Challenger Brand Institutions: Redefining Academic Affairs to Optimize Student Success





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Presenter

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Chair

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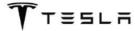


Challenger Brands

A challenger brand is an organization or product that is not the market leader in its vertical, yet offers a clearly articulated positioning to compete against dominant brands in the industry.

Challenger brands confront the status quo head-on and offer their target audiences a viable alternative to what is broadly considered conventional, orthodox, or "business as usual"

Challenger Brands disrupt their markets by daring to take risks that redefine how we travel, communicate, sleep, hydrate, and learn.



Challenging the notion that electric cars cannot be powerful.

Industry: Automotive



Challenging the experience of travel, and the idea of accomodation.

Industry: Hospitality



Challenging how we communicate over the Internet (& how we monetize it, too).

Industry: Telecommunications

allbirds

Challenging the traditional paradigms of shoe manufacturing & design — with a focus on sustainability.

Industry: Footwear

Casper

Challenging the conventional showroom sales & consumer experience — with a focus on science.

Industry: Mattress & Sleep



Challenging traditional beverage & soft drink sectors by tapping into a demographic of environmentally conscious consumers.

Industry: Beverage



Had enough with the status quo? Heed the challenger brands

[E]veryone must admit that higher education has failed to deliver on its value proposition to students. Faculty must stop blaming administrators, and administrators must stop blaming faculty.

By Brad Fuster September 25, 2024



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Brad Fuster, DMA, is the provost and vice president for academic affairs at San Francisco Bay University.

Steve Jobs famously said, "It's more fun to be a pirate than to join the Navy." Amid higher education's increasing closures and consolidations, shrinking enrollment, aging infrastructures and students' skepticism with current tuition models, scholars have rightfully ascribed this quote to the rise of challenger brands in higher education offering cutting-edge curricula.

Our Story



SAN FRANCISCO BAY UNIVERSITY

There's no stopping us.

Redefining Academic Affairs to Optimize Student Success

90-credit bachelor's degrees

Classes capped at 20 students and taught year-round; 6 Days/week

In-person, hybrid, synchronous remote learning, and AR-enhanced

Course-embedded experiential learning in Silicon Valley

GenAl strategy embedded within curriculum

Start-Up Scholars

SAN FRANCISCO BAY
UNIVERSITY

Redefining Academic Affairs to Optimize Student Success

Faculty Teach 9 classes; No research; No tenure

Mandatory
pedagogical training
for all faculty
including adjuncts

Cohort coaches; Unlimited mental health services

Syllabus uniformity, attendance policy, tightly coupled approaches

Faculty Handbook and Faculty Review conflated with all employee HR processes

Strong insistence on a radically welcoming culture

SAN FRANCISCO BAY
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Our students hail from all over the globe...







Questions?

Brad Fuster, Provost
San Francisco Bay University

Thank you for attending this session!

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