



IMAGINE
BEACH 2030

TOOLKIT

spend two days
**CREATING
THE
FUTURE**

SEE THE FUTURE. IMAGINE THE POSSIBILITIES. GET READY FOR A NEW WORLD.

November 14-15, 2018 | csulb.edu/imagine



CALIFORNIA STATE UNIVERSITY
LONG BEACH



INSTITUTE FOR THE FUTURE

Dear BEACH 2030 Leaders:

Thank you for helping us spread the word about the launch of Imagine BEACH 2030.

Between now and November 14, you and your fellow colleagues, friends, and neighbors will help get the university ready to participate in a community-wide online conversation about the future of CSULB and its place in the world.

This toolkit is your guide to activate your colleagues and peers in the CSULB community to join you online and spark a new kind of open, participatory conversation about the future.

Imagine BEACH 2030 will take place from 8:00 AM Wednesday, November 14 through 11:59 PM Thursday, November 15. During those two days, we're going to engage in an entirely new kind of community-wide conversation on an online platform called the Foresight Engine. This platform is designed to help thousands of people come together and share their hopes, concerns, and questions about the future in a fun, collaborative environment. We're thrilled to have you on the team helping to explain, engage, and make this effort real.

Thank you in advance for your efforts on behalf of CSULB and the future.

Go Beach!

This Toolkit includes:

1 WHAT IS IT?:

THE CALL TO ACTION

Hone your "elevator pitch." Help others understand quickly what Imagine BEACH 2030 is, and why they'll want to participate.

2 HOW IT WORKS:

PLATFORM BASICS

Orient yourself to the online Foresight Engine platform we'll be using for Imagine BEACH 2030 and understand the basics of how it works.

3 WHAT TO DO:

YOUR ACTION CHECKLIST

Find tools to help you energize and organize in preparation for Imagine BEACH 2030.

4 HOW TO ENGAGE:

GROUP GATHERING GUIDE

Gather as a group on the day of the event. Get tips to encourage people to join an Imagine BEACH 2030 team.

5 THE FACTS:

FAQ

Anticipate questions—and have the answers at your fingertips.

1 Call to Action

Hone your “elevator pitch” about Imagine BEACH 2030.

SEE THE FUTURE. IMAGINE THE POSSIBILITIES.
GET READY FOR A NEW WORLD.

csulb.edu/imagine



On November 14–15, 2018, CSULB faculty, staff, students, alumni, and neighbors will take a day trip to the future. Everyone is invited.

We’re all going to BEACH 2030. It’s a place where imagination and learning have no barriers.

It’s powered by artificial intelligence, virtual reality, autonomous vehicles, renewable energy, increased diversity, collective action, creativity...and you!

This online event will inspire you to think differently about your own future—and become a part of our collective drive to make CSULB a vibrant institution of the future.

WHAT IS IMAGINE BEACH 2030?

- **For just two days, from November 14–15**, thousands of players from across the CSULB community will join together for an online conversation to challenge their understanding of the university, higher education, work, and learning, and imagine new possibilities for the future.
- **Imagine BEACH 2030 is your chance to add your voice** and shape the future of CSULB. Get ready to think and imagine bigger than you’ve ever imagined before. We imagine the future to find out what’s possible, and we can’t wait to see what YOU think might be possible.
- **In as little as thirty minutes**, you can make your voice heard by taking part in an online conversation about CSULB’s challenges and opportunities in the next decade. Go online to contribute short, tweet-length ideas about the future of the Beach and attend one of the many on-campus events to hang out with others who are doing the same. Over the course of the two days you can compete to win points, achieve awards, tackle grand challenges, and partner with your peers and the CSULB community to shape the future.
- **Imagine BEACH 2030 is one step in the larger two-year BEACH 2030 effort** to envision a thriving future for the Beach and the surrounding community. The results will be synthesized and processed over the course of 2019 and will result in the BEACH 2030 map and vision, that will guide the institution through the next decade and beyond.

Together, we can create a new future.

