

CISCO GLOBAL EDUCATION FREQUENTLY ASKED QUESTIONS

VISION

- Helping to build innovative economies through 21st century education

STRATEGY

- Become a catalyst for holistic education transformation through 21st century learning and collaborative technologies

EXECUTION

- Foundational thought leadership
- Build internal cross-functional education community
- Global development program for education leaders
- Beachhead implementations in the United States, China, India, Africa, and Singapore

Why has Cisco created a Global Education group?

Cisco over the past decade has had an outstanding track record in delivering practical solutions to complex education challenges—including how to network education environments (the 21S program), how to bring IT and networking skills to millions (Networking Academy), and how to raise standards through systemic reform (Jordan Education Initiative). But there comes a time in any organization's history when there is enough collective experience to both adopt a thought leadership position and move from localized to replicable implementations. Cisco has chosen to do that by creating the Cisco Global Education group (GE).

GE will complement the work of other educational groups at Cisco such as IBSG and education enterprise markets. By engaging ministries of education, policy makers, and thought leaders in a discourse on education transformation, GE will collect and disseminate knowledge that will help Cisco strengthen its leadership role in education.

Who is the audience?

National, regional, and local stakeholders—the people pulling the education levers to enable innovative teaching and learning.

Why does the Global Education group sit in the CSR area of Cisco?

CSR has been the home to two major education initiatives in recent years—Cisco Networking Academy and the education transformation work in the Middle East and Louisiana/Mississippi. The Global Education program is well-placed within CSR to support the next phase of education innovation. In addition, CSR works closely with all education efforts at Cisco, and is an active participant in the World Economic Forum and its Global Education Initiative.

What is Cisco's Global Education mandate?

To make the argument that 21st century learning is different in terms of its purpose, what the learner should get out of it, how it is accomplished, and how the information is delivered.

Cisco's Global Education will advocate this position and show how it can be done through ambitious implementations with governments that wish to improve economic development through their education system.

How do we build consensus among stakeholders?

Cisco has released a white paper produced with leading education specialists, specifically relating to 21st century skills, teaching, learning, and collaborative technologies. We are hosting a series of international events to engage today's education leaders in a dialogue on the critical components necessary to effect a transformation in education systems. Joining with Harvard's School of Education we are developing an Education 300 forum for world leaders to engage in a dialogue on education transformation. Through our social networking website we encourage a participatory experience and promote dialogue. We continually encourage collaboration and creativity as they are key paths to higher-order thinking and essential tools for change management.

Why is a business getting involved in education thought leadership?

Like many multi-national companies, Cisco's workforce is global. As such, Cisco has an interest in skilled, well-educated students coming through schools and universities in the coming decade. By drawing ideas from a set of experts around the world—North America, England, India and China, to list a few—we have discovered a widespread desire for fresh and radical thinking about education. In the **developing world** the priority is building basic capacity. Within **emerging economies** the key issue is raising education quality, and in the **developed world** the critical challenge continues to be how to decrease the variability in performance. Although our approach to education is global we understand and respect the fact that the implementation of education change requires solutions tailored to local circumstances.

What is the Cisco vision for Global Education?

Our vision is to transform education so that it is relevant to the needs of the 21st century. In order to accomplish this, change must occur at multiple levels, if not simultaneously at least in tight sequence. We see a shift in the way teachers teach, leaders lead, and students learn. Developing new curriculums and meaningful assessments, and understanding the role technology plays are critical. The workforce of the future will require individuals to have the ability to think critically, solve complex problems, and understand how to work in collaborative environments.

Will the implementation efforts of this vision all be on a philanthropic basis?

We are looking at a range of business models, and will take different approaches in different parts of the world.

Why is Cisco introducing this vision at this time?

Cisco has been on this journey for quite some time. Education transformation requires a long-term commitment to change at all levels of an organization. Often governments are hesitant to change education systems because they are pressured to deliver consistent results. That fear of failure and fear of change is very natural, but often holds back reform around the world.

But now the crisis is deep enough that we are approaching a tipping point. If we fail to provide students with all the tools they need to succeed in our information society, we risk stifling the

innovative spirit that has powered the past decade of economic and technological growth, leaving the next generation of leaders woefully unprepared to meet and overcome the unique challenges they will face.

In addition technology is at the right point in development and poised for broader access across developed and emerging markets. Within reach is the capacity for young people to complement their top social destinations—MySpace, Facebook and Second Life—with a personalized learning space. In this new environment they could amass a wealth of education resources in rich multimedia format; gain access to world experts in multiple disciplines; enjoy authentic learning using real-world data found online; receive instant feedback from teammates and teachers on their ideas and their performance; and interact with students from all over the world as they collaborate on group projects.

What is the communication strategy?

Cisco's Global Education Transformation group will develop communication channels to capture and disseminate collective thinking by thought leaders on education reform and 21st century learning strategies. It will promote current Cisco activities that are having a direct effect on education standards around the world and seek out opportunities for alliances and partnerships to encourage the rapid growth of a skilled 21st century workforce. Utilizing social networking tools, this communication strategy will promote a dialogue that over time builds consensus on 21st century learning.