



Creating Solutions. Inspiring Action.

SUMMER MEMBER MEETING

Foundational Skills for
the Digital Economy

JUNE 27-28, 2018

**Georgetown University
Washington, D.C.**

AGENDA

JUNE 27, 2018

GEORGETOWN UNIVERSITY
WASHINGTON, D.C.



3:00 P.M.

Opening Program Foundational Skills for the Digital Economy *Copley Formal Lounge, Copley Hall*

Welcoming Remarks:

Robert Groves, provost and executive vice president, Georgetown University

Chair's Remarks:

Teresa Sullivan, president, University of Virginia; chair, Business-Higher Education Forum

Framing Remarks:

Brian Fitzgerald, CEO, Business-Higher Education Forum

Program Moderator:

Douglas Belkin, reporter, *Wall Street Journal*

Panel: Data on Digital Skills

Discussion of findings from recent research and publications

Panelists:

- **Jamie Merisotis**, president and CEO, Lumina Foundation
- **Matthew Sigelman**, CEO, Burning Glass Technologies

Panel: The Digital Needs of Business/CHROs

Panelists:

- **Joanna Daly**, vice president, Talent, IBM
- **Michael Fenlon**, chief people officer, PwC

Panel: Higher Education's Response

Panelists:

- **Kemi Jona**, associate dean for undergraduate programs, College of Professional Studies, and founding director, Lowell Institute School, Northeastern University
- **Phyllis King**, associate vice chancellor, Academic Affairs, University of Wisconsin, Milwaukee
- **David Leaser**, senior program executive, Innovation and Growth Initiatives, IBM

AGENDA

JUNE 27, 2018

GEORGETOWN UNIVERSITY
WASHINGTON, D.C.

- ▶ 5:30 P.M. **Break**
- ▶ 6:00 P.M. **BHEF 40th Anniversary Celebration**

Chair's Reception
Riggs Library, Healy Hall
- ▶ 7:00 P.M. **Dinner Honoring BHEF Chairs *Emeriti***
Riggs Library, Healy Hall
- ▶ 7:05 P.M. Welcoming Remarks:
John DeGioia, president, Georgetown University
- ▶ 7:10 P.M. Chair's Remarks:
Teresa Sullivan, president, University of Virginia; chair, Business-Higher Education Forum
- ▶ 8:25 P.M. Chairs *Emeriti* Recognition:
Brian Fitzgerald, CEO, Business-Higher Education Forum

AGENDA

JUNE 28, 2018

GEORGETOWN UNIVERSITY
WASHINGTON, D.C.

▶ 7:40 A.M. **Breakfast**
Georgetown University Conference Center Ballroom

▶ 8:25 A.M. **Business Meeting**
Georgetown University Conference Center Ballroom

▶ 9:10 A.M. **Transition to Fisher Colloquium**

▶ 9:20 A.M. **Welcome**
Fisher Colloquium, Rafik B. Hariri Building

Welcoming Remarks:

Robert Groves, provost and executive vice president, Georgetown University

Framing Remarks:

Teresa Sullivan, president, University of Virginia; chair, Business-Higher Education Forum

▶ 9:30 A.M. **Plenary Session I: BHEF-Business Roundtable Workforce Partnership Initiative**
Fisher Colloquium, Rafik B. Hariri Building

Moderator:

Brian Fitzgerald, CEO, Business-Higher Education Forum

Discussants:

Dane Linn, vice president, Business Roundtable

Denise Peppard, corporate vice president and chief human resource officer, Northrop Grumman Corporation

▶ 10:30 A.M. **Break**

▶ 10:40 A.M. **Learning Session: Promoting and Assessing Foundational Digital Skills**
Fisher Colloquium, Rafik B. Hariri Building

Moderator:

Michael King, vice president and general manager, Global Education Industry, IBM

Discussants:

Michael Fenlon, chief people officer, PwC

Simmy Ziv-el, vice president, Product Line Management & Business Development, ACT

AGENDA

JUNE 28, 2018

GEORGETOWN UNIVERSITY
WASHINGTON, D.C.

- ▶ 11:40 A.M. **Plenary Session II: Georgetown Global Cities Initiative**
Fisher Colloquium, Rafik B. Hariri Building

Moderator:
Teresa Sullivan, president, University of Virginia; chair, Business-Higher Education Forum

Discussants:
Uwe Brandes, associate dean and executive director, Urban and Regional Planning Program, Georgetown University
Rebecca Katz, associate professor and director, Center for Global Health Science and Security, Georgetown University
- ▶ 12:30 P.M. **Closing Remarks**
Fisher Colloquium, Rafik B. Hariri Building

Brian Fitzgerald, CEO, Business-Higher Education Forum
- ▶ 12:45 P.M. **Lunch**
Georgetown University Conference Center Ballroom
- ▶ 2:00 P.M. **Adjourn**

Welcome to the Business-Higher Education Forum's Summer 2018 Member Meeting and its 40th anniversary celebration. This meeting will focus on *Foundational Skills for the Digital Economy*. As digital knowledge and skills become essential to daily operations, organizations of all types are refining their talent models to keep up with skill demand. BHEF's success in creating regional talent ecosystems has provided a wealth of knowledge for companies to succeed in the emerging digital talent landscape.