Join us: csulb.edu/imagine

2 The Platform Basics

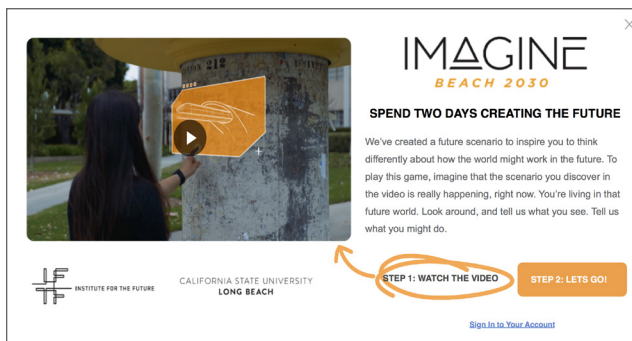
Orient yourself to the online Foresight Engine platform we'll be using for Imagine BEACH 2030 and understand the basics of how it works.

On November 14 (8:00 am PST) through November 15 (11:59 pm PST), the CSULB community is invited to join an online conversation called Imagine BEACH 2030. The goal is to engage faculty, staff, students, alumni, and the broader community to think creatively about the future of the university, the changing value of the degree, funding models, innovations in research, community, teaching, work, collaboration, and the Beach.

The event will take place on an online platform called the Foresight Engine, developed by the Institute for the Future (IFF), a 50-year-old non-profit research organization. The Foresight Engine is designed to engage thousands of people in fast-paced, collaborative sharing of ideas about the future. Here are some of the basics about the event:

EVERYTHING KICKS OFF WITH A FUTURE SCENARIO:

This short video provides a peek into possible futures for CSULB. It's designed to provoke curiosity and creativity about what will be possible in the year 2030 and beyond. The scenario will help us all think about how the world is changing, and how those changes might alter our personal and professional opportunities, the choices our community will need to make, and the very nature of our most important social institutions.



PARTICIPANTS "PLAY CARDS:"

The platform works like a card game.

Positive Imagination cards will invite players to answer, "What do you want to do in this future? What great things could happen?" while Shadow Imagination cards will ask "What are you worried about in this future? What could go wrong?"

Don't be afraid to say things that might sound a little ridiculous. We need big, bold ideas to meet the challenges of the next decade.

Players then build on these starting ideas with Build cards. A Build card answers the question: "What might happen next in this future?" or "What do you wish would happen instead?" As cards stack up, together we get to see the future from thousands of different points of view.



EACH CARD IS SHORT AND SWEET:

You have 280 characters to share your idea, like a tweet. But the ideas add up to: participants try to extend and develop each others' ideas into chains as long as 5, 10, 20, or even 50 "builds."

