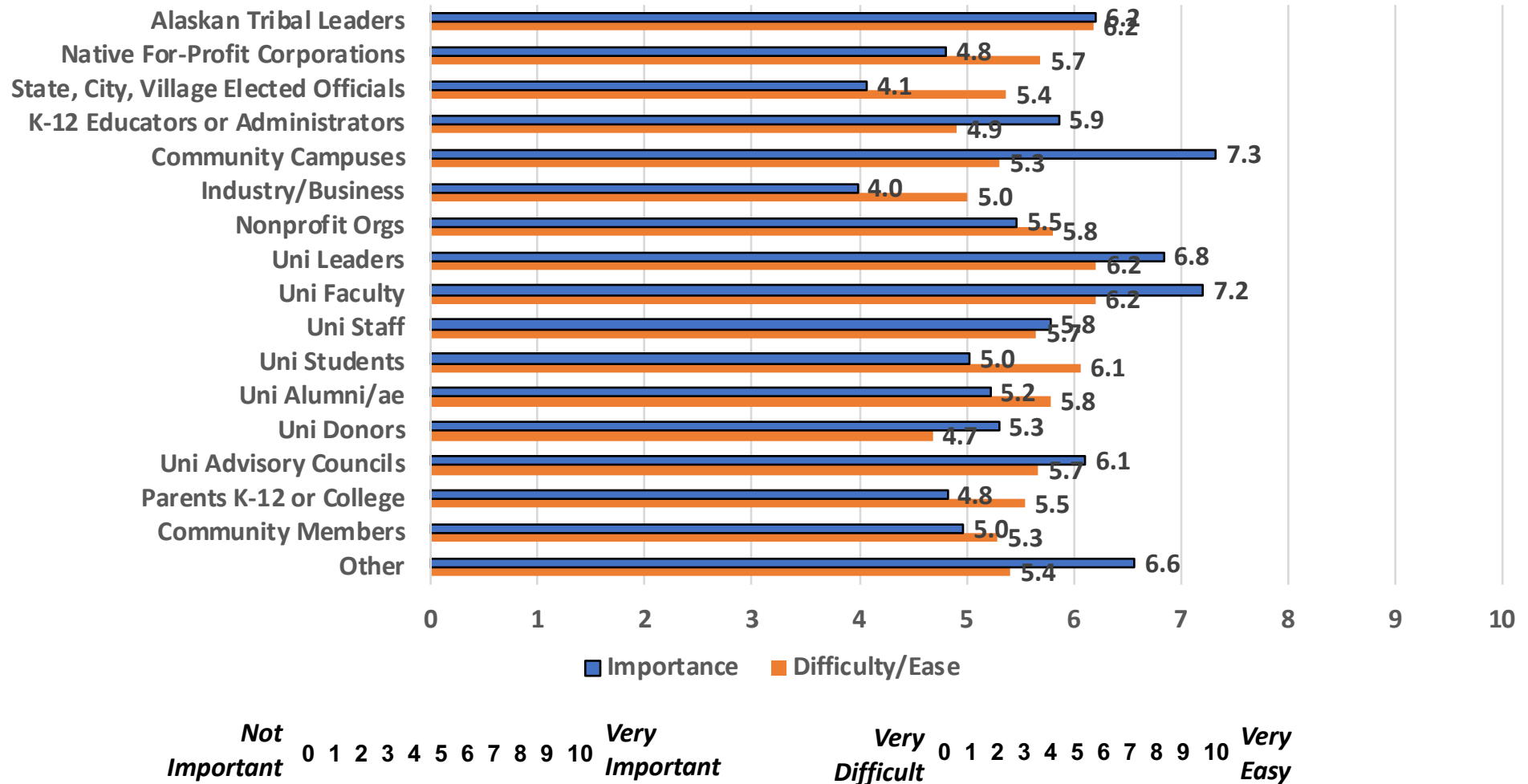
Very Difficult 0 1 2 3 4 5 6 7 8 9 10 Very Easy

#### Comments:

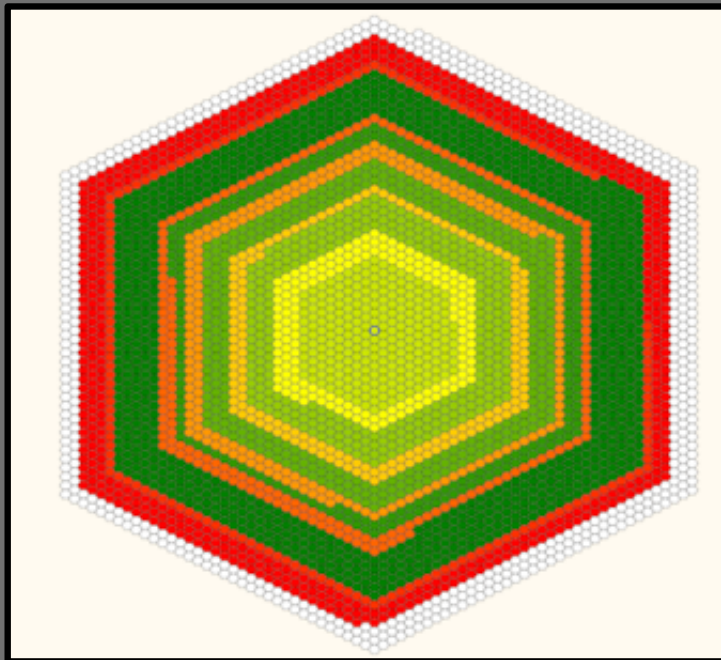
- Overall, **50%** see this as important (7-10), while **35%** strongly do not (0-3).
- Overall, **28%** see this as difficult to do (0-3), while **47%** see it as easy (7-10).
- The gap between the mean for importance (**.57**) and the mean for difficulty/ease (**.58**) is nonexistent at **-.01**.
- “Do not know” or “not applicable” are not counted above but are **11%** for importance and **28%** for difficulty.



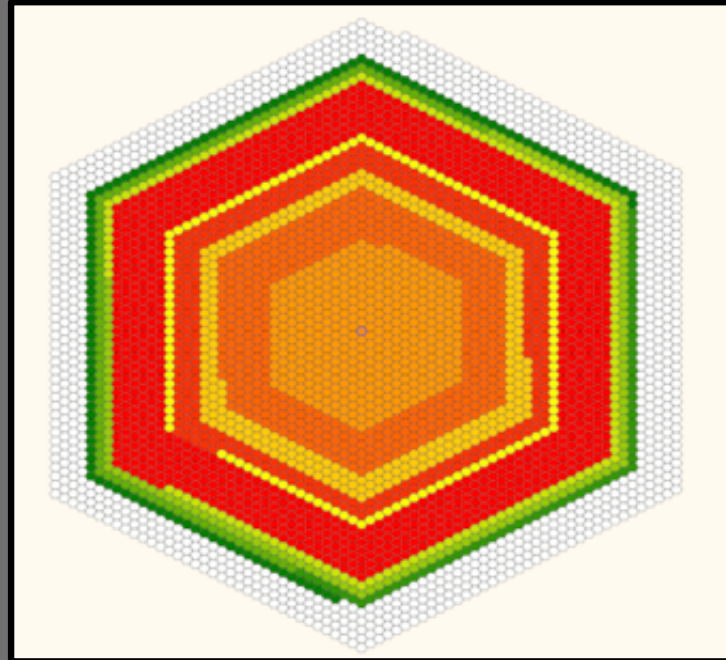
## 13. Enabling each campus to have its unique identity.



## 14. Having all of higher education operate as a single, integrated system with programs and courses available at campuses statewide.



