

# Culture As A Way to Create a New Business as Usual

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Hub for Innovation  
in Learning and Technology  
**MICHIGAN STATE UNIVERSITY**

# Hub Vision and Mission



## Vision

The Hub will help advance Michigan State University by realizing a more active, engaged, successful, and valuable student experience.

Shorter: Help MSU reinvent itself as a learning institution.



## Mission

The Hub facilitates the passion and inventiveness of students, faculty, staff, and stakeholders both inside and outside of MSU to create, identify, and accelerate new ways to collaborate, learn, research, and deliver instruction.



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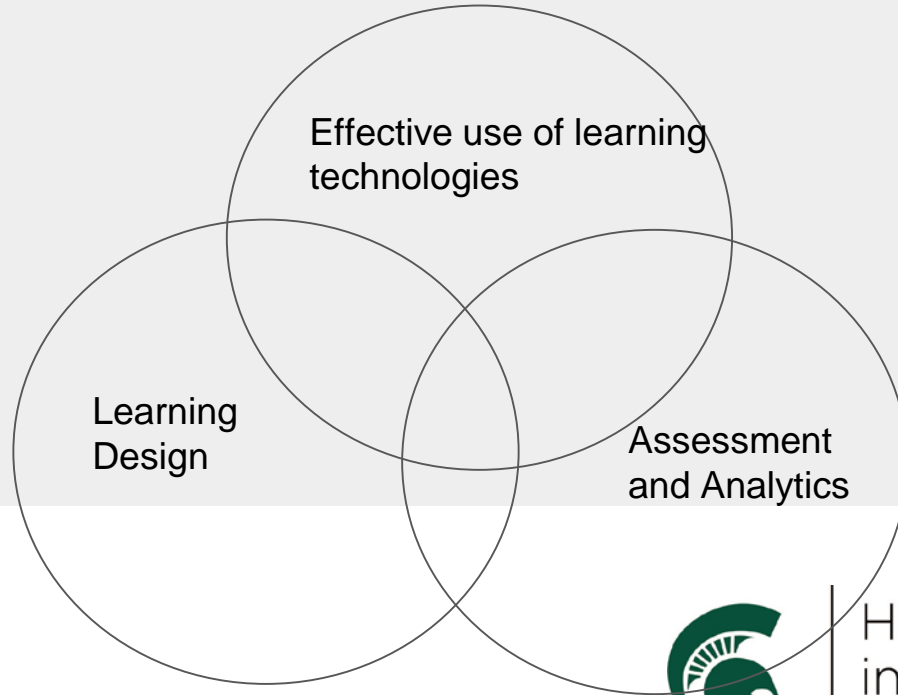
# Hub's Fundamental Challenges

- What do we mean by “innovation?”
- Where does innovation happen?
- How must a centralized innovation function be designed to facilitate and drive innovation?
  - at a **university**
  - at **this** university



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# Hub Capacity



Market intelligence  
Digital learning strategy  
and a few other things



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# Culture as Strategy

- Identity, culture, and place
- Project based
- Rhythm and pace
- Fear and courage



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# Identity, Culture, and Space

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# Project Based

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# Rhythm and Pace

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# Fear and Courage

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