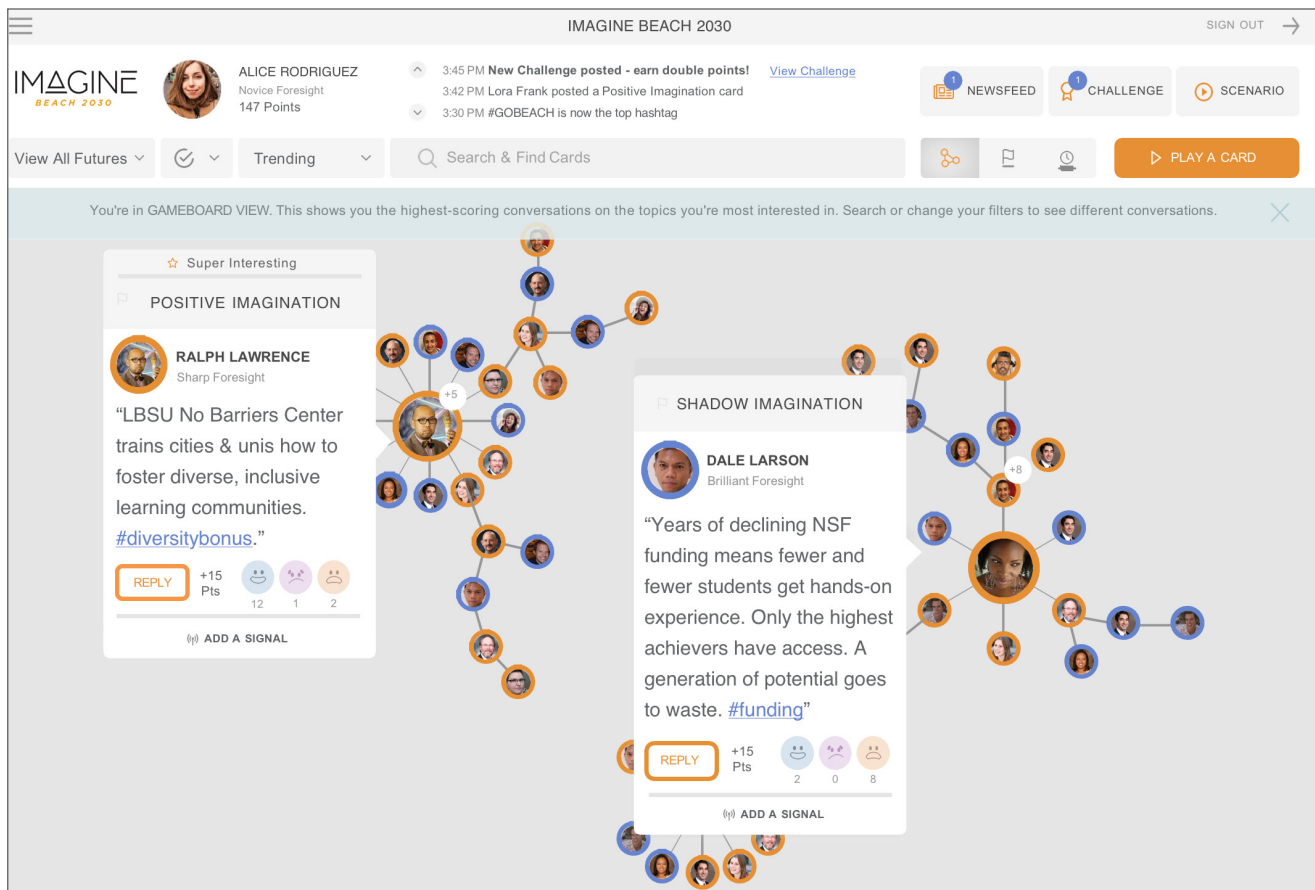
The Platform Basics (cont.)

THE EXPERIENCE IS COLLABORATIVE AND SUPPORTIVE:

You earn points for sharing your ideas about the future. But you earn the most points when you build on someone else's idea, when someone builds on yours, and when you're a part of a long, cooperative chain of builds. It's not a competition to see who has the best idea. It's a collaboration to see how vividly and creatively we can imagine the future together.

IT'S FUN, ACTIVE, AND PERSONALIZED:

A dashboard lets you search and find cards on topics you care about most. A notification feed alerts you every time someone else builds on your future, and whenever you earn points. There's also a live blog to dig more deeply into ideas that are rising to the top. Challenges and awards will be issued throughout the event to focus energy on important topics and issues.



YOU CAN START GETTING READY TODAY:

Your task is to help spread the word, RSVP as many participants as possible at csulb.edu/imagine, and help get everyone ready to make the best possible contributions to the game. Check out the Action Checklist and the Group Engagement Guide for pointers. **And don't forget to participate, too!**

3 Your Action Checklist

We need every member of our campus community to help make Imagine BEACH 2030 a success. Here's what you can do to help:

BEFORE THE EVENT (NOW UNTIL NOVEMBER 13TH)

RSVP FOR THE EVENT TODAY AT CSULB.EDU/IMAGINE

RSVPing ensures that you get all the information you need to participate in the event and take on the creative challenges come November. Don't miss out!

GET EVERYONE YOU KNOW TO RSVP

Encourage people in your network to RSVP at csulb.edu/imagine, too! RSVPing allows us to track which communities within CSULB are already energized and ready to go, and where we need to focus further outreach efforts to get all voices involved. Whether people RSVP or not, everyone is welcome to participate at csulb.edu/imagine when the conversation starts at 8am on November 14, 2018.

