

EDUVATION WORKSHOP

Ken Steele

*Co-Founder, Academica Group
Chief Trendspotter, Eduction
Editor, Academica's Top Ten*



academica group

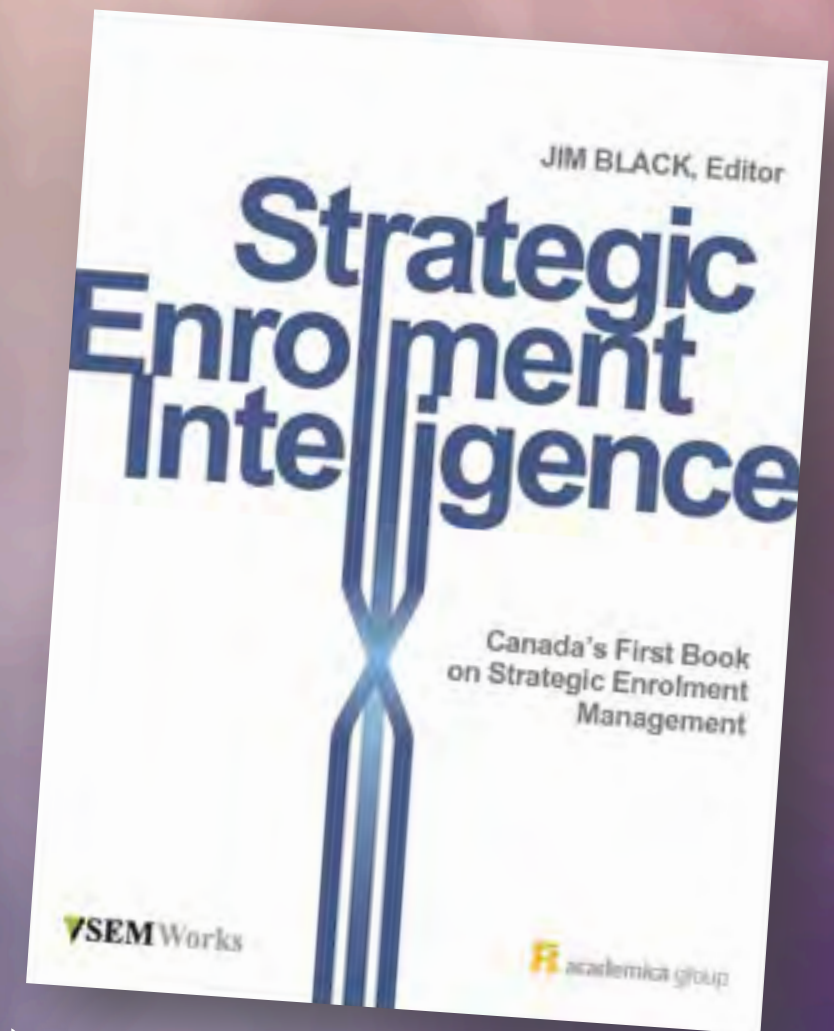


eduvation

UBC Okanagan Apr 2013

My Perspective

- ▶ Lapsed Academic
- ▶ PSE Strategist
- ▶ 16 years of UCAS™
- ▶ 6 years editing *Academica's Top Ten*
- ▶ >17,200 subscribers (including **313** at UBC)
- ▶ Co-authored Canada's first book on SEM





Barbarians at the Gates: *Pressure for Productivity*



THE GLOBE AND MAIL

UNIVERSITIES UNDERGRADUATE EDUCATION

Reform or perish

Canada has made a big bet on undergraduate education as the path to prosperity. We've opened our campuses and our wallets to produce one of the most educated populations in the world.

But the *best* educated? Look into classrooms, and it's a troubling sight. Classes of 500 students or more taught by an emerging cohort of indentured PhDs who carry a growing share of the teaching "burden" but have little hope of long-term employment. Professors who get pulled from teaching obligations to pursue research. Classes and courses of study that prize particular academic disciplines rath-

Globe & Mail Editorial Oct 2011

**UNDERFUNDED
AND OUTDATED.
WE CALL THIS
HIGHER EDUCATION**



Starting October 6, The Globe and Mail examines higher education in Canada. Underfunded, strained to capacity, and creating more than \$20 billion in student debt, Canada's higher education system needs to change if Canada wants to thrive in the 21st century. From online learning and corporate partnerships to global campuses and a common curriculum, The Globe and Mail explores bold new ways to shape the minds of tomorrow in Re:education, a new Our Time to Lead series.

OURTIMETOLEAD.CA

**BA. BSc.
MBA. PhD.
SO WHAT'S
THE ROI?**



Starting October 6, The Globe and Mail examines higher education in Canada.

Underfunded, strained to capacity, and creating more than \$20 billion in student debt, Canada's higher education system needs to change if Canada wants to thrive in the 21st century. From online learning and corporate partnerships to global campuses and a common curriculum, The Globe and Mail explores bold new ways to shape the minds of tomorrow in Re:education, a new Our Time to Lead series.

OURTIMETOLEAD.CA

Globe & Mail Oct 2012

Source:



“Undergraduate students... have been getting the shaft.”

Jeffrey Simpson,
Globe & Mail Opinion,
Oct 2011

Student-Faculty Interaction

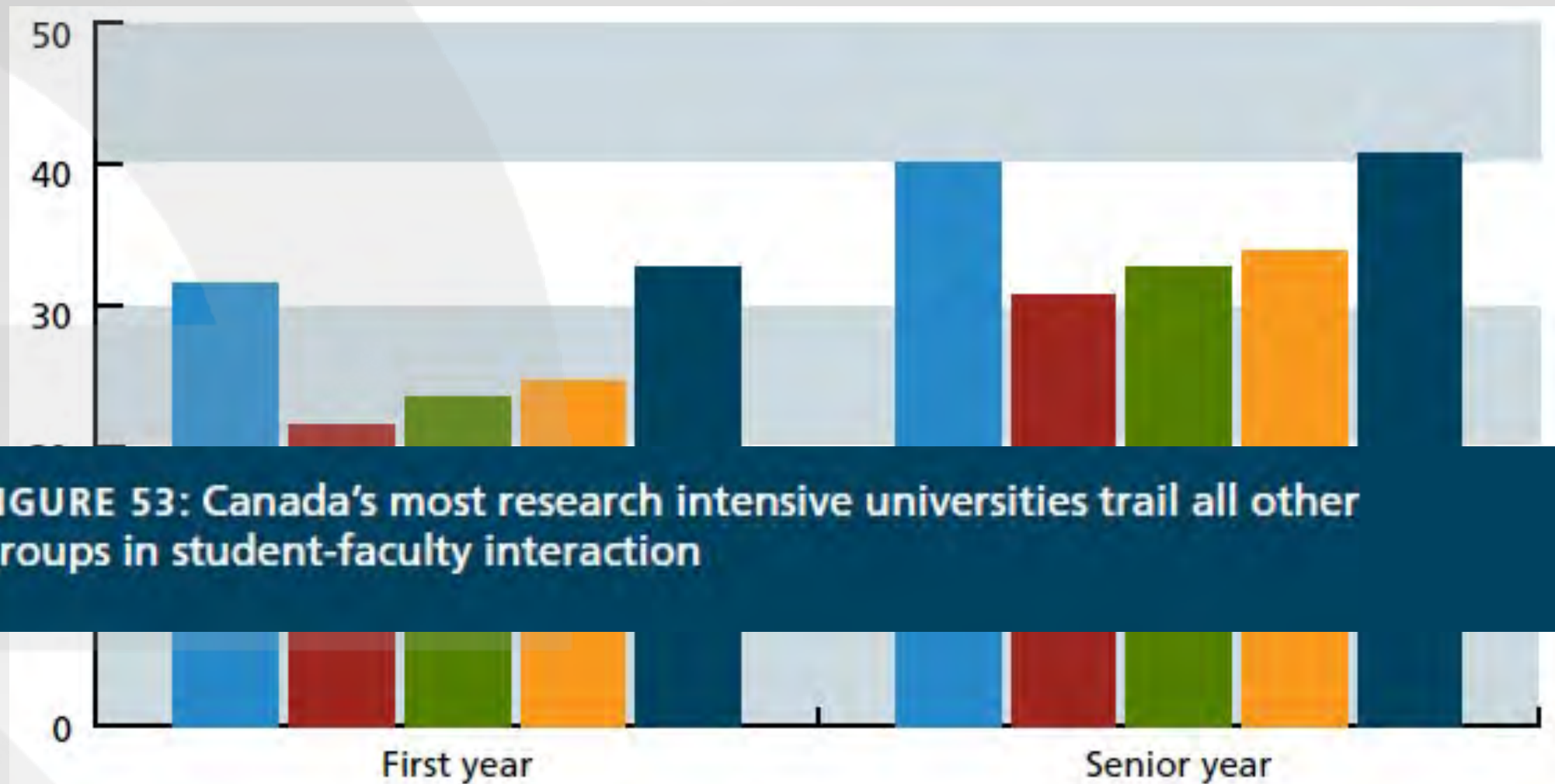


FIGURE 53: Canada's most research intensive universities trail all other groups in student-faculty interaction

Source: Council of Ontario Universities, using the National Survey of Student Engagement, 2008. AUCC Trends in Higher Education 2011, Vol. 1: Enrolment. Released June 2011.

