

Community Engagement: Issues, Trends and Perspectives for the Future



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Defining Community Engagement

The process of working **collaboratively with and through** groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the wellbeing of those people.

It is a powerful **vehicle for bringing about changes** that will improve the well being of the community and its members.

It often **involves partnerships and coalitions** that help **mobilize resources** and influence systems, **change relationships** among partners, and **serve as catalysts** for changing policies, programs, and practices.

(Adapted from CDC, 1997, p. 9).

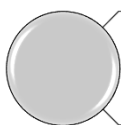
But, what type of community?



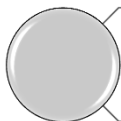
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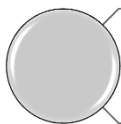
Defining the concept of community. Perspectives



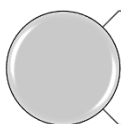
Systems: Similar to a living creature, comprising different parts that represent specialized functions, activities, or interests, each operating within specific boundaries to meet community needs.



Social: It can be defined by describing the social and political networks that link individuals, community organizations, and leaders. Understanding these networks is critical to planning efforts in engagement.



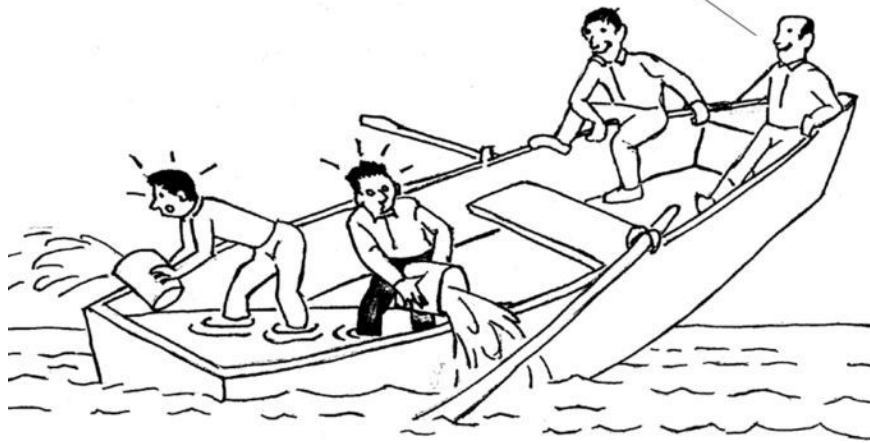
Virtual: Individuals rely more and more on computer-mediated communications to access information, meet people, and make decisions that affect their lives (Kozinets, 2002).



Individual: Individuals have their own sense of community membership, and a sense of belonging to more than one community.

Why does it matter?

Sure glad the hole isn't at our end.



Towards an increasingly interdependent world



A globalized economy?



Mexican Salsa

- Made in The Netherlands
- With ingredients from Morocco.
- Distributed by a Chinese company
- For sale in Delhi.

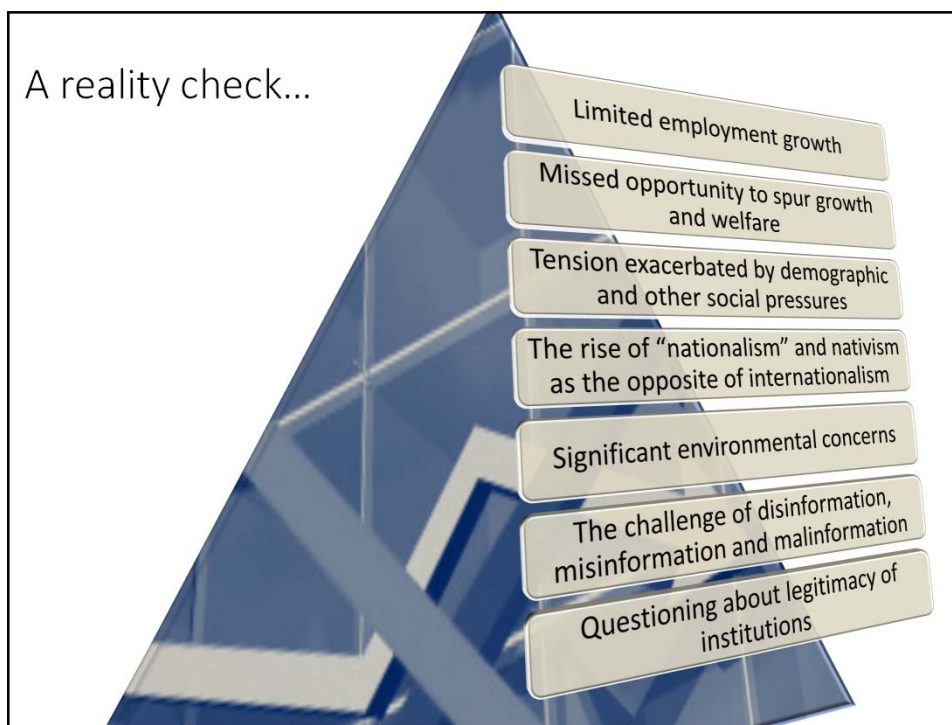
Towards an increasingly fascinating world

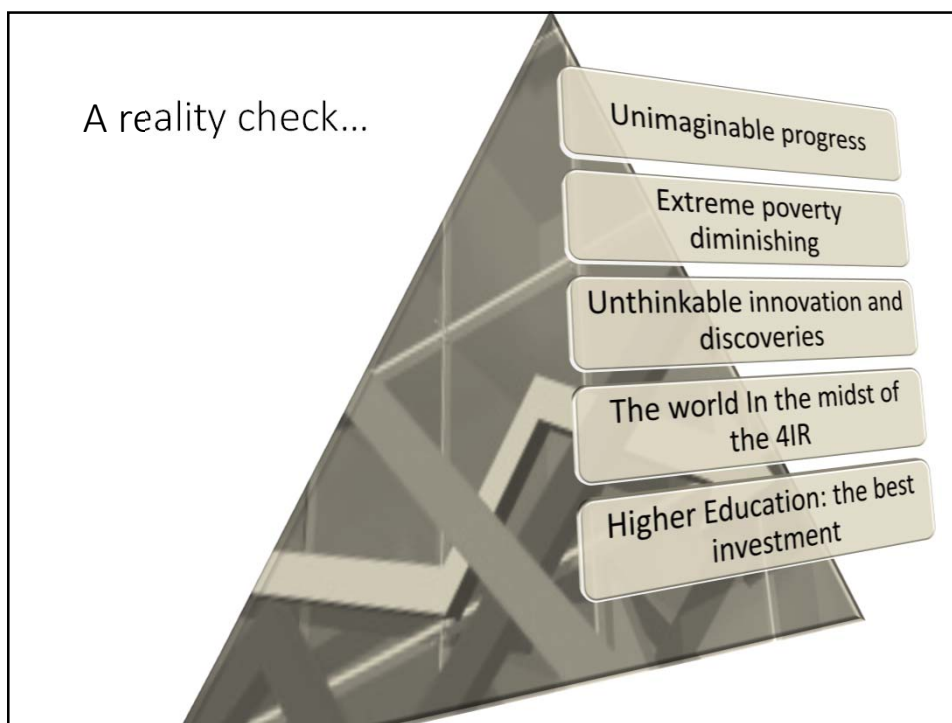


Towards an increasingly interconnected world



A reality check...





Making the case...

*On the importance of more
(and better) higher education*



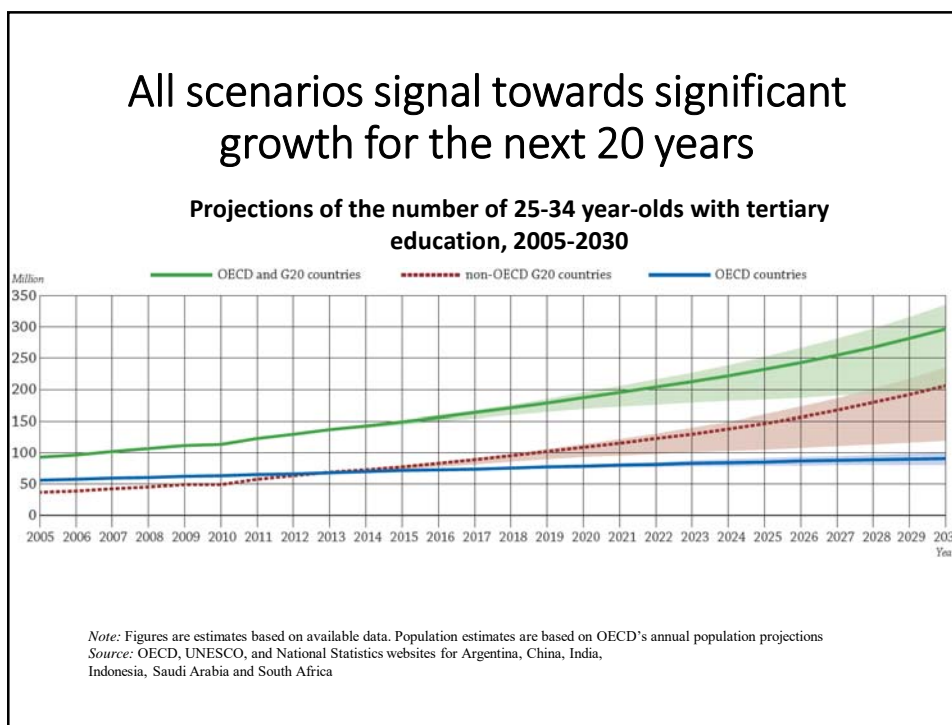
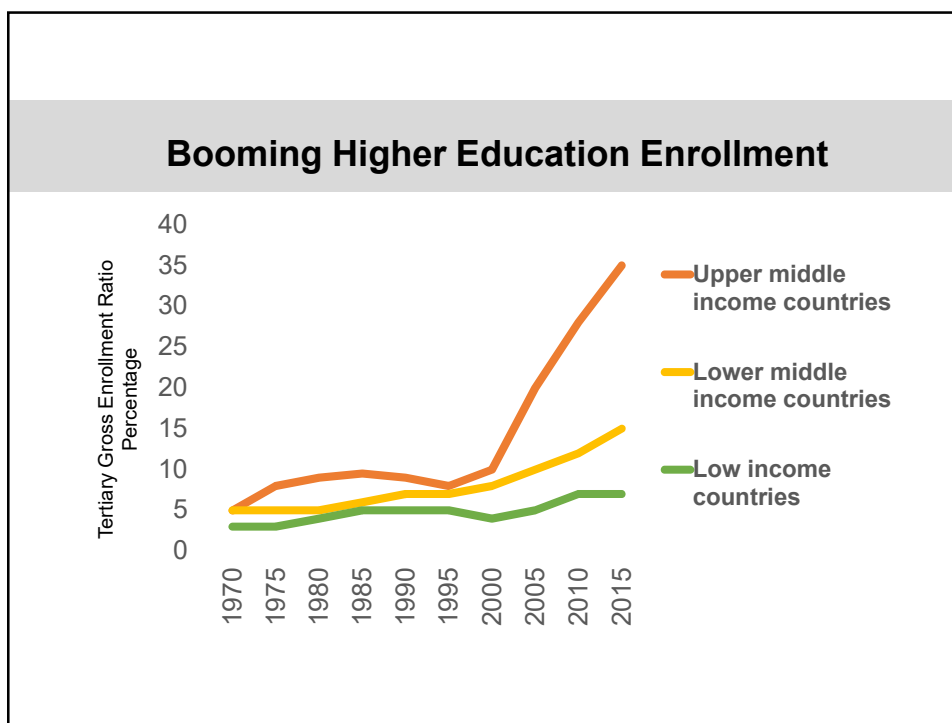
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Six critical issues in higher education