Not Important 0 1 2 3 4 5 6 7 8 9 10 Very Important

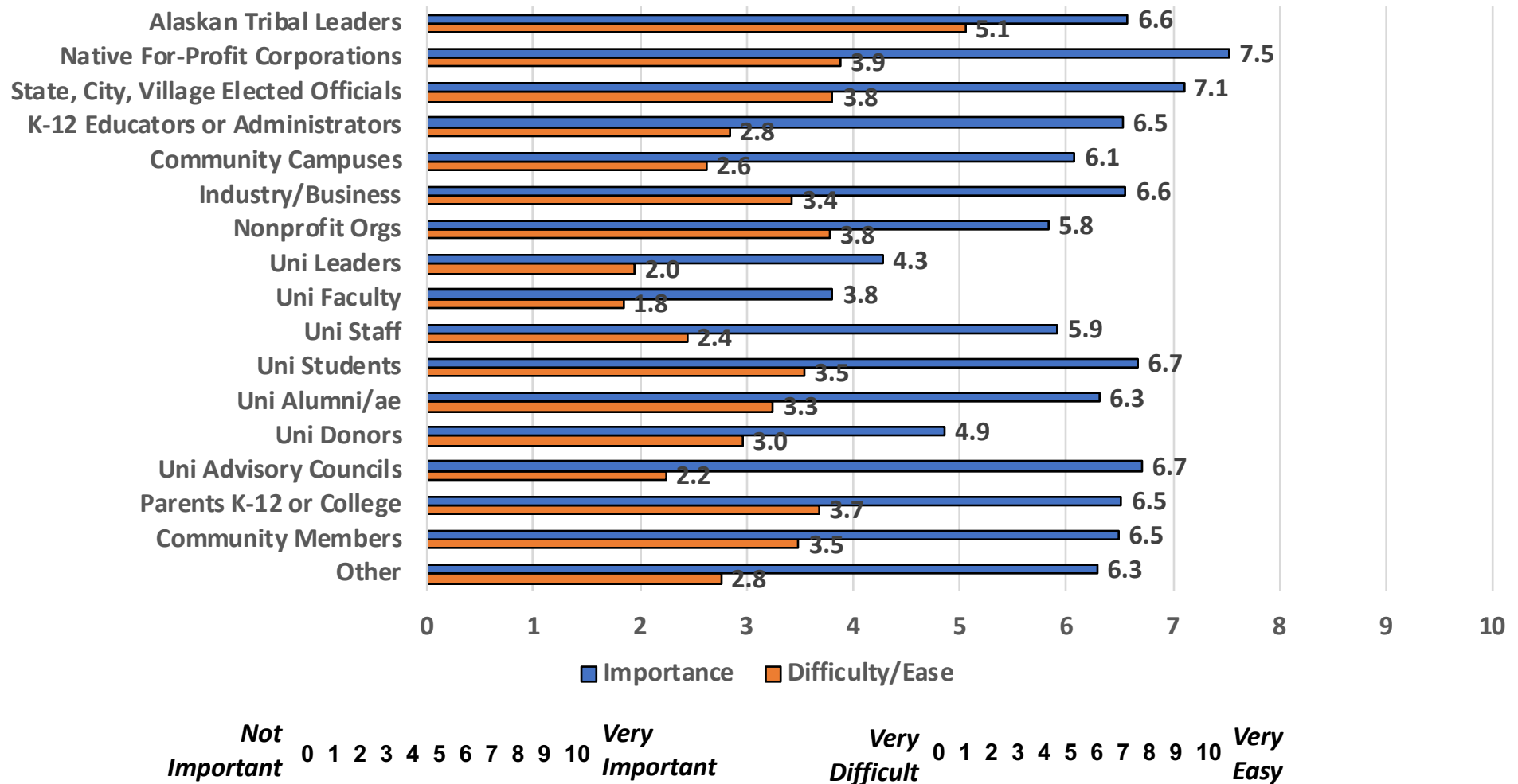


Very Difficult 0 1 2 3 4 5 6 7 8 9 10 Very Easy

### Comments:

- Overall, **52%** see this as important (7-10), while **32%** strongly do not (0-3).
- Overall, **69%** see this as difficult to do (0-3), while **14%** see it as easy (7-10).
- The gap between the mean for importance (**.58**) and the mean for difficulty/ease (**.28**) is moderate at **.30**.
- "Do not know" or "not applicable" are not counted above but are **13%** for importance and **23%** for difficulty.

## 14. Having all of higher education operate as a single, integrated system with programs and courses available at campuses statewide.

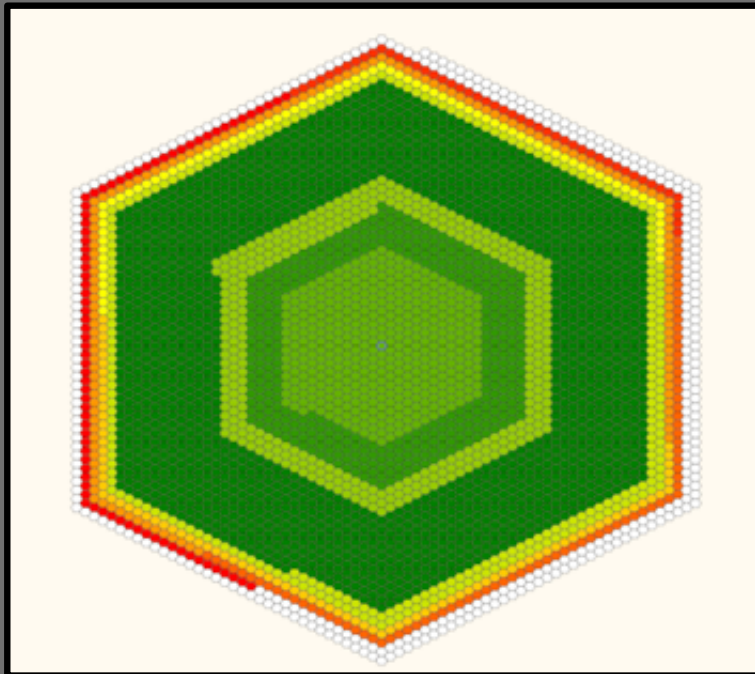


# Stakeholder Mapping Survey (cont.)

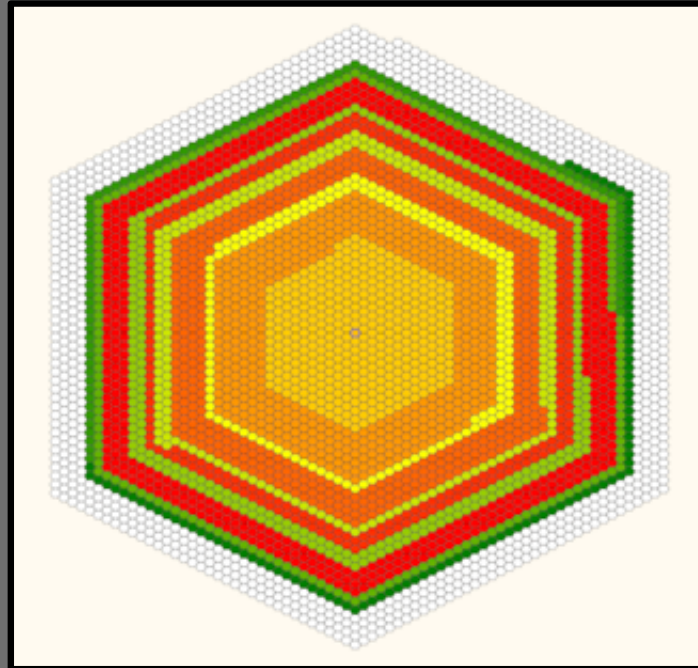
## Key Interests at Risk in Various Ways (numbers from survey report):

