

# ***THE PEOPLE'S UNIVERSITY***

***CLEVELAND PUBLIC LIBRARY***



CLEVELAND PUBLIC LIBRARY  
[www.cpl.org](http://www.cpl.org)

**FOR THE PEOPLE, BY THE PEOPLE.**

JUST

AL  
ACY

ACCESS

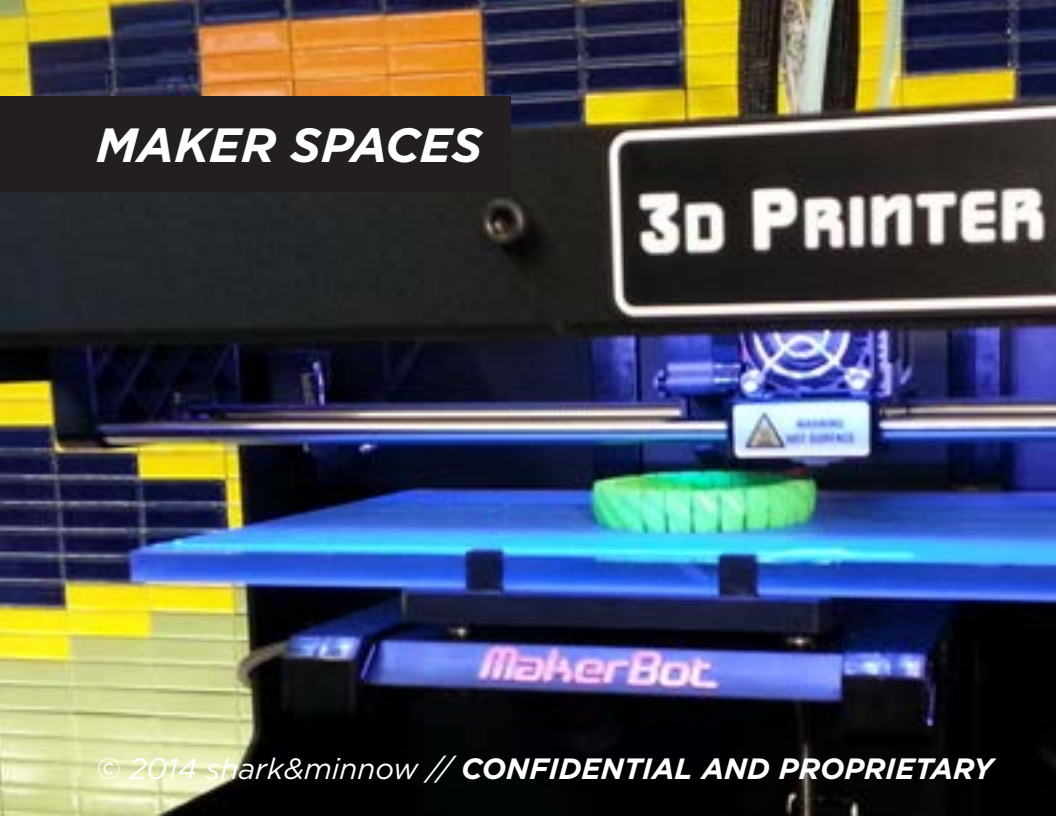
INTEROPERAI



# DIGITAL ART & MEDIA LABS



# MAKER SPACES



# THE BALANCED LIBRARY

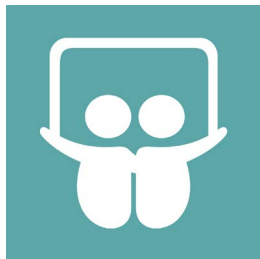
## CONDUIT TO FORMAL EDUCATION: CENTER TO LEARN

Cleveland Public has been the “conduit to formal education” for over 15 years. Now, we are starting formalize Cleveland Public Library as The People’s University, and are transforming into the “Center to Learn.” Especially, as we start to partner closer with Cleveland Metropolitan School District on our shared “free schooling” model. However, Cleveland Public Library will not forget its core offerings. CPL will maintain focus on providing popular material and public research to the community. Further, these resources along with our existing collections will be tremendous assets for the “Year of the Learner,” and will serve as the foundation for all future growth.