The 4-Legged Stool

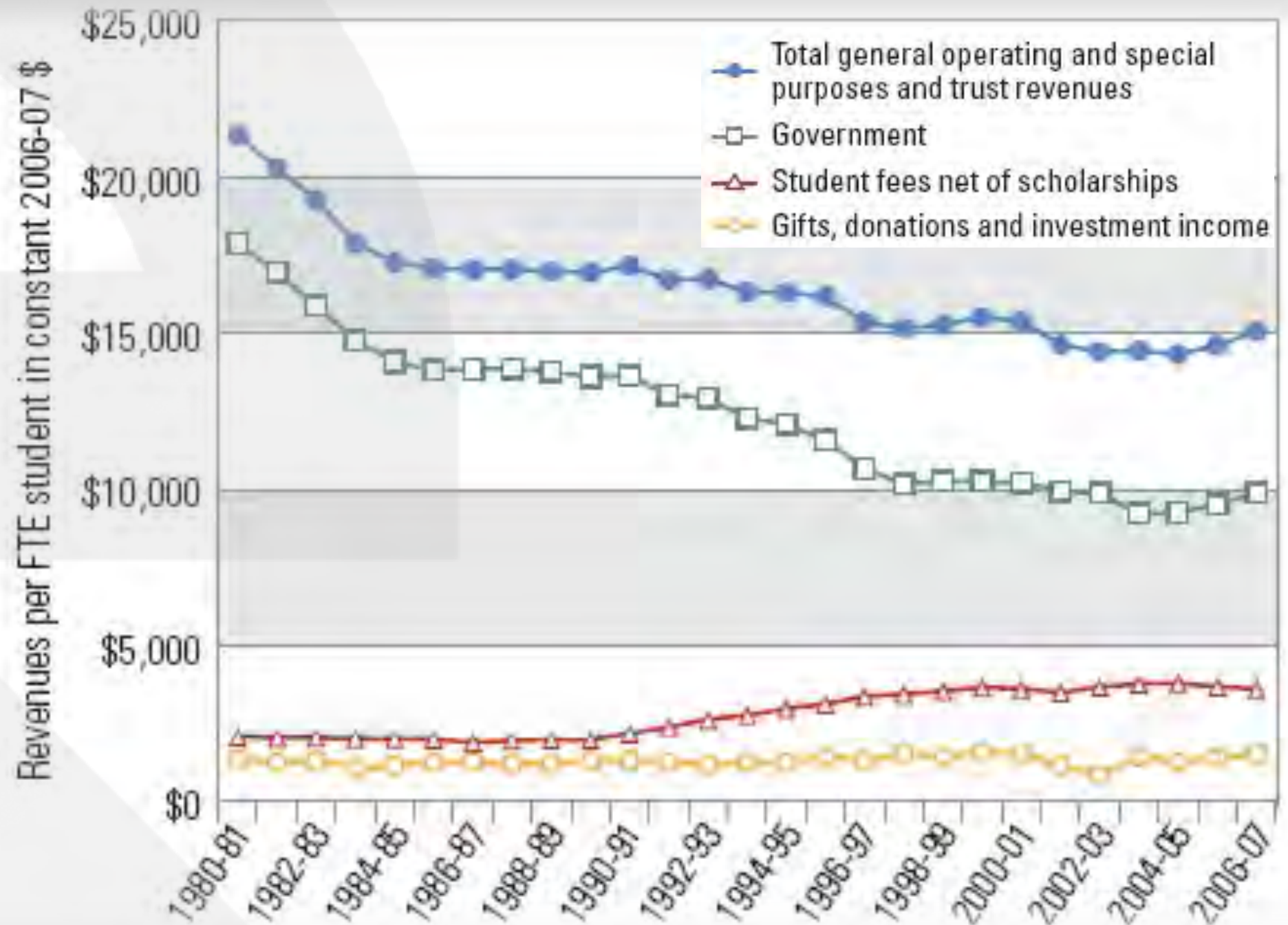
1. Provincial Deficit
2. PSE Access
3. Sticker Price (*Tuition*)
4. “Quality”

**The only political incentives
are VOTES**



Funding

Funding per FTE



Source: AUCC Trends in Higher Education 2007, Vol. 2: Faculty. Released 2007.



-2.5%

BC Budget Feb 2013

- ▶ \$5 M cut in 2013
- ▶ \$20 M cut in 2014
- ▶ \$25 M cut in 2015
- ▶ Universities need to find savings in administration and discretionary spending
- ▶ Election this May may make this budget moot

Photo: British Columbia Finance Minister Kevin Falcon presents the province's 2012 budget, Feb. 21, 2012. Postmedia.

Responses to BC Budget

- ▶ uVic was cutting 4% this year, 4% next year - *before* the budget, laid off 24 staff
- ▶ UBC warns some programs cannot be continued
- ▶ UFV has been at 105% of funded capacity, 3,000 waitlisted in 2012, anticipating \$1.5 M cut
- ▶ JIBC announces it will close Vancouver campus, eliminate 30 positions

BC Budget Feb 2013

Source:
Photo:



-7.3%

Alberta Budget Mar 2013

- ▶ Alberta cuts 7.3% from PSE after promising +2% for 3 years
- ▶ \$147 M from base operating grants
- ▶ With 4% inflation, equivalent to 12% cut without notice

Photo: Finance Minister Doug Horner delivers Alberta's 2013 Budget, from the Edmonton Sun.

uAlberta Responds Swiftly

- ▶ \$48 M cut (7.2%) to uAlberta, was facing \$12 M deficit before, closes 2 bookstores, all faculties to cut 1.5% immediately, administration to cut travel 25%
- ▶ All deans asked to cut 20% over 2014-16, find ways to “earn back” 10%
- ▶ Indira Samarasekera had already been talking about cutting undergrad enrolment with stable funding, shifting to smaller institutions

University of Alberta Mar 2013



Source:
Photo:

Mount Royal U

- ▶ Mount Royal faces \$8.5 M deficit even assuming a 2% increase, looking at revenue generation, maximum tuition increases, may have to reduce staff and programs
- ▶ MRU announces it will suspend B Eng UT program
- ▶ MRU announces it will discontinue the Internationally Educated Nurses Assessment program

Mount Royal U March 2013

Source:
Photo:

- 
- 
- ▶ +2.1% for colleges/universities
+3.1% for technical institutes
20% increase in direct student support
 - ▶ Had been expecting +5.8% in line with historical trend
 - ▶ uSask predicts \$44.5 M shortfall by 2016, cuts 40 jobs, leaves 10 vacant

+2%

Saskatchewan Budget Mar 2012

Photo: Saskatchewan Finance Minister Ken Krawetz reads the 2012 Provincial Budget in Regina. MetroNews

Response to Sask Budget

- ▶ uSask projects \$44.5 M deficit, \$300 M Health Sciences bldg pushes UofS to its borrowing limit, announces layoff of up to 100 admin and support staff
- ▶ TransformUS program prioritization process launched Jan 2013, aims to save \$25 M/yr
- ▶ uRegina cutting 9 programs, not replacing VP External Affairs
- ▶ uRegina Council urges freeze to admin hiring and non-contractual wage increases and bonuses

Sask Budget Mar 2013

Source:
Photo:



“There are no sacred cows here... I am not motivated by how popular I am.”

Ilene Busch-Vishniac,
uSask President

Source:
Photo:



-\$40 M

Ontario Budget Mar 2012

- ▶ Ontario aims to balance budget by 2018, faces \$12 B deficit
- ▶ MTCU plans \$40 M cut in 2013, and \$80 M cut in 2014
- ▶ PSE must cut inflation from 6.5% to just 1% in 2013

Photo: Ontario Finance Minister Dwight Duncan delivers the 2012 budget
National Post.



-15%

- ▶ Annulled tuition increases worth \$150M
- ▶ 5% cut (\$124 M) to 2012-13 budget - retroactively! Just 4 months left
- ▶ Will withhold grant from any institution that cannot achieve at least 50% of the cuts
- ▶ Mar 2013 - decided to spread next year's \$124 M cut out over 7 years

Quebec Budget Nov 2012

Photo: Quebec Finance Minister Nicolas Marceau
Montreal Gazette

Responses to Quebec Budget

- ▶ CREPUQ reports universities are already underfunded by \$850 M
- ▶ \$712 M is because of tuition cap
- ▶ Have \$4,000 less per student than other universities in Canada
- ▶ Gov't says cost of living in Quebec is lower
- ▶ Concordia projects \$7.5 M deficit
- ▶ McGill estimates impact at \$19 M

Quebec Budget Nov 2012

Source:
Photo:

Tuition Constraints: depressed family incomes, net worth, home prices, uncertain job prospects

State and Federal funding: “limited possibility for stable or increased funding”

Endowment volatility: US deficit, Eurozone problems

Limited philanthropy: due to stock market volatility



Innovation/Productivity Task Forces



UCIRVINE

- ▶ Seeking efficiencies in administration, and delivery of teaching and research
- ▶ Space utilization
- ▶ Curriculum
- ▶ Processes
- ▶ Policies/Procedures
- ▶ Sources of new Revenue



UNIVERSITY OF
ALBERTA



Price Pressure

\$10,000 degrees

- ▶ 2011: Governor Rick Perry called for more affordable PSE
- ▶ 3 state university systems propose \$10,000 degrees
- ▶ HS students would have to graduate with 2.5 GPA and 30 hours of college credit completed
- ▶ Deferred scholarships would keep tuition to \$10,000 over 3 years

Texas State U System July 2012

Source:
Photo:

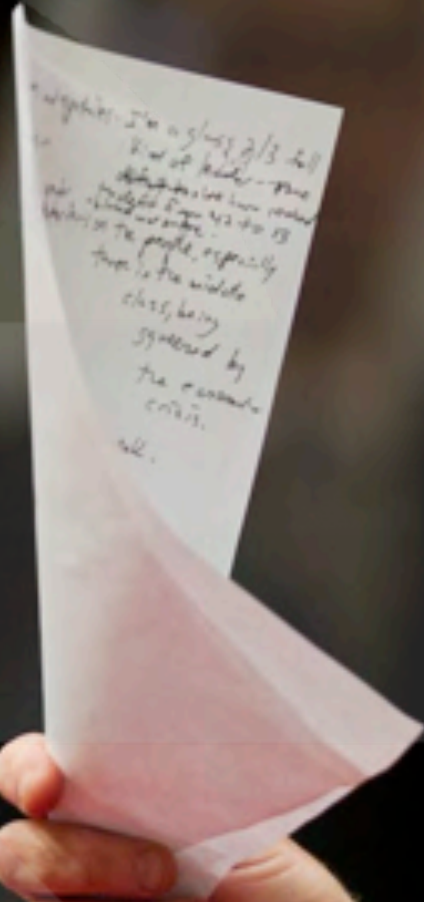
\$10,000 degrees

- ▶ Nov 2012: Governor of Florida challenges state colleges
- ▶ Degree that costs no more than \$10,000 over 4 years
- ▶ Also proposes differential funding focused on STEM subjects
- ▶ Jan 2013: All 23 colleges accept governor's challenge

Florida College System Jan 2013

Source:
Photo:

Legislation of MOOC credit?



- ▶ Darrell Steinberg, State Senate President Pro Tem
- ▶ >500,000 students turned away from state college system
- ▶ Establish “a statewide system of faculty-approved, online college courses” from Udacity, Coursera, Straighterline
- ▶ Require California colleges to grant credit

California Senate Mar 2013

Source: Chronicle of Higher Education

Funding Based on Employment



North Carolina Jan 2013

Source: Associated Press

- ▶ NC Governor Pat McCrory has instructed staff to draft legislation
- ▶ We should fund colleges and universities “not based on how many butts in seats, but how many of those butts can get jobs.”