- 2. Ensuring a seamless student experience across Alaska's higher education system. (78% important, 53% difficult, 21% easy).
- 6. Pursuing emerging, potential new areas of educational excellence in higher education in Alaska. (78% important, 67% difficult, 10% easy)
- 8. Pursuing emerging, potential new areas of research excellence in higher education in Alaska. (82% important, 66% difficult, 10% easy)
- 15. Avoiding having any one campus dominate decisions on resources in the system. (77% important, 53% difficult, 26% easy)
- 11. Increasing access to higher education for students who are the first in their family to go to college. (81% important, 47% difficult, 22% easy)
- 12. Ensuring that higher education employs new technologies to achieve the full potential in distance learning. (79% important, 47% difficult, 20% easy)

## 2. Ensuring a seamless student experience across Alaska's higher education system.



Not Important 0 1 2 3 4 5 6 7 8 9 10 Very Important

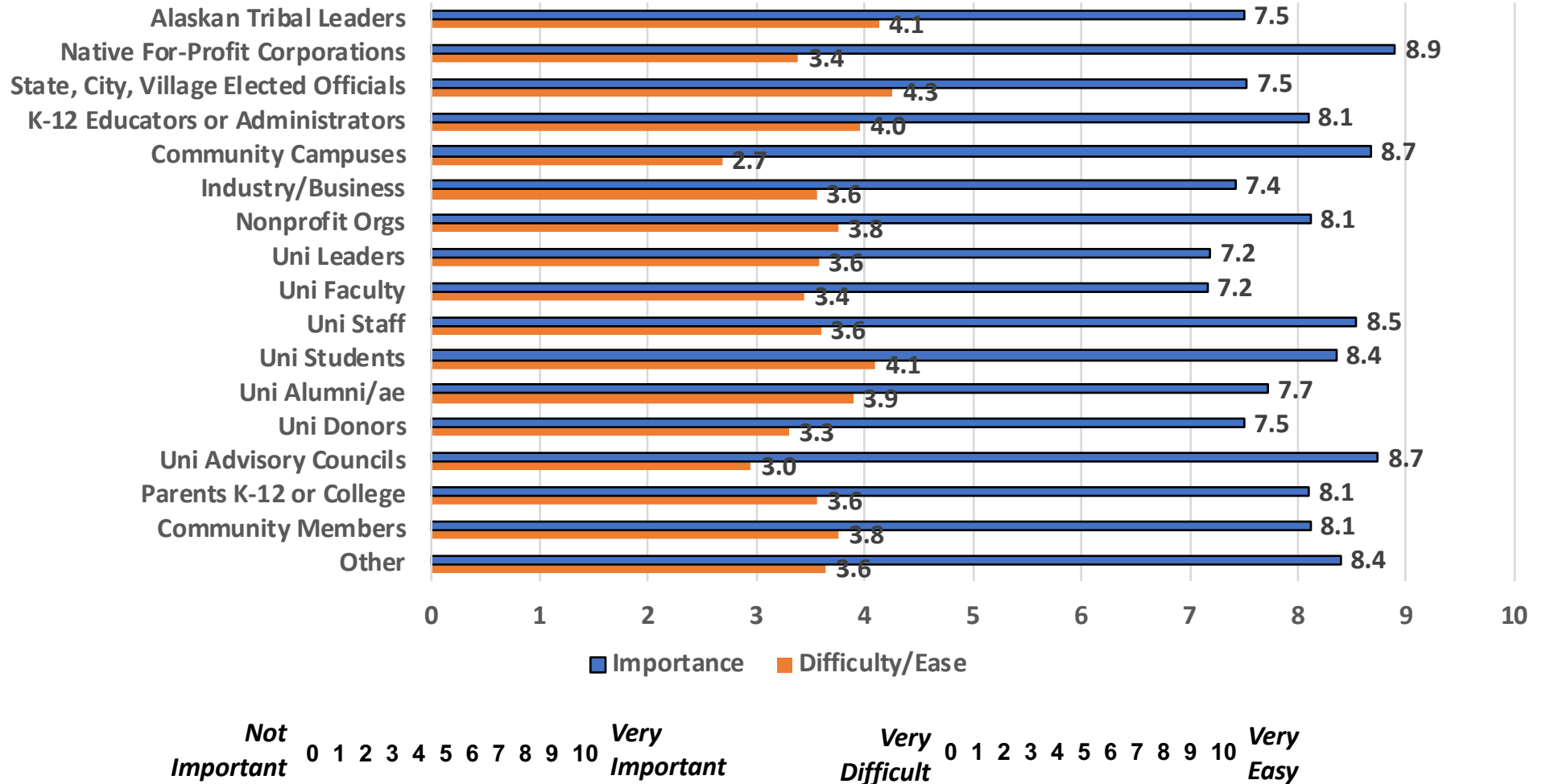


Very Difficult 0 1 2 3 4 5 6 7 8 9 10 Very Easy

### Comments:

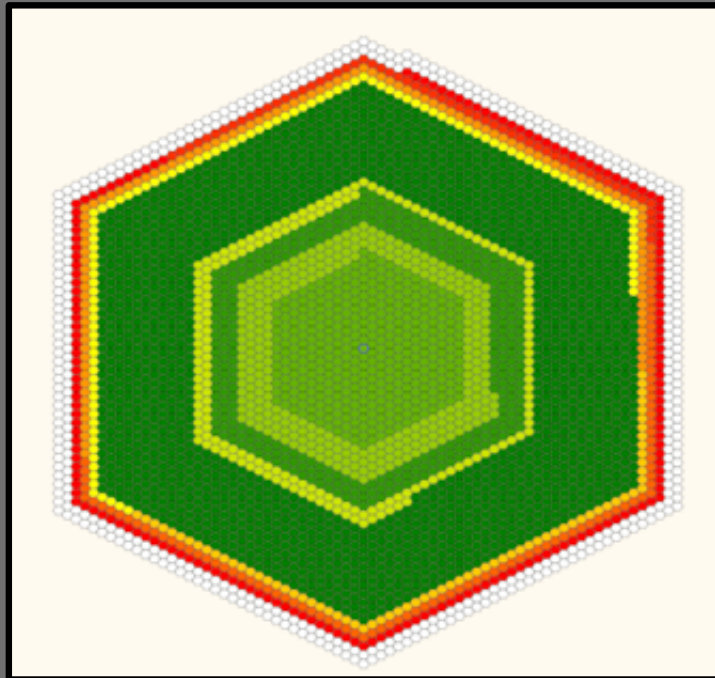
- Overall, **78%** see this as important (7-10), while **10%** strongly do not (0-3).
- Overall, **55%** see this as difficult to do (0-3), while **21%** see it as easy (7-10).
- The gap between the mean for importance (**.80**) and the mean for difficulty/ease (**.37**) is large at **.43**.
- "Do not know" or "not applicable" are not counted above but are **8%** for importance and **21%** for difficulty.

