LEADING FACULTY IN CREATIVE CONFIDENCE
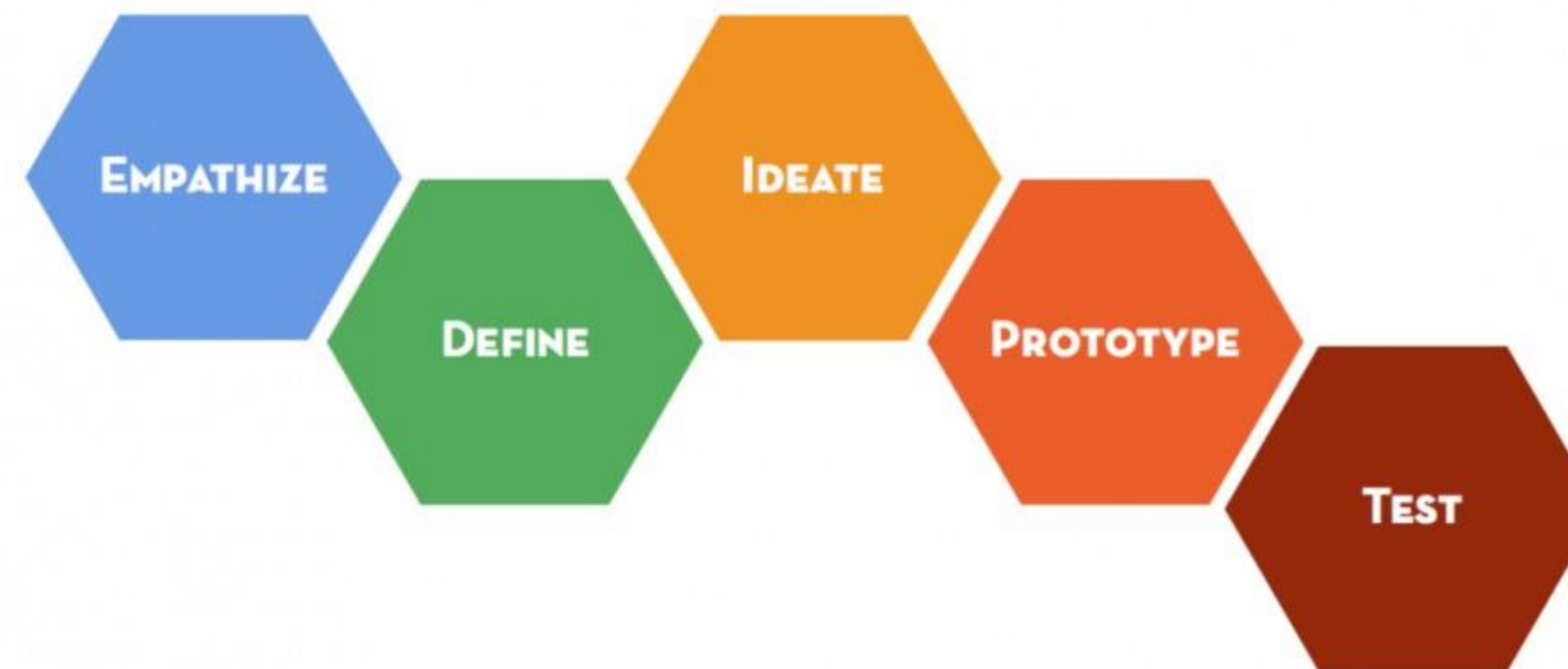
Author: Johnna Denning-Smith

What is Design Thinking?

"Design thinking is a proven and repeatable problem solving protocol that any business or profession can employ to achieve big results. Design thinking combines creative and critical thinking that allows information and ideas to be organized, decisions to be made, situations to be improved, and knowledge to be gained. It's a mindset focused on solutions and not the problem" (Ursrey, 2014).

EMPATHIZE DEFINE IDEATE PROTOTYPE TEST

The Process

- Empathize: Understanding the human needs involved to develop a meaningful grant application
- Define: Define and frame the right problem to create the right solution
- Ideate: Create the broadest range of possibilities in ideation sessions
- Prototype: Creating the rough draft
- Test: Everyone has the opportunity to submit feedback
- Iterate, Iterate, Iterate

Analysis & Emerging Themes

- Design thinking integrates multiple aspects of the organizational structure, thereby creating a holistic approach to decision making where students, faculty, business partners and the broader society benefit (Benson & Dresdow, 2014).

- Incorporating multiple experiences and points of view allows design thinkers to efficiently identify problems and possible solutions. Key to this process is the ability to generate, synthesize, and evaluate (Razzouk & Shute, 2012).

- The necessity of design thinking in higher education is reflected in the potential benefit to students through its incorporation into various subjects and its promotion of thinking skills for the future (Retna, 2016).

- Design thinking strategies in progressive companies are utilized to ensure continued profitability and improved customer service. Higher Education can adopt similar strategies to ensure responsiveness to individuals, the institution, and society as a whole (Hughey, 1997).

Results

- Design Thinking has been utilized in four grant application processes involving various fields.
  - Neuroscience
  - Mathematics
  - Environmental Management
  - Library Sciences
  - Art History
  - Global Institute
  - Academic Affairs
- 16 faculty, staff, administration, and students have participated in these processes.
- Response from participants has been overwhelmingly positive. The University is looking at a campus wide initiative to involve design-thinking in other processes. We are currently in the process of identifying training for faculty and students, curriculum initiatives, consulting services, and certificate design.

References

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