Three Critical Concepts in Building a Corporate University - Professional Educational Organization

By [Thomas B. Cross](#)

Overview
Building any business or organization of any kind will always be training limited. From ransomware, phishing, harassment, considerations for mental and reproductive health care services, new requirements for unemployment insurance and others along with payroll, business practices, ethics, customer contact, trouble ticketing, process and specialized tools are now must-have" training. Selling customer or members solutions has also become more complex and understanding how customers will buy them, use them and continue to use them or find others will all require more and more ongoing training. To manage this a LMS-learning management system is required but now it's more than a course management system but an AI-driven learning management communications solution or LMCS is needed.

"Content is core to any course in any curriculum for any certification or college degree."

Core to corporate training whether offering them internal or via certifications externals along with public educational programs are these key elements - content, courses, curriculums - certification. Courses are composed of content elements like DNA that can be organized into sales 101 to advanced advisory seminars. However, students whether public universities want degrees and certification medallions for corporate training for use in career paths and with customers to demonstrate competence.

Business Plan Contents

1 - Course Content & Curriculum Development

2 - Course Curriculum Container - AI-Driven Learning Management Communications System

3 - Educational Business Development

For help or questions, please email cross@gocross.com or 303-594-1694

1 - Course Content & Curriculum Development

"The OCI-Open Communications Interface model is an important and compelling companion concept to the OSI-Open Communications Interface model. For without the OSI model, the internet would not exist today. The OSI model addresses such critical issues as physical, data, network, transport and other layers it focuses on the technology interfaces rather than the human interfaces that are needed to make the internet work. Today and in the future, cybersecurity, digital transformation, wireless, AI and other technologies coming to these complex issues need to be explained to the people of all levels from private networks to environmental public policy. T**his is where the OCI model is critical to the future** of the internet. By bringing communications from human touch, language, business, strategy and other issues together to solve the issues yet to be explored and discovered. The OCI is an important process for every business, policy makers and standards groups to use with their own education design, development and deliver frameworks, architectures and business models now and in the future."

Dan Baldwin, Executive Director, Telecom Association

Like the role of grammar rules, style guides and methods to language, this concept to content development is critical as expressed there are no courses, curriculum or college without content. Yet without standards for content, it is little

value to the company, student or community. This is not the only approach but a viable one. The 7 Layers in the OCI-Open Communications Interface - a knowledge management model for corporate and educational universities to developing a standards-approach for knowledge design, development, delivery & disciplines.

The model breaks each layer and provides unique functions such as.

- Breaking issues into distinct activities - separates functions from one another.

- Simplify processes - to provide unique functions.

- Provide means to create standards - to all the different companies to work together.

- Provide means for compatibility - at least tries to build "common" training programs.

such as fundamentals of management, supervisory, manufacturing, communications, regulatory compliance, mechanical and others.

- Recognizes you don't have to do everything at once - solves the problem of too few or too many functions.

- Allows for overview, security and management checks at each layer.

- Provides for management view and consensus building.

The 7 layers of the OCI model are.

Layer 1 - Physical – touch, drive, see, turn, listen, access, lift, robots, machines, devices.

Layer 2- Interface – language, tone, instruments, machine learning.

Layer 3 - Process – organizational, compliance, security, process automation.

Layer 4 - Policy & Analysis – internal, design, development, delivery, disciplines.

Layer 5 - Organizational Interfaces – up - down, lateral, interdepartmental, governance.

Layer 6 - Executive - C-Level – strategy and external policy.

Layer 7 - Strategic – Public - Private Policy, environmental, regulatory.

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The 7 Layers in the OCI-Open

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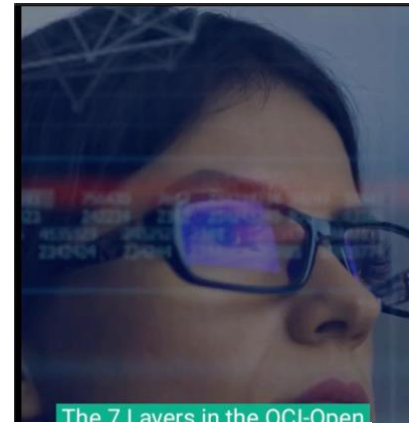
OCI-Open Communications Standards Model

Level 7	**Strategic** – Public/Private Policy, Environmental, Regulatory
Level 6	**Executive - C-Level** – Strategy and External Policy
Level 5	**Organizational Interfaces** – Up/down, Interdepartmental, Governance
Level 4	**Layer 4 - Policy & Analysis** – Internal, design, development, delivery, disciplines
Level 3	**Process** – Organizational, Compliance, Security, Process Automation
Level 2	**Interface** – Language, tone, instruments, machine learning.
Level 1	**Physical** – Touch, Drive, See, Turn, Listen, Access, Lift, Robots, Machines, Devices

TECHNOLOGY OVERLAY

Tactical Assessment Effort – Review, assess and catalog content into these areas
understanding overlaps may exist and then place content into an organization framework
such as on the next page or others.