## 2. Ensuring a seamless student experience across Alaska's higher education system.

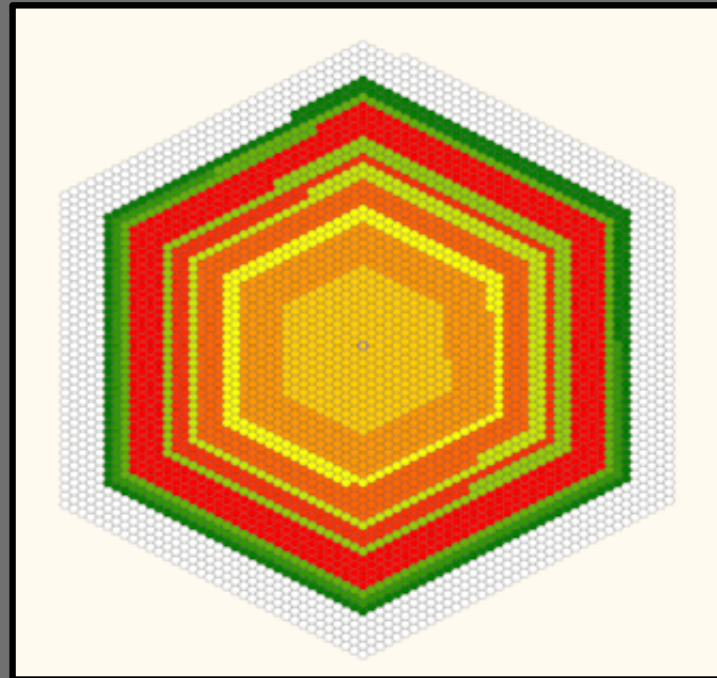




## 15. Avoiding having any one campus dominate decisions on resources in the system.



Not Important 0 1 2 3 4 5 6 7 8 9 10 Very Important

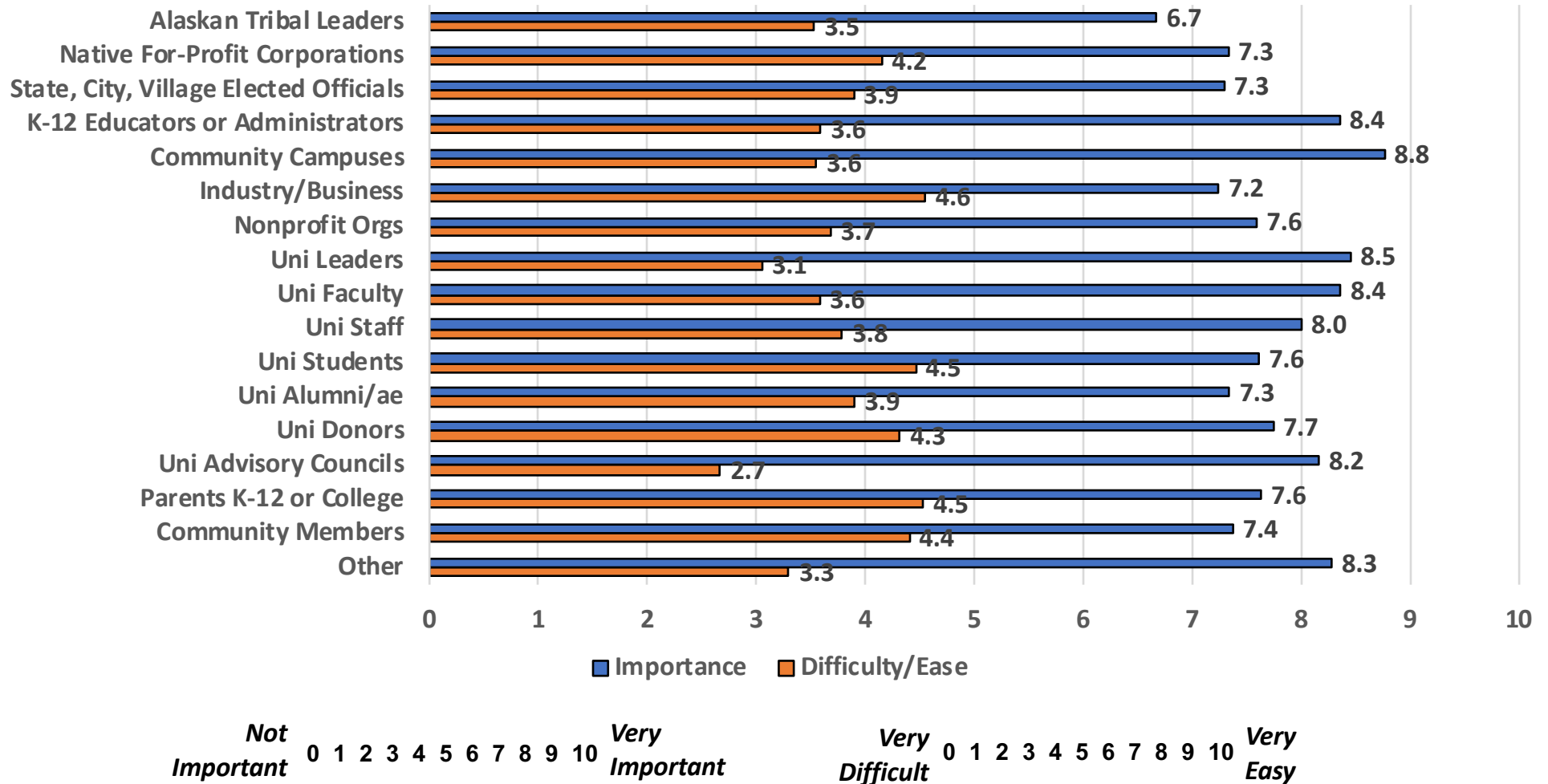


Very Difficult 0 1 2 3 4 5 6 7 8 9 10 Very Easy

### Comments:

- Overall, **77%** see this as important (7-10), while **13%** strongly do not (0-3).
- Overall, **53%** see this as difficult to do (0-3), while **26%** see it as easy (7-10).
- The gap between the mean for importance (**.79**) and the mean for difficulty/ease (**.39**) is large at **.40**.
- “Do not know” or “not applicable” are not counted above but are **11%** for importance and **26%** for difficulty.