We will begin on Wednesday with new market intelligence—underwritten by BHEF Member Anita Zucker—from Burning Glass Technologies that documents how the digital economy is transforming the skills professionals need in their daily work managing operations and programs in business, government, and nonprofits. Experts from industry and higher education will break down key findings and discuss implications for their talent development and acquisition strategies.

Thursday begins with a plenary session and the formal announcement of BHEF's partnership with the Business Roundtable. The BHEF-Business Roundtable Workforce Partnership Initiative, created under the direction of BHEF Member and Business Roundtable Education and Workforce Chair Wes Bush and JPMorgan Chase Chairman and CEO and Business Roundtable Chair Jamie Dimon, will promote partnership among member and affiliated companies of both organizations with higher education institutions. Together, these organizations will adopt proven BHEF strategies—most recently exhibited through the Boeing-Washington University partnership—to build eight regional talent ecosystems across the country. Representatives from Business Roundtable, Northrop Grumman Corporation, and JPMorgan Chase will share their insights on the need for the initiative and how BHEF's thought leadership was a catalyst for these collaborations.

Our learning session will continue our focus on digital skills and explore different models for assessing these skills in undergraduates and incumbent employees. Lastly, we will spotlight Georgetown University's Global Cities Initiative. Pulling from the institution's remarkable reach and resources, the effort brings together more than 60 faculty scholars and practitioners to examine global themes such as social equity; the environment; urbanization; public health; and technology, data, and ethics.

The subsequent pages provide further background on each session. My staff and I hope you will dive in, discuss, and depart more engaged and positioned to participate in activities that reflect BHEF's value proposition: action-oriented peer relationships and insights, and transformative talent pathways that strengthen distinctive talent solutions.

Regards,



Brian K. Fitzgerald, Ed.D.
CEO, Business-Higher Education Forum

MEETING OVERVIEW



Foundational Skills for the Digital Economy

The diffusion of digital technologies to companies in non-technology sectors during the past two decades has changed many companies' business model and talent needs, particularly in sectors such as financial services and manufacturing. These businesses had to become increasingly digitally intensive organizations.

BHEF recognized this shift and, over the past decade, responded with a strategy for developing talent in high-demand, digital fields, such as cybersecurity, data science and analytics, and artificial intelligence. The BHEF Summer 2018 Member Meeting will highlight two important components driving the next phase of BHEF's strategy.

First, during the opening program, BHEF will highlight new market intelligence on foundational skills for the digital economy. In addition, BHEF will host a learning session with representatives from BHEF members ACT and PwC to discuss two approaches to assessing digital skills.

Second, BHEF and Business Roundtable will announce a strategic partnership and the launch of the Workforce Partnership Initiative, which will replicate BHEF's partnership and program development strategy in eight regions across the country. This partnership represents a key component of BHEF's strategy to scale its engagement model and increase its impact.

Opening Program Foundational Skills for the Digital Economy

The opening program will focus on how the digital economy is reshaping the skills that professionals need to succeed in high-performing business, government, and nonprofit settings. With generous funding from BHEF Member Anita Zucker, BHEF has commissioned a market intelligence analysis by Burning Glass Technologies that will provide a new understanding of the foundational digital-skill clusters that professionals should possess in the digital economy.

The findings from Burning Glass indicate a range of foundational skills for the digital economy, from general abilities—such as communication and critical thinking—to digital competencies and business-enabling skills, such as analyzing data or project management. These skills are highly coveted by employers—at least one of these foundational skills was requested in 11.9 million job openings in 2017—and developing these skills will help workers increase their career opportunities

and job mobility. However, few workers list more than a couple of foundational skill areas on their resumes and a significant pool of workers do not list any.

Building a workforce literate in these skills will be a critical to educators, who need to align training programs with job market realities, and employers, who compete with companies incorporating technology equally as rapidly.

Plenary Session I: BHEF-Business Roundtable Workforce Partnership Initiative

The BHEF-Business Roundtable Workforce Partnership Initiative was created under the leadership of Jamie Dimon, chairman and CEO of JPMorgan Chase and Business Roundtable chair, and Wes Bush, chairman and CEO of Northrop Grumman, BHEF board member, and Business Roundtable Education and Workforce Committee chair. The initiative will promote partnerships among Business Roundtable companies, community colleges, and universities, some of which are BHEF business and academic members, and will launch talent development projects in eight regions across the country. The majority of these projects will focus on digital skills and building regional talent ecosystems, similar to the Boeing-Washington University partnership. The opening plenary will feature representatives from Business Roundtable, Northrop Grumman, and JPMorgan Chase who will discuss the partnership and progress on launching the projects. This plenary is also an opportunity for BHEF members considering a workforce partnership to understand how BHEF can assist in building these talent ecosystems.

