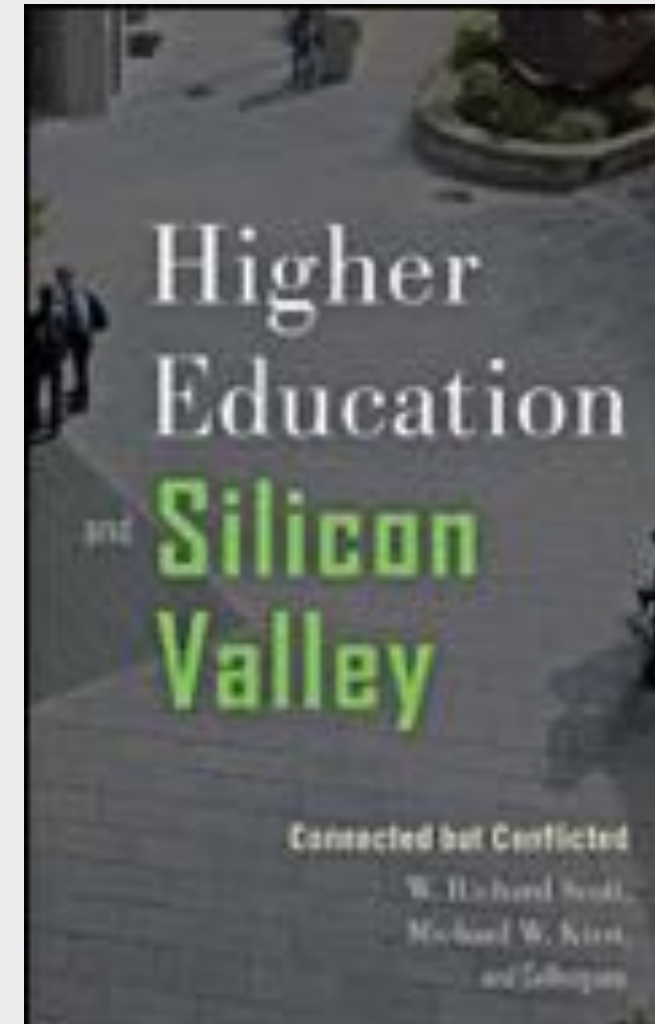
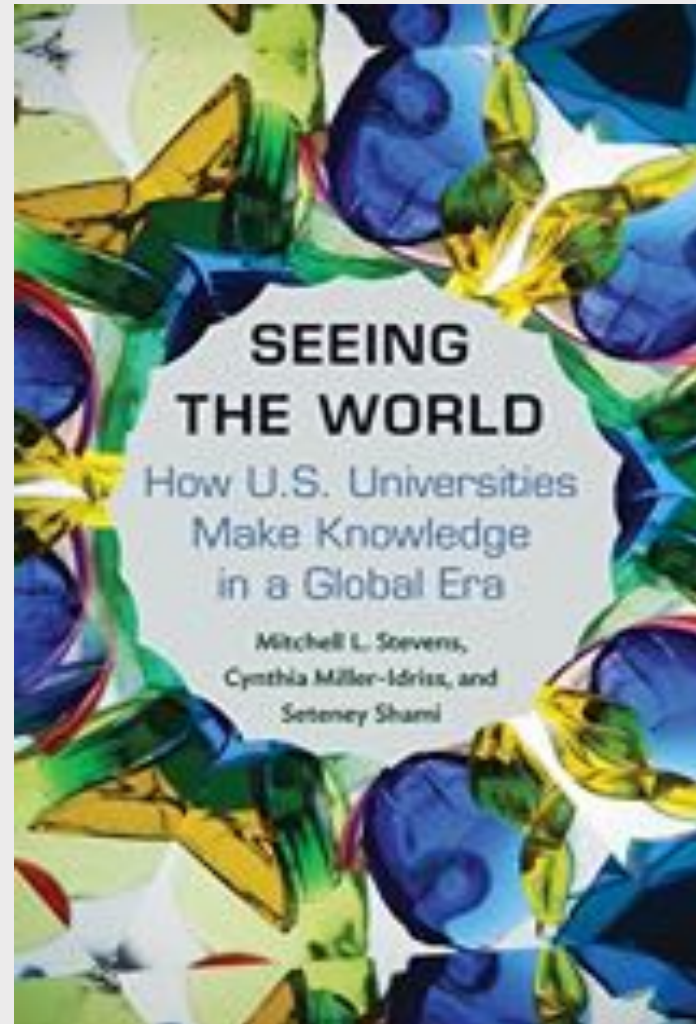