- 1 Equity
- 2 Flexibility
- 3 Governance
- 4 Innovation
- 5 Internationalization
- 6 Community Engagement

1 Equity



The two big players

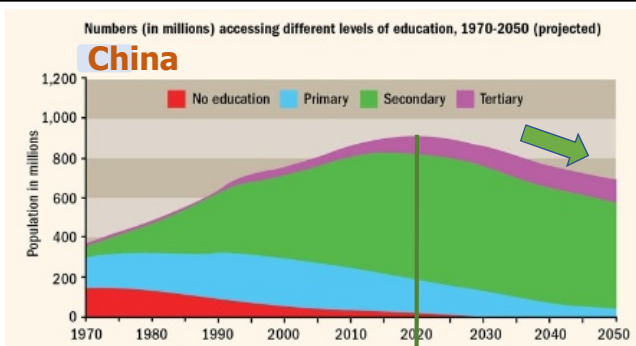


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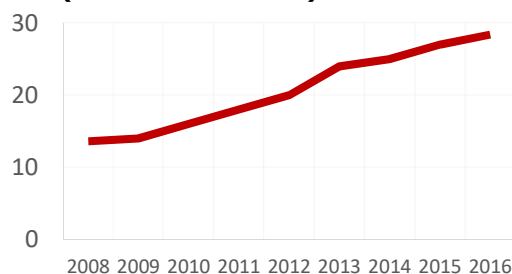
The case of China and India

Millions
accessing
different levels
of education
1970-2050
(projected)



In India...

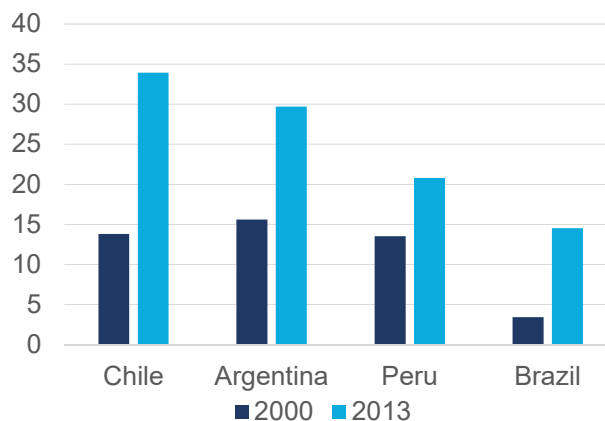
**Higher education enrollment in India
(Millions of students)**



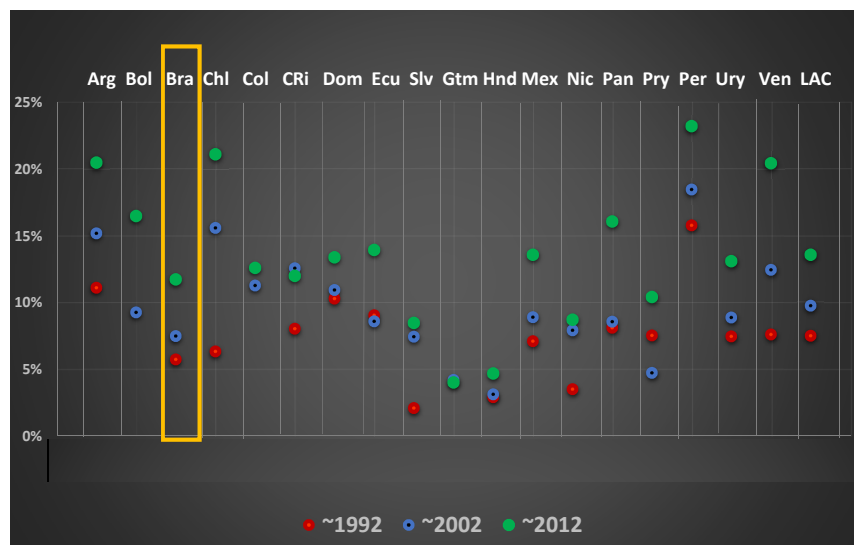
- In 2008-16, while globally the higher education enrollment increased **52%**, in India the growth was **109%** (from 13.6 million to 28.5 million students). Soon the Indian HE system will be the largest in the world.
- The college-age cohort in India is projected to reach **400 million** by 2030.
- By 2030, **24%** of the global stock of people with higher education will come from India. (In 2013 it was 13 %)

Sharp rise in access among the poor

Higher
education
students in
the bottom
40% of
income
(%)

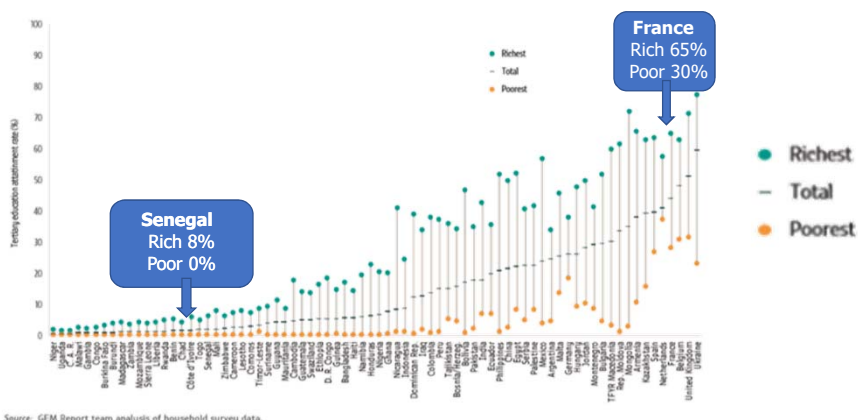


% de la Población Económicamente Activa (PEA) con educación superior en ALC



Fuente: Cálculos con base en SEDLAC. Porcentaje de la población entre 25-64 años que reporta haber concluido estudios de educación superior

But tertiary education remains a privilege



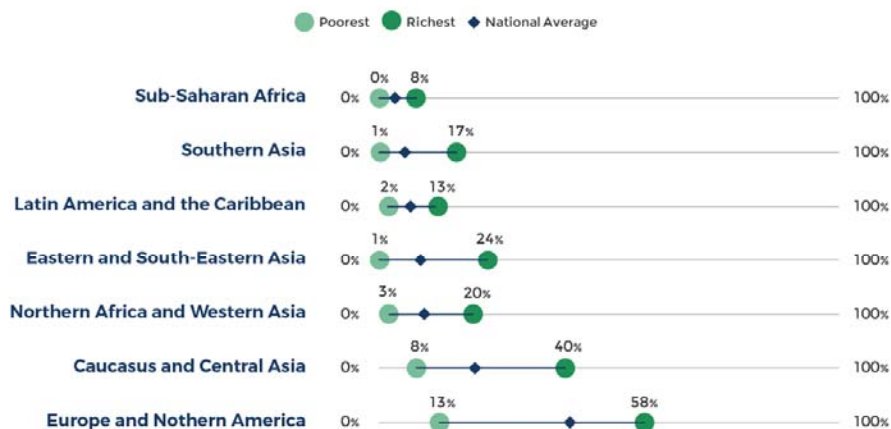
% of 25-29 years old who have completed at least 4 years of tertiary education, by wealth

There is still a significant disparity
in access



- *Rural*
- *Women*
- *Poor*
- *Socially disadvantaged people*

Tertiary Education Completion Rate by Wealth



Percentage represents young adults (aged 25-29) who have completed at least 4 years of education.

Source: UNESCO

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wesi.wes.org



Higher education

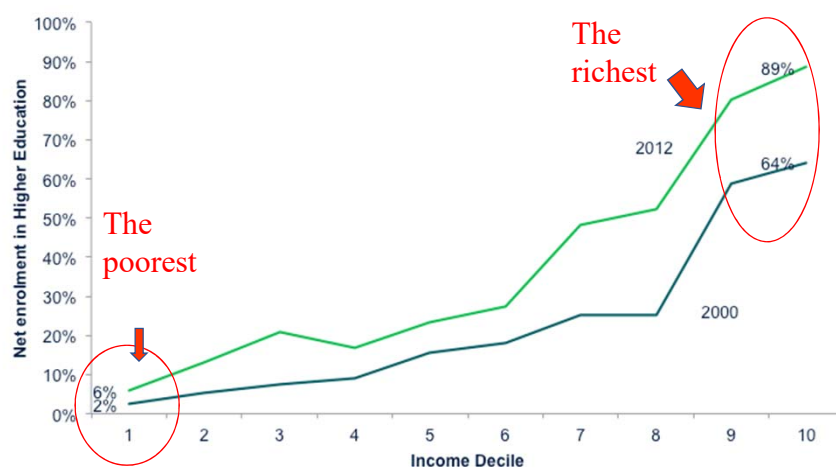
...the greatest equalizer, or a contributor to prolonged inequality?



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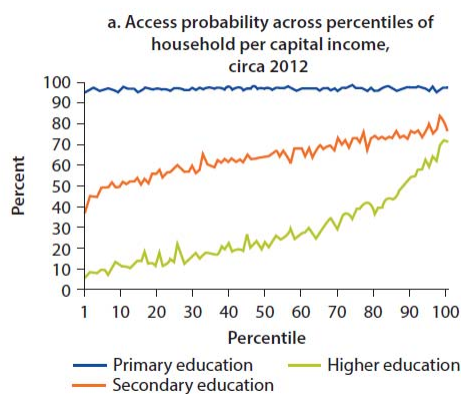
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The case of Mexico Who is having access to higher education?



