

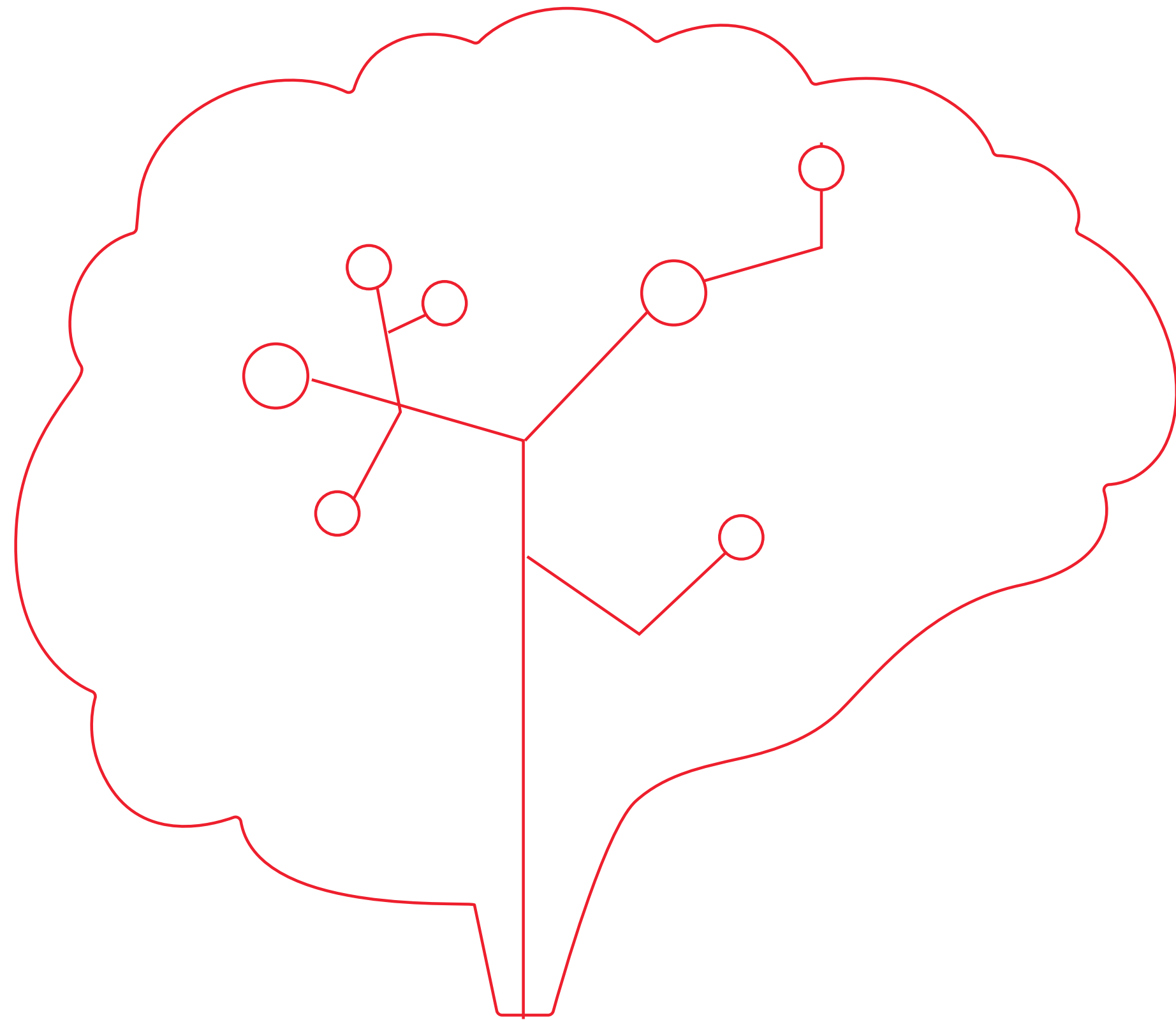
OPEN  
CAMPUS

THE  
NEW  
SCHOOL

THE FUTURIST'S GUIDE TO  
WORKFORCE  
PREPAREDNESS

Design-savvy professionals  
will prosper in the future





Currently we're at the forefront of what will one day be known as the

# FOURTH

## INDUSTRIAL REVOLUTION.

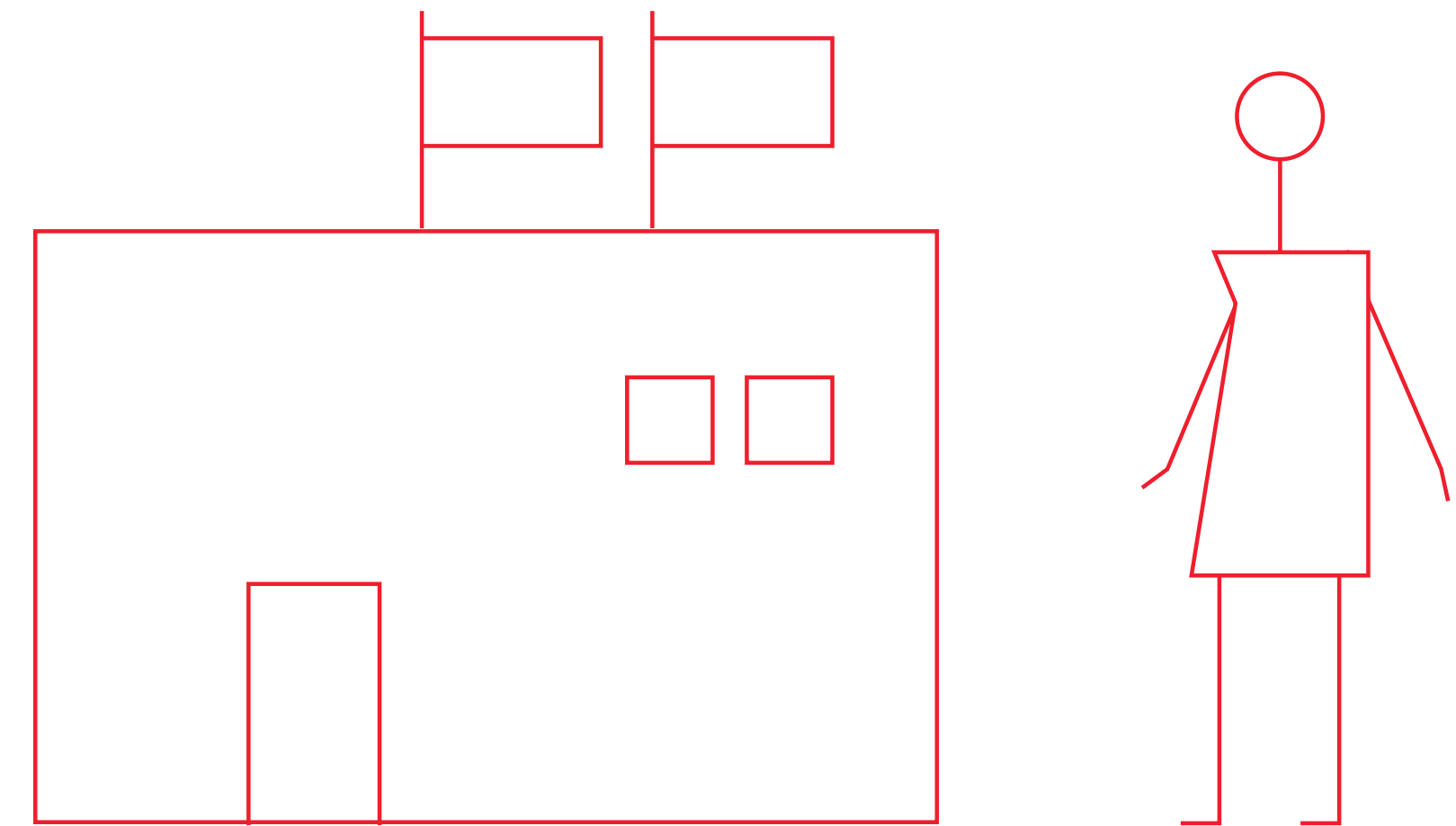
This revolution is being brought on by several advances in science and technology, including developments in **genetics**, **artificial intelligence**, **robotics**, **nanotechnology**, **3D printing**, and **biotechnology**. All are building on top of and amplifying one another.

This movement holds great promise for a far more technologically advanced tomorrow. Patterns of consumption, production and employment will create major challenges and opportunities — thus requiring proactive adaptation by **educational institutions**, **corporations**, **governments**, and, of course, **individuals**.