## 15. Avoiding having any one campus dominate decisions on resources in the system.



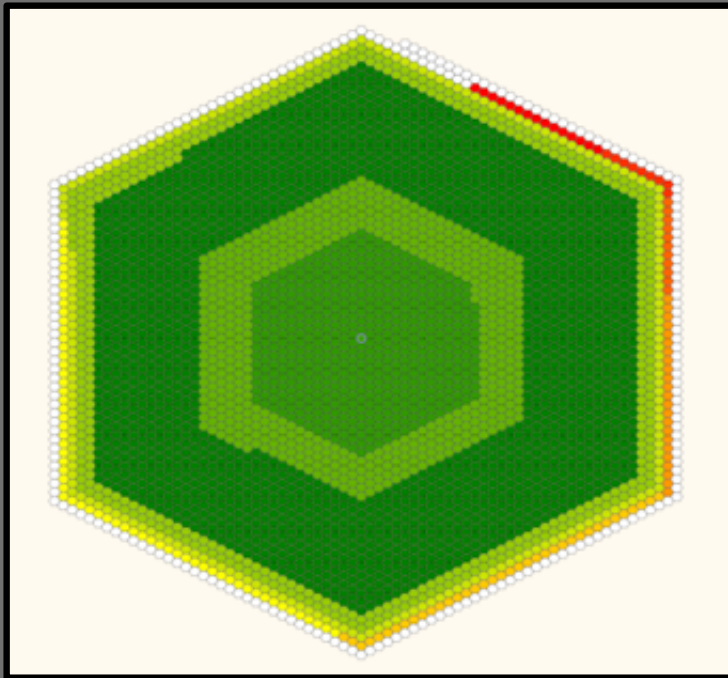


# Stakeholder Mapping Survey (cont.)

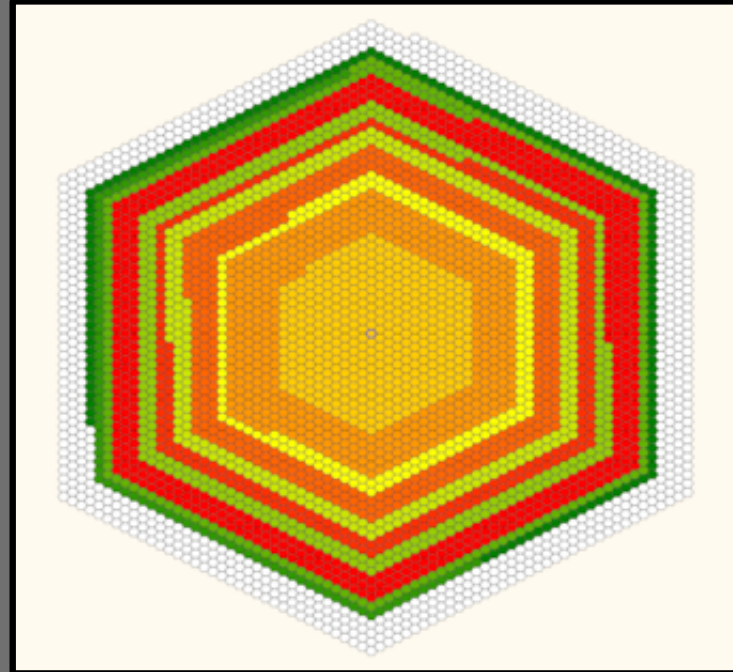
## **Small Gaps - Low Hanging Fruit (numbers from survey report):**

- 9. Maintaining access to career and technical training programs at community campuses. *(89% important; 41% difficult, 28% easy)*
- 4. Ensuring a cost-effective administration in Alaskan higher education. *(90% important; 51% difficult, 23% easy)*
- 17. Higher education partnering effectively with community organizations to spur social development in Alaska. *(83% important; 31% difficult, 34% easy)*
- 18. Higher education partnering effectively with businesses to spur economic development in Alaska. *(82% important; 34% difficult, 31% easy)*
- 3. Ensuring that higher education honors the diverse cultural traditions in Alaska. *(76% important, 37% difficult, 32% easy)*
- 10. Expanding on-line access at our community campuses to more programs from the university. *(74% important, 34% difficult, 35% easy)*

#### 4. Ensuring a cost-effective administration in Alaskan higher education.



Not Important 0 1 2 3 4 5 6 7 8 9 10 Very Important

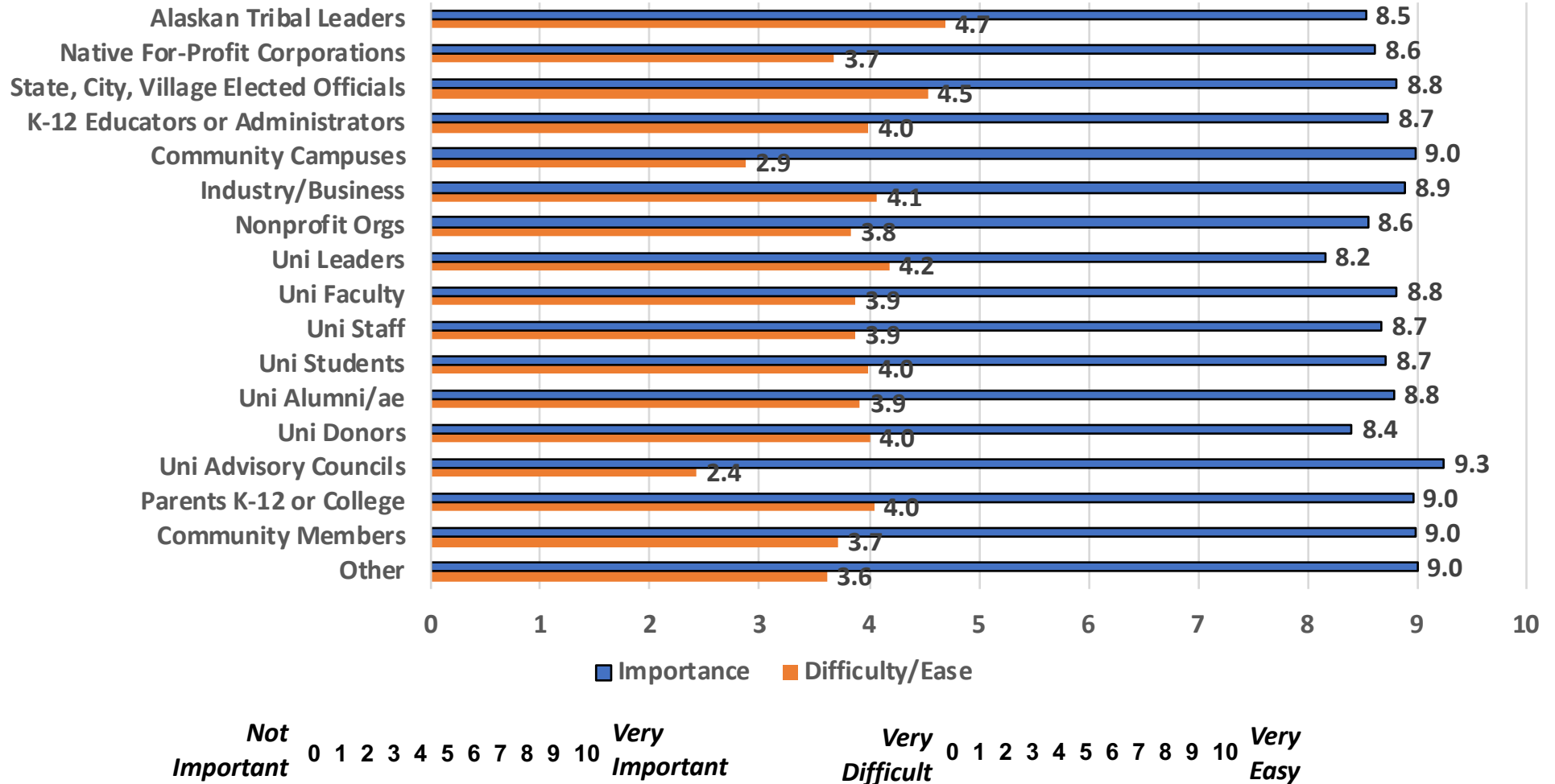


Very Difficult 0 1 2 3 4 5 6 7 8 9 10 Very Easy

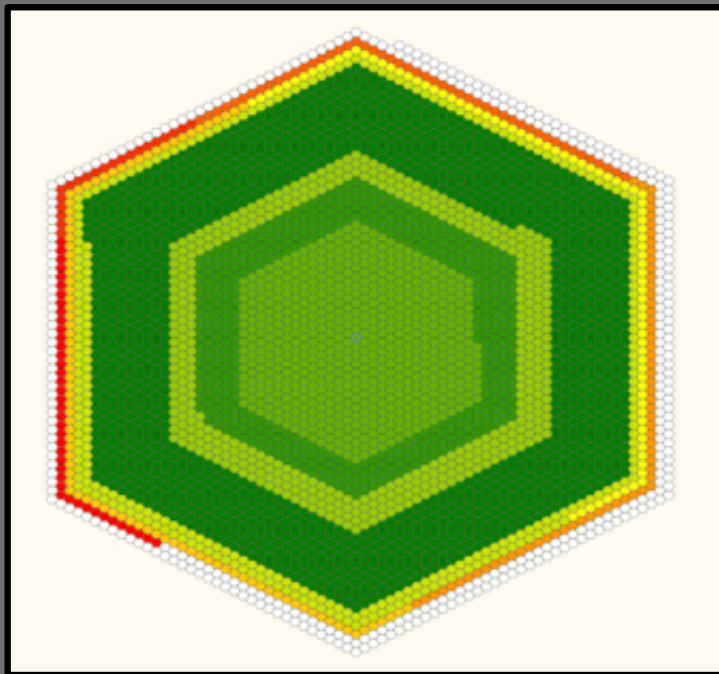
##### Comments:

- Overall, **90%** see this as important (7-10), while **2%** strongly do not (0-3).
- Overall, **51%** see this as difficult to do (0-3), while **23%** see it as easy (7-10).
- The gap between the mean for importance (**.88**) and the mean for difficulty/ease (**.39**) is large at **.49**.
- “Do not know” or “not applicable” are not counted above but are **6%** for importance and **19%** for difficulty.