Source: The World Bank

The case of Latin America and the Caribbean



...and an internationalized higher education, still a privilege for

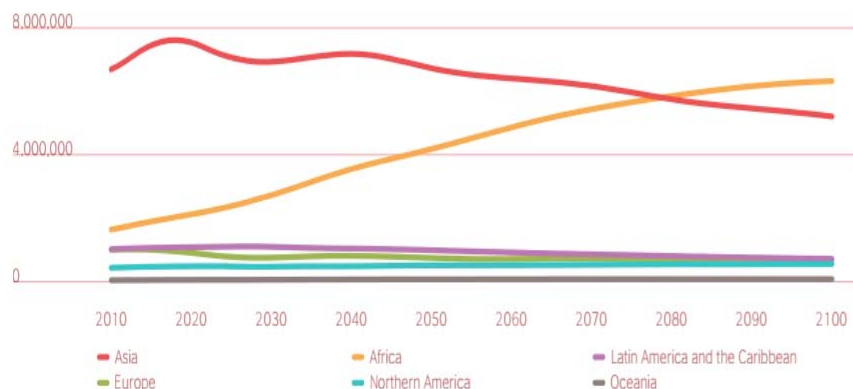
fewer



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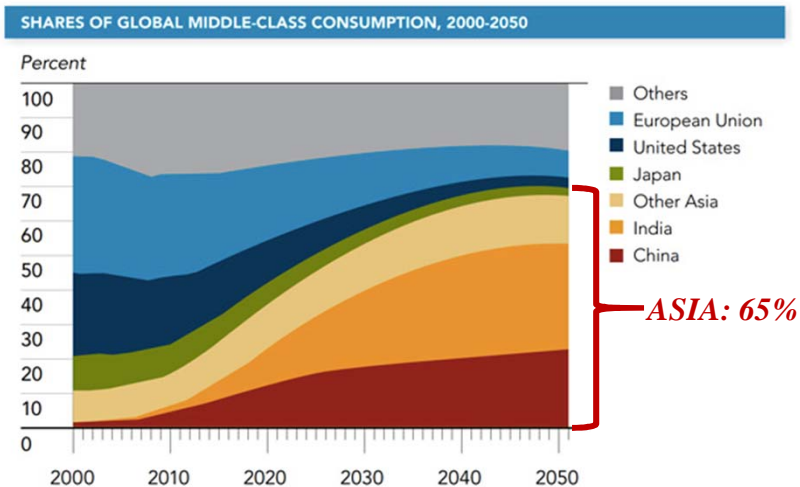
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Youth (aged 15-24) population projections by region, 2010-2100



Source: UN Population Division

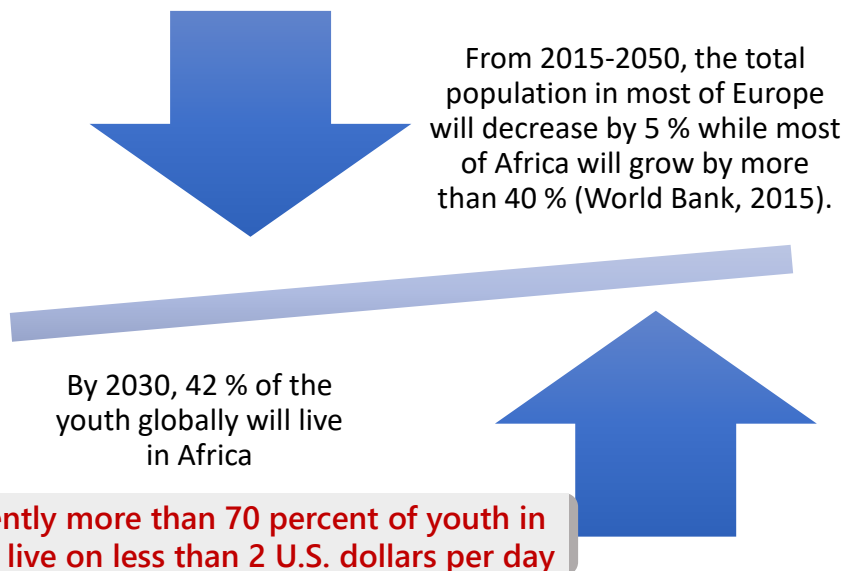
Growth in the Global Middle Class is Centered in Asia



Source: OECD.

Middle Class= annual income for a four-person household of \$14,600 to \$146,000 at PPP

A dramatic demographic shift...



An equal world?



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An unequal world...



...with increased inequity



Distant realities...



Distant realities



Distant

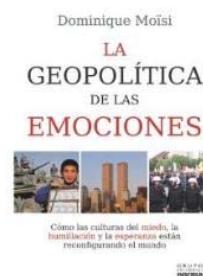
realities

Distant (and no so distant) realities



The poor know how the rich live, and vice versa. As a result, it has become increasingly difficult for the rich to ignore the world's poor, whose anger they witness on the evening news.

Dominique Moisi.
Geopolitics of Emotions



**A key challenge: Balancing
equality of opportunities
with high academic standards
...and relevance**

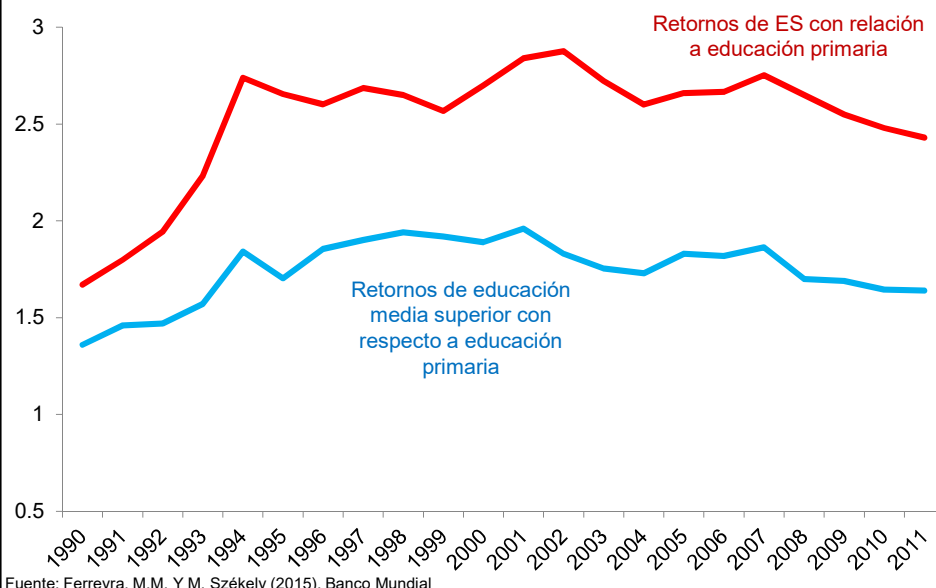
*Economic returns by educational level and region**

Region	Primary	Secondary	Tertiary	GDP/pc (PPP 2005)	N
World	10.3	6.9	16.8	6,719	74
Middle East and North Africa	9.4	3.5	8.9	3,645	7
South Asia	9.6	6.3	18.4	2,626	4
Eastern and Central Europe	8.3	4.0	10.1	6,630	7
High Income Economies	4.8	5.3	11.0	31,748	6
East Asia and Pacific	11.0	6.3	15.4	5,980	6
Latin America and Caribbean	9.3	6.6	17.6	7,269	20
Sub-Saharan Africa	13.4	10.8	21.9	2,531	24

* Latest available year between 2000-2011

Source: Montenegro, C.E. & H.A. Patrinos (2013). Returns to Schooling around the World. The World Bank

Los retornos a la ES y en EMS en ALC han estado decreciendo desde el año 2000

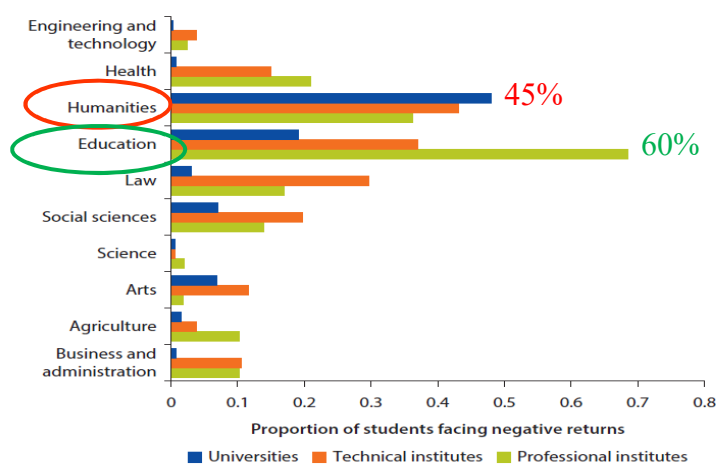


...and even the ones having access to
higher education, not always reap the
benefits



The case of Angelo

Proportion of students facing negative expected returns to
higher education in Chile, by field and HEI type



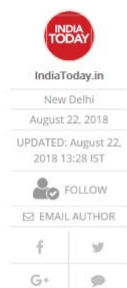
Source: Espinoza and Urzúa 2016.

Note: The figure shows, for each field and HEI type, the proportion of students facing negative expected

It matters

News / Education Today / News / 8,000 candidates appear for Goa government exam, all of them failed!

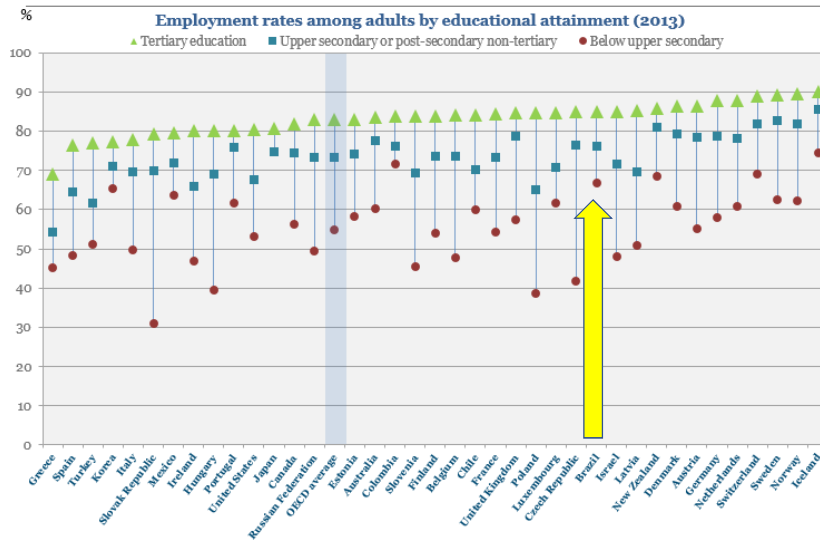
8,000 candidates appear for Goa government exam, all of them failed!



Recently, an examination was conducted by the [Goa](#) government 's director of accounts for 80 posts of accountant in the state government. As per the records, around 8,000 candidates appeared for the examination.

The surprising fact is that none of the candidates could pass the examination. Yes, you read it right! All the aspirants failed the test.