2 - Course Curriculum Container - 22 Cool Core Concepts in Learning Management Communications System (LMCS)

A Learning Management System LMS has evolved into a Learning Management Communications System LMCS along other tools, integrations or assimilations with other applications is important.

This is just one approach but a viable one, here some core concepts:

1 - Multiple Colleges with Multiple University's - like any university grow, adapt, add, adjust to changing curriculum requirements.

2 - Unlimited Professors and Students - give professors and students faster access to each other for fasting learning and development.

3 - Professor - Student Communications - chat - 1:1 and group video - anywhere, anytime mobile, desktop comms.

4 - Easy course authoring assembly in text, video, audio - from short story to a novel, from fast video to movie length video or multi-hour podcasts as much as you can like.

Plus surveys, quiz's, easy grading, newsletters and more.

5 - Unlimited Course Catalog with Special Course Collections - courses within courses and special courses anytime.

6 - Social Learning Newsletter - all the time any time newsfeed and newsletters for rapid fire communications.

7 - Ondemand and Streaming Video - stream "live video" to millions and save to ondemand anytime viewing.

8 - Calendar integration with Acticons - Action Icons for assignments and tasks - schedule anything.

9 - Mobile first learning - smartphone first but platform independent for global access.

20 Key Core Concepts for an Award-Winning Learning Management System LMS for Chief Learning Officers

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10 - Simplified course assignments and communications - create and communicate assignments anytime.

11 - Content blending - mix content media - post any media anytime.

12 - Content development support with professor and student videos - get help with proven experience in building educational course, professor and student presentation skills along with technology solutions.

13 - Personalized content management - save drafts of any content to help you practice before you publish.

14 - AI core elements - proven AI knowledge networking technology.

15 - Personal and group video conferencing - create public webinars and virtual events with 1:1 personal and group chat networking and breakout sessions.

16 - Core integrated CMS-content management system - beyond learning to content management and development including homework assignments and multi-media video.

17 - Private label University - "YourEdu" private label platform - proven award-winning platform with your name on it.

18 - Anyday and weekend customer support - not just chat - here to hear and help.

19 - Extensive business promotion to expand your courses - with 30,000+ followers and growing on Linkedin we can promote "YourEdu".

20 - Agile development platform for what's next - CRM, email marketing, AI and much more already underway now and in the future.

21 - Build certification, degrees, faculty and organization admin along with platform admin.

22 - Career placement - while grades are important, certifications-degrees are the ultimate goal of students to translate tuition and time value to real-world financial results.

Along with many more ideas coming.

To get started go here socialstreaming.tv.com
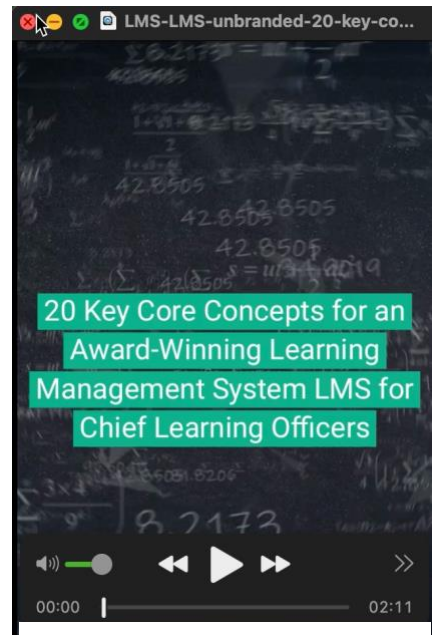
3 - University Business Development

Staff and students want to see "what's in it for me" when they do anything especially related to school. Universities offer degrees which have vast perceived value even though what courses students have no use or reality in jobs or their life. Corporate universities must demonstrate courses and certifications will help students get a job, keep a job, get a promotion or show competence to customers to help them sell something.

4 Stages in Building a Corporate or Educational University

Here are the four stages in your exploration of a knowledge - centered university.

Start by reviewing and evaluating your current courses, seminars, blogs, videos, webinars.

along with anything of value to your staff, suppliers, partners or customers.

Next, explore all the "elements" or DNA to see what core concepts are there.

Then build your own or look at industry ISO 900 or 27000 and other "standards" for content - who, what, why and more.

Stage 1 - like with DNA this corporate intellectual property or thought leadership forms the **"knowledge discovery"** stage of Your University.

