



America's Greatest History Attraction®



2012 WebWise Conference

TRADITION AND INNOVATION

Engaging 21st Century Learners

Institutional Vision to Practice

The Henry Ford & 21st Century Skills

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Mission

The Henry Ford provides unique educational experiences based on authentic objects, stories, and lives from America's traditions of ingenuity, resourcefulness, and innovation.

Our purpose is to inspire people to learn from these traditions to help shape a better future.

Vision

*The Henry Ford will be a nationally recognized destination and force for fueling the **spirit of American innovation and inspiring a 'can-do' culture.***



21st Century Skills: IMLS Model

LEARNING AND INNOVATION SKILLS

- Critical Thinking and Problem Solving
- Creativity and Innovation
- Communication and Collaboration
- Visual Literacy
- Scientific and Numerical Literacy
- Cross-Disciplinary Thinking
- Basic Literacy

INFORMATION, MEDIA, & TECHNOLOGY SKILLS

- Information Literacy
- Media Literacy
- Information, Communications & Technology (ICT) Literacy

LIFE AND CAREER SKILLS

- Flexibility and Adaptability
- Initiative and Self-Direction
- Social and Cross-Cultural Skills
- Productivity and Accountability
- Leadership and Responsibility

21ST CENTURY THEMES

- Global Awareness
- Financial, Economic, Business, & Entrepreneurial Literacy
- Civic Literacy
- Health Literacy
- Environmental Literacy

FIND RELEVANT CONNECTIONS



How We Will Realize The Vision

The Henry Ford will lead collaborative educational initiatives to strengthen 21st century skills

—creative problem-solving, cross-disciplinary thinking, self-direction, and civic and entrepreneurial literacy—

through formal and informal learning opportunities on site, off site and virtual, by co-creating new educational resources and products.

What are the **core** 21st Century Skills?

The '4Cs' proposed by

The Partnership for 21st Century Skills (P21)

*For students to succeed in college and careers, they must be able to **learn, apply and adapt** in all subjects.*

The indispensable 4Cs include:

- **Creativity and Innovation**
- **Critical Thinking and Problem Solving**
- **Communication**
- **Collaboration**