# THE CONTINUUM OF SELF-SERVICE ONLINE EDUCATION

CONVENTIONAL

RADICAL



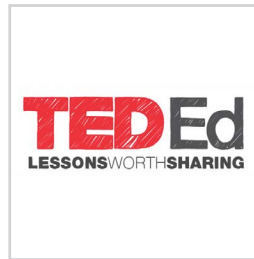
**Slideshare**  
Perhaps the closest iteration to Facebook in the education space, Slideshare allows users to share original content. Slideshare has grown into a community where the passionate and the curious find content that inspires them and teaches them – and then they apply that content in a world or social environment.



**MIT OCW**  
Est. 10 years ago, MIT Open Course Ware has posted all MIT courses online and are available for those that can self-navigate.



**Khan Academy**  
Salmon Kahn began creating lessons for his niece and nephew to teach them math via video. The concept quickly gained popularity and spread online.



**TED Ed**  
The wildly successful team at TED took their “Ideas Worth Sharing” mission a step further in 2012 to comprise Lessons that they believed would benefit students around the globe. Content is both created by TED as well as crowdsourced.



**Udacity**  
The brainchild of two Stanford University professors who believed that students should be able to take courses from the world’s best educators. This massive open online course (MOOC) employs a “Freemium” model.

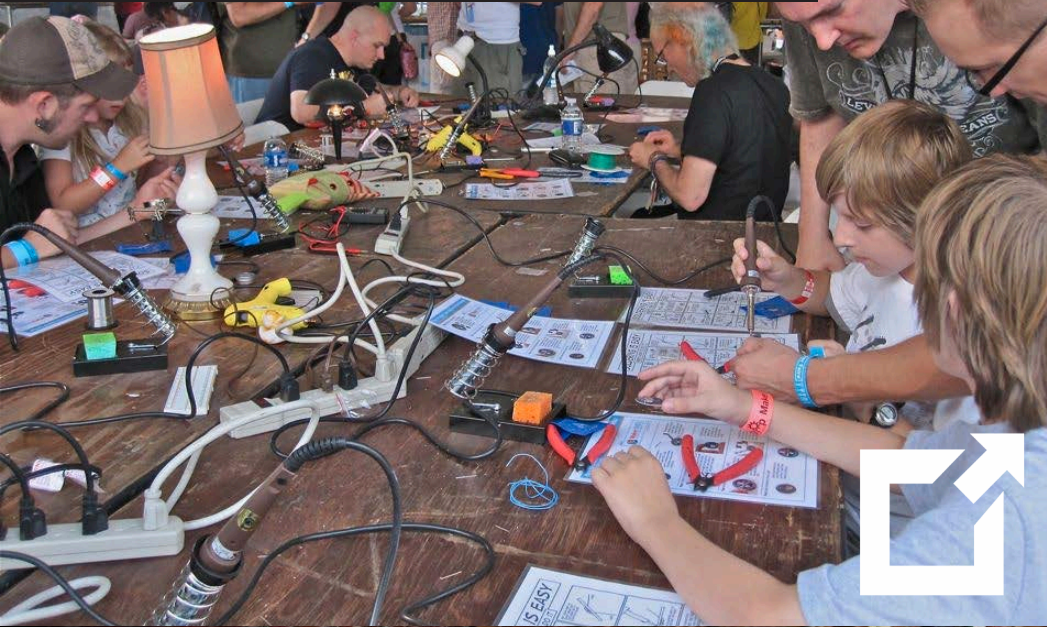


**MITx**  
This concept mirrors Udacity but is sponsored by MIT.



**Skillshare**  
Peer-to-Peer online education community (not necessarily professional educators).