SPREAD THE WORD

- **Explain the project to others** using the Call to Action (p.2) as your guide.
- **Distribute flyers:** Download and print the flyer. Distribute to your on- and off-campus networks to post in offices, classrooms, and in your community.
- **Share about it on social media.** Make sure to include #BEACH2030 and csulb.edu/imagine. Here are some sample posts:
 - *Imagine #BEACH2030 with me and @csulb this November! RSVP today: csulb.edu/imagine*
 - *On November 14, hundreds of @csulb faculty, staff, students, alumni, and Long Beach neighbors will take a day trip to the FUTURE. We're all going to Imagine #BEACH2030. Curious? Check it out: csulb.edu/imagine*
 - *You are in a world where your VR learning experiences can be leveraged in an ecosystem of innovation. Now what? Imagine #BEACH2030 csulb.edu/imagine*

SET A CALENDAR ALERT (AND INVITE OTHERS!)

Imagine BEACH 2030 is a special event, and you don't want to miss out. As the school year is starting up, make sure you, your colleagues, students, and community get Imagine BEACH 2030 on your calendar! The Imagine BEACH 2030 website will only be open for 40 hours (8:00am Wednesday, November 14–11:59pm Thursday, November 15.) Set an alert for November 14 and/or 15, blocking off at least an hour for yourself to get immersed in the future of CSULB. Want to help others save the date? Invite them to your calendar event or create a Facebook event for sharing.

ATTEND AN INFO SESSION OR FUTURE-FOCUSED EVENT

Events are being organized throughout the fall semester to help people get up to speed and connect with others around the event and future-facing topics. Attend an event and bring a friend!

- **The full list of events** can be found at csulb.edu/beach-2030/engage/events
- **Have an idea?** Send a message at csulb.edu/beach-2030/form/contact-us



Sean DuFrene/Photographer Marketing and Communications
California State University, Long Beach

Action Checklist (cont.)

ORGANIZE PRE-EVENT HUDDLES

Another great way to prepare for the event is to hold pre-event huddles where you discuss the future of topics that you're interested in and could impact the future of CSULB. Use these huddles to come up with ideas to submit once the platform opens on November 14.

EXPLORE SIGNALS OF THE FUTURE

Imagine BEACH 2030 is all about exploring the future. There are already clues about the future all around, if we know where to look for them. We call these clues "signals of change." Signals are specific examples—products, data points, news stories, or even personal anecdotes—of things that are already happening today. They make you say, "Wow! That's something I haven't seen before," and feel curious about what they might grow into over time.

Want to add great, well-informed ideas to Imagine BEACH 2030? Start by collecting clues, or signals, today. A great first place to start is with a quick google search of "the future of _____" (any topic you're super-interested in!). You'll have the chance to add signals to people's ideas during the live event, to help people see how to connect the dots between their far-future visions and the amazing things already happening today.



Sean DuFrene/Photographer Marketing and Communications
California State University, Long Beach

DURING THE EVENT (NOVEMBER 14TH-15TH)

ORGANIZE GROUP GATHERINGS

Professors, staff, students, alumni, and community members can organize an event anytime during the 40 hours of play, to bring a group of people together to play in person. The group could be five people, or an entire department. Check out the Group Engagement Guide for pointers and further information.

ENGAGE AS A CLASS

Student participation is at the core of Imagine BEACH 2030. Professors can run day-of "play" sessions in their classroom, make a special assignment around participating, or offer it as extra credit. If your professor hasn't mentioned it yet, ask them about it! Create a hashtag for your class so you can easily find each others' ideas (Examples: #Africana or #Frankenfood or #9506).

PICK YOUR FAVORITE CHALLENGES AND HELP LEAD AMAZING CONVERSATIONS

Before the live event, we'll publish a schedule of challenges that will run over the two days. Each challenge will encourage everyone to focus on a particular future topic, like the future of housing or the future of food, for an hour or two of concentrated collaboration. If you see a topic that's of special interest to you, set aside the time on your calendar and plan to be active during the challenge. By being super-engaged and responding to cards during a particular challenge, you'll help encourage new contributors, make sure every voice is heard, keep the conversation flowing, and build creatively on your favorite ideas.