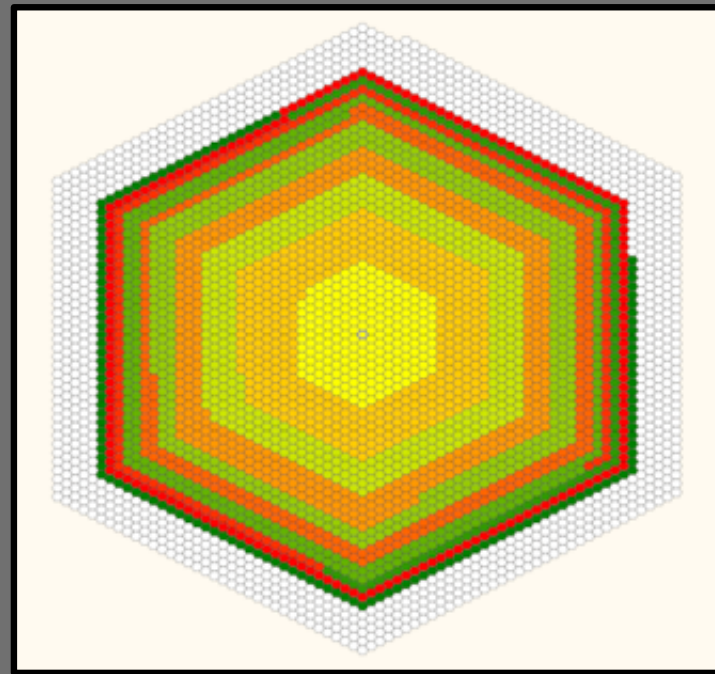
## 4. Ensuring a cost-effective administration in Alaskan higher education.



## 17. Higher education partnering effectively with businesses to spur economic development in Alaska.



Not Important 0 1 2 3 4 5 6 7 8 9 10 Very Important

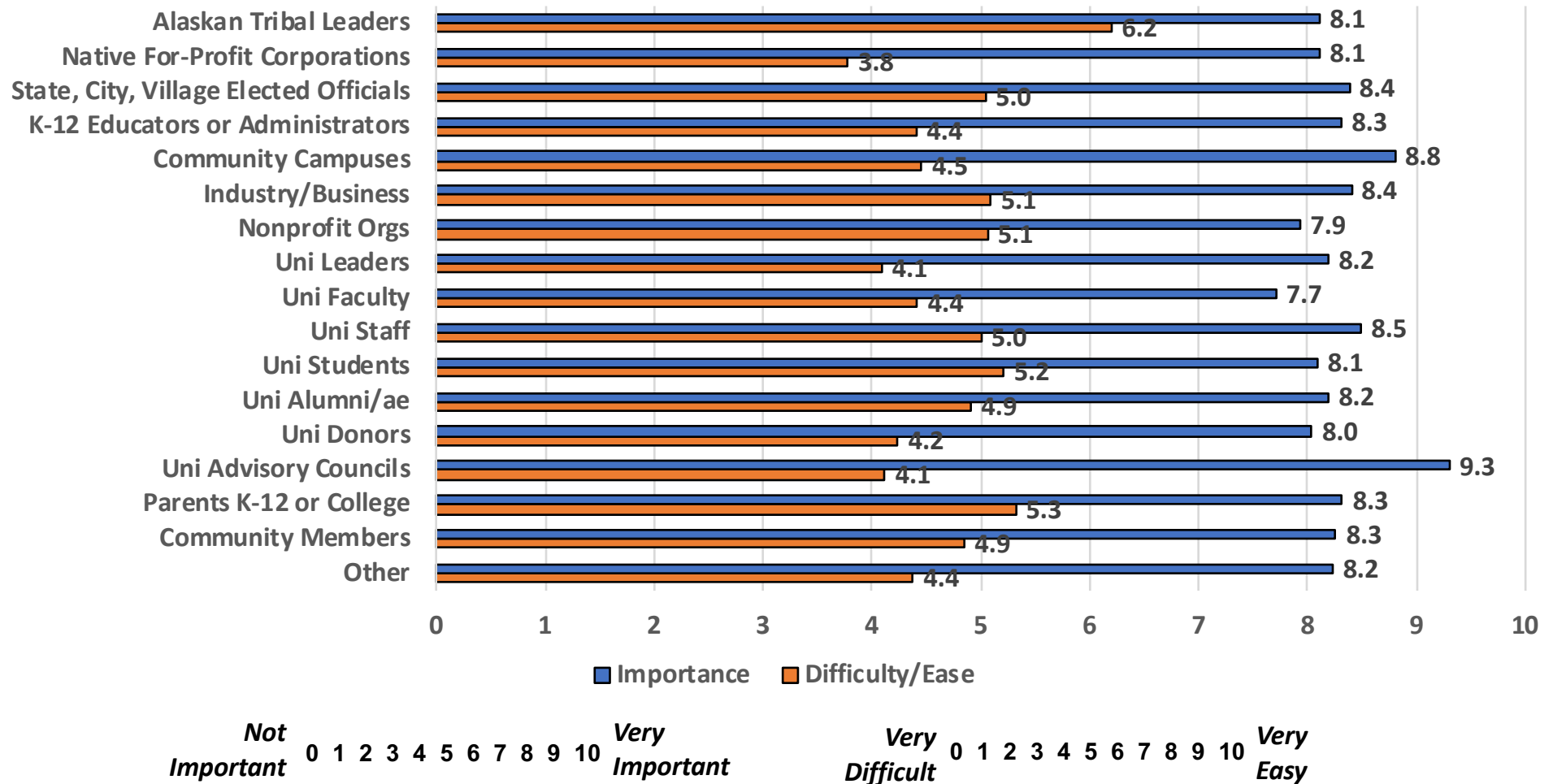


Very Difficult 0 1 2 3 4 5 6 7 8 9 10 Very Easy

### Comments:

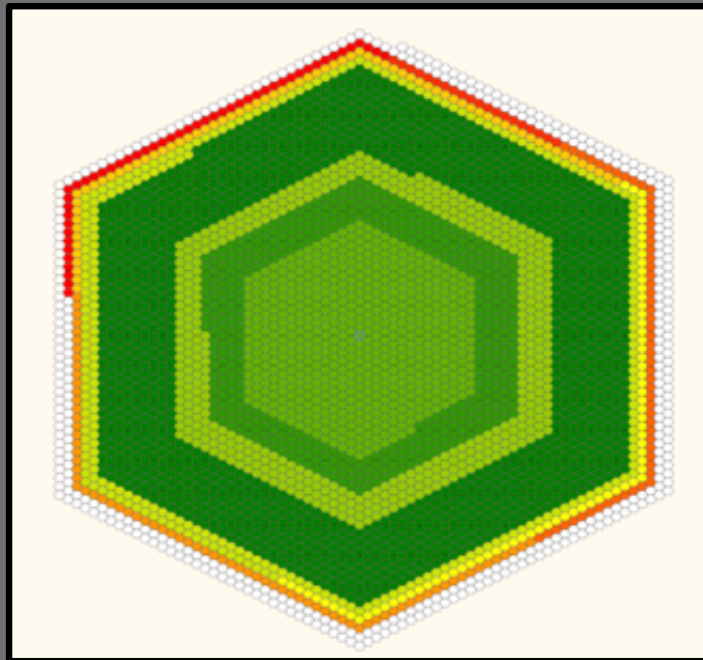
- Overall, **82%** see this as important (7-10), while **5%** strongly do not (0-3).
- Overall, **34%** see this as difficult to do (0-3), while **31%** see it as easy (7-10).
- The gap between the mean for importance (.82) and the mean for difficulty/ease (.49) is moderate at .33.
- “Do not know” or “not applicable” are not counted above but are **9%** for importance and **27%** for difficulty.