Employability of university graduates

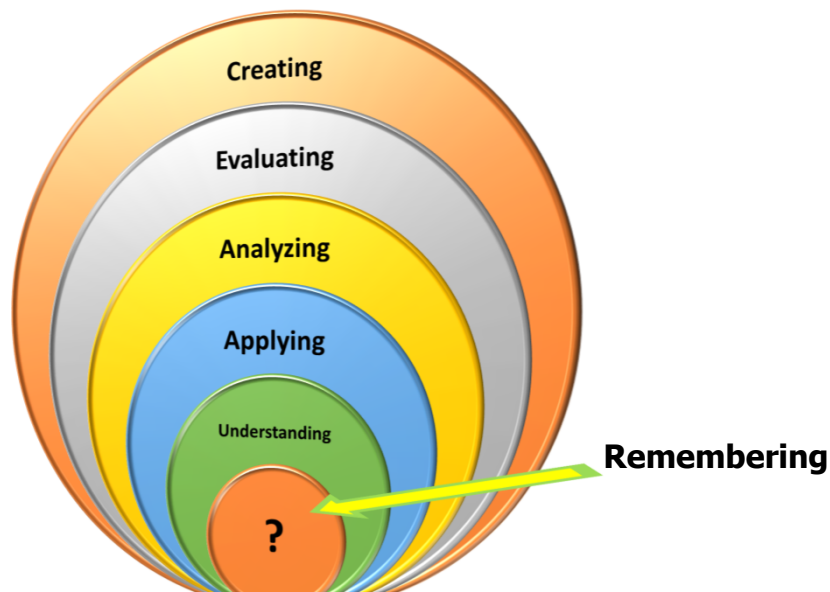


Source: OECD (2015), Education at a Glance Interim Report: Update of Employment and Educational Attainment Indicators, OECD, Paris, www.oecd.org/edu/EAG-Interim-report.pdf.



What are students learning?

Bloom's Taxonomy (Revised)



Job requirements of Hilton Hotel management trainee in Shanghai, China

1986

上海静安希尔顿酒店招聘启事

本五星级酒店是国际希尔顿公司在中国管理的第一个企业。属全幢涉外合作经营。楼高 43 层。客房 800 间。中餐厅酒吧 8 个。设备极其豪华。位于上海静安区。将在明年年中以后开始营业。届时将成为国际希尔顿公司在世界 50 多个国家的。超过 100 个酒店的大厦中之一。现在招聘受训管理人员。条件如下：

- 素质：品质优秀。态度良好。勤奋好学。
- 年龄：20 岁至 26 岁（1959 年-1966 年出生）。
- 文化程度：大学或大专毕业。
- 外语程度：英语“新概念”第二册以上。会讲流利；同时懂其他外语者。优先考虑。
- 健康状况：优良。
- 其他：住处最好在静安区附近。

如具备上述条件。并有意受训者请在酒店取得发展者。请在八月二十、二十一、二十二三天上午 9:00-11:00。下午 2:00-5:00。携带证明。本人近期照片一张和五元报名费。到静安北路 40 号新群中学报名。如为在职者。应持所属单位许可证明。

- Excellent character, willingness to learn
- Ages 20-26
- Bachelor's degree or associate degree
- Proficient in English
- Good health
- Live close to the hotel location

2018

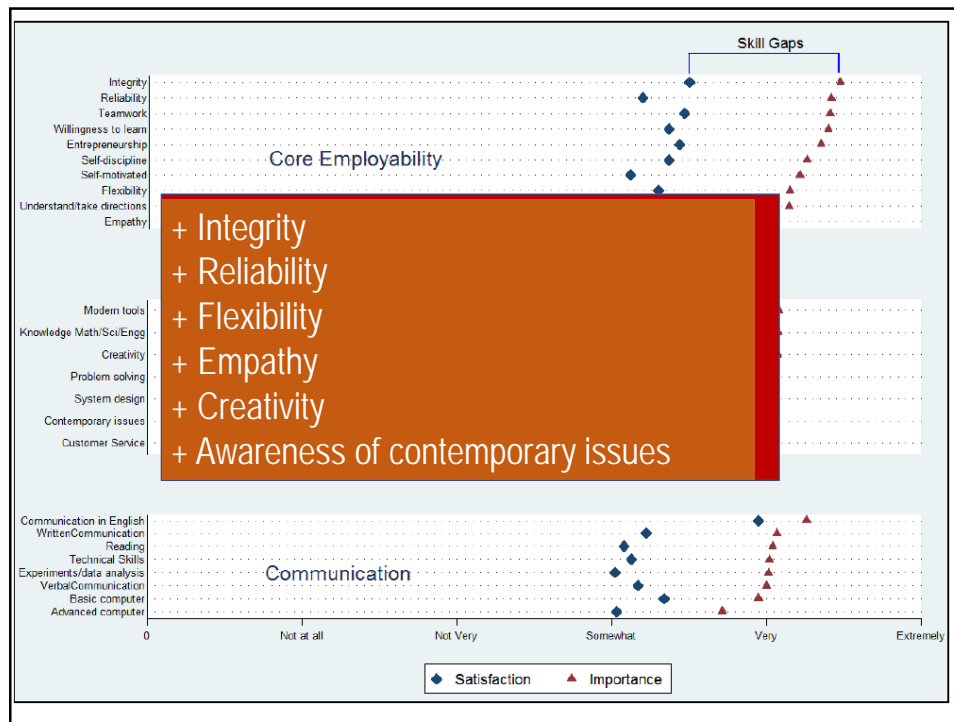
希尔顿酒店集团管理培训生

我们寻找什么样的人？

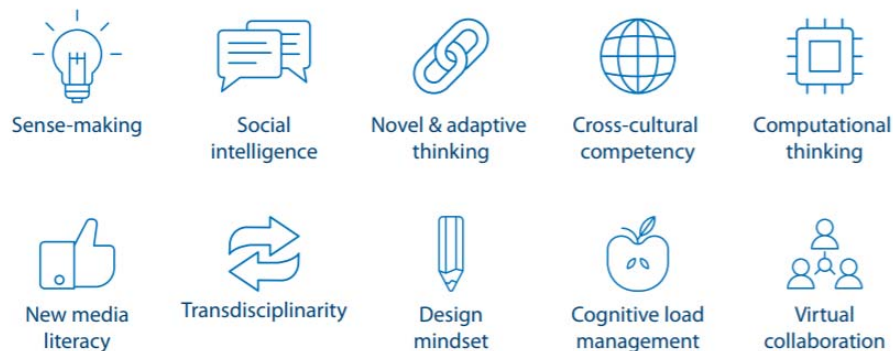
希尔顿全球酒店集团旗下品牌酒店及度假村的后台管理培训生始终秉承以宾客的利益为重并与其他团队紧密合作。若要成功地应聘这一职位。您的态度、行为、技能和价值观应符合下列标准：

- 在酒店、休闲和/或娱乐行业有过服务经验
- 积极的工作态度和良好的个人表达与沟通能力
- 提供高水平客人服务的热情
- 独立工作能力以及团队协作能力
- 精通计算机。能够利用酒店系统进行操作
- 四年本科学历以及至少两年工作经验

- Hospitality industry experience
- Positive attitude and good communication skills
- Focus on high level of customer service
- Ability to work independently and as part of a team
- Competent level of IT proficiency
- Four-year university degree with at least two years of work experience



10 key skills for future graduates



**Source: The Institute for the Future.
British Council (2017). 10 trends Transformative changes in higher education**

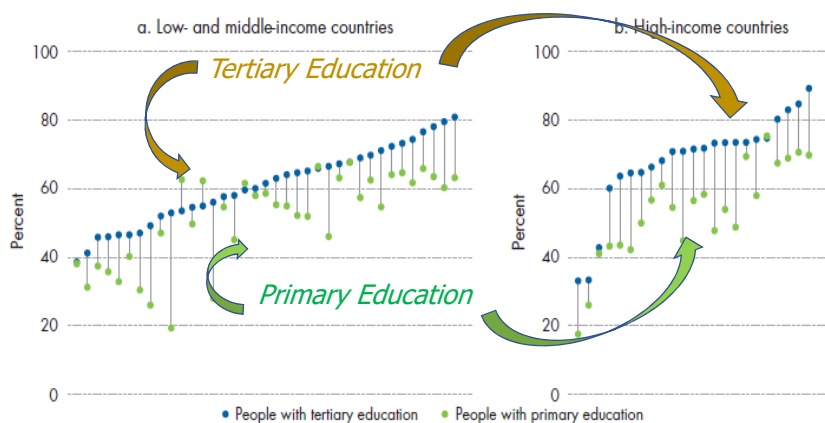
It is much more than just economic returns




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Percentage of population that believes it is “absolutely important to live in a democracy,” by country and level of education



LIFE EXPECTANCY



Education means a longer life.
People who graduate from college live
at least 5 years longer than people
who don't finish high school.