Find more by going to: www.21stcenturyskills.org

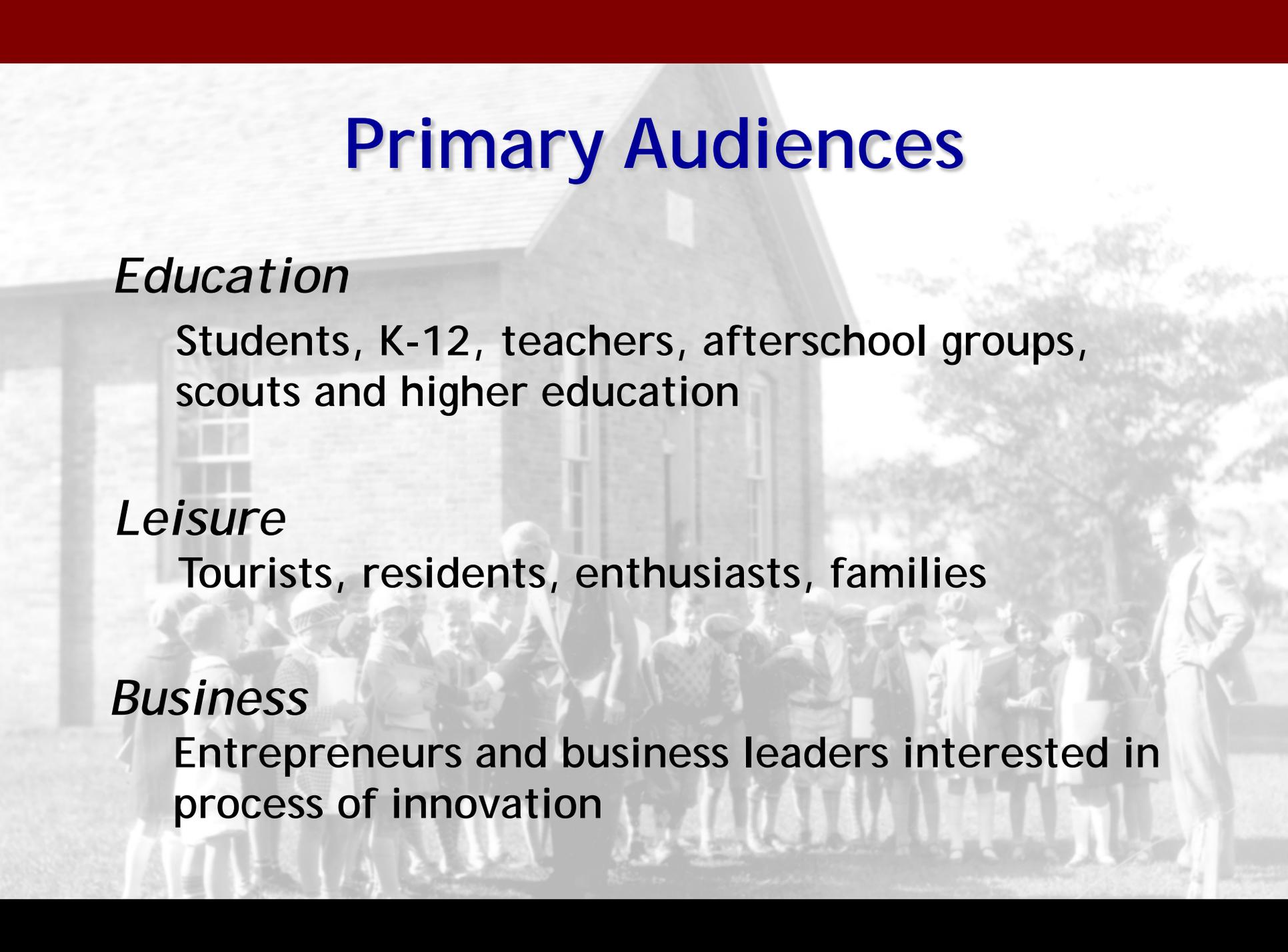
SCALE IT TO JUMP START!

The Need for 21st Century Skills in the United States

- The world is changing- $\frac{3}{4}$ jobs are now in the service sector compared to the industrial economy of the past.
- The 21st Century 'Service Economy' is driven by **Information, Technology and Innovation.**
- We are at a threshold of a 'tipping point' in public education in USA because **we have not retooled.** *We are not preparing our kids for college, careers and citizenship that is needed in the millennium.*

MEET TRUE NEEDS

Primary Audiences



Education

Students, K-12, teachers, afterschool groups, scouts and higher education

Leisure

Tourists, residents, enthusiasts, families

Business

Entrepreneurs and business leaders interested in process of innovation

Who needs the 21st Century Skills?

