

“Innovation in Education—Let’s Take AI to the Next Level”

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1. Introductions

- Discussion Leader
- LDAC Participants

2. Background

- Types of Appraisal Institute Education
 - Qualifying Education Programs – classroom or online education required by AQB for licensing/certification.
 - Advanced Education Programs – classroom education to earn designation
 - Continuing Education Programs –intro and intermediate programs on specialized topics (seminar/course, classroom/online).
 - Certificate Programs – to master skills in a specific area (Package, classroom/online)
 - i.e. -Conservation Easement Certificate
 - Other programs in the works/being discussed (Residential/Litigation/Historic Façade)
 - Special Programs – provide education for special groups like DOT, non-appraisers (lenders, bankers), (seminar/course, classroom/online)
 - Other Programs – Webinars - 90 – 120 minute presentations, Classroom Chapter Resources Power Point presentations – 2 to 3 hours free to chapters
- Appraisal Institute Income/Expenses for Education– 30% to 35% of total revenue for the Appraisal Institute is from education.

3. Discussion

- How can we improve our educational offerings?
 - Education topics
 - Multi-discipline continuing education
 - Format
- What are the factors that impact market share and how can we increase it?
 - Costs
 - Quality
 - Location
- What do other trade groups offer their members in regards to education that may work for the Appraisal Institute?

- What products may be in demand by Appraisal Institute members?
- Are different products in demand by non-members? If so, should we try to fulfill those needs?
- Various factors are impacting education; market is down, changes to education for licensing, and our education income is suffering –what can we do relatively quickly to improve our income from education?
- Think outside the box... how can we take education to a whole new level?

4. Group Recommendations

Innovation (noun)

The classic definitions of **innovation** include:

1. *the act of introducing something new: something newly introduced*
2. *the introduction of something new.*
3. *a new idea, method or device*
4. *the successful exploitation of new ideas*
5. *change that creates a new dimension of performance*
6. *the process of making improvements by introducing something new*

Synonyms: novelty, modernism, modernization, improvement, advance, originality

In economics, business and government policy- something new - must be substantially different, not an insignificant change. In economics the change must increase value, customer value, or producer value. Innovations are intended to make someone better off, and the succession of many innovations grows the whole economy.

The term innovation may refer to both radical and incremental changes to products, processes or services. The often unspoken goal of innovation is to solve a problem. Innovation is an important topic in the study of economics, business, technology, sociology, and engineering. Since innovation is also considered a major driver of the economy, the factors that lead to innovation are also considered to be critical to policy makers.

The following quotes are from various employees of Google from an article within Fast Company Magazine in March 2008. The article inspired me on so many levels that I thought I would share a few excerpts.

- ✚ *“The marvel of Google is its ability, after 10 years, to continue to instill a sense of creative fearlessness and ambition.”*
- ✚ *“The resources and liberty Google entrusts to its workers infuse them with a rare sense of possibility – and obligation: Are we taking advantage of what we’ve got here, are we doing enough? Are we doing everything we can?”*
- ✚ *“Google lives out loud. We argue about everything. But you want conflict to thrive in a supportive way. We work hard to protect people who argue.”*
- ✚ *“We set an operational tempo: when in doubt, DO SOMETHING. If you have two paths and you’re not sure which is right, take the fastest paths. What’s true in physics about objects in motion is true when you’re creating a product. It’s easier to keep moving and change course than when you’re sitting and thinking and thinking.”*
- ✚ *“Our philosophy is providing all the great things you would have in a PHD or graduate program. That’s how you’re going to attract people who are interested in working in a collaborative environment.”*
- ✚ *“Google can’t do everything. And we shouldn’t. That’s why we formed the Open Handset Alliance with more than 34 partners.”*
- ✚ *“People here don’t start with conclusions. They start with questions. If you are open-platform, respectful of others, and really driven to execute, you’ll be successful.”*

For additional information on this topic, it would be helpful to review the Education information located on National's website. Below are some links to informative pages.

Appraisal Institute's Education Landing Page:

<http://www.appraisalinstitute.org/education/>

Online Programs:

http://www.appraisalinstitute.org/education/online-education-view_programs.aspx

Universities and College Programs:

<http://www.appraisalinstitute.org/education/unvrsty.aspx>