## 17. Higher education partnering effectively with businesses to spur economic development in Alaska.

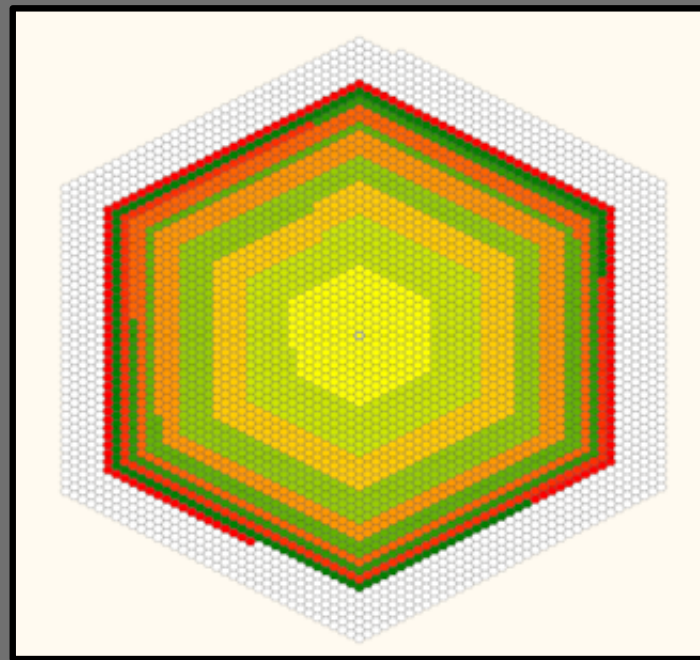




## 18. Higher education partnering effectively with community organizations to spur social development in Alaska.



Not Important 0 1 2 3 4 5 6 7 8 9 10 Very Important

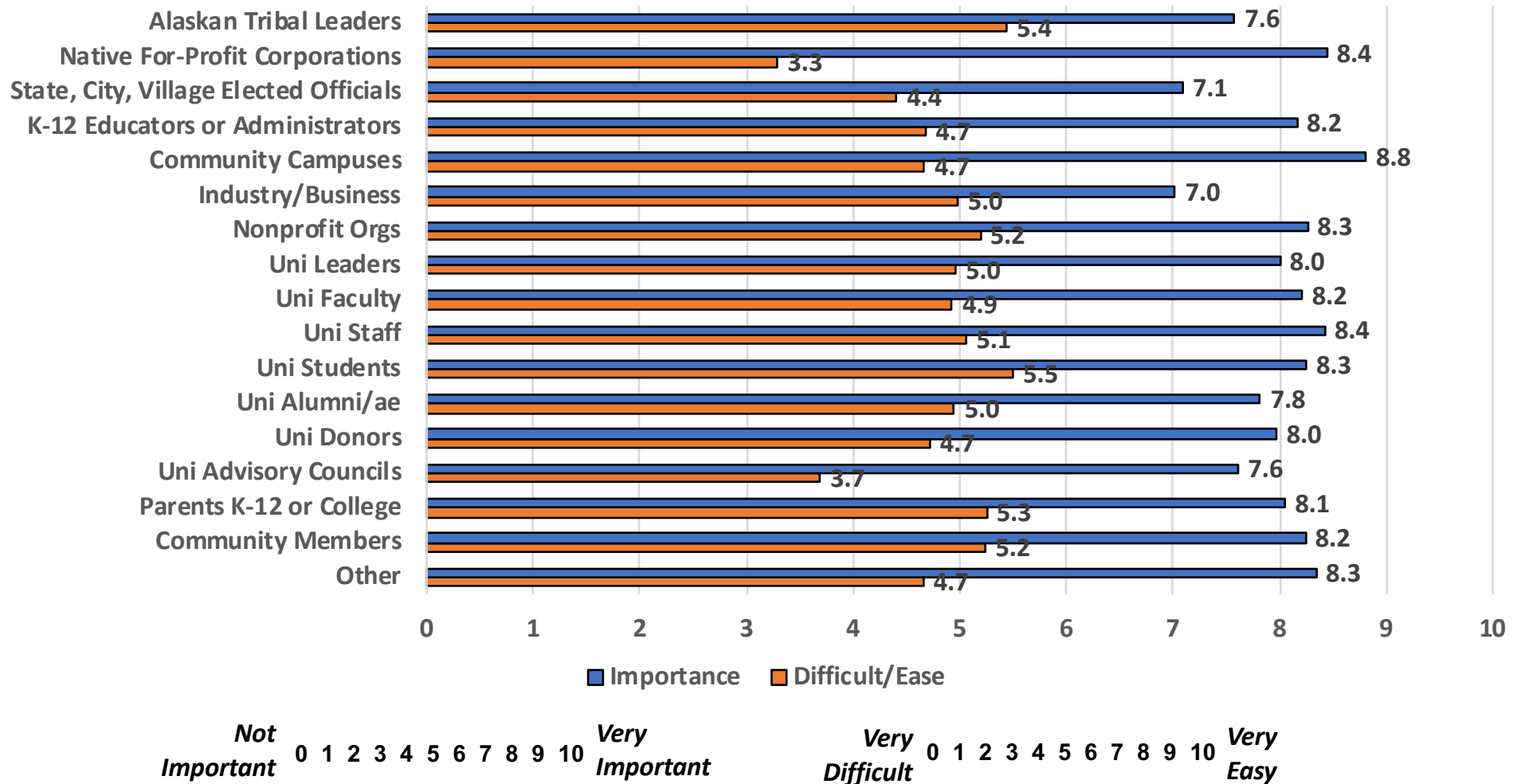


Very Difficult 0 1 2 3 4 5 6 7 8 9 10 Very Easy

### Comments:

- Overall, **83%** see this as important (7-10), while **6%** strongly do not (0-3).
- Overall, **31%** see this as difficult to do (0-3), while **34%** strongly do not (7-10).
- The gap between the mean for importance (**.82**) and the mean for difficulty/ease (**.51**) is moderate at **.31**.
- “Do not know” or “not applicable” are not counted above but are **10%** for importance and **28%** for difficulty.

## 18. Higher education partnering effectively with community organizations to spur social development in Alaska.



Please use one sentence to summarize what would constitute **long-term success** for higher education in Alaska. (*representative responses*)

### **Student Access and Success (22%)**

- Majority of students enrolled are Alaska residents.
- Providing Higher Education to all of Alaska's future children.
- Accessible to all Alaskans regardless of budget standings.
- Improving student success - affordable and on-time completion.

### **University Structure; Organization Change; Leadership (19%)**

- It is vital to maintain quality delivery of programs at all of our current campuses and implement new technologies for distance delivery as they become available.
- Independent campuses, perhaps a consortium model.