4 Group Engagement Guide

People are at their most creative when they work together in groups ... so invite and host your own group to participate as a team during Imagine BEACH 2030!

There's no need to register as a team. Just:

- Choose a #hashtag for your team (for example, #TeamArts or #CHLS201).
- Post your hashtag where everyone can see it at your gathering (a big sign on the wall is perfect!).
- Have your group include that #hashtag in every card they play—that way you can find each other's cards, build on them, score points, gain visibility, and collaborate on ideas together.
- Try to get your team's #hashtag to the top of the trending list! The more cards you play and build on, the more points you earn, and the higher your ranking.

PLAN YOUR GATHERING

We recommend a meetup that's at least half an hour; one hour to 90 minutes is the sweet spot. Let people know it only takes 15 minutes to watch the scenario video, talk through an idea about the future, and share it online. With more time, you can explore and learn more. A group playing together for an hour can build the kind of high-scoring, high-impact ideas that could really change the course of the future for CSULB.

Resources are available to support group participation. You can offer pizza, snacks, or other incentives to maximize participation. **Contact the action team leaders in your respective divisions, colleges, or units if you want to host a gathering.** You can find the full list of action teams at csulb.edu/beach2030teams

ON ARRIVAL

When your group arrives on the day of the event:

- 1 Get everyone to register at csulb.edu/imagine
- 2 Watch the video at csulb.edu/imagine
- 3 Use the video to spark a group discussion.

CONVERSATION STARTERS:

- What do you think (or hope) you'll be able to do at CSULB in 2030 that you can't do today?
- What excites you about the future scenarios in the video? What about them makes you feel nervous or unsure?
- What new challenges do you think CSULB and the region will face in 2030?
- What problems do you think CSULB will have solved?

When everyone has had the chance to get their creative juices flowing, join the conversation online!

MAKE SURE ALL YOUR GREAT IDEAS MAKE IT ONTO THE PLATFORM AND INTO THE LARGER CONVERSATION!

- If someone leaves before their idea is played as a card online, add it for them.
- Project the Imagine BEACH 2030 website onto the wall to see your ideas take flight!
- Make sure you're searching for your team's hashtag so you can build on each others' ideas. Use the question prompts on the platform to take each others' ideas further such as "What do think might happen next in this future? Take the story one step further.", "Love this future? Say why!" or "Curious about this future? Ask a follow-up question!"

FINALLY, A FEW FUN WAYS TO PARTICIPATE

- Set up a photobooth or a video station and upload photos to social media remember to tag @csulb and use the hashtag #BEACH2030!
- Come up with a special competition just for your group—Ask people who come to play at least one card on the #hashtag of your choosing. Give a prize to the person whose card gets the most points during group play.

5 Frequently Asked Questions

Q WHAT IS THE IMAGINE BEACH 2030 EVENT?

Imagine BEACH 2030 is a two-day massively open online conversation that will invite all of CSULB's staff, professors, students, administrators, alumni, and community members to consider the future of CSULB in the year 2030.

It will take place November 14–15 at csulb.edu/imagine, with a series of on-campus events and activities supporting the digital dialogue. The online platform driving the event is called the Foresight Engine. This platform is designed to help hundreds or thousands of people come together and share their hopes, concerns, and questions about the future in an engaging and collaborative environment.

Imagine BEACH 2030 is part of BEACH 2030, a two-year participatory visioning process that will culminate at the end of 2019 with the BEACH 2030 Vision Map and Strategic Plan. Find out more at csulb.edu/imagine

Q WHY USE THE FORESIGHT ENGINE TO ENVISION THE FUTURE OF CSULB?

As innovators, we want to use a new and exciting approach to maximizing inclusion and idea generation. This platform is designed specifically to gather many diverse ideas to be shared across a large number of people. It includes playful elements that spark creativity and take people outside the bounds of normal modes of thinking. It encourages collaboration and perspective-taking, so participants can build empathy for each other's hopes, concerns, and questions about the future. For more information, check out ifff.org/foresightengine.