“Colleges First”

- ▶ “unfettered enrolment growth” at universities is eroding quality
- ▶ More 3-year college degrees, dual credits in HS
- ▶ Student financial aid should be tied to grades
- ▶ PSE institution funding should be tied to employment outcomes of grads

Ontario PC Party Feb 2013

Source:
Photo:

Pathways

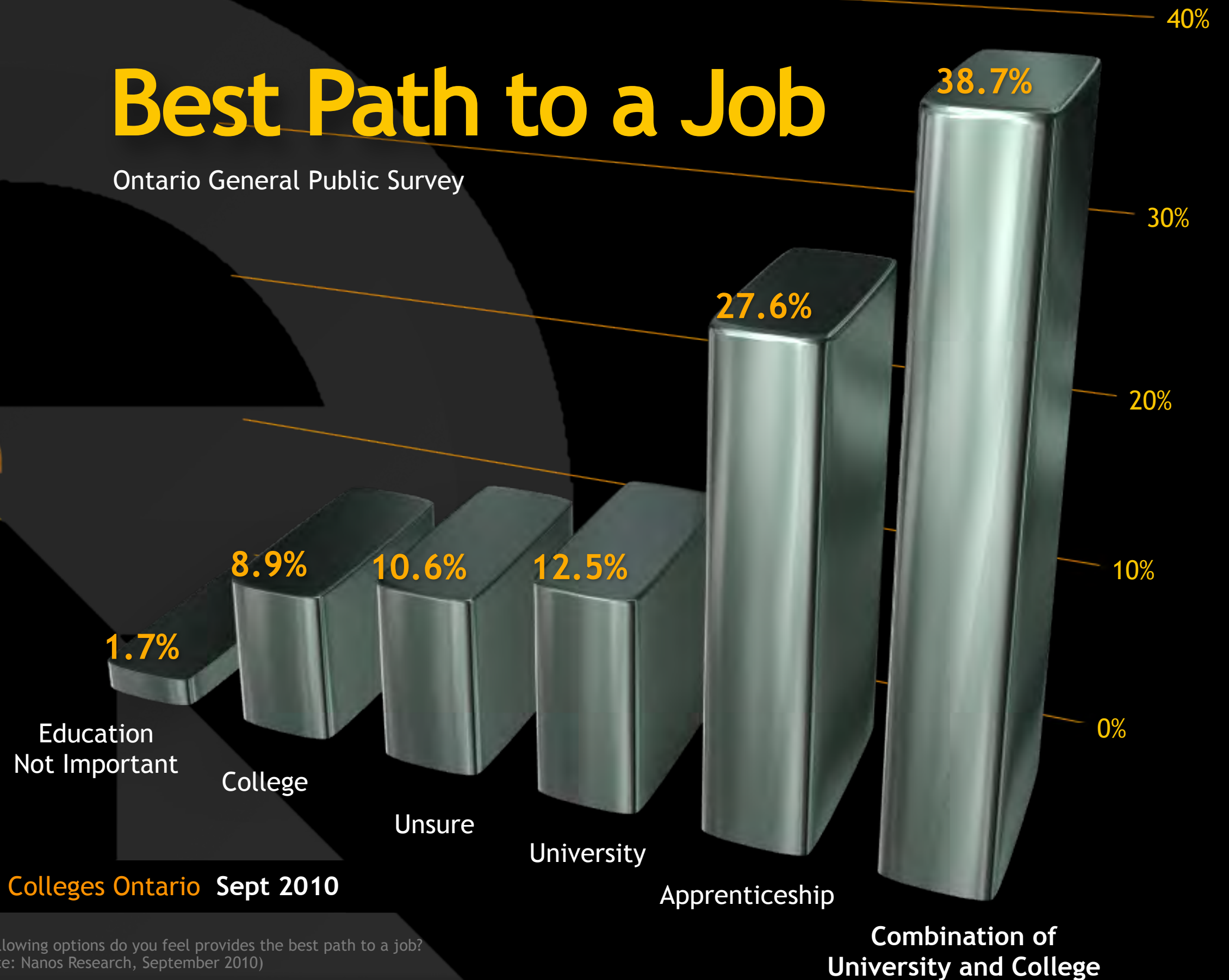




Colleges Ontario Oct 2011

Best Path to a Job

Ontario General Public Survey



Colleges Ontario Sept 2010

Which of the following options do you feel provides the best path to a job?
[ROTATE] (Source: Nanos Research, September 2010)



UNIVERSITY OF
GUELPH
HUMBER

10 YEAR
CELEBRATION



University of Guelph-Humber



UNIVERSITY OF
GUELPH
HUMBER

10 YEAR
CELEBRATION

Earn a degree and
diploma in 4 years!

guelphhumber.ca
Located in Toronto

Source:
Photo:

c.
d.



POLYTECHNICS CANADA



A POLYTECHNIC INSTITUTION



Competency-Based



Western Governors U est 1997

Source:
Photo:

- ▶ All-online, Non-profit, 35,000 students
- ▶ Founded by governors of 19 states
- ▶ Didn't get accreditation until 2003
- ▶ Tuition under \$6,000/yr, "all-you-can-eat"
- ▶ Competency-based: pre-assessment, course mentors, "a bar exam" at each stage of the degree, final exam
- ▶ Focused on professions with competency assessments
- ▶ Average time-to-degree is 30 months (57 months at most for-profits)
- ▶ Adult students with some experience thrive

The background features a dark, out-of-focus scene with colorful bokeh lights in shades of green, blue, yellow, and white. On the left side, there is a large, semi-transparent circular graphic containing a fingerprint, with a stylized orange 'e' logo overlaid on it.

Competency- Based Learning

Competency-Based Degrees

- ▶ UW Flexible Option - to launch Fall 2013
- ▶ Diagnostic imaging, IT, Nursing
- ▶ First multiple, competency-based degrees from a public university system
- ▶ Students complete online courses independently
- ▶ No classroom time required, except clinical/practicum work for some degrees
- ▶ Fees for tests

U Wisconsin System Jan 2013

Source:
Photo:

Endorsing Competency-Based Degrees

- ▶ US Dept of Education officially encouraged colleges and universities to pursue federal approval for degrees that do not rely upon the credit hour
- ▶ “This is a key step forward in expanding access to affordable higher education,” says the US Secretary of State Arne Duncan

US Dept of Education Mar 2013

US Secretary of State Arne Duncan

“The answer to ‘what did this student learn?’ is not ‘1.5 credit hours’... the answer should be measurable in terms of some specific kind of enhanced skills or mastery.”



Maureen
Mancuso,
Provost UoGuelph,
3M Fellow



Collaborations

Moodle Consortium



- ▶ Athabasca U, NAIT, uAlberta, NorQuest College
- ▶ Transitioning from Blackboard to Moodle
- ▶ Shared programming and support expertise

Alberta Moodle Consortium Jan 2013

Source:
Photo:



Where life and learning click



By the Numbers



Advocacy



Awareness



Featured Program



Learner Support



Online Curriculum Development



Partnerships



Professional Development



Support



Quality



Terri

Events Management Certificate



Terri's story

Travis' story

Peter's story

Trevor's story

Tarela's story



Search Courses



Course Login

eCampusAlberta

eCampusAlberta is your connection to more than 800 online courses and 70 programs offered by 16 Alberta post-secondary institutions, including provincially accredited certificates, diplomas and applied degrees.

Explore how we can help you achieve your educational goals by

- ▶ >800 courses, 70 programs
- ▶ 16 Alberta PSEs (colleges, MacEwan and Mount Royal too, plus Athabasca U)
- ▶ 18,451 registrants in 2011-12
- ▶ 73% female, 82% completion rate
- ▶ “Lead” develops and delivers program
- ▶ “Partner” offers supports

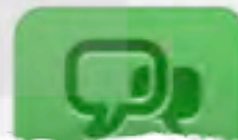
eCampus Alberta est 2002

Source:
Photo:



Arts One Digital at UBC: Building Critical Mass

A DIY alternative to open learning... [MORE](#)



About Us

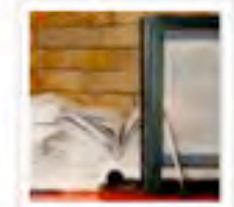
Priority



Mar 28, 2013

Planned Out

[Read more >](#)



Feb 21, 2013

Open Textbo
project new

[Read more >](#)

Latest news

22
MAR

7 YouTube Channel
Make You Smarter

It's the third Friday of t
and we're trying some
at the BCcampus blog.

[ts | Read](#)

utages

BCcampu
not be av
arch 28, 2
y 4:30 am

[ts | Read](#)

n Conne
ng work

online lea
so has th
learners.

0 [Comments](#) | [Read](#)

- ▶ Collaborative service delivery framework for IT systems
- ▶ Student data exchange, shared services, online learning, online resources for educators
- ▶ Supports for Moodle, Blackboard, Desire2Learn, AskAway

BC Campus Jan 2013

Source:
Photo:

Disaggregation



Functional Disaggregation



Degree	Research	Lecture	Advising
Diploma	Scholarship	Labs	Counselling
Certificate	Applied Rsch	Library	Mentoring
Course	Commerc.	Textbooks	Athletics
Module	Exchange	Experiential	Housing
Badge	Co-Op	Grading	Social

Experiential

Grading

Commerc.

Badge

Social

Housing

Applied Rsch

Scholarship

Course

Textbooks

Diploma

Counselling

Exchange

Athletics

Certificate

Lecture

Labs

Module

Mentoring

Degree

Advising

Co-Op

Library

Research

Traditional Universities

Degree

Research

Lecture

Advising

Diploma

Scholarship

Labs

Counselling

Course

Commerc.

Library

Mentoring

Exchange

Textbooks

Athletics

Grading

Housing

Social

Certificate
Module
Badge

Co-Op
Applied Rsch

Experiential

Online Universities

Degree

Lecture

Advising

Course

Labs

Mentoring

Textbooks

Grading

Diploma
Certificate
Module
Badge

Research
Sci
App
Exchange
Co-Op

Experiential
Library

Counseling
Housing
Social
Athletics

Open Learning Options

Course

Module

Badge

Lecture

Labs

Textbooks

Grading

Certificate
Diploma

Rese
Sch

Commerc.
Co-Op
Applied Exchange

Library
Experiential

Adv
Couns

Mentoring
Athletics
Social
Housing

Discuss: (20 min)

What **pressures** will we feel from external stakeholders?

What risks if they **misunderstand** our work?

How could we **proactively** address public concerns?