Learning Session: Promoting and Assessing Digital Skills

BHEF and Burning Glass' research cites a core set of foundational skills, exposing a need to develop new assessment tools for the digital economy. Companies undergoing their own internal digital transformation could benefit from a nuanced understanding of the skills their existing employees possess.

In this year's learning session, BHEF asked two member organizations to present on the future of digital assessments. PwC recently designed and deployed a digital assessment for all of its employees. This tool gave PwC a baseline understanding of its employees' digital skills, as well as potential gaps and opportunities training.

ACT is recognized as a national leader in college and career readiness. While millions of individuals take the ACT test each year, ACT also offers numerous other products. This includes the three WorkKeys® Assessments that can lead to the WorkKeys® National Career Readiness Certificate, which has been earned by over 4 million people and is recognized by over 20,000 employers.

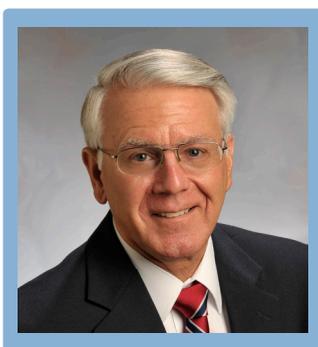
BHEF is in discussions with ACT around national digital skills assessments, which could offer employers and students a common platform for assessment, removing the need for them to entirely build something on their own. ACT Stack™ will leverage the expertise of the BHEF membership, ensuring that the assessment not only meets the needs of employers, but also would be able to keep pace with rapidly changing digital technologies. Powered by Aspiring Minds, one of the world's leading workforce assessment companies, ACT Stack™ could deliver an unparalleled digital skills certification platform to include assessments, certificates, badging, job profiling, and an employer skills exchange. ACT Stack™ will be deployed in post-secondary institutions, corporate environments, as well as in direct-to-consumer settings.

Plenary II: Georgetown Global Cities Initiative

The Georgetown Global Cities Initiative reaches across the entire university community to explore themes related to urbanization. Through this dialogue, Georgetown aims to align more than 60 faculty scholars and practitioners engaged in urban research who are not otherwise linked through their traditional academic disciplines. The initiative matches Georgetown's international research networks with its civic role as a leading anchor institution in Washington, D.C.

Professor Uwe Brandes will identify emerging faculty research and centers of thought leadership at Georgetown. Research themes include social equity, rapid urbanization, and city diplomacy; urban governance frameworks; social entrepreneurship; public health; technology, data, and ethics; and changing environmental resources.

NEW MEMBER BIOGRAPHY



WAYNE T. DAVIS

INTERIM CHANCELLOR,
UNIVERSITY OF TENNESSEE, KNOXVILLE

Wayne T. Davis became interim chancellor of the University of Tennessee, Knoxville, on May 7, 2018. In assuming leadership of the state's flagship university, Davis is responsible for guiding a campus with an annual budget of \$1.2 billion and an endowment of \$581 million; an enrollment of 28,000 students and a workforce of nearly 12,000 faculty, staff, and students; and a base of more than 250,000 alumni. UT has a Carnegie classification of doctoral university (highest research activity) and is a top 30 public research university with an annual economic impact of over \$4.3 billion systemwide. UT Knoxville alone has an economic impact on the state of \$1.6 billion and is responsible for generating 33,000 jobs.

Davis first came to UT as a graduate student in 1970 along with his wife, Sylvia. He earned his master's degree in environmental engineering and doctorate in civil engineering from the university in 1973 and 1975, respectively, and has held faculty and administrative roles at UT since. He served as assistant dean of the Graduate School from 1985 through 1988 and as its associate dean from 1988 through 1991.

He became interim dean of what is now the Tickle College of Engineering in 2008 before assuming the role permanently the following year. His time as dean saw massive growth in the college, including a near doubling of its student body, doctoral enrollment, and graduation rates; the addition of 42 new faculty positions and the hiring of 12 UT-Oak Ridge National Laboratory Governor's Chairs; construction of the Min H. Kao Electrical Engineering and Computer Science Building and the John D. Tickle Engineering Building; and an improvement in student quality, with incoming freshmen in the college now averaging a GPA of 4.05 and an ACT math score of 30.5.

Davis was named Macebearer, UT Knoxville's highest faculty honor, in 2003.

The US Environmental Protection Agency, Department of Energy, and Department of Transportation; the National Science Foundation; ORNL; and the American Society for Engineering Education have all recognized Davis for his service and accomplishments. He is a member of the Air and Waste Management Association, a fellow of the American Society of Engineering Education, and a board-certified member of the American Academy of Environmental Engineering and Science.