Q WHY FOCUS ON THE FUTURE?

When we imagine the future together, what we're really doing is participating in the process of building the future. We imagine what we might do in a world of new possibilities so that we can take advantage of new opportunities and avoid future challenges. We think about the difficult decisions that we'll have to make in the future, and how those decisions will impact education,

the university system, and our communities. By thinking about that future now, we give ourselves more time to consider our strategic response. Education, work, research, funding landscapes, and the skills people need to thrive in the future are changing fast, and CSULB needs to prepare for the future, today.

Q WHY ONLY TWO DAYS?

One of the most exciting elements of a Foresight Engine event is how many people are in the same conversation at the same time. This real-time engagement with hundreds or thousands of other people creates an atmosphere of excitement, possibility, and collaboration. One of the best ways to get so many people on at the same time is to limit participation to a small window of opportunity. This drives up enthusiasm and momentum and allows for the maximum amount of fun and engagement.

At the end of the 40 hours, the platform will stop accepting new ideas. However, the website and archive of our community conversation will remain live for six months after the end of the event. You will still be able to browse the conversations and search for people, ideas, and inspiration, as well as download a .csv file of the data to play with and analyze on your own!

Q HOW LONG DOES IT TAKE TO PARTICIPATE?

Watching the future scenario video and adding your first idea will take less than 10 minutes! However, the magic of the platform isn't just adding a single idea—it's interacting with hundreds of others in conversation and a creative exchange of ideas, and seeing how those ideas evolve over time. Based on previous Foresight Engine events, we estimate that 30 minutes is enough to get comfortable and fully engaged on the platform. If you leave after 30 minutes, however (which is actually pretty hard to do—it's a bit addictive and we really aren't kidding when we say people get absorbed for hours!), we'd encourage you to set a calendar alert or alarm on your phone to come back again later to check out how conversations have grown and changed and what new ideas are trending.

Frequently Asked Questions (cont.)

Q WHAT HAPPENS AFTER THE ONLINE EVENT? WILL WE SEE THE RESULTS?

Yes, you'll see the results in multiple forms:

- **Live analysis** will highlight key themes and winning ideas via the live blog and Twitter.
- **A post-event memo** will be shared with CSULB's network approximately two months after the event, with results analysis and synthesis of key themes.
- **A series of Foresight-Insight-Action workshops** will be held throughout SP19 examining and deepening insights around cross-cutting themes and strategic action zones that will emerge from the Foresight Engine and other institutional conversations.
- **The BEACH 2030 vision map and strategic plan** will be publicly released at the end of 2019, providing a synthesis of the process and outcomes, as well as the proposed path moving forward. While this marks the end of the BEACH 2030 two-year process, it's only the beginning of the longer journey to our collective future.

Q WHAT IF CLASSES OR CLUBS WANT TO TRACK THEIR CONTRIBUTIONS? HOW DOES THAT WORK?

To track participation, classrooms or groups can develop short hashtags to add to the end of all of the cards they play (Examples: #OceanResearch, #ENG210, or #TeamInfrastructure—feel free to get creative!). Then you can search that hashtag to see all the cards added by members of your group. Using the class hashtag, professors can track cards submitted by their students (if this were a homework assignment, for example). In terms of tracking individual students' contributions, professors can either ask students to use their real name as their username, or to provide them their username.

Q WILL THERE BE PRIZES?

Challenges and awards will be issued throughout the event to focus energy on important topics and issues. These challenges and the award-winning ideas they inspire will be announced on the live dashboard, through

blog posts, and on social media. Participants will also be recognized with shout-outs on social media when they earn achievements or other honors.

Q WHAT ARE THE TECHNICAL REQUIREMENTS?

You can participate in this online event via computer, tablet, or smartphone—all you need is a reasonably-recent version of a modern web browser and an internet connection. The conversation will take place on the website imaginebeach2030.org. Live analysis will highlight key themes and winning ideas via the blog and Twitter as the event progresses.