K-12 Students



Teachers and Employees



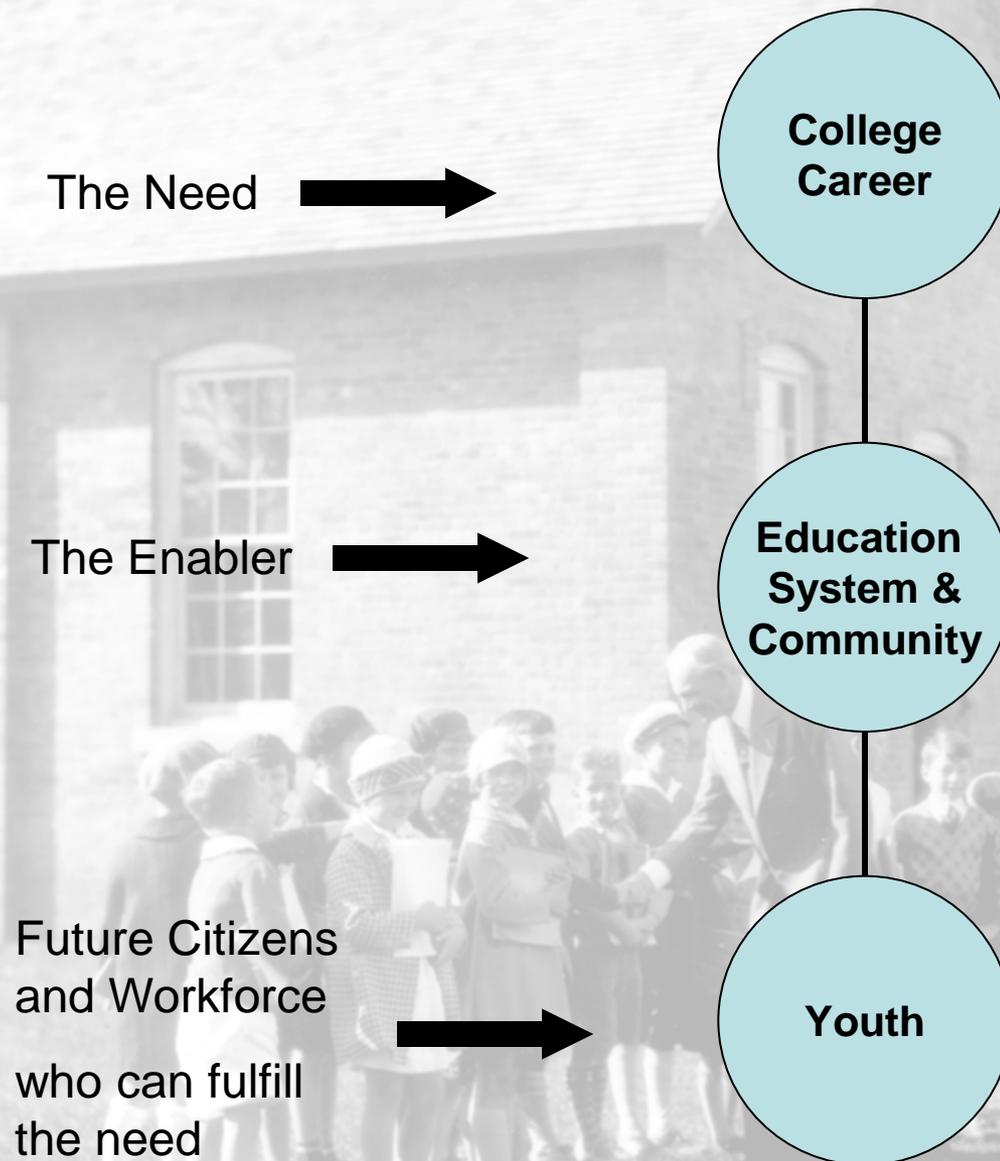
Future Citizens and Workforce

Today's Citizens and Workforce

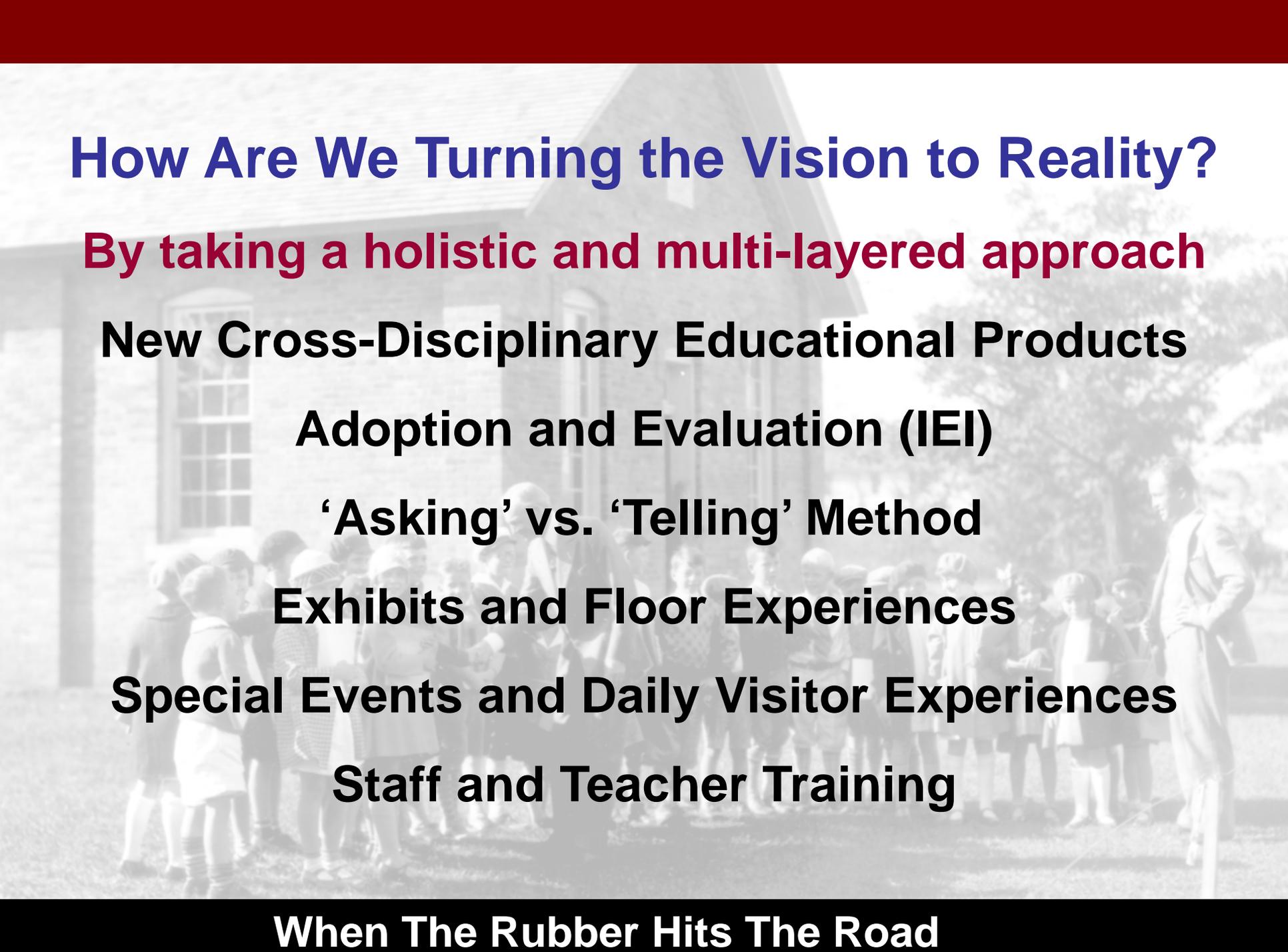
IDENTIFY YOUR TARGET AUDIENCE

Implementation Questions

1. Who needs to ask for this change?
2. Who needs to adopt and implement the 21st Century Skills?
3. Where should this critical change occur?



COLLABORATE



How Are We Turning the Vision to Reality?

By taking a holistic and multi-layered approach

New Cross-Disciplinary Educational Products

Adoption and Evaluation (IEI)