Reporting in

44-52



DEAD
END

Death of
the Lecture:
*Evolving
Pedagogy*

Experiential Learning



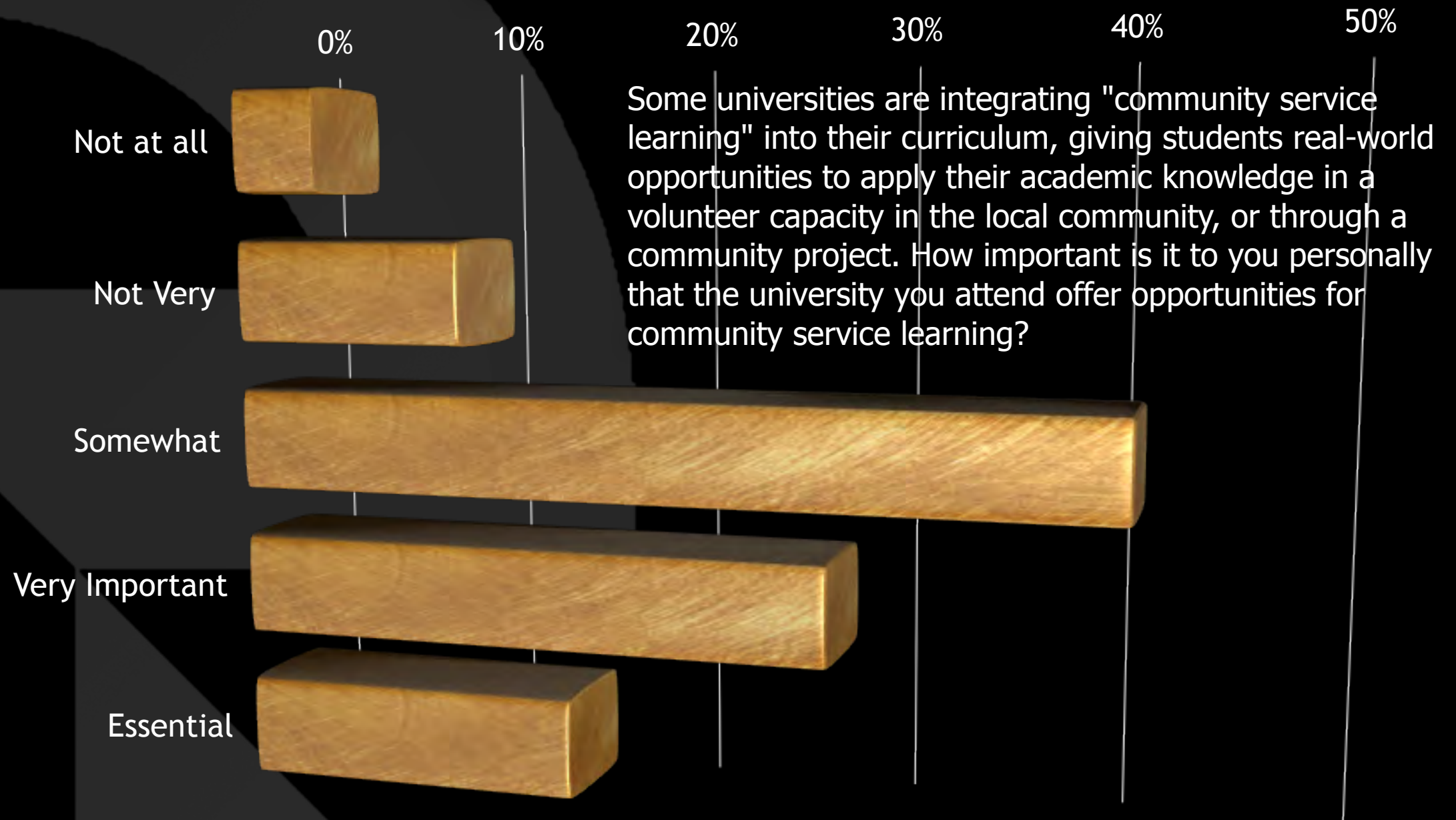
Field Study



Lakehead U

Source:
Photo

Community Service Learning



Academica Group 2010

Source: Academica UCAS survey of applicants to a small comprehensive university, 2010.

Community Service Learning



Academica Group 2010

Source: Academica UCAS survey of applicants to a small comprehensive university, 2010.

How much importance do you personally place on the following benefits of participating in a community service learning project?

Student-Run Investment Funds



- ▶ uLeth Faculty of Management contributed \$100,000 seed money to Student-Managed Investment Fund
- ▶ To be directed by the academic director of the university's Centre for Financial Market Research and Teaching
- ▶ Also an advisory board
- ▶ uSask Edwards School of Business launched the George S. Dembroski student-managed portfolio trust, which was established with a portion of a \$1-million donation from Dembroski

uSask, uLeth Nov 2011

Source:
Photo:

Corporate Residency MBA



- ▶ Employers said traditional MBAs didn't give them:
- ▶ Communication skills
- ▶ Integrative thinking
- ▶ Problem solving
- ▶ Teamwork
- ▶ Introspection
- ▶ No work experience requirement

Dalhousie U Sept 2008

Source:
Photo:

“Learning Enterprises”

benchmark restaurant

Niagara College

- ▶ Niagara Culinary Institute
- ▶ Niagara College Teaching Winery
- ▶ Niagara College Greenhouses
- ▶ Niagara College Teaching Brewery
- ▶ Niagara Waters Spa
- ▶ Benchmark Restaurant

Source:
Photo:

Digital Media Zone

Digital
Media
Zone

RYERSON
UNIVERSITY

Ryerson University 2010

- ▶ 75 startup companies since 2010
- ▶ 650 jobs created by 2013
- ▶ Ryerson undergrads, grad students, alumni
- ▶ Workspace, equipment, utilities and services
- ▶ Experienced entrepreneurs
- ▶ Angel investors

Source:
Photo:

Dormcubators

VELOCITY
mobile + media incubator

- ▶ “Dorm-cubator” for mobile communications and digital media
- ▶ \$400K reno to add videoconferencing, 12-foot screen, boardroom, wifi
- ▶ Project teams will present to potential investors

University of Waterloo Sept 2008

Source:
Photo:

Dormcubators

- ▶ 23-year-old Ted Livingston graduated from VeloCity in 2009
- ▶ Founded Kik Interactive
- ▶ Just 23 months later, donated \$1 M
- ▶ Seed money for startups

University of Waterloo Mar 2011

Source:
Photo:



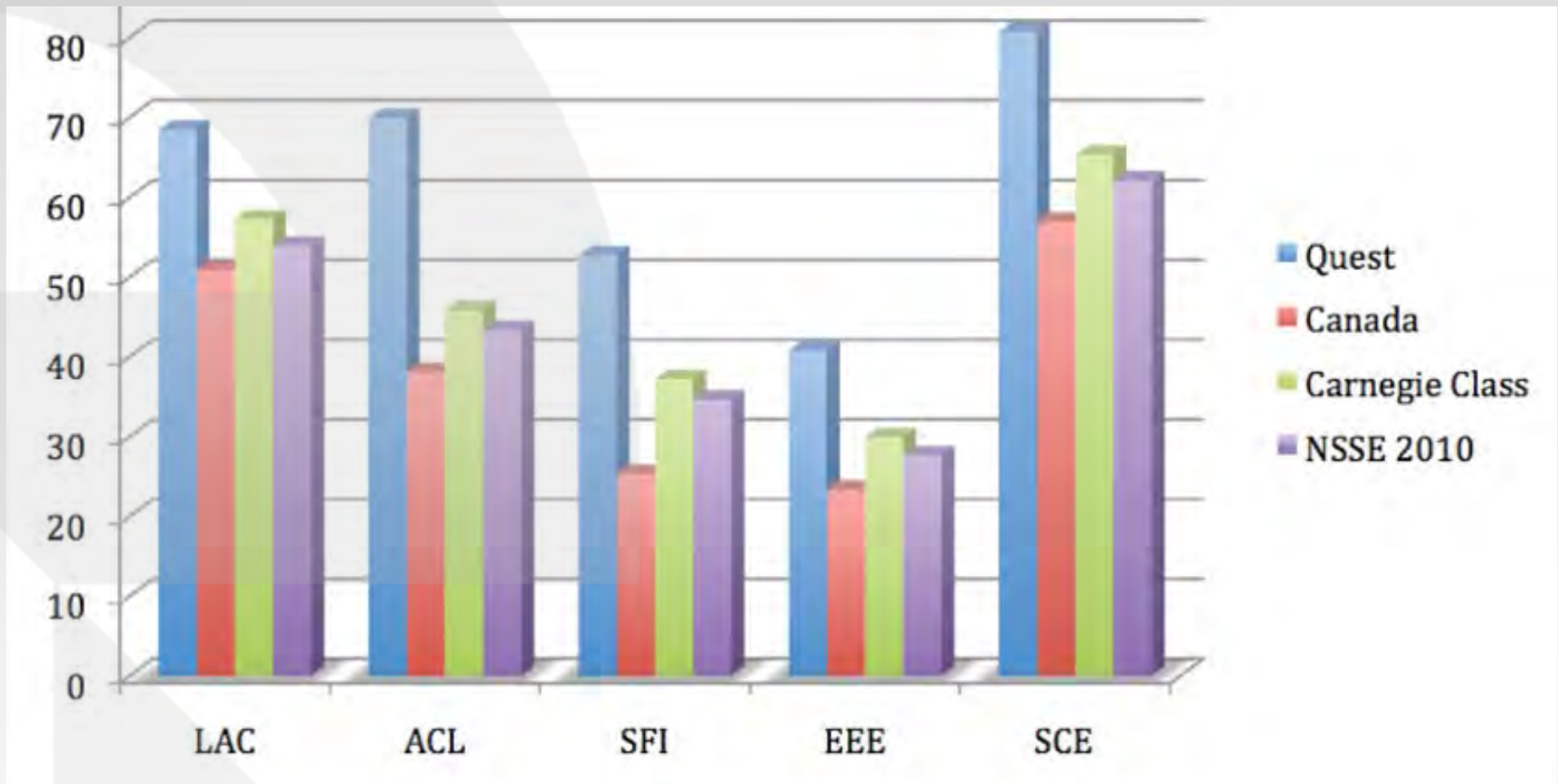
Block Method

Quest University

- ▶ Block Method: Developed at Colorado College in 1980
- ▶ Still take 4 courses a semester, just one at a time
- ▶ 3.5 weeks, 3 hours a day in class
- ▶ Group work, roommates
- ▶ Genuine immersion
- ▶ Interdisciplinarity in every block

Source:
Photo:

2010 NSSE Results



Quest University

Block Method



Algoma U St Thomas ON

Source:
Photo:

Block Pilot Test at UNBC

- ▶ 5 upper-level human geography courses attracted 12 students
- ▶ 3 hours a day, M-F, for 2½ weeks (45 hours class time)
- ▶ A minor in Geography in just one semester
- ▶ Expect more experiential techniques, group projects, and in-class discussion

UNBC Jan 2013

Source: University Affairs

Evolving Pedagogy

Schule von Bologna c1370

Source: Liber ethicorum des Henricus de Alemannia, Einzelblatt,
Photo Szene: Henricus de Alemannia vor seinen Schülern



"We have the best model of learning that **17th-century** technology can provide."