## SHOW & TELL MAKER FAIRE



## MAKER ENVIRONMENTS



## EDUTAINMENT



## HIVE LEARNING NETWORKS





**INSTEAD OF REPAIRING...**

**WHAT IF WE COULD  
START OVER?**

**WHAT WOULD A  
UNIVERSITY LOOK LIKE  
IF WE WERE BUILDING IT  
TODAY?**



*CAROL*



*PAIGE*



*JOHN*

*START WITH STUDENTS*



*DENISE*



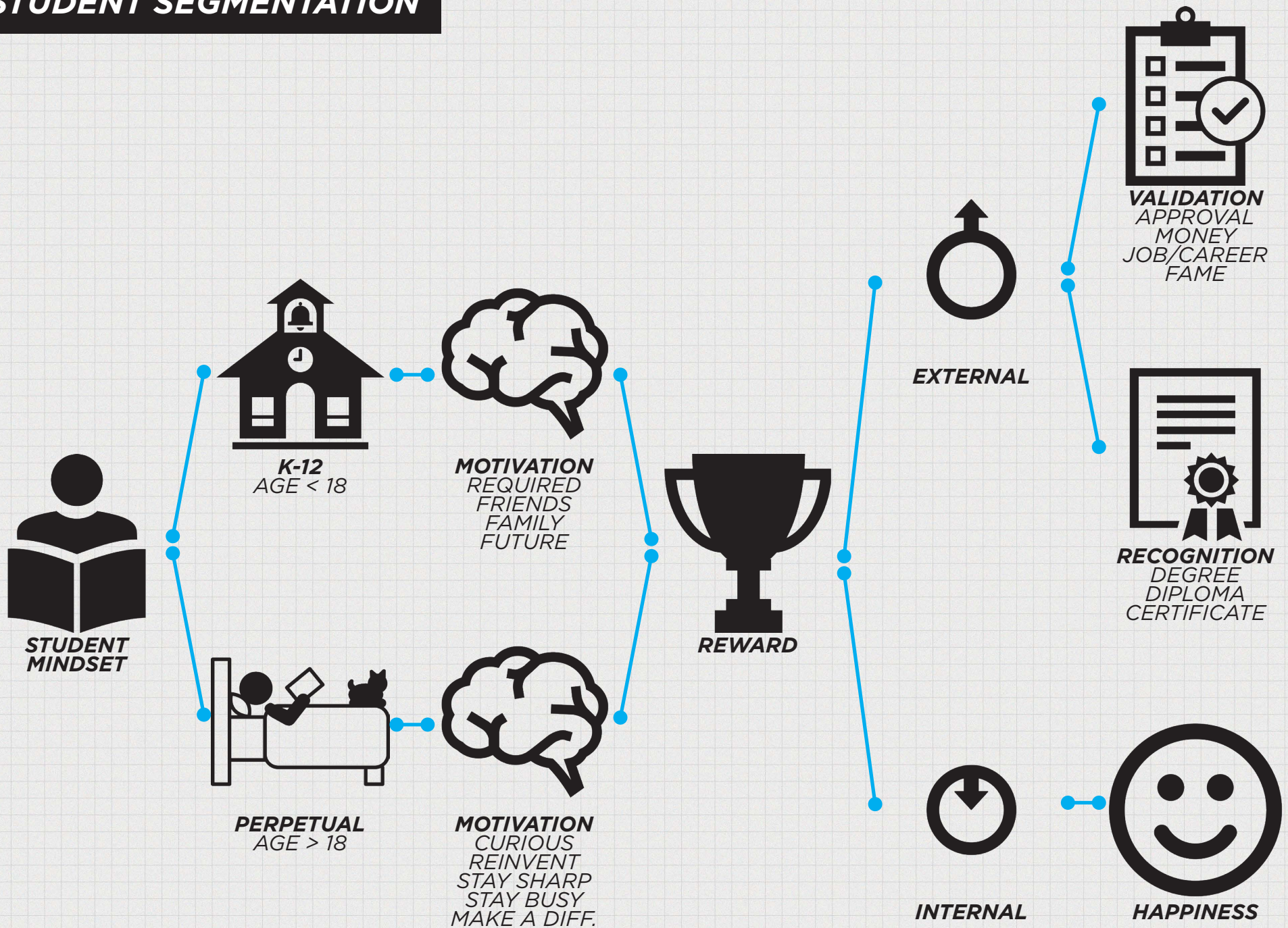
*LU*



*CURTIS*



# STUDENT SEGMENTATION





**COLLABORATION:  
EVERYONE  
IS A TEACHER**



**SELF  
GRATIFICATION  
& GROWTH**

***MY LEARNING  
STYLE***



***MY REWARD  
IS PROOF,  
SO I CAN GET A JOB***

**MY WAYFINDER FOR LIFE**

**REAL-WORLD EXPERIENCES**

**ATMOSPHERE & ENVIRONMENT:  
COMFORTABLE & FRIENDLY**

**DIGITAL TOOLS**

**GREAT TEACHERS**

**CARE ABOUT ME**

**ANALOG EXPERIENCES**



**WINDOW TO THE WORLD**

**EDUCATION  
IS PRICELESS**

**EDUCATION  
SHOULD BE FREE**

**LIKEMINDED**

**ACCESS**

**CONVENIENCE**

**CHANGE  
CLEVELAND:**

**OCCUPY  
CLEVELANDERS'  
MINDS**



A large, ornate atrium with multiple levels of balconies and a large American flag hanging from the ceiling. The space is filled with people, and the architecture is grand and classical.

***A YEAR OF LEARNING IN CLEVELAND:  
TO EDUCATE & INSPIRE CLEVELANDERS.  
AND REBRAND CLEVELAND  
AS THE DESTINATION  
FOR INNOVATION & EDUCATION  
IN AMERICA.***