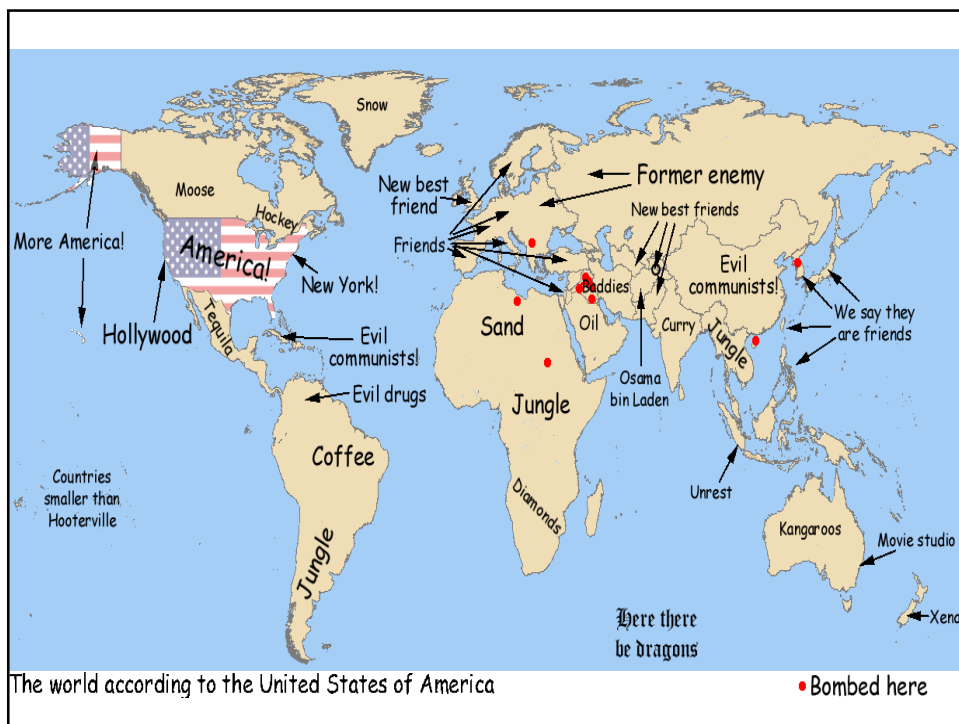
The **NATION'S HEALTH**
A PUBLICATION OF THE AMERICAN PUBLIC HEALTH ASSOCIATION

www.thenationshealth.org/sdoh

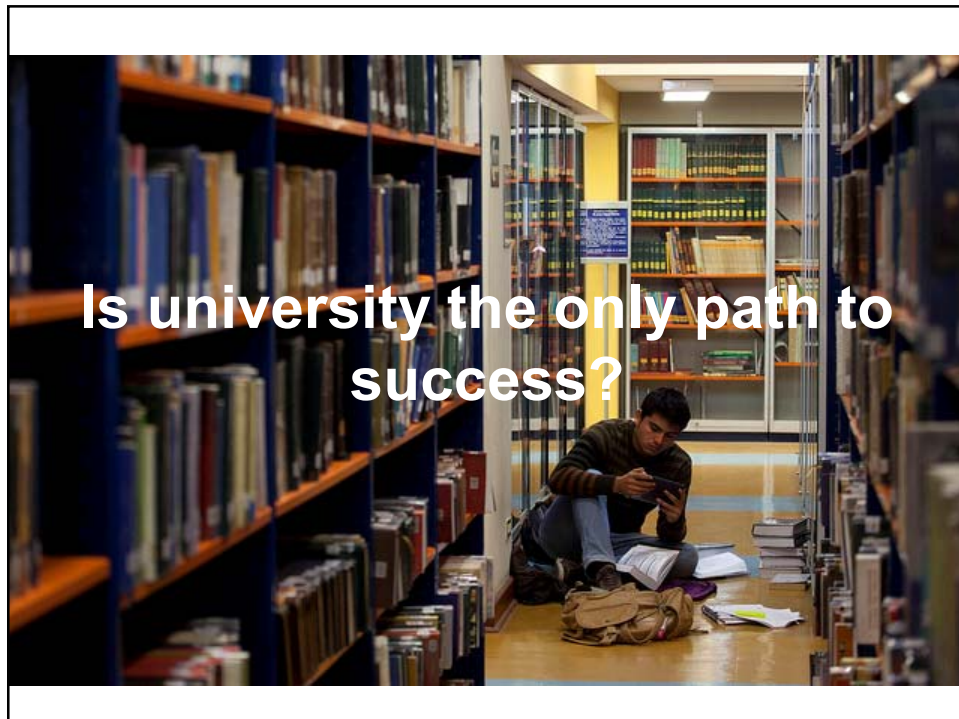
Higher education as the last place in the formal
education system to build tolerance and
“otherness” awareness

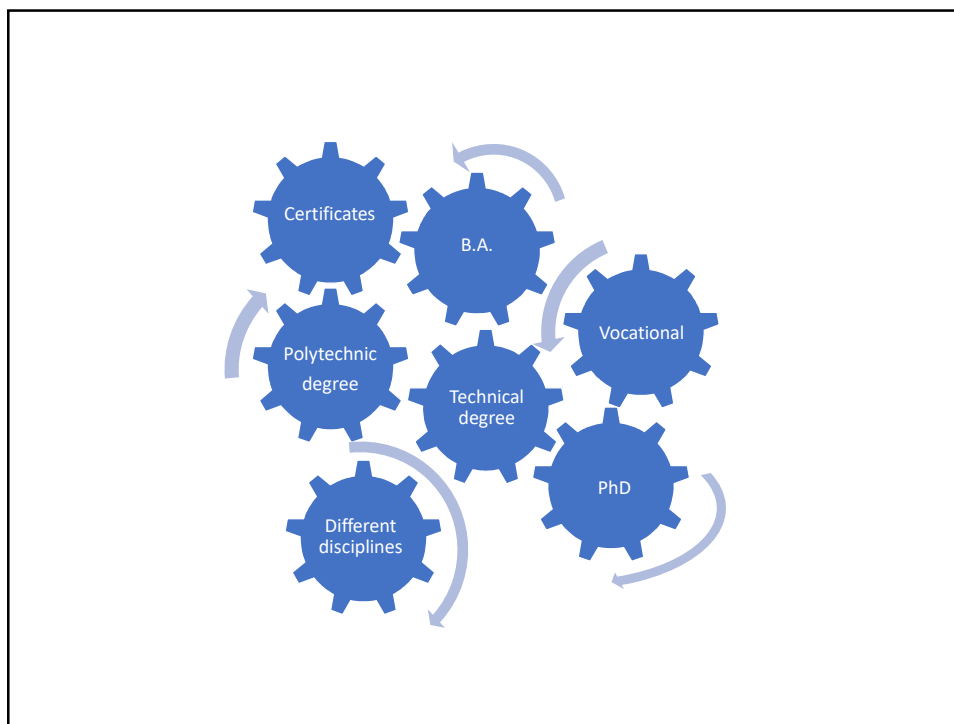


we aim to **develop** human
personality and personal
dignity, respect for **human**
rights and fundamental **freedoms**
and promoting **understanding**,
tolerance and **friendship**

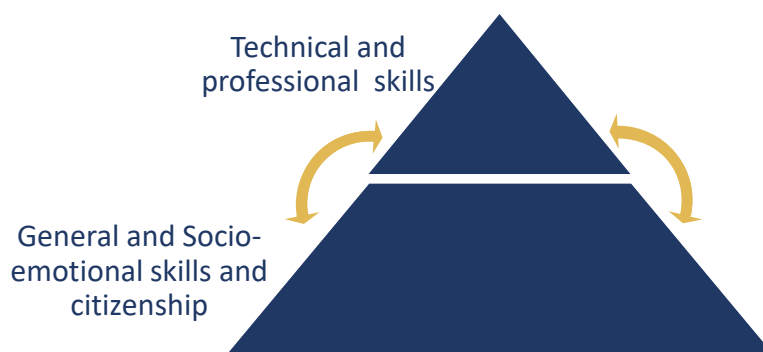


2 Flexibility





How do we build these skills? A shift needed



Ideal timing for the development of skills

	0-5	6-11	12-18	19-29	30+
Problem solving		X	X		
Persistence	X	X			
Motivation		X		X	
Self-control	X	X	X		
Team-work	X	X			
Initiative	X	X	X	X	
Confidence		X	X	X	
Ethics		X	X		

Source: Guerra and Modecki (2015), *Social-Emotional Skills Development Across the Life Span: PRACTICE*, The World Bank

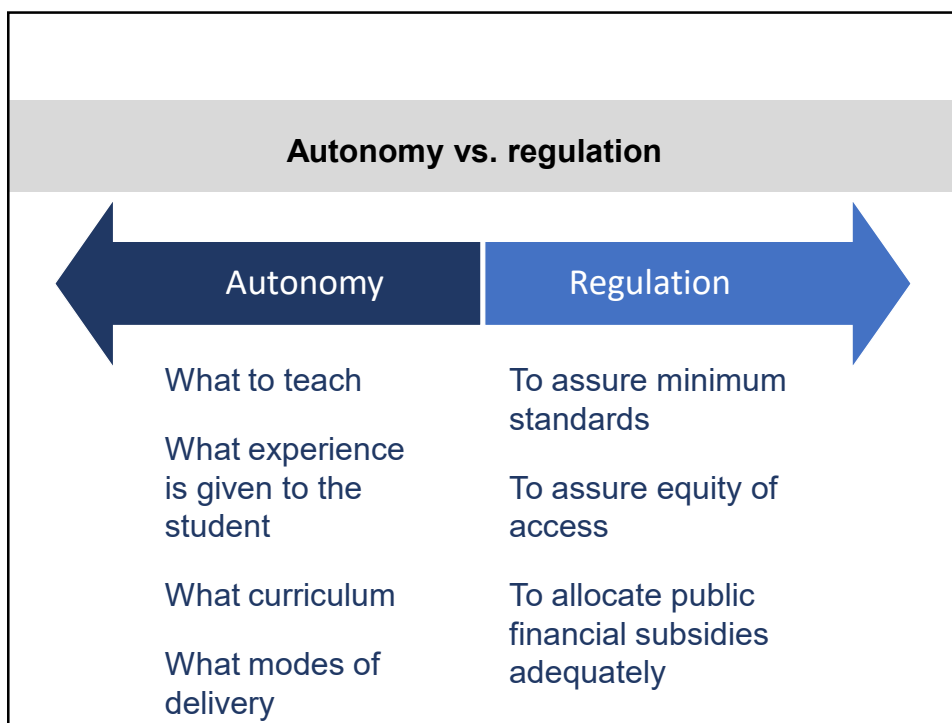
Transformation of the academic curriculum in higher education

CURRICULUM INNOVATION	General global trends	Current status
Recognition of previous learning	Increased acceptance. NQF	Incipient / daunting
Flexibility in academic subjects	General Education	Absent in general
Easier transition pathways between levels and institutions	Articulation arrangements	Very limited
Competency-based portfolio	NQF	Absent
Blended teaching-learning	MOOCs	Incipient
Experiential & service learning	Co-Op programs	In some cases
Internationalization	+ 2 nd language and increased student mobility + Internationalization "at home"	Still marginal
Academic workload	Significant "compression"	Excessive academic workload

The case of Malaysia

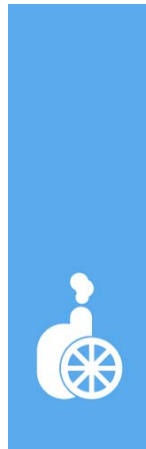


3 Governance



4 Innovation

Is higher education being affected by the ramifications of the IR 4.0?



1784-1840

Who told us that the educational institutions shouldn't and can't change?

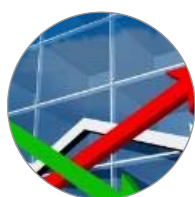


4th Industrial Revolution (IR 4.0): What are we talking about?

A stage in the development of knowledge in which the lines between the physical, digital and biological spheres are being blurred.