Don Tapscott

Globe & Mail Feb 2013

Source: "Let's Crowdfund Canada" Globe & Mail, Feb 21 2013.
Photo: Globe & Mail.

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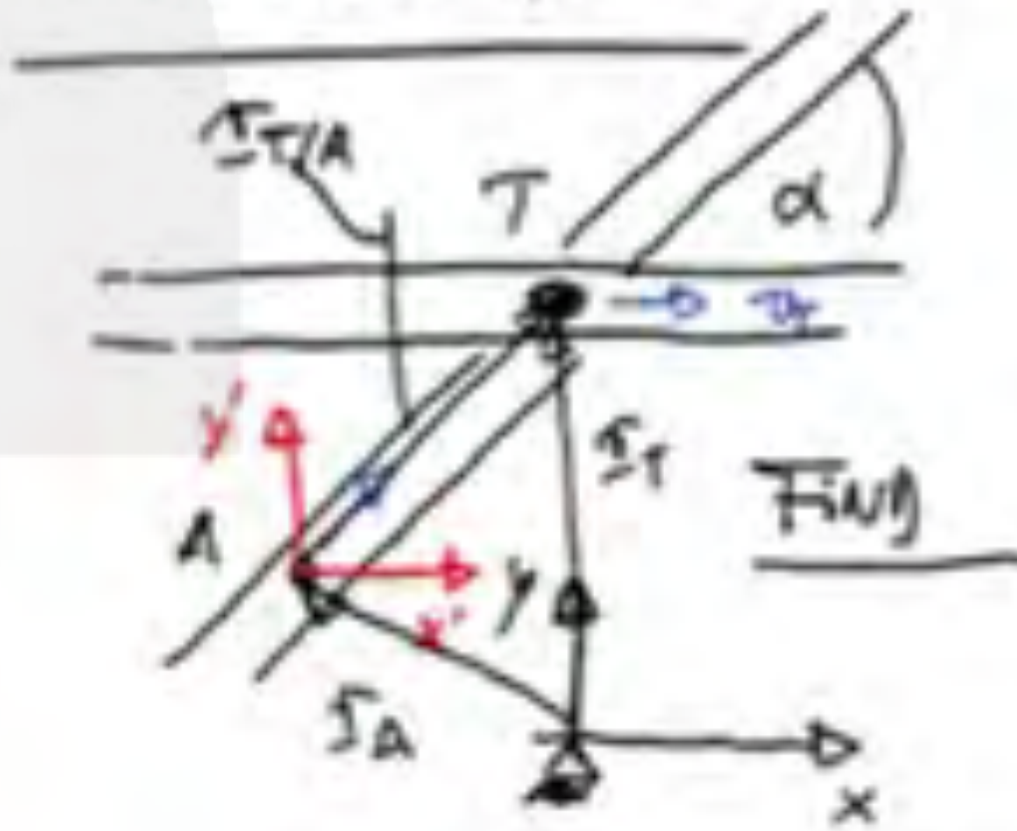


Lecture Capture



This is an example of a problem that will be on next week's exam

EXAMPLE 12.25



$$v_T = 60 \text{ m/s}$$

$$v_A = 45 \text{ m/s}$$

$$\alpha = 45^\circ$$

Find $\frac{v_T}{v_A}$



Kaplan University Sept 2008

Lecture Capture

94% prefer classes with lecture capture

80% say it improves their learning

10% decline in course failures/withdrawals

Temple University 2007

Source:
Photo:

Podcast Lectures

students prefer to listen to podcasts at **double speed**

15%

improvement on exams over those who actually attended the lectures in person

Source:
Photo:



Online Delivery

Flight Simulators



Source:
Photo:

Virtual Reality Welding



Okanagan College May 2011

Source:
Photos

Robotic Surgery

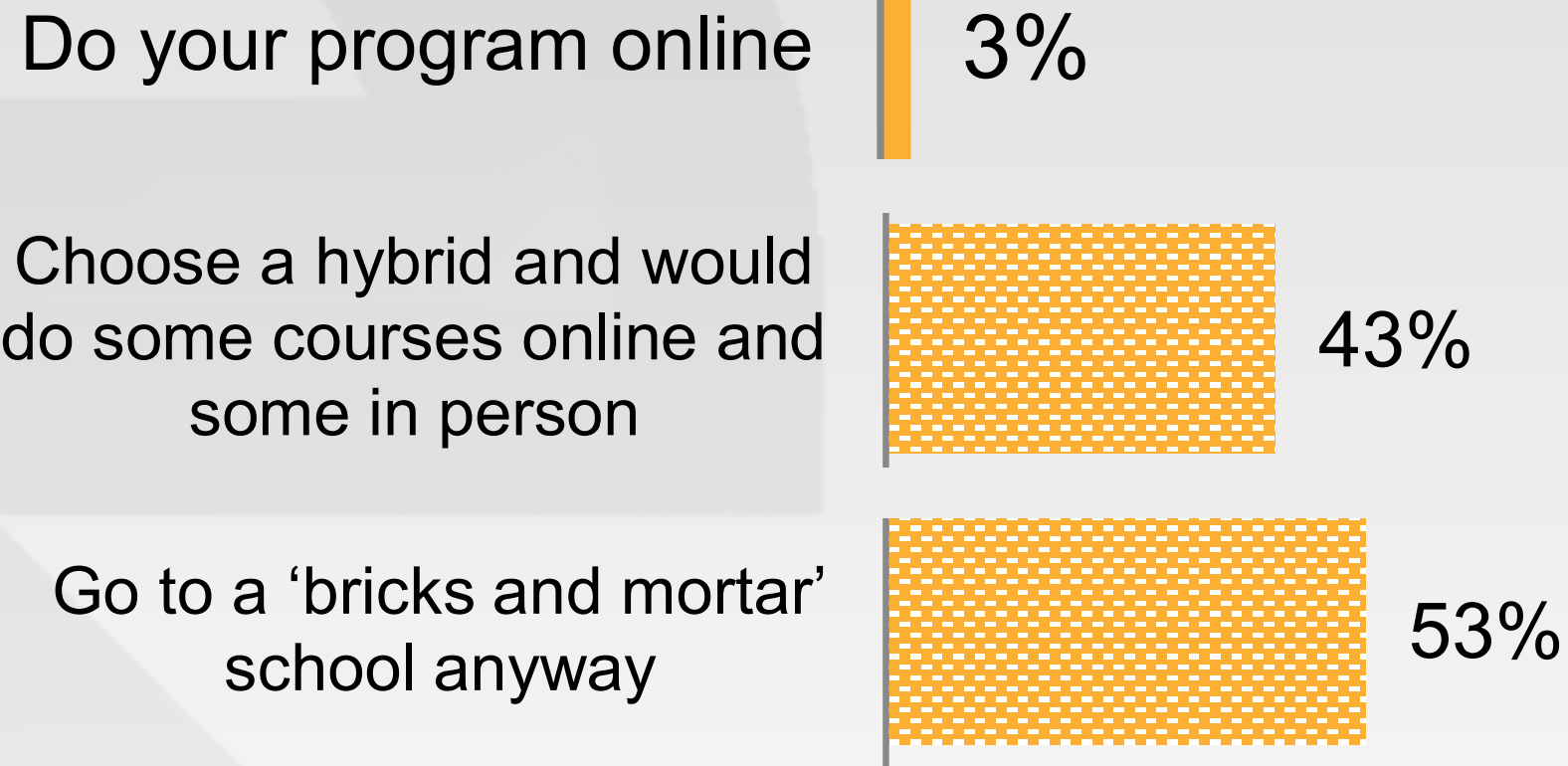


Da Vinci Robotic Surgery Suite 2006

Source:
Photo:

Interest in Online Learning

If courses were easily available through distance/online tools, would you...