# THE PEOPLE'S UNIVERSITY

## PURPOSE

To activate the Year of Learning in Cleveland in order to educate and inspire Clevelanders and rebrand Cleveland as the city for innovative education in America.

## PEOPLE & PARTNERS

### Education

- Cleveland Metropolitan School District
- Tri-C
- Kent State University
- Cleveland State University
- Case Western Reserve
- Private Schools

### Cultural

- Cleveland Art Museum
- Rock Hall
- Cleveland Metroparks Zoo
- Natural History Museum
- Botanical Gardens
- Great Lake Science Center
- Cleveland Orchestra
- City Club

### Corporate

- GE Lighting
- Cleveland Clinic
- UH
- MetroHealth
- Lincoln Electric
- Sherwin-Williams
- Moen
- KeyBank
- Great Lakes Brewery
- Hyland Software
- LeanDog
- Nestle

### Technology

- Dakota Software
- RIDGID
- MTD
- Progressive
- Parker Hannifin
- NASA Glenn Research
- Cleveland Indians
- Cleveland Cavaliers
- Cleveland Browns
- LaunchHouse
- Bizdom

### Technology

- Mozilla Foundation
- Adobe
- Microsoft
- Google

### Civic

- City of Cleveland
- Positively Cleveland
- Global Cleveland

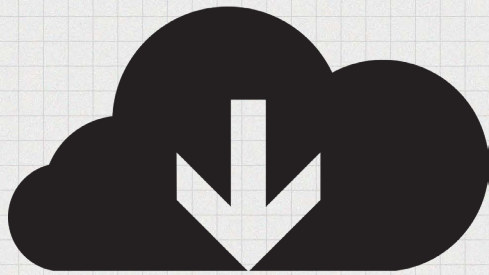
## PLANS

- Strategic
- Marketing/Outreach
- Education
- Civic Engagement
- Corporate & Cultural Partnerships

## PROGRAMS

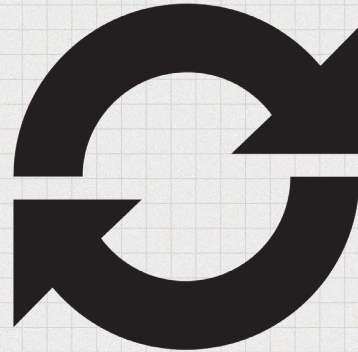
- TechCentral
- MakerSpace
- Mini Makerfaire
- Civic Hacking
- Workshops & Courses
- Press
- Music at Main
- MyTunes
- Summer Reading Club
- Book Festival
- Writers & Readers
- R&D Lab Idea Sharing & Mash-up

