Bridging the Gap between industry and Academia in the Geospatial Industry

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Overview

- There is a gap between academia and industry as graduates often leave school unprepared for what lies ahead in the industry due to lack of practical curriculum and internship
- There is a shortage of geospatial technology professionals globally
- While both academia and industry play crucial roles in advancing R&D, the approaches and objectives are quite distinct.
  - Objective, time horizon, IP, Resources, collaboration
- Bridging the gap between these two can lead to more innovative solutions that combine the depth of academic research with the practicality of industrial applications.

Objective of Bridging the Gap

- Enhance collaboration for sustainable commercial outcomes.
- Connect students with geospatial companies based on interests & professional goals.
- Facilitate experiential geospatial learning.

Ideas to Close the Gap

- Closing the gap and diversifying Innovation through industry focused **virtual experiential learning**
- **Training & Talent Matching**
  - Universities & colleges:
    - Undergraduates, graduates
  - Entry-level professionals within or desirous of entering the industry
  - Special groups:
    - Indigenous
    - Black and other people of color (BIPOC)
    - Youth (K12)
    - Women and girls

The Power of Experiential Learning

- Learn naturally while solving geospatial problems
- Engage 'deep' learning vs. 'surface' learning in geospatial tech
- Create environments for trial, feedback, and geospatial innovation.

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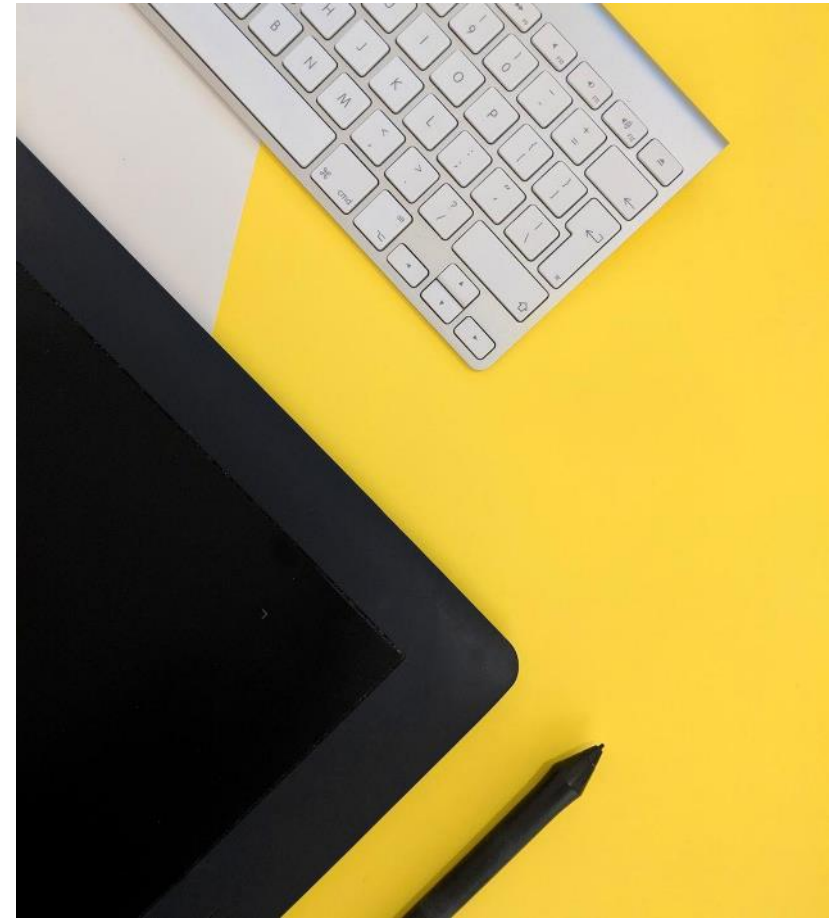
Collaboration

- Academia nurtures the next generation of geospatial talent
- Industry provides real-world geospatial challenges
- Value of mentorship & industry interaction
- Access to the latest geospatial technology
- Synergistic benefits when industry & academia work together in geospatial

Connecting Industry to Talent

- Industry and academia must work to answer questions like:
  - How can we stimulate students to build new mental models to engage 'deep' learning as
  - opposed to the 'surface' learning in which they are remembering to pass examinations?
  - How do we create safe environments in which students can try, fail, receive feedback and try again?
  - What models of engagement will ensure that geospatial learning will produce sustained influence in the way students think, act and feel?

What if...?

- **Virtual Internship Program (VIP)**
  - Experiential Hiring made Easy

THE VIRTUAL INTERNSHIP

Need innovative solutions?
Strategic Projects

Leverage candidates as a fresh set of eyes and a source of inspiration
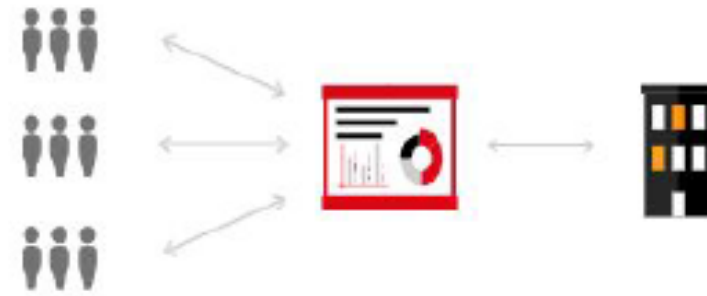
Looking for top talent?
Experiential Hiring

Select and retain top-talent that is qualified and productive

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Virtual Internship Formats

COLLABORATION

COMPETITION

1-6 student interns working on
a customized, high-impact project

Teams of students competing to
come up with the best insights

VIP Options

LIVE CASE
Large Class Collaboration or Competition
- Suitable for 7-200 students
- One project OR multiple projects
- Requires faculty facilitator

Capstone
Small Team Consulting Projects
- Suitable for 2-6 students per team
- Students work in teams directly with company leadership

INTERNSHIP
Individual experience for students
- Suitable for students to fulfill Co-op term
- Students work directly with organizations virtually or in person