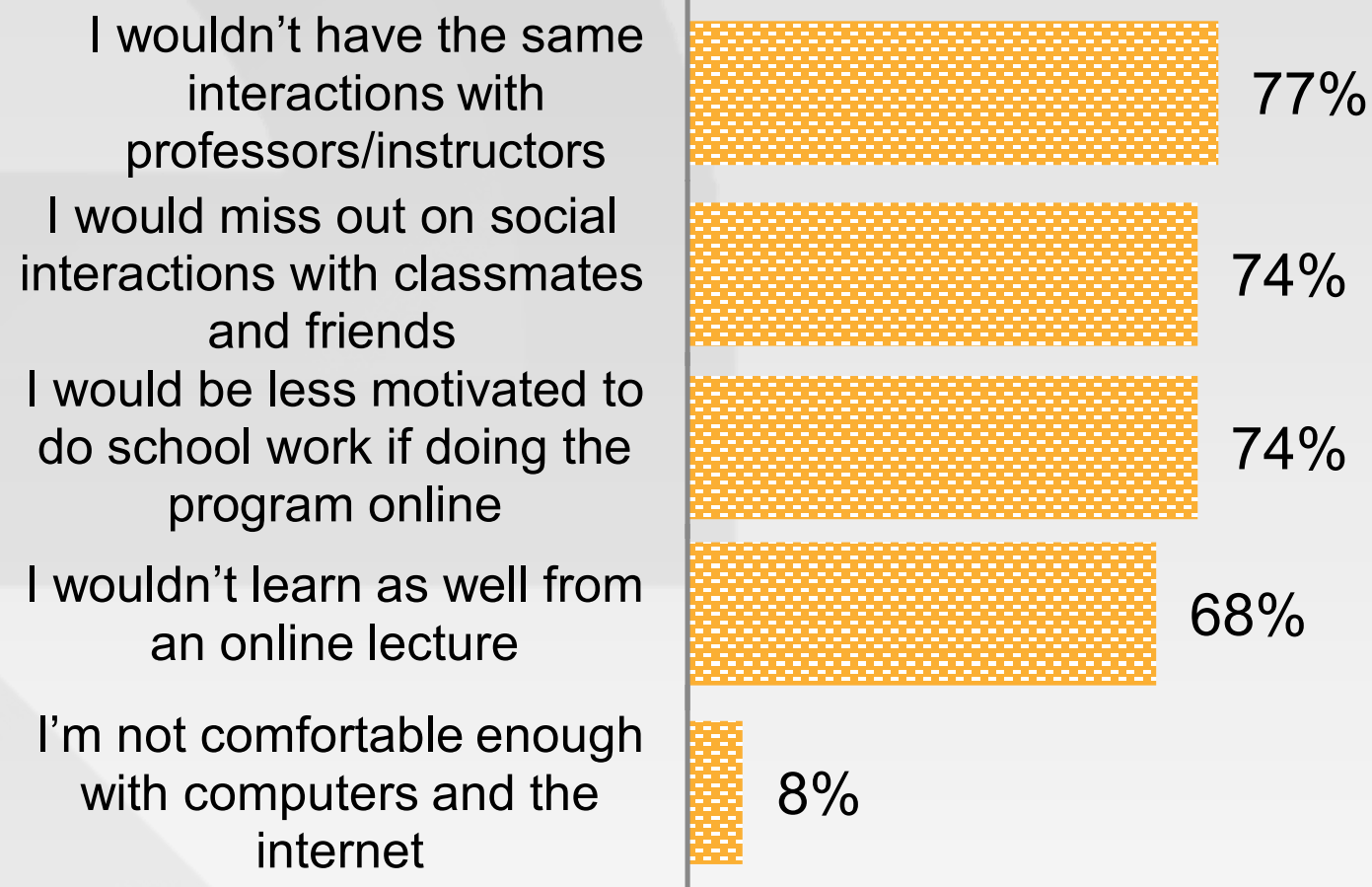


Academica Group Jan 2012

Source: Academica's WebTrends 2012 Survey of 5986 Canadian college and university applicants, conducted Jan-Feb 2012.

Interest in Online Learning

Why wouldn't you choose to complete your program fully online?



Academica Group Jan 2012

Source: Academica's WebTrends 2012 Survey of 5986 Canadian college and university applicants, conducted Jan-Feb 2012.




HYBRID

Hybrid Delivery

A laptop is open on a desk, displaying a physics lecture. The screen shows a diagram of vector addition with forces F_1 , F_2 , and F_3 acting on a point, and the resultant F_R . The text "EXERCISE 2-20" is visible. A coffee cup is on the desk to the right. The background is a blurred outdoor setting.

“Flipped” Classrooms



Lectures
become
homework

Homework
gets done in
class



Active Learning

Active Learning Classrooms

- ▶ Science Teaching Building
- ▶ 17 active learning rooms
- ▶ 120 students, tables of 9
- ▶ Wireless mic for instructor, mics at every table
- ▶ 20 min lecture, 2 hr class
- ▶ Interactive technology
- ▶ “more dinner party than biology lecture” (NPR)

University of Minnesota Oct 2010

Source:
Photo:


Learning Studios



George Brown College Jan 2013

Source:
Photos

Control Group


41%
average

Carl Weiman Institute UBC May 2011

Source: Louis Deslauriers, Ellen Schelew, and Carl Weiman, "Improved Learning in a Large-Enrolment Physics Class," Science 332:6031, 13 May 2011

- ▶ 267 first-year Physics students
- ▶ 3 hours of lecture on electromagnetism for a week
- ▶ “Charismatic, tenured, award-winning prof”

90%
enjoyed it

Experimental Group

+20%
attendance

74%
average

- ▶ 271 other students
- ▶ Taught by inexperienced postdoc and a grad student
- ▶ 3 hours of “deliberate practice,” making and testing predictions, “thinking scientifically”
- ▶ No formal lecture, just Q&A with clickers
- ▶ 4 observers concluded that student engagement doubled
- ▶ Actually covered only 11 of the 12 topics in class

Carl Weiman Institute UBC May 2011

Source: Louis Deslauriers, Ellen Schelew, and Carl Weiman, “Improved Learning in a Large-Enrolment Physics Class,” *Science* 332:6031, 13 May 2011

UBC adopting the approach in

507

science
courses

departments

Carl Weiman Institute UBC May 2011

Source:
Photo:

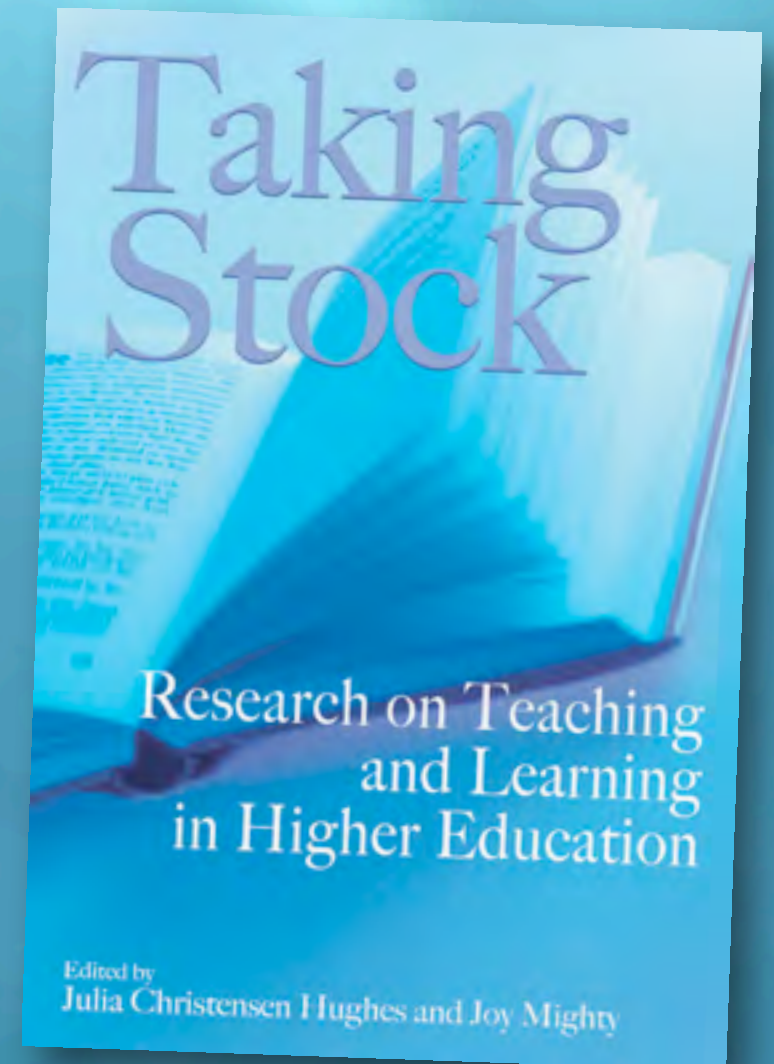
Arts at Queen's

- ▶ Large lectures in PSYC 100 and Geography 100 replaced with:
- ▶ Self-paced online learning
- ▶ Hands-on activities in small learning labs facilitated by a grad student or 4th year undergrad
- ▶ 1 lecture a week about prof's own research
- ▶ Same small cohort all year
- ▶ "A faculty-wide initiative" to move to blended learning.

Queen's University Mar 2012

Source:
Photo:

“When faculty teach in more engaging ways, such as adopting **problem-based** learning, **case-based** teaching, or **community-based** learning approaches, students tend to become more actively involved in the learning process and adopt what is referred to as a “**deep approach**” to **learning.**”



Julia Christensen-Hughes & Joy Mighty, *Taking Stock: Research on Teaching and Learning in Higher Education*

Electronic Textbooks



eTexts

- ▶ Every incoming NOSM student will receive an iPad
- ▶ Interactive medical apps, Curriculum resources, Collaboration tools
- ▶ 3rd in North America (also Yale, UC Irvine)

N Ont School of Medicine Sept 2010

Source:
Photo:

Free iPads



All full-time first-year students received an iPad in Sept 2012



Collège Boréal Mar 2012

Source:
Photo:



Olds College Feb 2013

Source:

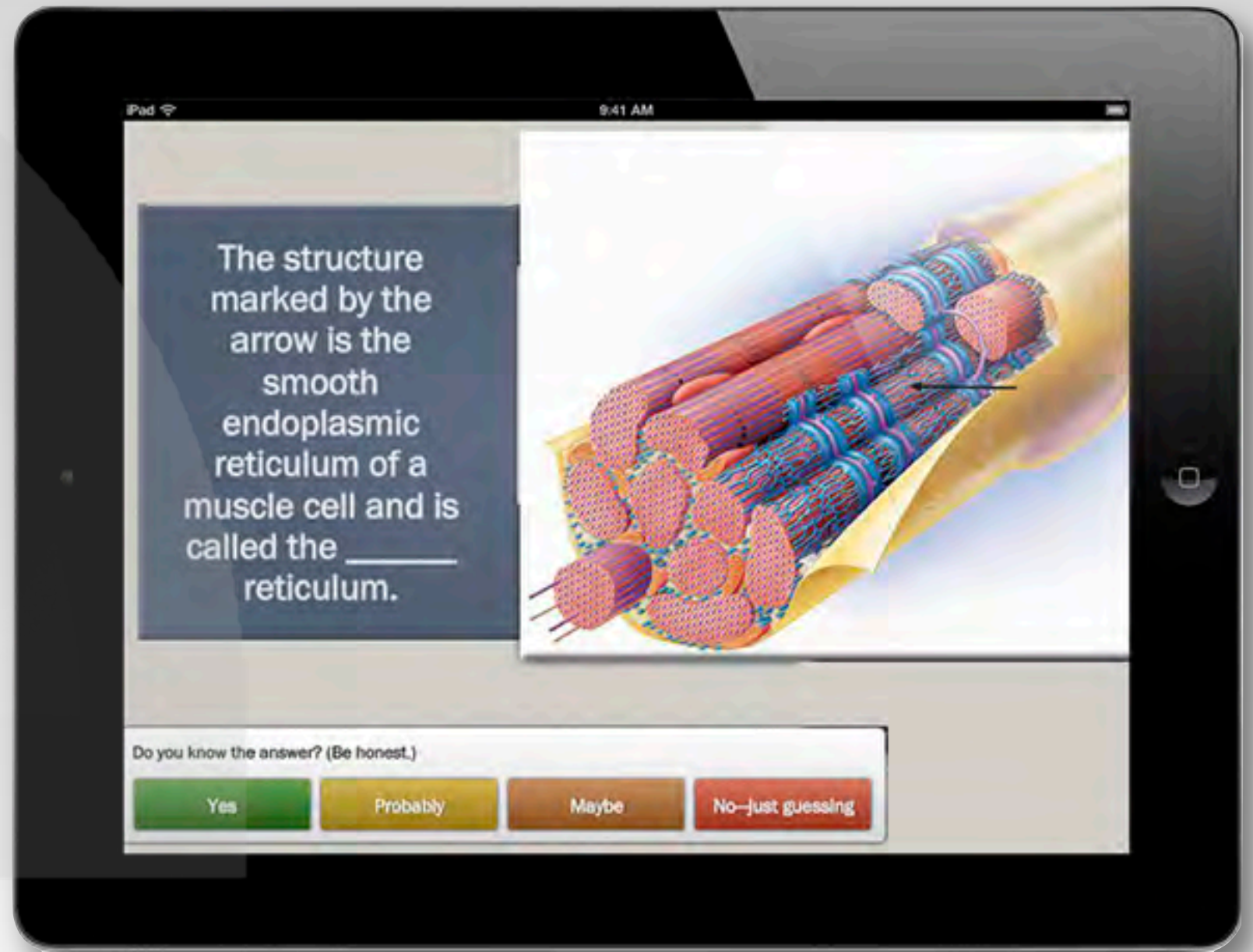
Lecture Capture & Textbooks

- ▶ In 2010 lecture companies did \$50 million in business, projected to triple in the next 5 years
- ▶ Oct 2010: McGraw-Hill buys Tegrity
- ▶ Oct 2010: Macmillan partners with Panopto
- ▶ May 2011: Pearson partners with Panopto



Pearson/Panopto May 2011

Source:
Photo:



- ▶ Adaptive “SmartBook”
- ▶ Non-linear books
- ▶ Review questions throughout chapters
- ▶ Can share behaviour info with instructors
- ▶ 90 course areas by Spring 2013

McGraw-Hill Jan 2013

Unveiled at Consumer Electronics Show, January 2013.
Source: Wall Street Journal, Jan 2013.

“In 36 months
we won't be
offering print
textbooks...
but dynamic,
adaptive,
personalized
learning
environments.”



Brian Kibby,
*President,
McGraw-Hill Higher
Education*



Source: *The Wall Street Journal*,
Jan 2013.



Knewton / Arizona State U

Source: http://www.youtube.com/watch?v=DF-RfmuhTwQ&feature=share&list=UUW7T_otkW43Ts1SxLQ6ADMA

Publishers paid by Performance

- ▶ WGU has deals with McGraw-Hill, Pearson
- ▶ Significantly discounted flat fee for LearnSmart software
- ▶ Premium for each student who achieves a “B” or better
- ▶ Shifts accountability to the content provider
- ▶ Aligns interests of publisher, institution, and students
- ▶ “We’re making a statement that we know that it works.”
- ▶ McGraw-Hill plans to pursue similar deals with traditional institutions

Western Governors’ U June 2012

Source:
Photo:

PEARSON COLLEGE

LEARNING THAT WORKS



Pearson College Aug 2012

- ▶ Pearson launches own 3-yr BSc in Business and Enterprise
- ▶ £6,500/yr
- ▶ Accelerated 2-yr option
- ▶ Degrees validated by Royal Holloway and Bedford New College (part of uLondon)

Source:
Photo:

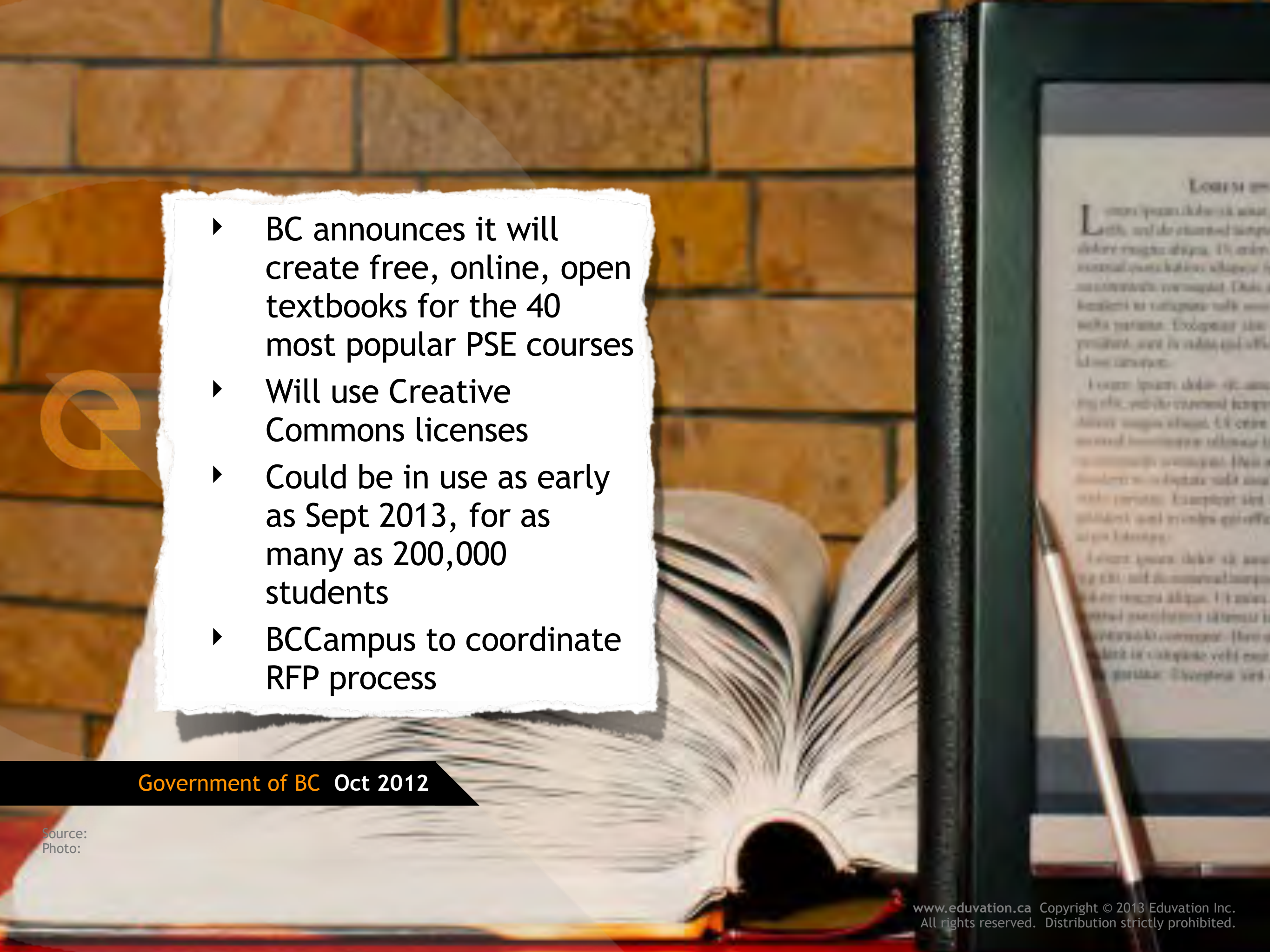
the TEXTBOOKS

- ▶ California State Senate proposes bills in June to require RFP to create open-source textbooks for the top 50 college courses
- ▶ 9-member faculty council will identify the courses, oversee development, establish a digital library
- ▶ Signed into law Sept 27

State of California Sept 2012

Source:
Photo:



- 
- ▶ BC announces it will create free, online, open textbooks for the 40 most popular PSE courses
 - ▶ Will use Creative Commons licenses
 - ▶ Could be in use as early as Sept 2013, for as many as 200,000 students
 - ▶ BCCampus to coordinate RFP process

Government of BC Oct 2012

Source:
Photo:



Open Learning

Open CourseWare



MIT OpenCourseWare Founded 2001

Source:
Photo:

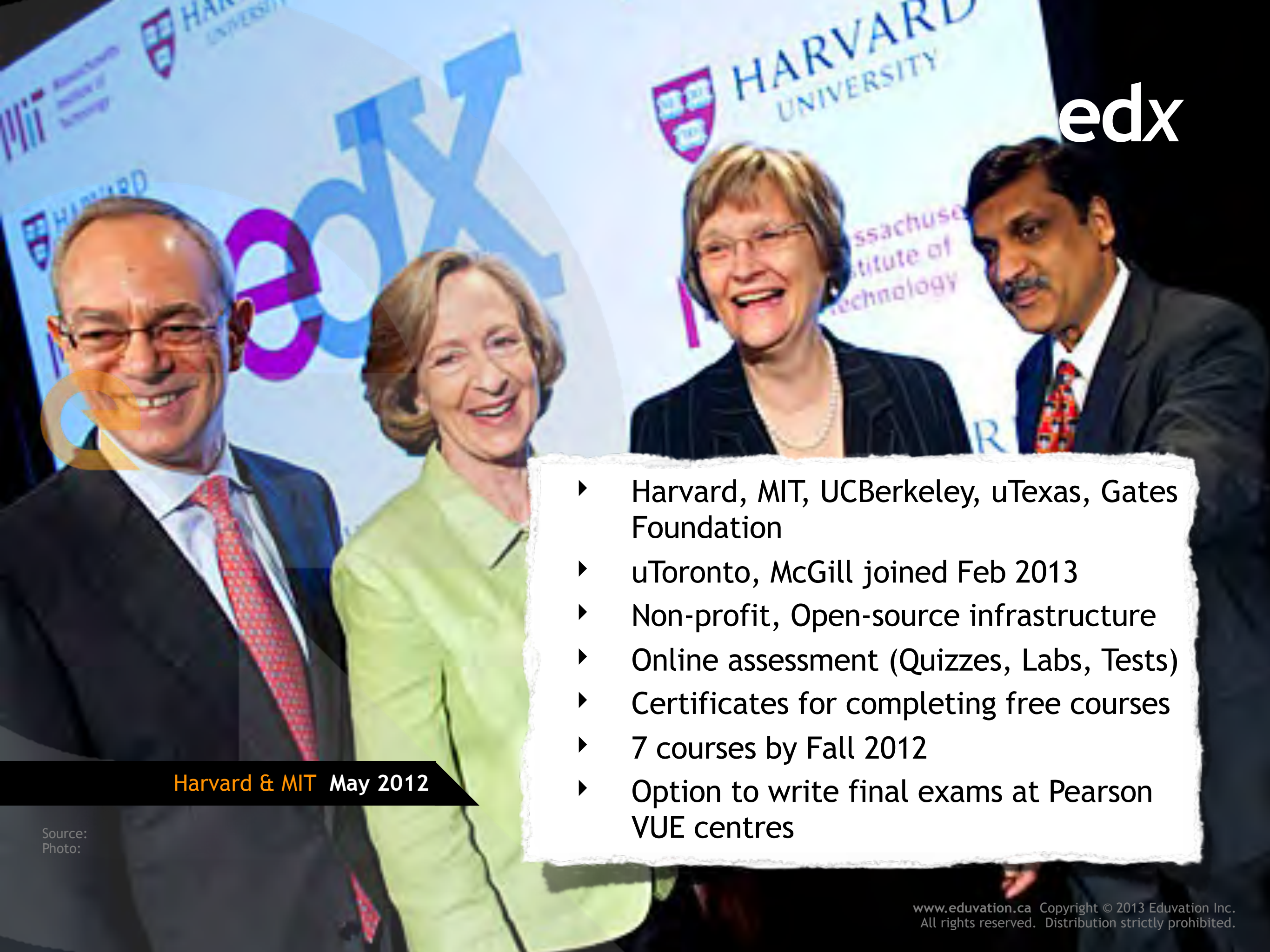
The background of the entire image is a photograph of the Massachusetts Institute of Technology (MIT) building, featuring a prominent portico with classical columns. The building is partially obscured by large, bold text overlays.