Potential consequences



A version at industrial scale could add US\$14,2 billion to the world economy in the next 15 years



It could eliminate 5 million Jobs in the 15 most industrialized countries

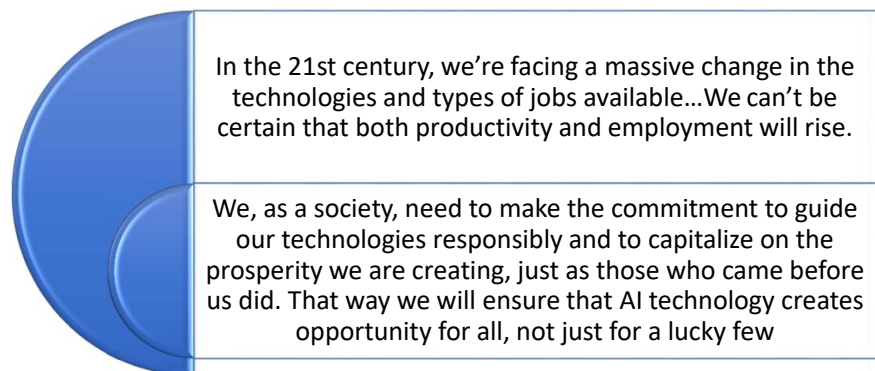


It has the potential to increase global income and to improve quality of life of entire populations, but the transformation process only will benefit those able to innovate and adapt.



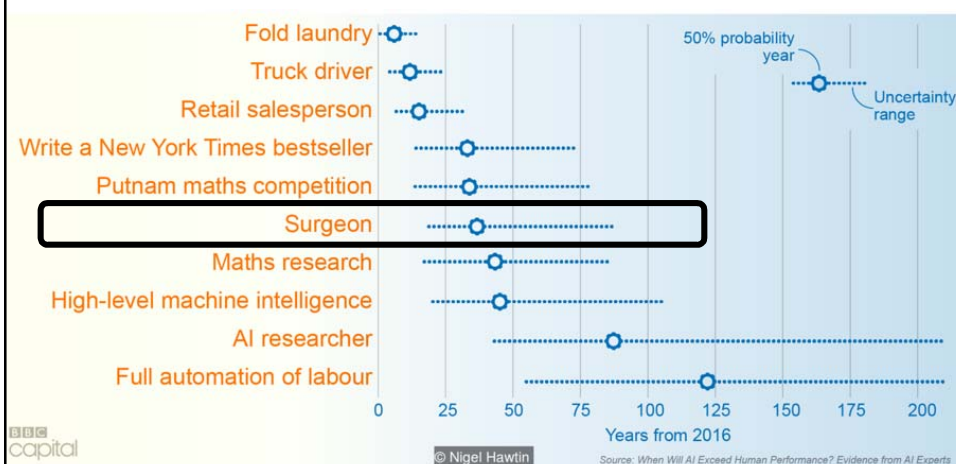
It may increase inequality, and it may cause a variety of geopolitical challenges.

Our responsibility in HE



Stephane Kasriel

How many years until a machine can do our job better than us?





A possible future? Reality or science fiction?

Science fiction or reality?

AMRITA

**ONE OF OUR FAVOURITE EMPLOYEES
ISN'T EVEN HUMAN**

THE DA VINCI SURGICAL ROBOT AT AMRITA HOSPITAL HAS COMPLETED OVER 780 SURGERIES IN MULTIPLE SPECIALTIES IN JUST 2 YEARS

NEUROSURGERY	GYNAEC/OB/GYN	UROLOGY	GI SURGERY	HEAD & NECK SURGERY	CYTS
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AMRITA INSTITUTE OF MEDICAL SCIENCES
Exceptional Technology. Compassionate Care.

Edappally, Kochi-682041 India
www.amritahospital.org

For appointments, call: 9947747069

da Vinci Xi

The Da Vinci Surgical Robot at Amrita Hospital has completed over 780 surgeries in multiple specialties in just 2 years

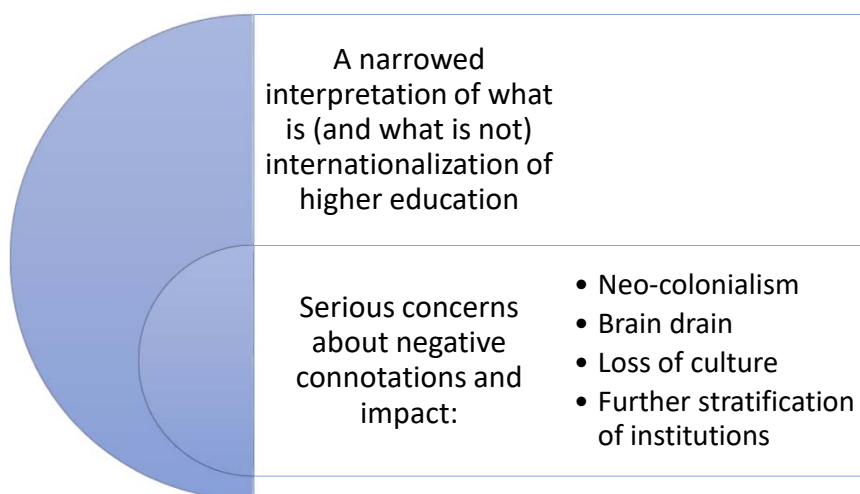
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Internationalization

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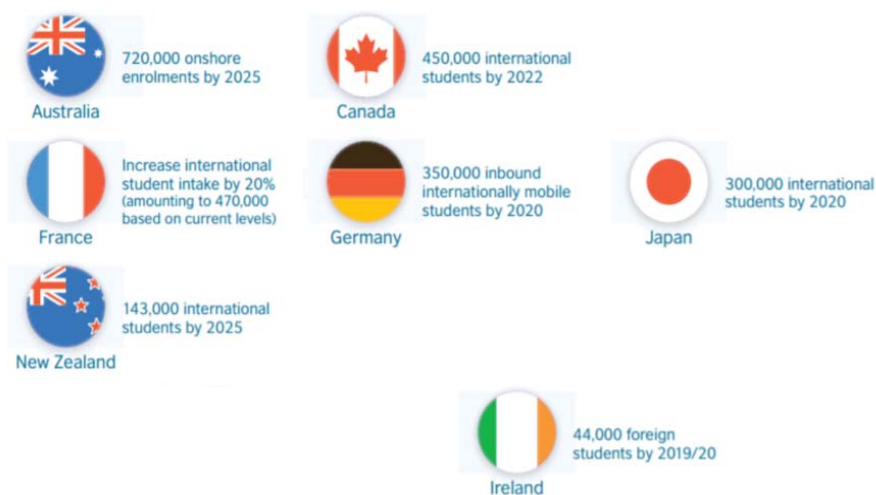
Some hints



Some typical misinterpretations



A furious competition for talent



Source: British Council

New comers

STUDY IN INDIA

Home Why India Plan Your Studies Fee Waivers and Concessions Plan Your Stay Events

INDIA'S TOP 100 COLLEGES OFFER

19000+ SEATS ACROSS
2500+ COURSES, WITH MORE THAN
9500 SEATS HAVING A FEE WAIVER.

HURRY!

[REGISTER NOW](#)

Community 6 Engagement (Global and local)



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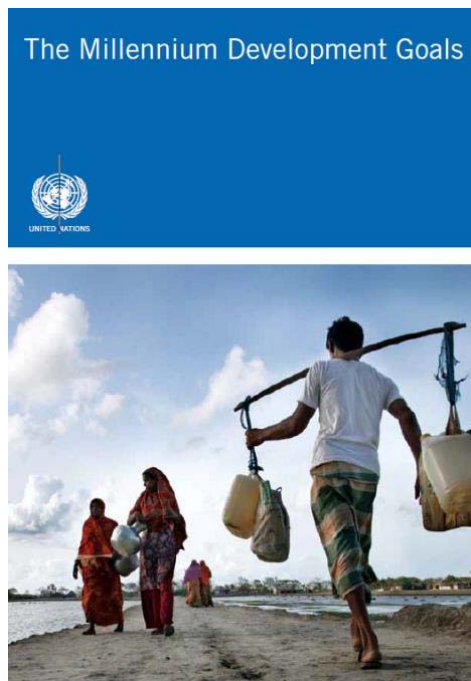
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Too good to be true?



A mixed picture

Any lesson for
SDGs?

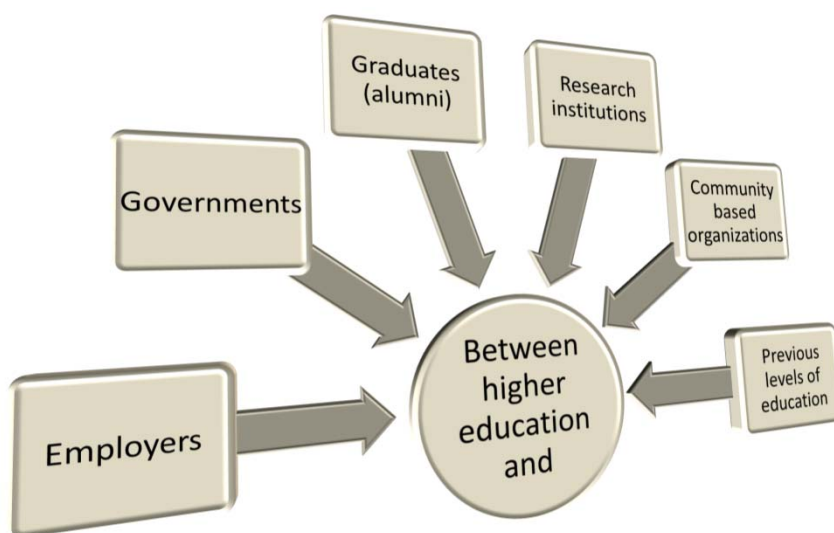


The turbulent, dismaying and
contradictory current (and future)
global geo-political scenario



A wake-up call

Disconnects in Higher Education



Other Disconnects



Community at large...