# EVOLVING WITH THE TIMES

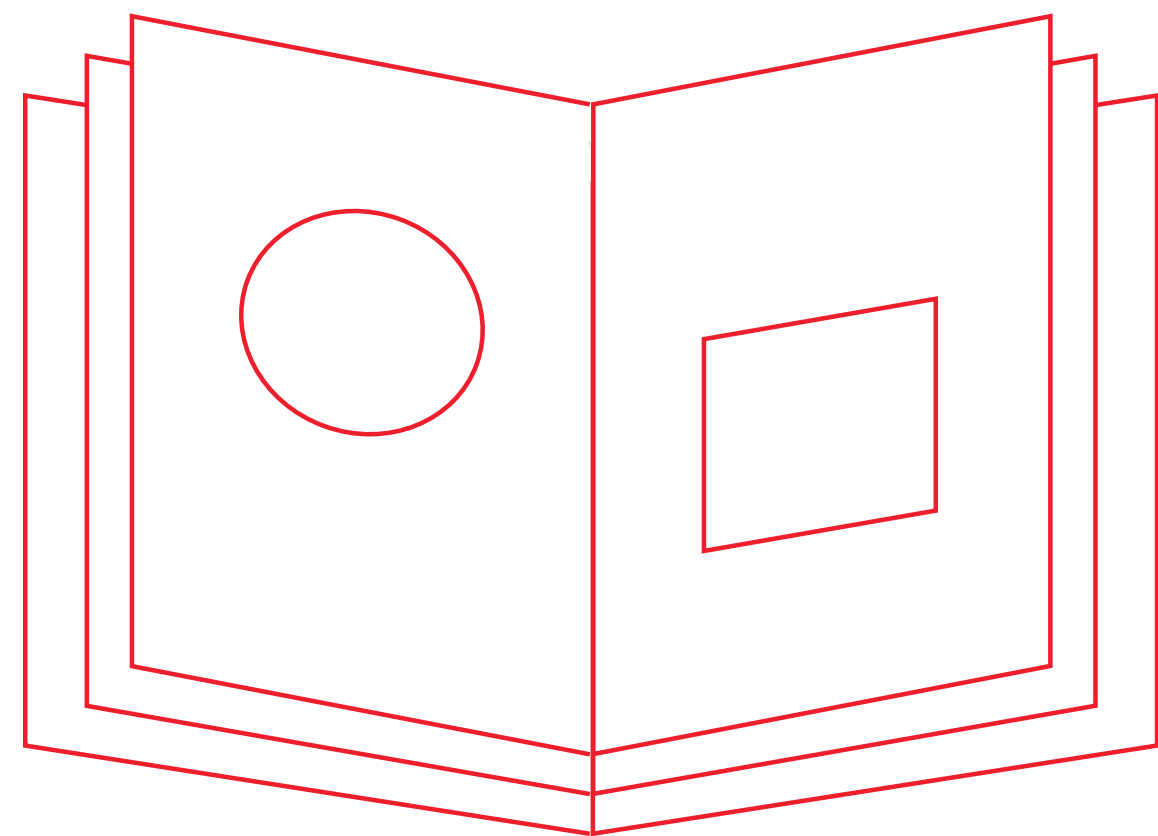
TO PREVENT A WORST-CASE SCENARIO—TECHNOLOGICAL TRANSFORMATION ACCOMPANIED BY TALENT SHORTAGES, MASS UNEMPLOYMENT AND GROWING INEQUALITY—THE “RESKILLING AND UPSKILLING” OF TODAY’S WORKFORCE IS MANDATORY TO ENSURE INNOVATION TOMORROW.

To prevent a worst-case scenario — technological transformation accompanied by talent shortages, mass unemployment, and growing inequality — today’s workforce must be “reskilled” and “upskilled” to inform tomorrow’s. The current technological revolution need not become a race between humans and machines, rather it can be an opportunity for work to become a new and improved channel through which teams and organizations can explore, recognize, and fulfill their full potential.