Creating a Lifelong Learning Marketplace

Mitchell Stevens
Stanford University
12 December 2017





GIVEN

More frequent occupational and life transitions

More economic uncertainty and competition for relative advantage

Growing supply of lifelong learning/credential opportunities

NOT GIVEN

- Shared understanding of dramatic change
- Equitable mechanisms for maintaining employability
- Reasonable distribution of information and risk in markets for lifelong learning/credentials

Current US postsecondary sector is a complex market

Wide variety of providers

Categorical tiering by admissions selectivity and institutional wealth/prestige

Substantially and diffusely subsidized by government *tax exemption, student loans and grants, federal research support, state-legislature subsidy*

Substantial information asymmetries between suppliers and consumers













If we do nothing, what kind
of lifelong learning
marketplace will we get?



What might a less asymmetrical marketplace look like?



CARFAX®



**CERTIFIED
PRE-OWNED**

GOVERNMENT SAFETY RATINGS

Driver ★★★★★

Passenger ★★★★★

Front Seat ★★★★★

OPTIONAL EQUIPMENT AND OTHER ITEMS

Manufacturer's Suggested Retail Price

SYMMETRICAL AWD

All-Wheel Drive (AWD) with Symmetrical AWD is a Subaru. Its ideal balance forces ensure stability and grip. It combines a horizontally opposed engine and a symmetrically arranged drivetrain for exceptional power, greater grip and quiet. Providing more than just safety on slick roads, it delivers exhilaration on road. All-Wheel Drive is not just our heritage, it is our passion. www.subaru.com

4-Speed Auto Transmission w/ SPORTS SHIFT
Dyna/30k Subaru Roadside Assistance

MOTOR TRENDS

WST www.safercar.gov or 1-888-327-4236

PARTS CONTENT INFORMATION

FOR VEHICLES IN THIS CARLINE:
U.S./CANADIAN PARTS CONTENT: 0%
MAJOR SOURCES OF FOREIGN PARTS
CONTENT: JAPAN: 100%

FOR THIS VEHICLE:
FINAL ASSEMBLY PLANT:
On: Gunma, JAPAN
COUNTRY OF ORIGIN:
ENGINE: JAPAN
TRANSMISSION:

Consumer Reports

Call. Emission Control Syst.

The Smog Index of the average new vehicle is: 0.36

306 FRUITVALE BLVD
YAKAMA, WA 98250

306 FRUITVALE BLVD
YAKAMA, WA 98250



George A. Akerlof, "The Market for 'Lemons':
Quality Uncertainty and the Market Mechanism,"
Quarterly Journal of Economics 84 (1970): 488-5

Nutrition Facts

2 servings per container

Serving size 1 1/2 cup (208g)

Amount per serving

Calories 240

% Daily Value*

Total Fat 4g **5%**

Saturated Fat 1.5g **8%**

Trans Fat 0g

Cholesterol 5mg **2%**

Sodium 430mg **19%**

Total Carbohydrate 46g **17%**

Dietary Fiber 7g **25%**

Total Sugars 4g

Includes 2g Added Sugars **4%**

Protein 11g

Vitamin D 2mcg 10%

Calcium 260mg 20%

Iron 6mg 35%

Potassium 240mg 6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Thank you.

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