You can also contribute ideas via Twitter by tweeting with one of two hashtags:

- Include **#PositiveBEACH2030** in your tweet to contribute a new Positive Imagination card. (What's something you'd like to see or be able to do at CSULB in 2030 that you can't today?)
- Include **#ShadowBEACH2030** in your tweet to contribute a new Shadow Imagination card. (What's a new challenge you think CSULB might face in 2030?)

For those who navigate the web via a screenreader, we recommend following and contributing ideas via Twitter, plus exploring Imagine BEACH 2030's accompanying blog for long-form, real-time idea analysis during the event.

Q WHAT HAPPENS TO PARTICIPANTS' DATA? HOW SECURE IS THE PLATFORM?

To participate, you do not need to provide any personal data at all. We do recommend you sign up with a current email address so we can send you updates and alerts when you earn achievements or as other exciting things are happening during the event.

Participants will have the option to add social media or other personal contact information to their profiles if they want other participants to be able to contact them after the event ends; this is entirely voluntary and completely optional.

Privacy Policy & Terms of Use

PUBLIC, SHAREABLE, AND REUSABLE

The Foresight Engine is a public good. Every idea contributes here is added to a public website that can be freely accessed by anyone, anywhere. The Foresight Engine operates under principles of the Creative and Science Commons. All content created, including digital video and photography is automatically published under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

PARTICIPANT DATA AND PRIVACY

Our privacy policy is simple. We won't share your contact or private information with anyone outside the Institute for the Future and CSULB. CSULB may contact you to alert you to future online events or invite you to participate in focus groups or other engagements for subsequent phases of BEACH 2030. You are not obliged to participate in any further activity after Imagine BEACH 2030 concludes.

COMMUNITY STANDARDS

First and foremost, be kind to one another. The Foresight Engine is a forum for individuals to express their hopes, concerns, and personal predictions about the future. In order to ensure that it remains a community that is welcoming and open to everyone, we ask that everyone follow these community norms:

- No...**
- Hate Speech**
- Sexually Explicit or Graphic Content**
- Violence or Threatening Behavior**

BULLYING OR HARASSMENT

The Foresight Engine is a place for your imagination to run wild. While we invite you to challenge default ideas about the future, we do not permit discrimination against groups or individuals based on sexual orientation, gender, race, ethnicity, disability, medical condition, national origin, legal status, or religion. We reserve the right to remove any content that violates these standards. We encourage participants to report inappropriate behavior by clicking the flag icon on any card. Please note that this will send the card to a moderator for review but does not guarantee that it will be removed from the site.

WE MAY QUOTE YOU

Anything you say on the Foresight Engine may be quoted in whole or in part in future reports by the Institute for the Future. Anything we quote will be attributed to your Foresight Engine user name. You are not required to use your real name as your user name. Many people choose to participate anonymously or pseudonymously.

ABOUT

CALIFORNIA STATE UNIVERSITY LONG BEACH

[California State University Long Beach](#) is a teaching-intensive, research-driven university committed to providing highly valued undergraduate and graduate degrees critical for success in the globally minded 21st century. Annually ranked among the best universities in the West and among the best values in the entire nation, the university's eight colleges serve more than 37,500 students. The campus values and is recognized for rich educational opportunities provided by excellent faculty and staff, exceptional degree programs, diversity of its student body, fiduciary and administrative responsibility and the positive contributions faculty, staff, students and more than 300,000 alumni make on society.

INSTITUTE FOR THE FUTURE

[Institute for the Future \(IFTF\)](#) is an independent, nonprofit 501(c)(3) strategic research and educational organization celebrating 50 years of forecasting experience. The core of our work is identifying emerging trends and discontinuities that will transform global society and the global marketplace. Our research generates the foresight needed to create insights that lead to action and spans a broad territory of deeply transformative futures, from health and health care to technology, the workplace, learning, and human identity. As an educational organization, IFTF strives to comply with fair-use standards and publish only materials in the public domain under the Creative Commons 4.0 International License (CC BY-NC-ND 4.0). Institute for the Future is based in Palo Alto, California.

**FOR ADDITIONAL INFORMATION,
VISIT [CSULB.EDU/IMAGINE](https://csulb.edu/Imagine)**