Putting content into designs like process, human resources, customers, etc.

Stage 2- The building into a learning management system which becomes the **"knowledge design"** stage.

In design, add course developers, trainers, train-the-trainers and.

All the technology elements, voice, video, audio, onsite, online, virtual reality, AI and more.

Stage 3 - is the **"knowledge delivery**" stage "on the road" or global network to deliver these concepts, courses, and curriculums.

Along with certificates, integrating into career paths and promotion and even degrees.

Stage 4 - is called the **"knowledge directives"** stage where public policy, legislative, investor and general public are involved.

along with accreditation, governance, compliance, labor relations and others.

Each of these "stages" form the foundation for building a great knowledge-centered university.

Next be agile and refresh, reboot and reassess everything again and again.

Here are the four stages in your

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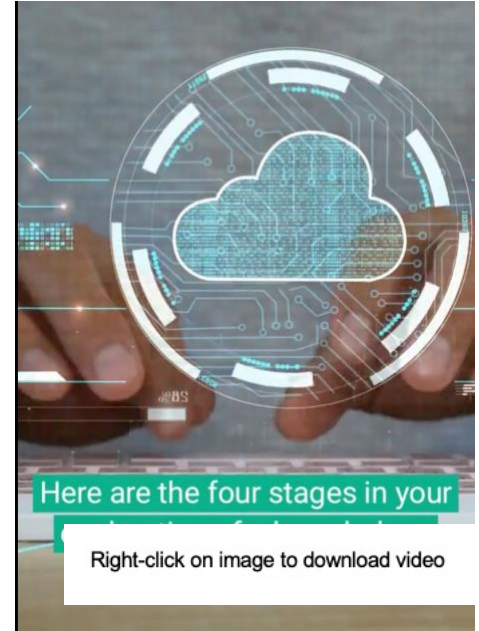
Your University
Chief Learning Officer - Dean

Standards Approach for
Agile Performance Through Knowledge

Knowledge Discovery	Knowledge Design	Knowledge Delivery	Knowledge Directives / Disciplines

• Knowledge Strategy
• User Support & Advisory Council
• User / use cases
• New concept intake – anyone
• Live cycle
• Security Levels
• Public Affairs
• Core
• Change Management
• Process - Robotic Improvement
• Content Library
 	
Pedagogy via OCI Standards Model
• Layer 1 Physical
• Layer 2 Interface
• Layer 3 Process
• Layer 4 Policy
• Layer 5 Organizational
• Layer 6 Executive
• Layer 7 Public
	• Design Models
	• Research & Development
	• Policy
	• LMS - Learning Management System
	• Content Tracking
	• Actionary Process Library
	• TNT-Train the Trainer
	• KM-Knowledge Asset Management
	
	Modes
	• Person-to-Person
	• Person-to-Machine – IoT /AI
	• Machine-to-Person –
	• Machine-to-Machine – AI - AI
	
	Media
	• Voice
	• Data
	• Voice
	• Augmented
	• Virtual
	• Virtualized
	• Machine Learning
	• AI
	• Emerging
		• Leadership Strategy
		• By Department
		  • Oversight
		  • Operations
		  • Optimization
		  • Safety
		  • IT
		  • Compliance
		  • Corporate
		  • External
		• Modalities
		  • Concepts
		  • Courses
		  • Curriculums
		  • Certificates - Degrees
		  • Career Paths
		  • Classifications
		  • College – degree credits
		  • Leadership Center of Excellence
			• Degree/Certification Policy
			  • Certifications
			  • Bachelors/Masters
			• Accreditation
			• Audit - ROI
			• Governance/Compliance
			• Performance reliability / crisis
			  • Response
			  • Recovery
			  • Resiliency
			• KPI-Key Performance Indicators
			• Legislative /Regulatory
			• Labor
			• Public Policy
			• Investor community

Overlay – collaboration, consensus, user assessment and indepth feedback

Overlay Physical - Cyber Security – intellectual property, unauthorized access - need to know, to protect, to secure

Tactical Effort – Once content has been cataloged, content can be used within an organizational framework such as above or others.

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Summary - This presentation is intended to provide an overview not an indepth analysis of each topic as any corporate - educational business development will be unique to concept, courses, curriculum, certifications and degrees planned. However, it is a framework or viable plan to add-in to add-on to any planned or existing organization. As we have found in our research, content is always the critical "element" or DNA that is missing. That is, there is plenty of content, but it is often thousands of pages of text, presentations, documentation, much less undocumented findings from real world settings that is missing but vital or even health safety critical. To that end, please send any thoughts, comments and criticism to cross@gocross.com.

Subject to change without notice.

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