*...skeptical, unconvinced,
exigent and impatient.*



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*Towards globally-minded and
internationally abled, but
locally-engaged citizens*



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*But also higher education
institutions as role model local
and global “corporate citizens”*



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A fundamental question

- HEIs located IN regions but what contribution does their teaching-research and international engagement make to the integral development OF the region?
- What is the role of HEIs as citizens of their respective communities?
- Most of the time, we really don't know



A key challenge:

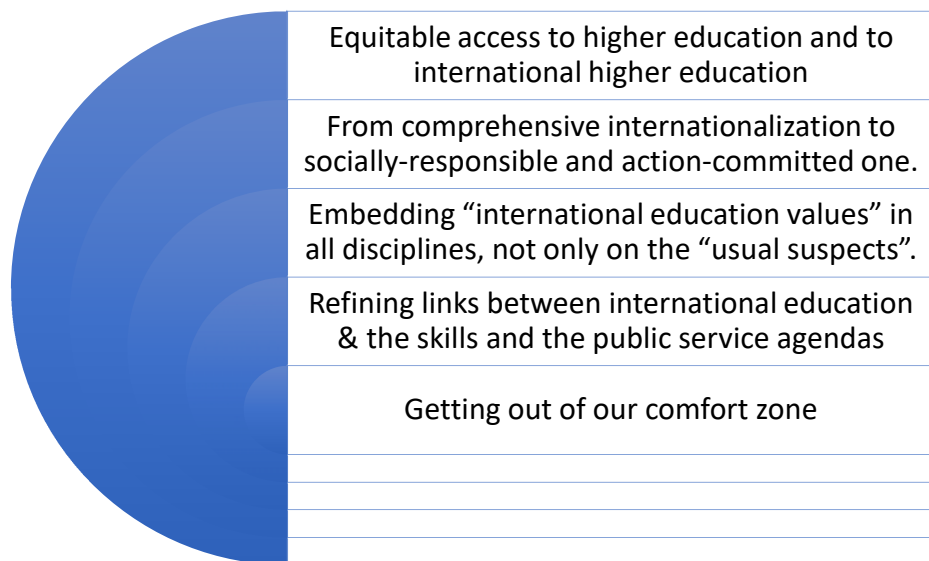
The more international a university
aspires to be, the higher risk of
detaching from the local
engagement



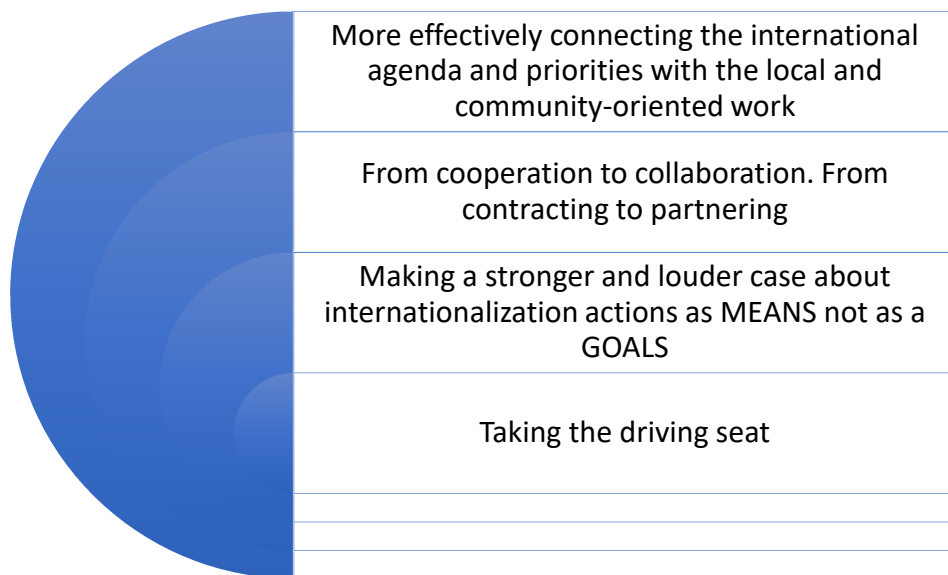
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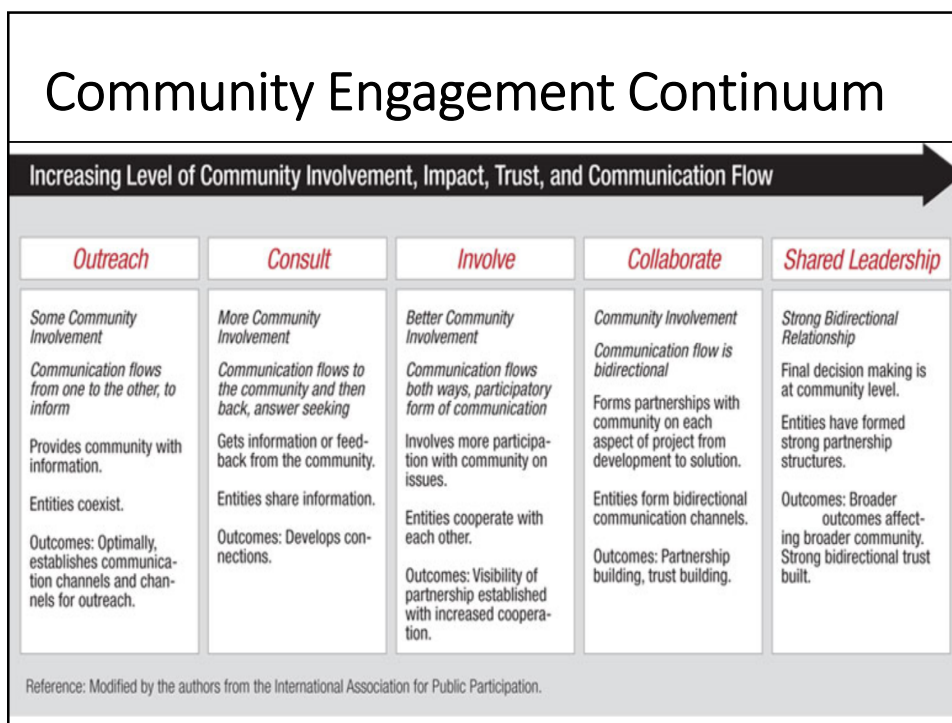
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Some concrete areas for action I



Some concrete areas for action II





Governments must act..

...But national level changes
are not sufficient...

... Higher Education Institutions
need to embrace the change
themselves.



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The art of ambiguity

Continuing doing the
same, but waiting
different results



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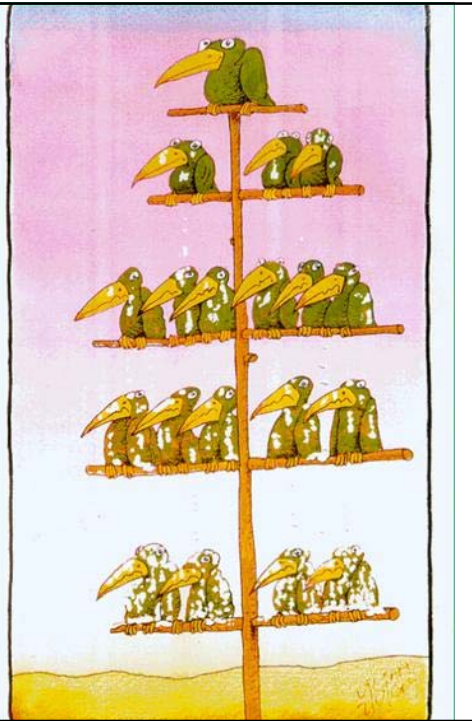
The blame game



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Who is
responsible?

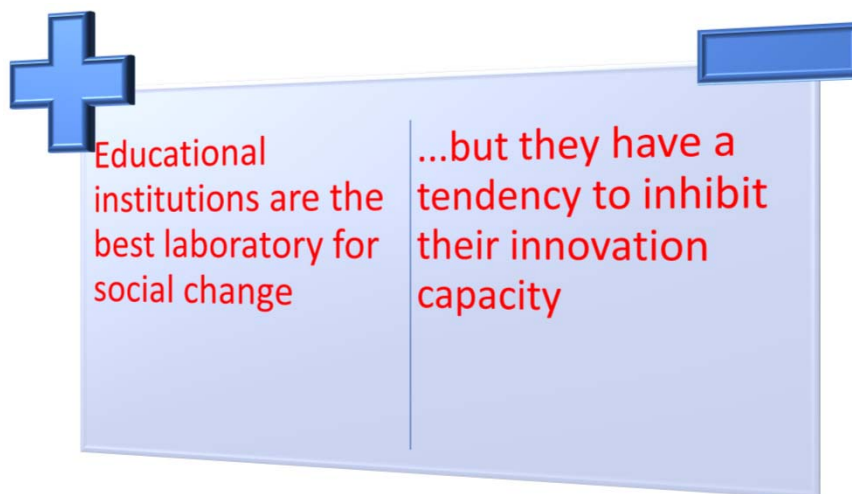


The Italian University in 1350



...and today's universities

A paradox



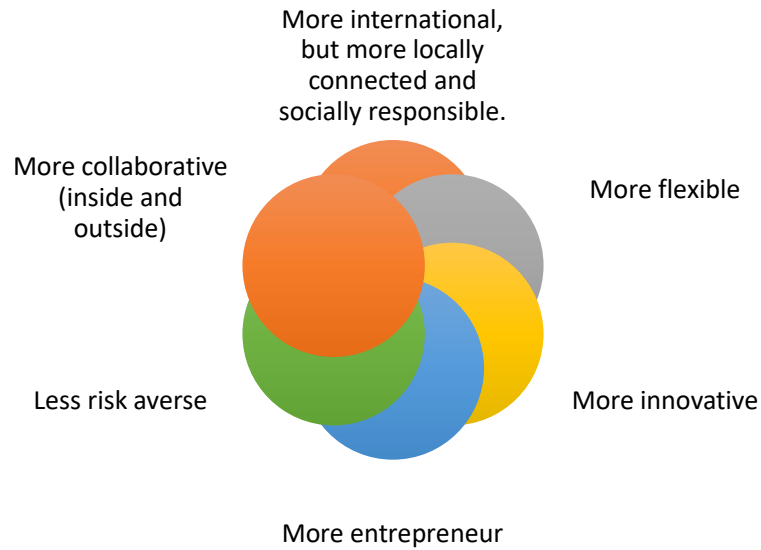
Are universities just reacting, emulating or they are proactively engaged in fostering change?