# USE CASE SCENARIO PAIGE



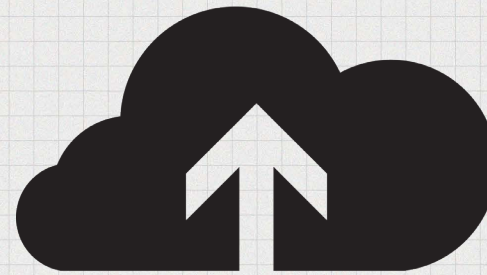
## 1.0 DOWNLOAD

- Goals: Personal, Professional, & Community
- Past Educational Experience
- Past Volunteer
- Preferred Learning Style
- Expectations
- Reward Student



## 2.0 LEARN & EARN

- Platforms:
  - Mainstream: History, Healthcare, Culinary, Music, Art, etc.
  - Emerging: Makers, Civic Hacking
- Tracks: Entrepreneur, Coder, Physician, Chef, etc.
- Point System
- Unlock Courses & Experiences



## 3.0 UPLOAD

- Educational Performance (Mastery)
- CPL Interactions & Engagement
- Community Involvement & Volunteerism
- Civic Engagement
- Positive Influence
- Social Influence

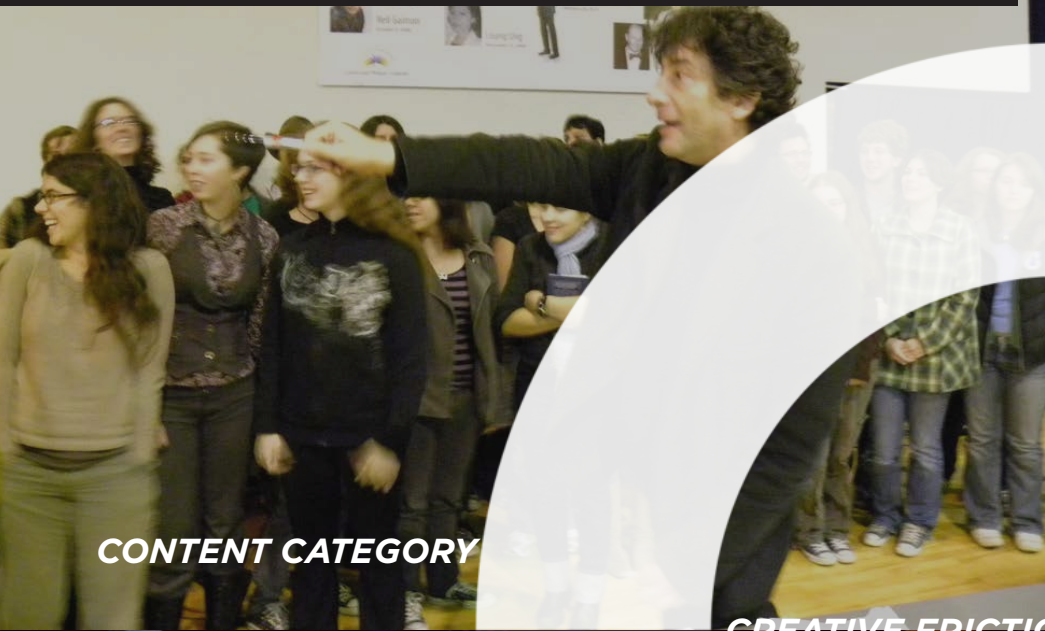


## 4.0 REWARD

- Points
- Access: Guest Lecturers, Mentors, Alumni
- Experiences: Likeminded Events,
- Resources
- Job Placement



**R&D LAB IDEA SHARING & MASH-UP**



**CONTENT CATEGORY**



**ENGAGEMENT CATEGORY**

**CREATIVE FRICTION & ENGAGEMENT**



**PROJECT**

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**PARTNER**

**EDUCATION PARTNERSHIPS**



**MOOC**



**WORKSHOPS**



**CO-WORK**



# CULTURAL & CORPORATE PARTNERSHIPS





***THE PEOPLE'S UNIVERSITY  
IS CLEVELAND'S UNIVERSITY.***

***CLEVELAND IS THE DRUM MAJOR  
FOR CHANGE IN AMERICA.***

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