‘Asking’ vs. ‘Telling’ Method

Exhibits and Floor Experiences

Special Events and Daily Visitor Experiences

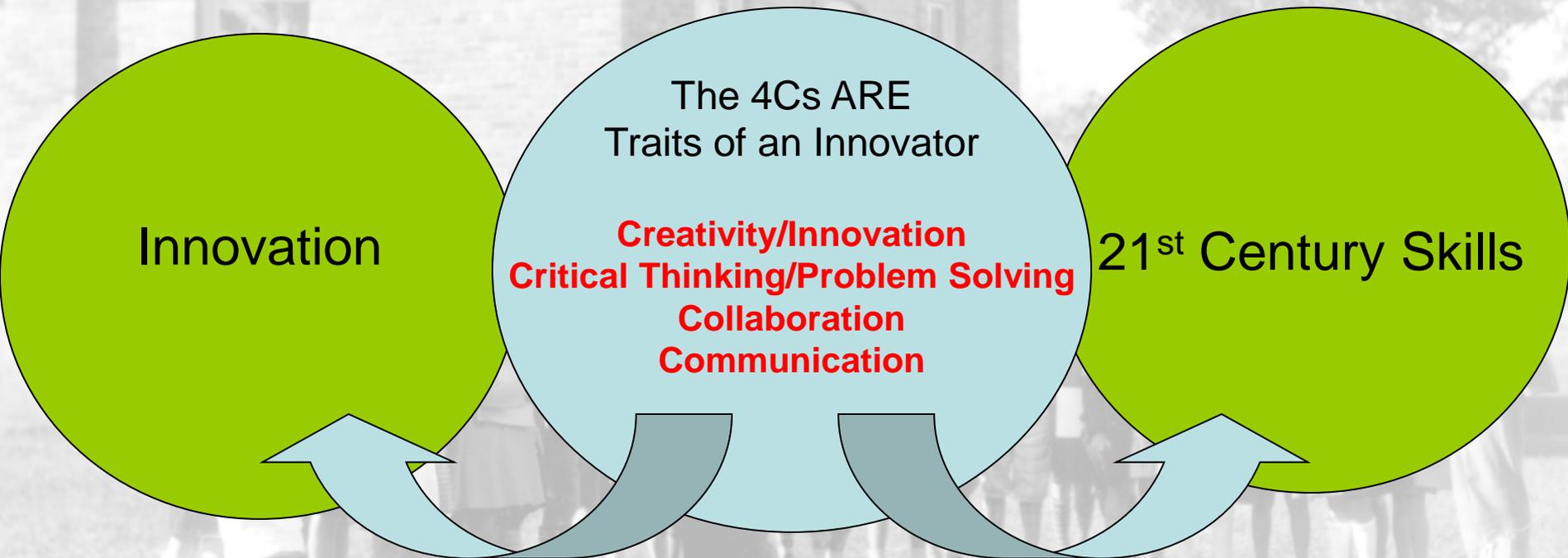
Staff and Teacher Training

When The Rubber Hits The Road

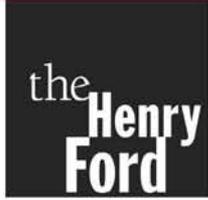
The Henry Ford and 21st Century Skills

We hold the key called INNOVATION that can help students and life-long learners acquire the

21st Century Skills.



FIND THE INSTITUTIONAL NICHE CONNECTION



21st Century Teaching and Learning Tools

America's Greatest History Attraction

Interactive Teaching Tools



NEW!

DOWNLOADABLE DIGIKITS

NEW! Innovation 1'0'1



Create Your Own Exhibit

the Henry Ford. Suzie Smith's Project about Henry Ford's Model T. [Create Your Own](#) [Comment](#) [Share Exhibit](#)

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Henry Ford's Model T: By Suzie Smith

Henry Ford changed the world forever when he built the Model T in his bagley garages. Learn how his innovation changed how we all live.

More overview text can go here, if the person who creates this exhibit has more to say upfront. More overview text can go here, if the person who creates this exhibit has more to say upfront.

[enter my exhibit](#)



Exhibit Builder

Henry Ford and the Model T. By Suzie Smith. Here's some overview copy to explain this section and it can be as long as the user wants.

[Play Video](#)

How Are We Turning the Vision to Reality?

Special Events such as Maker Faire



Exhibit Interpretation and Floor Interactives



Engaging 21st Century Learners

What can you do to develop an institutional vision and put it to practice?

1. Aim to acquire and use 21st century skills and tools in your workplace and help others who are afraid to try. *Practice what you preach.*
2. Gather knowledge about best practices, policy changes and aspire to learn from early adopters, the change makers and partners. *Be informed.*
3. Be proactive and creative. Think about ways you can seamlessly incorporate the 4Cs in your work with general visitors. *You don't have to reinvent the wheel. It's just a way of thinking. Be realistic and resourceful.*
4. Start small and scale your projects. Be open about continuous learning and tweaking. *You don't have to conquer the world.*
5. Recognize that this revolution will need time and participation from many. It won't happen quickly as it's a systemic change. *But you have a role to play.*
6. Don't shy from evaluation. *Look for 'indicators' of impact.*
7. Just do it! *Have fun!*