100 million
OCW users in the first 10 years

1 billion
goal by 2021

MIT OpenCourseWare May 2011

Source:

- 
- A photograph of four people (three women and one man) smiling and standing in front of a backdrop. The backdrop features the Harvard University crest and the word 'edX' in large, stylized letters. The people are dressed in professional attire. The photo is partially obscured by a white text box with a torn-edge effect.
- ▶ Harvard, MIT, UC Berkeley, uTexas, Gates Foundation
 - ▶ uToronto, McGill joined Feb 2013
 - ▶ Non-profit, Open-source infrastructure
 - ▶ Online assessment (Quizzes, Labs, Tests)
 - ▶ Certificates for completing free courses
 - ▶ 7 courses by Fall 2012
 - ▶ Option to write final exams at Pearson VUE centres

Harvard & MIT May 2012

Source:
Photo:




- ▶ Sebastian Thrun
- ▶ launched in early 2012
- ▶ Profs sign up directly
- ▶ 800,000 students have enrolled
- ▶ 50,000 certificates
- ▶ For \$89 fee, can write proctored final exams at Pearson VUE test centres in 175 countries
- ▶ Colorado State U's Global Campus will grant credit
- ▶ uAlberta signed MOU Oct 2012

Udacity Jan 2013



Coursera

- 
- ▶ Launched April 2012 by Andrew Ng and Daphne Koller
 - ▶ 2.2 million students from 196 countries
 - ▶ 213 free courses from 33 prestigious US including Stanford, Princeton, uMichigan, uPenn, Johns Hopkins, Duke
 - ▶ Also uToronto, UBC

Coursera Jan 2013

Source: University Affairs, Jan 2013.

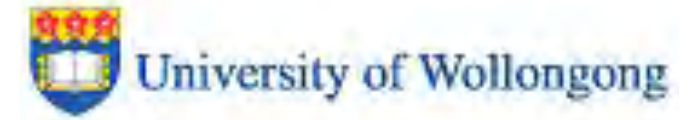
coursera

- ▶ “Signature Track”
- ▶ Fee-based pathway with identity verification (webcam, keystroke)
- ▶ \$30-\$100 per course - universities get up to 15% of revenue and 20% of profit
- ▶ Joint certificate with the university brands, but not credit
- ▶ Could be used for PLAR though
- ▶ ACE (American Council on Education) is working with Coursera to consider credit recommendations (accepted by 1,800 institutions)
- ▶ 5 courses to start, most by end of 2013

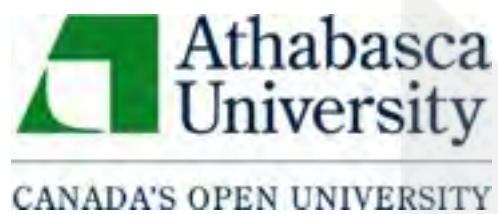
Coursera Jan 2013

Source: University Affairs, Jan 2013.

oer
foundation



Dr. Babasaheb Ambedkar Open University
डॉ. बाबासाहेब आंबेडकर मुक्त विश्व विद्यालय



OER Foundation Feb 2011



MOOC Rating Sites

The image shows a collage of three MOOC rating websites. At the top left is 'Grade My Course' with an 'A+' logo and the tagline 'Free online course ratings and reviews'. Below it is 'Coursetalk' with a search bar and navigation links for 'Top Reviewers', 'Login', and 'Join'. The largest section is 'TopFreeClasses.com', which features a 'TOP FREE CLASSES' banner, a list of course categories (Art, Design, Music, Film, Biology, Anatomy, Physiology, Business and Management, Chemistry, Computer Science, Engineering, Finance and Economics, Health and Medicine, Humanities and Social Studies, Languages, Mathematics, Physics and Earth Studies, Statistics and Data Analysis), and a 'Suggest Class To Add' form. The main content area of TopFreeClasses.com is divided into 'New Courses' and 'Top Rated' sections. The 'New Courses' section lists: 'Introduction to Engineering Mechanics' by Wayne E. Whiteman (Georgia Institute of Technology @Coursera), 'Social Media' by Maria H. Andersen, Ph.D. (@canvas.net), 'Business Ethics for the Real World' by Kirk O. Hanson (Santa Clara University @canvas.net), 'M101J: MongoDB for Java Developers' by Andrew Erlichson (@10gen), and 'Introductory Human Physiology' by Emma Jakoi, Jennifer Carbrey (Duke University @Coursera). The 'Top Rated' section lists: 'An Introduction to Interactive Programming in Python' by Joe Warren, Scott Rixner and John Greiner (Rice University @Coursera), 'Learn to Program: The Fundamentals' by Jennifer Campbell, Paul Gries (University of Toronto @Coursera), 'Introduction to Computer Science' by David Evans (@Udacity), 'Machine Learning' by Andrew Ng, Associate Professor (Stanford University @Coursera), and 'Introduction to Genetics and Evolution' by Mohamed Noor (Duke University @Coursera).

Source: www.grademycourse.com, www.coursetalk.com, www.topfreeclasses.com

Digital Badges

THE OPEN BADGES RESUME: *The Most Prestigious Badges You Can Earn*

These badges will make employers and admissions counselors sit up and notice.



"LEGENDARY" BADGE
from Stack Overflow

Only 102 of 1.4 million users have earned this programming badge.



NASA CURIOSITY EXPLORER BADGE
from NASA

This badge and



MOZILLA WEBMAKER BADGES
from Mozilla

As of late 2012, there are



BADGESFORVETS
from BadgesForVets

Here vets can obtain badge recognition.



4-H/USDA ROBOTICS BADGES
with Auburn University

They are working with digital badge with

- ▶ Digital badges software
- ▶ >600 organizations already participating in Open Badges program

Mozilla Open Badges Feb 2013

www.openbadges.org

Sources: stackoverflow.com

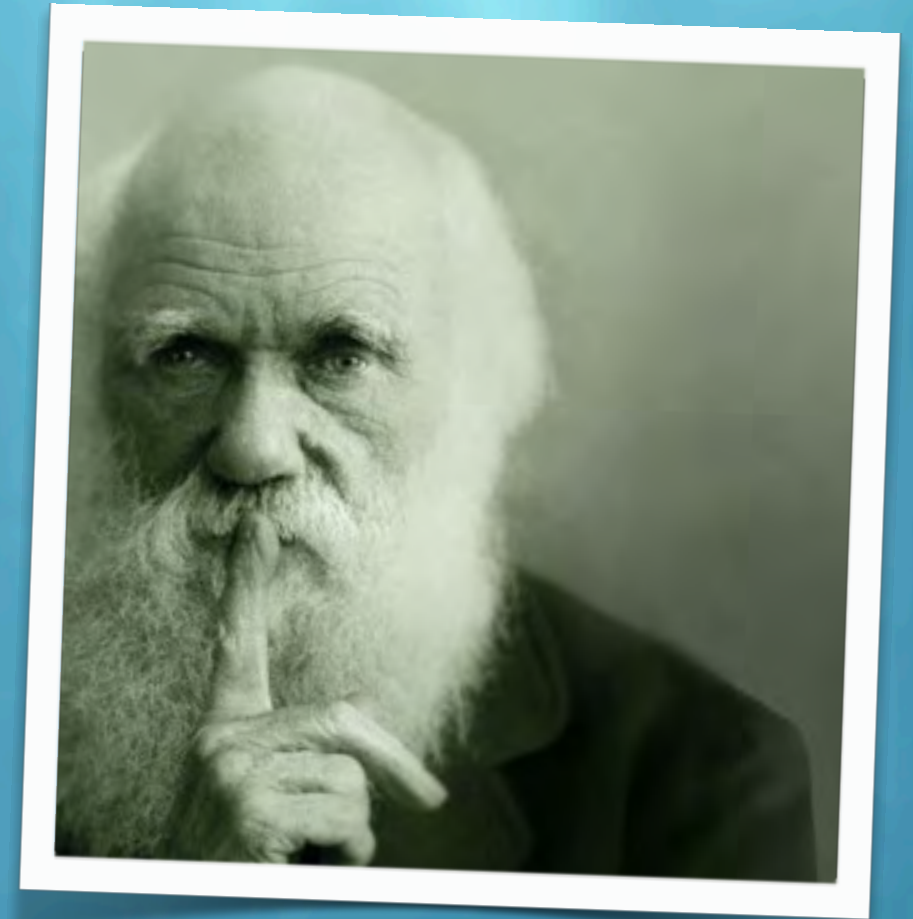
“We have to get away from this whole idea that universities own education.”

Alec Couros,
Associate
Professor of
Education, uRegina




Source:
Photo:

“It is not the **strongest** of the species that survives, nor the most **intelligent** ... It is the one that is most **adaptable** to change.”



Charles Darwin

Discuss: (20 min)



What innovations in pedagogy seem **worthwhile** for UBC-O to consider?
What **obstacles** will we face? How can we **overcome** them?

Questions?

Ken Steele

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Chief Trendspotter, Eduvation
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academica group



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