### **University Structure; Organization Change; Leadership (19%) (cont.)**

- Leaning down and less duplication. Efficiency that the University has not achieved to date.
- An integrated system that assures consistent quality across the state while specifically allowing campuses to maintain their specialties.
- Cap administration salaries at 150k and no redundancy.
- Elimination of the heavy-handed, central-planning aspects of Statewide/Regents administration that is preventing the Chancellors from competitively running their universities to deliver cost-effective world-class teaching, research and service.
- Everyone working together instead of three universities trying to pull the blanket 3 different ways



Please use one sentence to summarize what would constitute **long-term success** for higher education in Alaska. (*representative responses*)

### **Stable Funding; Public Support for Higher Education (16%)**

- Preserving adequate funding during economic slowdown years, then returning to full funding when the economy is booming
- Stable funding from all parties who benefit from university services
- Add a constitutional amendment that ensures adequate funding for the University system
- A system that provides opportunities to all students regardless of location or background that receives consistent support from the state, but also invests in and benefits from community ties
- Statewide community and connection. The State of Alaska makes a commitment to higher education that does not depend on short-term vacillations in political ideology.

### **Workforce Development (12%)**

- Sustaining Alaska's home-grown workforce by offering options for traditional and non-traditional means for students from any part of Alaska
- Long term stability to grow Alaska's human resources, create opportunities for a strong economy
- Success for the UA system would be the ability to prepare the majority of Alaska's youth/citizens who are retraining for their career
- Focusing on career and technical education, research and job ready skills that will ensure students graduating from higher ed in Alaska are ready to positively contribute to our society as a whole

# Change Management Facilitation

# Change Management Facilitation

## Change Management Model:

Phase 1: Hopes & Fears

Phase 2: Vision & Data

Phase 3: Stakeholders & Interests

Phase 4: Alignment & Options

Phase 5: Recommendations &  
Implementation

## Change Management Sessions:

- Fairbanks (part I sessions)

Monday, August 19<sup>th</sup>

- Health ... Science/Arts/Humanities/Social Science

Tuesday, August 20<sup>th</sup>

- Management and Business ... Research ...  
Engineering

Wednesday, August 21<sup>st</sup>

- Education ... eLearning ... CTE / Community  
Campuses

- Anchorage (part II sessions)

Thursday, August 22<sup>nd</sup>

- Health ... Management and Business ... Research ...  
Engineering

Friday, August 23<sup>rd</sup>

- Education ... eLearning ... CTE / Community  
Campuses ... Science/Arts/Humanities/Social  
Science

# Change Management Facilitation (cont.)

- Serving students
- Honoring Indigenous cultures
- Agile Institution
- Vertical and Lateral Alignment
- Geographic and cultural context
- Transformative research
- Increased self-sufficiency
- Deliberation and Action
- Plan, Do, Check, Adjust
- Anticipating Accelerating Rates of Change

## Change Management Facilitation (cont.)

- Health
- Engineering
- eLearning
- Community Campuses/CTE
- Education
- Research Centers and Institutes
- Science/Arts/Humanities/Social Science
- Management and Business

# Observations and Conclusions

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## University of Alaska Architecture Dilemmas

- If the three accreditations are maintained, then there is considerable duplicative administrative cost.
- If the three accreditations are consolidated into one, then there are identity issues (academic, sports, alumni, local control, etc.) that are hard to navigate.
- Some units are moving toward or now operating as a single entity with a state-wide orientation, which is aligned with consolidating into one accreditation, while others feel strongly about maintaining separate locations and accreditations.
- Even within units, there is considerable variation in structure and operations.
- Geographic distance, place-committed students, and internet bandwidth limitations place constraints on operations and pedagogy.

## University of Alaska Architecture Opportunities

- There is a shared commitment to a seamless student experience, spanning offerings across campuses and programs.
- There is appreciation for the need to make hard decisions in the face of budget cuts.
- There is an appreciation for the need to reduce dependence on state funds.
- There is interest in exploring lateral forums and structures that enable bridging across campuses and programs.
- There is recognition the modes of delivery for learning are changing and that distance learning technologies provide new opportunities for innovation.

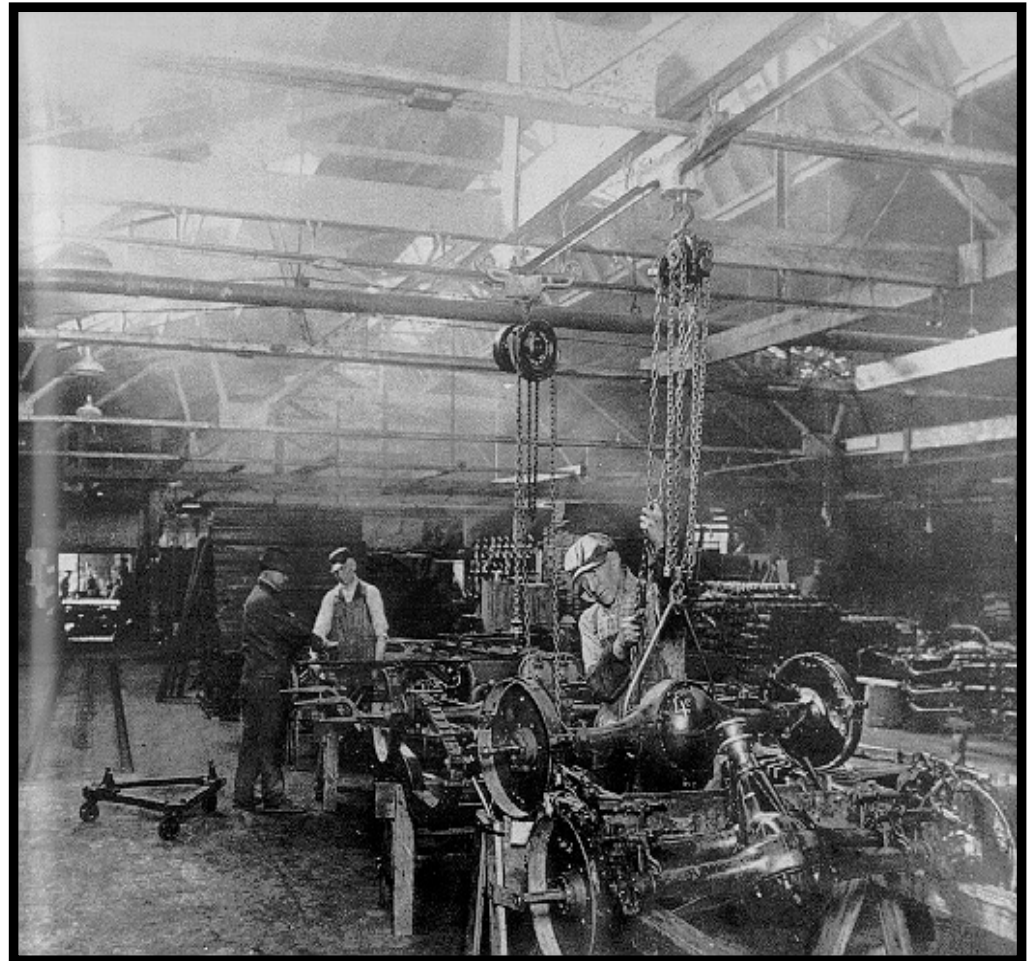
## Observations and Conclusions (cont.)

- **Guidance from *Designing Reality*:** At a time of accelerating change in technology and society, institutions must learn to co-evolve with equal speed.
- **Diversity:** The diversity of interests, identities, geographies, disciplines, and cultures across higher education in Alaska are both a challenge and an opportunity.
- **Change management:** Two contradictory principles, both essential – 1) honor the past; and 2) before accepting anything new, people have to let go of the old.
- **Innovation:** There are pockets of institutional innovation emerging across higher education – the University of Alaska can and should be among the innovators.
- **A pivotal moment:** Crucial system-architecture choices were made in 1975 and 1988, this is has the potential to be another pivotal moment.
- **A Bottom Line:** An ever more effective, agile, and sustainable institution.





French Illustration Depicting  
Roman Institutions (circa 1473-1480)



Source: *Auburn & Cord* by Lee Beck and Josh B. Mals, Motor Books, Intl., 1996