SCHOLAR INITIATIVE – FULL TRANSCRIPT

BOOKS TO SUPPORT THE COLLABORATION PROCESS
2012 OSEP PD CONFERENCE – WASHINGTON, DC

James Basham: So we wanted to kind of present you with some tools for kind of starting the collaborative process and things that we think about and things that we use on a daily basis. And to kind of get the mind flowing, I know it's summertime and everyone has tons of time on their hands and they like looking for more reading material, so I wanted to start off actually kind of talking about some of the books that kind of get you thinking about what does the new world look like because we truly are in like this truly real globalized society. I mean, we are you know while we have borders in what we do as Mark was indicating not only are people all over the world that are wanting assistance and actually wanting to collaborate but there's also your own colleagues that are always airborne somewhere and trying to patch back in with headquarters or whatever or back to campus and working with you on those things as well as getting involved on the projects. So I've kind of, we kind of put together a list of a few books that, a little light summer reading, nothing too heavy, on things that you know we've talked about and things that we've read. I know we've kind of passed these books up and down the halls at Kansas. But Rework is one of the books that we've provided. And Rework is put out by Jason Fried, I'm not going to do all the authors, of all these books, but he's the author of Rework. And his company, 37 Signals, actually puts out one of the tools we've highlighted, Base Camp, and basically what he talks about there is how his company, based in Chicago, works across one, a small team of people, I think at the time of writing the book they had like 18 people, but they lived on three different continents, and so how they work in that society, what key characteristics of the types of people you want to hire and things you should be thinking about in this new society. And it provides a nice kind of summary of this kind of modern world that we live in and a whole view on that. The Speed of Trust is something actually that I was turned onto by Don Deshler, and Don kind of says oh, we should all read this book. And it's a wonderful book that talks about you know the importance of trust in our organization and how to actually establish organizations that are built on trust and what trust is consistent of. And it's an important book I think as you kind of go out into the world and say I'm going to run my own grants or establish my own grants, you know, work in a department and the types of things that you want to look for actually as you may be going out to interview, but then also things that you want to do in setting up an organization of trust. And I think it's a key book for doing that. Marketing for Scientists: How to Shine in Tough Times, wonderful book, actually recommended to me. Dave Edyburn was the one that said hey, you should

pick up this book, it kind of aligns with some of the stuff you're doing. But basically what it is, it's an interesting book because the author of the book is a chief scientist at NASA, but also writes country songs I guess of some sort, and so he's kind of bringing together his knowledge of the two on how to you know be a scientist but also how to kind of market yourself and how to survive these tough economies. And within that I mean for a long time scholars, we've always kind of said oh, marketing's bad, it's not something that we necessarily do. But what he kind of argues in there is that we've been marketing the entire time but we haven't called it that and that the old world of marketing like advertising is something that we generally don't do, but the notion of networking and the importance of having a network that you can rely on and that you can call when something comes up is keen and it's important to who we are. And he also goes into the notion of having not only a network that is within, for instance, special education, but that you would have a network, he doesn't say special education, he actually talks about NASA and space travel, but for an example for us a network within special education's important. But what he would say is that you need a network beyond that, that you need a network of folks that work outside those borders, so that you can actually have greater influence but then also have greater understanding and rely on people beyond just the borders of special education. So the Lean Startup is another excellent book. It just actually recently came out, but it's the process of how iterative design and how iterative this notion of starting something new doesn't have to be as costly and as consuming as it used to be and it kind of talks about how to run this really agile sort of process of design and development. Again another, it's just another wonderful book. How Will You Measure Your Life just recently came out. It's a Clayton Christensen book. So if anyone's familiar with Clay Christensen who published a book, Innovator's Dilemma, has done a lot on the notion of disruptive innovation and multiple, he has excellent books. In fact, the next one down is actually one of his as well, the Innovative University. But How Will You Measure Your Life is a book that talks specifically about what's really important in your life. How do we measure importance? And he goes into telling stories that some of his Harvard graduates or even in his class that when he graduated from Harvard how they all have gone off and done wonderful things, but yet later life have regretted some of the choices they've made. And I think as you kind of enter, especially for folks that are getting ready to kind of go on to a life in academia, I think it's important to kind of measure and have some sort of inner sort of understanding of you know here's my line, here's what's important to me, here are my values. And fully understanding your values before you make a decision as to what sorts of job that you want and how you want your life to run, it's critical. And he talks about that in that book. And it's just an absolutely wonderful book. The next, the last book there that I've kind of suggested, Innovative University, is another one of his books that really kind of talks about this kind of globalized society, this global society, and how it is really drastically changing who we are in higher education. And he draws a story between two different universities, both Harvard and I'm forgetting the other one out of Utah, a smaller university out of Utah, but he draws stories in like the founding of the American higher education system through Harvard and how that has come to be and what we are today and then kind of draws in the notion of how things like some of the online universities are changing who we are and what we have

to do using his notion of disruptive innovation. So if you're familiar with disruptive innovation this book kind of plays on that sort of model. This is not a session on disruptive innovation but we could talk about it for a long time. And it's a theory that's shown over and over again to work in various sectors. He also wrote a book on disrupting class, which is kind of his understanding of the K-12 sector. Again, it's a great book for you to think about as you kind of go out into academia and say what is the university going to be like in ten years, what are some things, what are some considerations we have to have? But it would also provide, if you're looking for interview questions, it would also provide some wonderful interview questions for how different departments are thinking about the future, because if we're not thinking about it we're going to be swallowed up. And that's kind of what he talks about in his book.