

# Mass Customized Learning: *An Introduction*

# Mass Customized Learning?

We now live in an era where practically all products and services are designed to be customized to enable a personalized delivery. The concept of customization and personalization has drastically improved the quality of products and service. This concept and practice can be seen in every product and service – except for education. Education has remained stuck in the assembly line approach to learning which presupposed that all eight-year olds are ready to learn the same thing, the same way, in the same amount of time.



The Mass Customized Learning (MCL) National Alliance is committed to changing the structure of education from its current industrial age model to a system that empowers the learners, educators and parents.



In this dramatic transformational shift learners will derive more meaning, engage at a more intimate commitment level and become better prepared for their future. Customizing and personalizing learning will allow educators to move from *workers to empowered professionals* and allow education to move from an *industry to a profession*.

# What is the MCL National Alliance?

The MCL National Alliance is the result of six distinct organizations' decision to collaborate in providing leadership and support that will significantly influence the future of education in America. Each organization is currently engaged in the work of inspiring a new vision for learning and in supporting educational entities journey in developing a customized learning model. Collectively the Alliance garners the capacity to accelerate the implementation of Mass Customized Learning on a national scale.

# How will the vision be achieved?

The MCL National Alliance vision is the creation of Ideal Learning Experiences that best represents the future needs of learners and a new model of education. Mass Customized Learning presents a desirable and doable vision that allows learning systems to leave the time based Industrial Age methodology of instruction and replace it with a learning-based system that:

- ▶ Meets every learner at his/her learning level.
- ▶ Provides learning opportunities that synchronize with the learner's most effective learning style.
- ▶ Allows learner to study and learn skills and concepts using content that is relevant
- ▶ Uses technology as a teacher enabler, not technology as teacher

- ▶ The mission of the MCL National Alliance is to partner with entities committed to transforming the existing educational systemic model to a culture of customization.
- ▶ The MCL National Alliance will identify educational entities that are intensely involved with the implementation of MCL.
- ▶ The criteria and process for identifying such sites has been established and is ready for implementation.

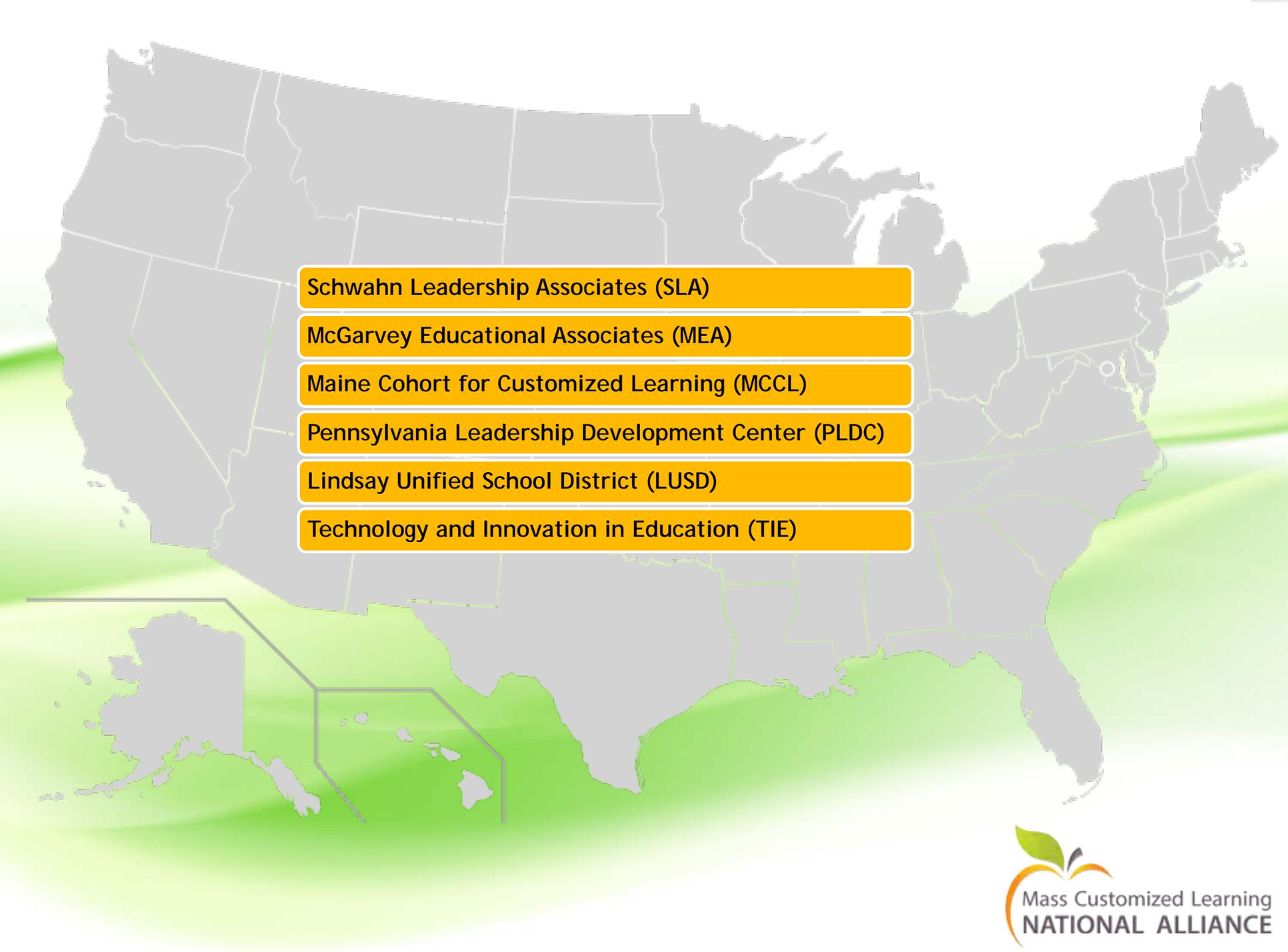
# Continuum of Engagement

The following levels of Engagement define the MCL National Alliance core services:

- ▶ Level 1 Awareness (Starting Steps)
  - ▶ National/ Regional Summit
  - ▶ Visitation to Demonstration Schools
- ▶ Level 2 Early Implementation (Shifting the Mindset)
  - ▶ Site Visit
  - ▶ Readiness Assessment
  - ▶ Consultation
- ▶ Level 3 Full Support for Implementation (Ready for Rollout)
  - ▶ Leadership & Staff Development
  - ▶ Organizational Development

# MCL National Alliance Advisors & Mentors

The Alliance has a roster of experts to serve as a resource for inquiries from interested parties seeking support services. These experts are comprised of a diverse group of successful school leaders, and practitioners (including MCL learners and learning facilitators) from across the country. They have experience and an in-depth understanding of customizing learning and the change process.



Schwahn Leadership Associates (SLA)

McGarvey Educational Associates (MEA)

Maine Cohort for Customized Learning (MCCL)

Pennsylvania Leadership Development Center (PLDC)

Lindsay Unified School District (LUSD)

Technology and Innovation in Education (TIE)