



CIOCCA CENTER AT SANTA CLARA UNIVERSITY

An Introduction to Design Thinking - Online Asynchronous Courses from IDEO University

Santa Clara University Faculty & Staff Professional Development Opportunity

Ciocca Center is pleased to offer a professional development opportunity for faculty and staff in the area of Design Thinking. The opportunity consists of taking an introductory course in Design Thinking through the online training service IDEO University; IDEO is one of the world's leading design firms and was founded by some of the leaders of the Design Thinking movement.

Design Thinking is a process and suite of techniques centered around creative problem solving. It typically involves the development of deep empathy for those being served, the identification of specific problems, the use of creativity techniques, the development of prototypes, and the evaluation/test of these prototype concepts. Among our students, the Design Thinking core curriculum pathway is completed by more than 40% of all of our undergraduates, with fairly even distribution across the entire university. Design Thinking has also been incorporated into a minor relating to technical innovation and the entrepreneurial mindset. Furthermore, there is interest in enhancing the education of our faculty and staff in the area of Design Thinking such that we can better understand its teachings and relevance, enhance how we can incorporate it into our educational programs, and even apply it to our own institutional problems.

This opportunity consists of completing an IDEO University introductory Design Thinking course and joining a university email affinity group through which we hope to explore and promote collaboration on the Design Thinking topic. The opportunity is available to currently employed faculty and staff members at SCU. Participants may choose one of three course options based on their interests. Each is 100% online, asynchronous, self-paced, and estimated to take less than 10 hours of time to complete! The three course options are:

- [Hello Design Thinking](#): An introduction to the foundational concepts and tools of design thinking. Course themes include creative problems solving, brainstorming and prototyping.
- [Prototyping for Digital Experiences](#): Low-fidelity prototyping methods for digital products and services. Course themes include prototyping, human-centered design, and digital design.
- [Unlocking Creativity](#): Exercises to overcome the common barriers to creativity. Course themes include creative inspiration, brainstorming, and getting unstuck.

This program will pay the \$199 course fee for participants.

Furthermore, faculty and staff that complete the program and join the email affinity group may receive a stipend of \$200 for their participation. The stipend will be paid no earlier than the Fall 2022 quarter since that is when the affinity group will be formed. Even if a participant is not eligible for a stipend, they may still be eligible for the free tuition.

To receive a stipend, participants must be eligible for such payments as per university policies, to include:

- Proof of completion must be provided (IDEOU provides completion certificates);
- Stipends may only be paid while the participant is employed; faculty and staff not employed in the Fall 2022 quarter but whom will be employed in the Winter or Spring 2023 quarter can receive their stipend at those times; faculty and staff not employed during the 2022-2023 academic year will not qualify for the stipend;
- Staff members must obtain permission from their supervisor in order to ensure that participation a) does not interfere with their work, and b) is not directly related to the expected duties of their job.

Participants will have ~90 days to complete their selected course once enrolled, given that this is an IDEO University course requirement. Enrollment will be coordinated by the Center on a periodic basis; participants will NOT enroll on their own.

Several dozen tuition grants are available with the desire to balance this opportunity among both faculty and staff as well as for personnel across the entire university. If demand for this program is high, we may explore an expansion of the program in order to provide the opportunity to new participants and to potentially allow participants to take an additional course.

This program will run through the 2022-23 academic year or until all funded enrollment slots are claimed. To participate, email ciocccenter@scu.edu.