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Some Elements for HEIs

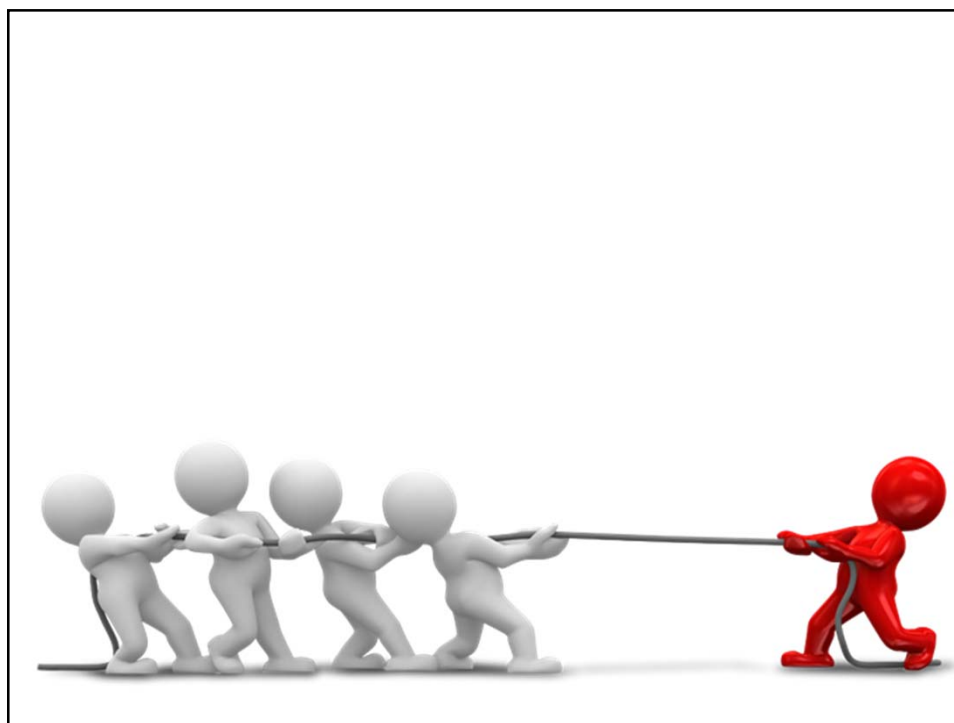
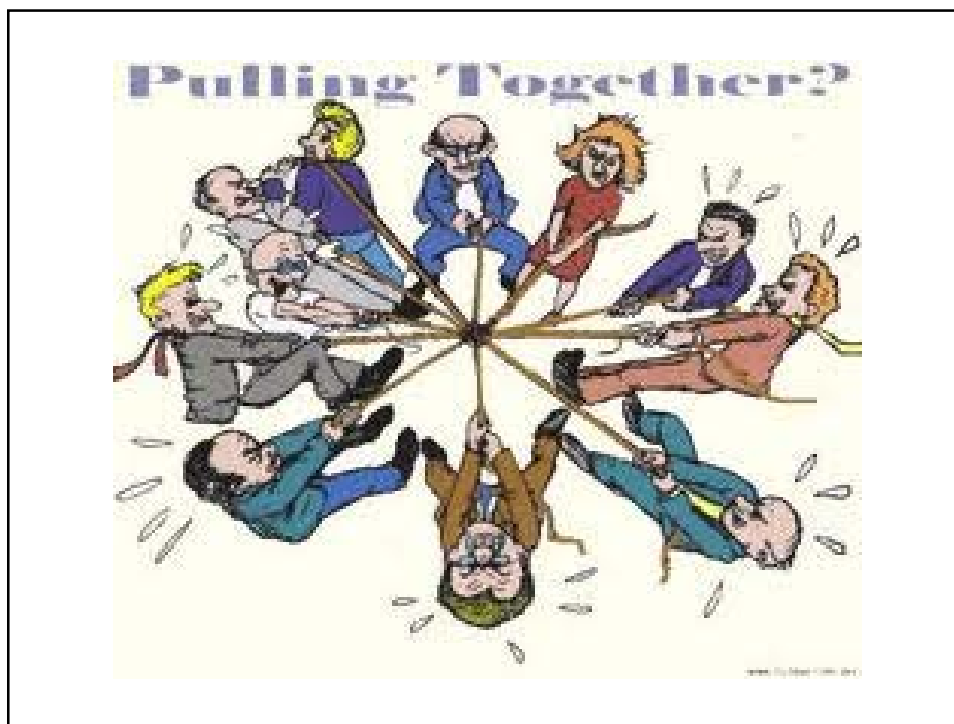


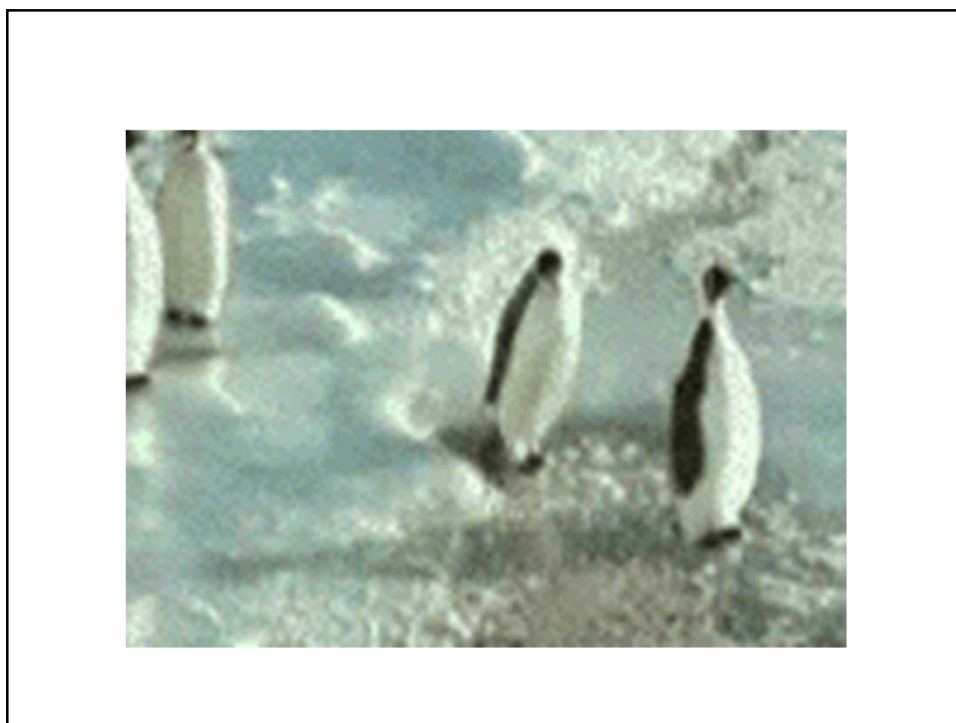
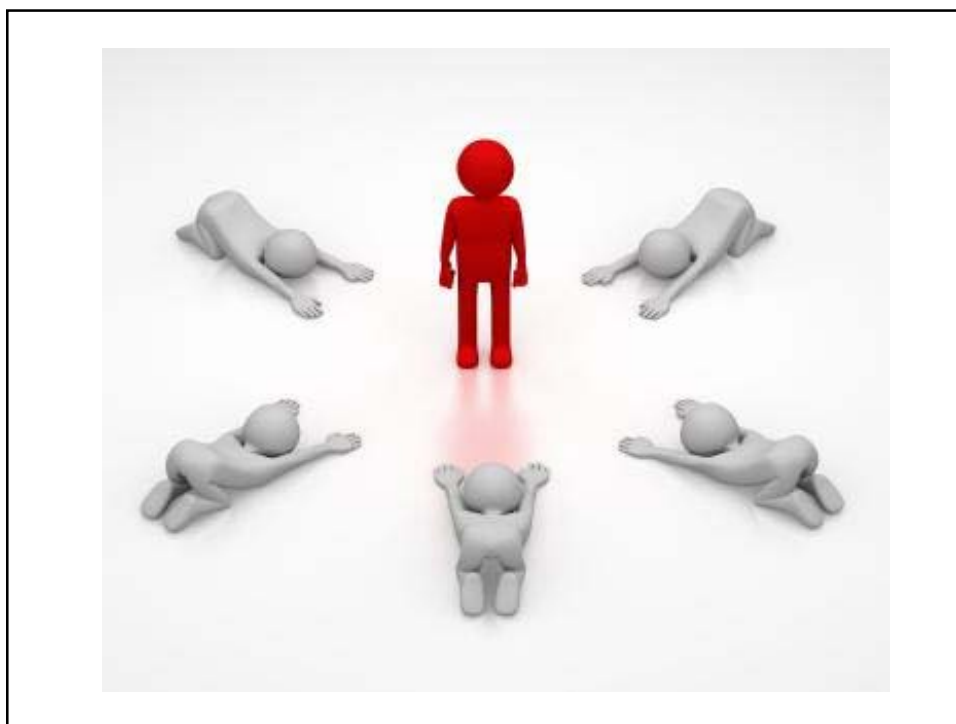
What Type of Engagement?



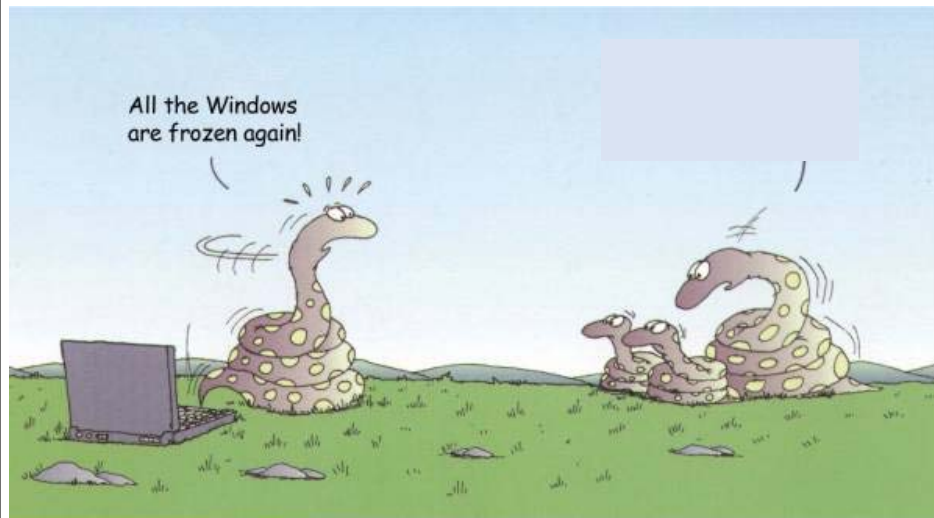
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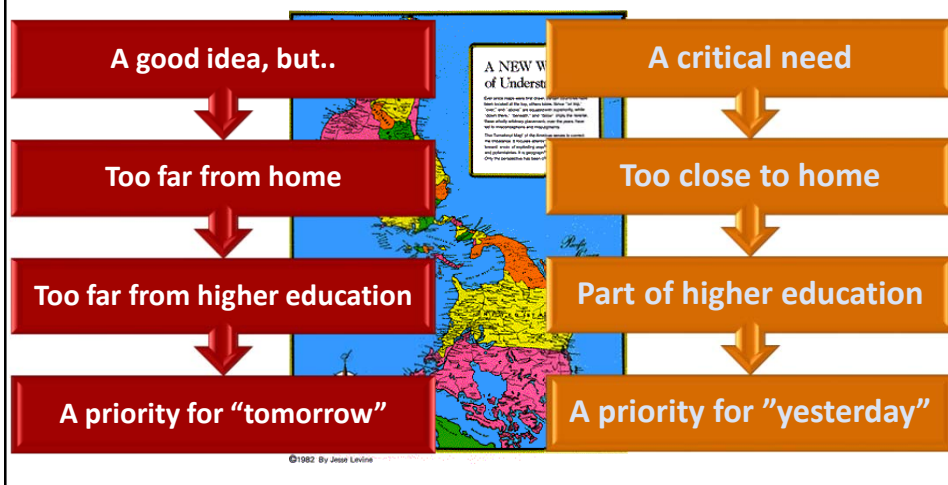




Golden key: Everybody's contribution could make a big difference



Changing the paradigm



A unique momentum...



“ The trouble with our times is that
the future is not what it used to be ”

Paul Valéry



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