

## NEW SHOES: MAKING THE TRANSITION FROM INDUSTRY TO HIGHER EDUCATION

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### Abstract

Higher education is a constantly changing landscape and there is a growing need for non-traditional instructors (instructors that has multiple years of experience in their perspective fields). Although many individuals has considered making the transition to higher education, the path to the classroom is not always an easy one. For those few that have been given the opportunity, the transition can be challenging.

The first years can be rather difficult depending on individual adaptability and preparation. One does know what to expect with the position and the learning curve can be rather short.

The basis of the presentation is to provide insight on making the transition from the marketing industry to higher education. Through personal experience and additional research, I have prepared a simple process to assist those making the transition to faculty. The process is called:

**P.R.E.P- M.E** (*Prepare, Relevancy, Experience, Perception, Manage and Expectation*). Each section is broken down into the following:

- **Preparation**-*Be mentally prepared to make the transition from industry to higher education. Different industries can result in different challenges. Change your approach and become adaptable. Consider job shadowing, ask questions. At this point you are the STUDENT.*
- **Relevancy**-*How relevant is your experience to your proposed course content? Does your experience relate well in the classroom? It is important to draw on experience that is easily transferable and comprehensible?*
- **Experience**-*Students are eager to acquire “real world knowledge” from instructors and they see textbook material as redundant. Use your experience to develop course assignments. Simulations and role play are excellent examples of real world application.*
- **Perception**-*Your experience and background projects a certain type of perception. You are perceived as an expert in your field. Manage this perception carefully. Be relatable to your students. Do not be unapproachable to your students.*
- **Management**-*Learn how to manage the classroom. Manage students as if you would manage clients. Develop a classroom philosophy. Make sure your objectives are clear. Build a positive relationship with your students. Class sessions can be very short in relation to prearranged content, therefore plan course material accordingly.*
- **Expectation**-*Manage your expectations. It is a learning process. Take time to learn your new craft. Create attainable goals for you and your students.*

It is my belief that once applied, the **P.R.E.P- M.E** process will prove to be a systematic approach to a smoother transition between careers.

References Available upon Request