Lifelong Learning as a Third Mission
Key activity: UPV's best practices, latest trends, and nearest future of continuing education
Questions about …

- Where I come from?
- What is Lifelong Learning in the Third MISSION context?
- Who are Lifelong LEARNERS?
- Good practices delivering LLL
- Tendencies and challenges
- Evolution or revolution?
Patricio MONTESINOS

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UPV I+D+I ranked in ....

- 34,900 Learning experiences
- 740,430 participants
- 180 mll.€ incomes
What is LLL in Innovation context…

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<th>RESEARCH &amp; DEVELOPMENT</th>
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<td>Money</td>
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<td>Knowledge</td>
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Innovation “ways”…

Knowledge → Money

Knowledge → Technology Transfer → Employment Bureau & Spin Offs → Added Value

INNOVATION

RESEARCH & DEVELOPMENT

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University 3rd Mission

Third party pays
No risk
Low cost for participants
Partime managed

International Coop
Lifelong Learning
Tecnology Transfer
Senior University
Languages Center

Social

Entrepreneur

Innovative

Paid by the participants
Moderate risk
Full time managed
Support to "non-entrepreneurs"

Paid by partners
HIGH RISK
Full time managed
Academic entrepreneur as manager

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Who are LIFELONG LEARNERS?

- 34,900 Learning experiences
- 740,430 participants
- 180 mll.€ incomes
What is LIFELONG LEARNING?

- KNOW
- UNDERSTAND
- APPLY
- ANALYSIS & SYNTHESIS
- EVALUATE

© Bloom et al (1950)
Lifelong Learning ... now, WHAT?

RESOURCES USED

INITIAL competences (aprox 30,000.-€)

TECHNOLOGICAL CHANGES
LEGAL CHANGES
ORGANIZATIVE CHANGES
Crisis = CHANGE = INNOVATION

XXI Century NEEDS

PROFESSIONAL periods

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GOOD PRACTISES in LLL

34,900 Learning experiences
740,430 participants
180 mll.€ incomes
GOOD PRACTISES in LLL

- Management
- Centralize
- Segmentation
- Individuals
- Value Chains
- Marketing
- Needs

34,900
Learning experiences
GOOD PRACTISES in LLL

- Management
- Centralize
- Segmentation
- Individuals
- Value Chains
- Marketing
- Needs

FULL TIME, no time to amateurs
GOOD PRACTISES in LLL

- Management
- Centralize
- Segmentation
- Individuals
- Value Chains
- Marketing
- Needs

Centralized <-> decentralized

Scale economies

Coherency: image + coordination
GOOD PRACTISES in LLL

- Management
- Centralize
- Segmentation
- Individuals
- Value Chains
- Marketing
- Needs

Customer segmentation

Sector/ position / functions / degrees
GOOD PRACTISES in LLL

- Management
- Centralize
- Segmentation
- Individuals
- Value Chains
- Marketing
- Needs

Demand Analysis

Product Design

Marketing

Teaching / learning

Quality Control

Logistics & Economical Management

Offer <> taylor ///// F2F <> Blended
GOOD PRACTISES in LLL

- Management
- Centralize
- Segmentation
- Individuals
- Value Chains
- Marketing
- Needs

Who are BEST LLL needs detector?
Global Tendencies in LLL

- Internalization
- Cooperation
- Integration
- Competences and tools
Global TENDENCIES

- Internalization
- Cooperation
- Integration
- Competences and tools

Europe as a global ERASMUS destine
Global TENDENCIES

- Internalization
- Cooperation
- Integration
- Competences and tools

Blended learning with other Universities

TO MOOC or not to MOOC
Global TENDENCIES

- Internalization
- Cooperation
- Integration
- Competences and tools

In any area .... which new competences which new tools?
Behavior BASE

BE ABLE to DO

WHAT TO DO

WHICH COMPETENCES?

WHICH TOOLS?

BEHAVIORS

University 3rd mission (Cont.)

**SCIENTIFIC Environment**
- Technology Transfer
- Employment Bureau & Spin Offs

**INDUSTRIAL Environment**
- Commercialisation of intellectual property
- Advisory work and contracts
- Shared development of research
- Problem-solving agendas
- Contract and collaborative research

**FINANCE Environment**
- Staff mobility, flow and exchange
- Student placements
- Former students employee links
- Entrepreneurship, company formation
- LLL teaching/learning activities
- Curriculum alignment to societal needs
- Open & Distance Learning production
- ODL Delivery
- Commercialisation of facilities
- Congress Organisation
- Social networking
- Non-academic dissemination, media communication, etc.
- Volunteer contributions to the community (of labour, expertise, educational outreach,..)
- Contributions to public policy

**TECNOLÓGICO Environment**

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Kiitos / Thank you / Khob Khoon Krab / Muchas Gracias / 谢谢