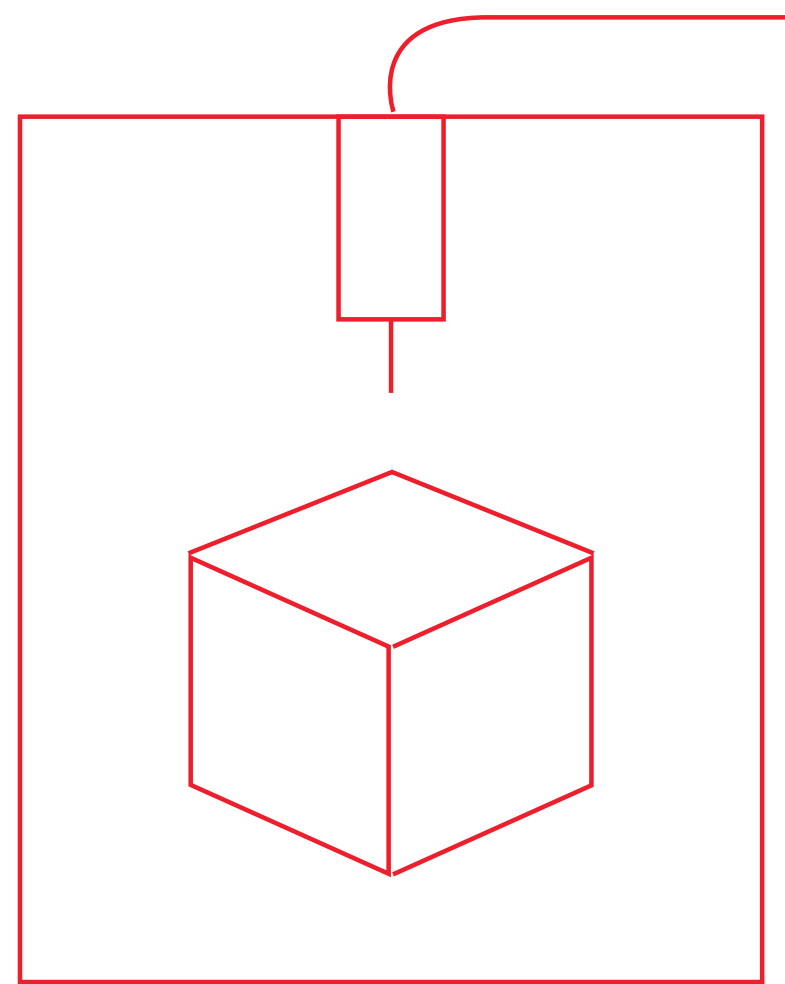


# EDUCATION THAT ENCOMASSES ACADEMIC ACHIEVEMENT AND CAREER READINESS

One of the hallmarks of successful leadership in this new era is recognizing that the value derived from human capital is as important, if not more important than, that gained from business strategies and financial resources. Education reform can be the means to meet the demands of the future workplace. In a rapidly evolving landscape, soft and applied qualities and skills such as **creativity, collaboration, communication**, leadership and global cultural awareness will be essential for relevance, growth, and success.



# PREPARING TOMORROW'S WORKFORCE: THE SOLUTION



While strides are being made to prepare tomorrow's workforce for advancement, many young professionals still enter the workforce ill-prepared to successfully contribute to and thrive in an increasingly complex knowledge-and technology-based global economy.

## THE SOLUTION?

Educators, public officials, not-for-profit and for-profit business leaders need the next generation of workers to be characterized by talent, innovation, and adaptability. By connecting employees with the education and resources needed to succeed in a rapidly evolving economy, the business community can facilitate learning in the *right* fields at the *right* time. Programs like The New School's Open Campus offer open enrollment and custom solutions alike, through one-off courses, certificates, custom executive programs or more in-depth degrees, to create pathways for young people to develop skills and gain relevant work experiences which are needed today and in the future.

# EDUCATING FOR TOMORROW

We can do more to prepare young and even seasoned professionals for the future. Leaders across all markets need to take a more active role in developing future workers. We must be advocates for change and lead the way by:

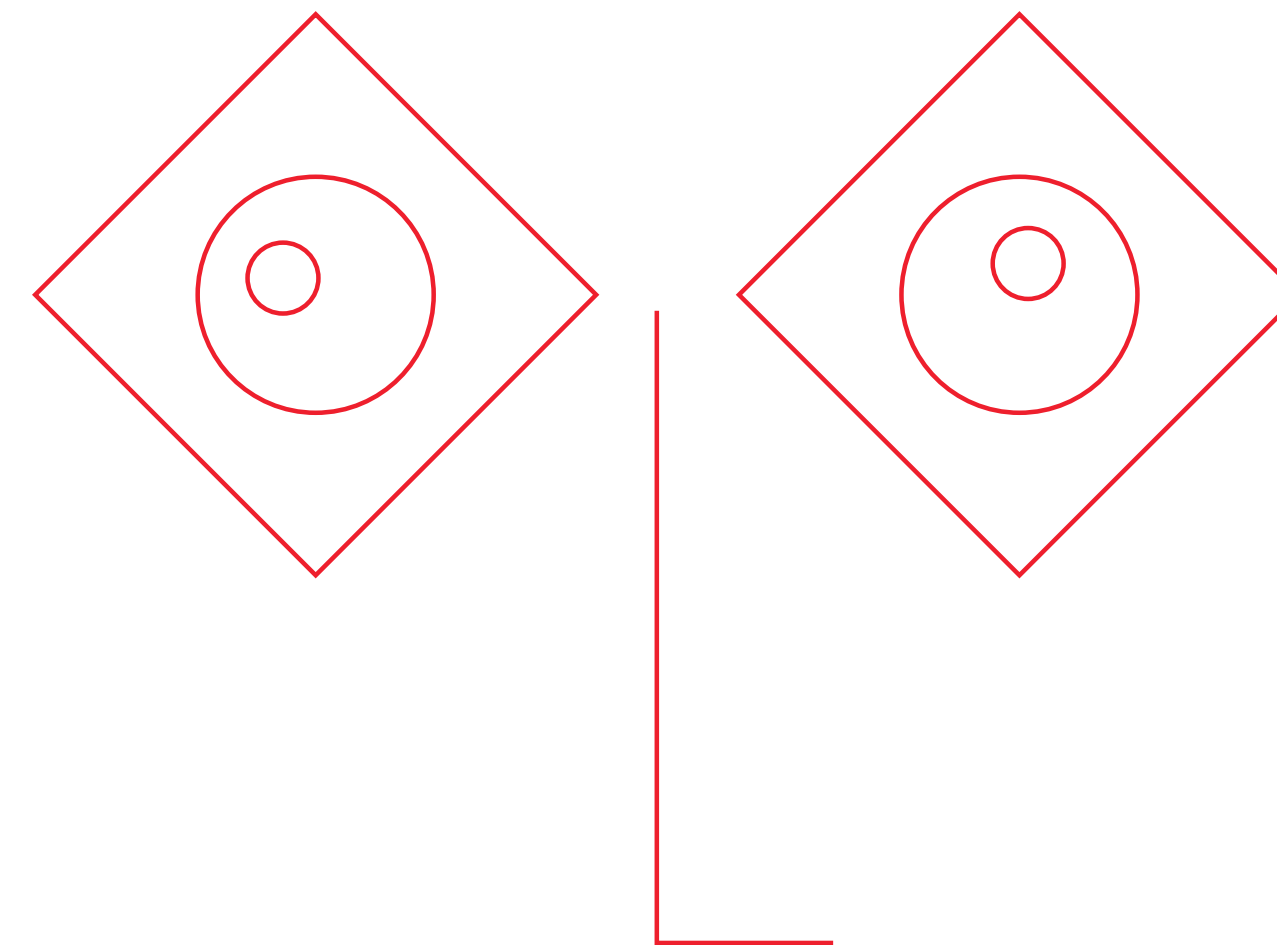
- Evolving with the currents of change instead of against them
- Developing workforce strategies that outline the types of jobs, skills, and knowledge needed
- Creating opportunities for professionals to gain new skills and experience, such as continuing education
- Offering a design-centric education to professionals and executives who want or need it
- Investing in national and local educational programs to help position young people for lifelong success



# THE ANSWER IS THROUGH DESIGN

Design provides the ultimate framework within which to develop the qualities and skills leaders and innovators need such as empathy, collaboration, prototyping, persistence through failure, seeing things from a variety of perspectives, and becoming comfortable with ambiguity. Design, in particular human-centered design, is a highly useful framework for learning and problem solving.

A disruptive force in design-centered, cross-disciplinary education, The New School's Open Campus in New York City is the only comprehensive university with an internationally recognized design school, **Parsons School of Design**, at its heart. The New School's unique mix of specialties and perspectives sets us apart and has helped us lead in preparing professionals for the workplace of tomorrow.



# OPEN CAMPUS AT THE NEW SCHOOL

If you're ready to act on or learn more about The New School's thought leadership in innovating corporate cultures, products and services, and career paths for the new economy, contact us.

**OPEN CAMPUS**  
opencampus.newschool.edu  
opencampus@newschool.edu  
#OpenCampusNetwork

Open Campus offers a variety of programs to choose from:

## **Noncredit Certificate Programs**

- Design Leadership for Business with Parsons
- Graphic and Digital Design with Parsons
- Fashion Design with Parsons
- Fashion Business (Online) with Parsons
- Healthier Materials and Sustainable Buildings with Parsons
- Interior Design and Architecture Studies with Parsons
- Fine Arts and Foundation Certificate with Parsons
- Digital Marketing
- Film Production
- Screenwriting

## **Executive Programs**

- Global Executive MS in Strategic Design and Management
- Custom programs