

# A BOLD Agenda for Higher Education: Leading in Uncertain Times

Professor Mark Brown  
Director, National Institute for Digital Learning

2<sup>nd</sup> European Summit on Open and Online Learning

Brussels

Wednesday 2<sup>nd</sup> April 2014





- Director of Ireland's new National Institute for Digital Learning at Dublin City University
- Previously Director of the National Centre for Teaching and Learning, Massey University, New Zealand



- Previous Director of Distance Education and Learning Futures Alliance (DELFA)
- Led New Zealand's first university-based MOOC initiative
- Past President New Zealand Association for Open, Flexible and Distance Learning

# **B O L D**

**Blended | On-line | Distance**

# **B O L D**

Blended | On-line | Distance

“The New Normal”

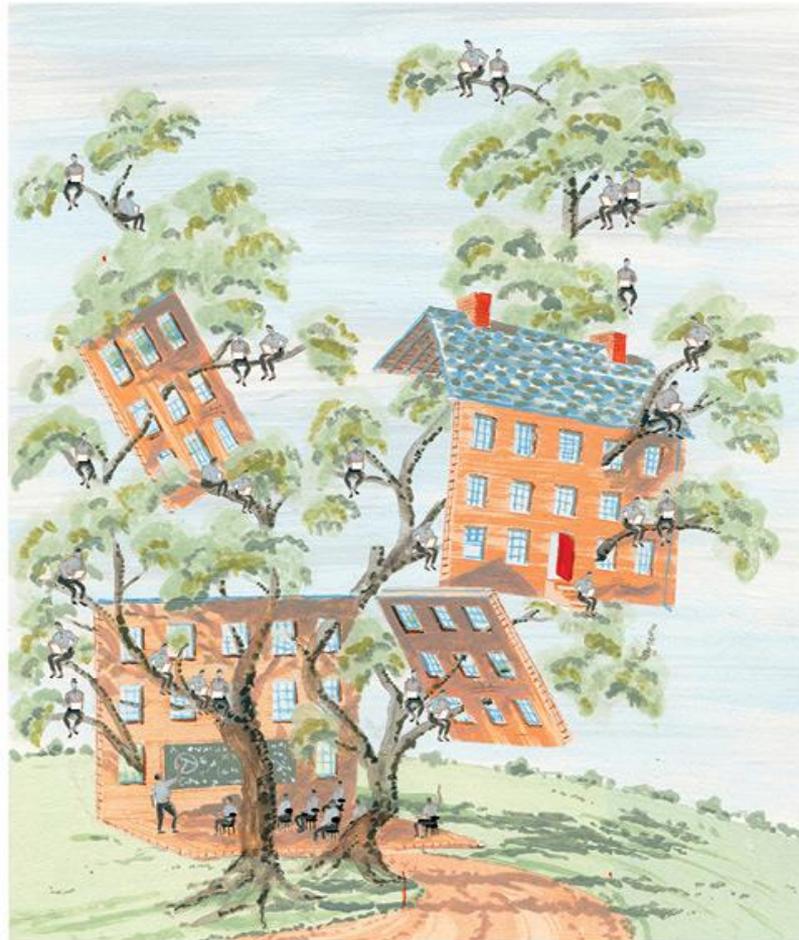
## *The Crisis in* **Higher Education**

Online versions of college courses are attracting hundreds of thousands of students, millions of dollars in funding, and accolades from university administrators. Is this a fad, or is higher education about to get the overhaul it needs?

**By Nicholas Carr**

Illustrations by Brian Cronin

2012



## 2. The discourses of persuasion

An **avalanche** is coming. It's hard of course, to say exactly when. It may be sooner than we think. Certainly there is no better time than now to seek to understand what lies ahead for higher education – and to prepare (p.8)

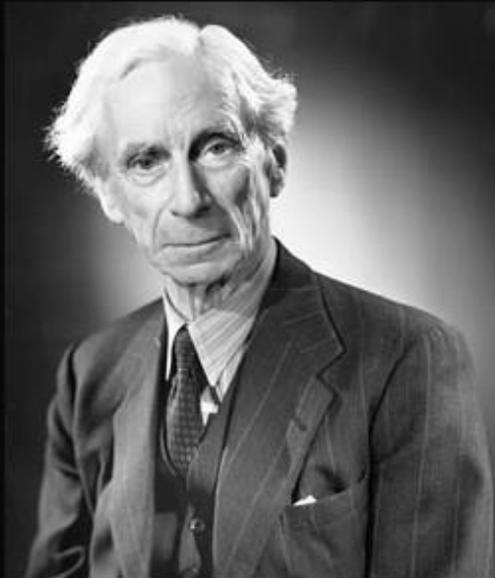


Barber, M., Donnelly, K., & Rizvi, S. (2013). *An avalanche is coming: Higher education and the revolution ahead*. Institute for Public Policy Research. London.

## Outline

1. What is the crisis?
2. What opportunities exist?
3. What still needs to be done?

## Key message...



The greatest challenge to any thinker is stating the problem in a way that will allow a solution.

(Bertrand Russell)

[izquotes.com](http://izquotes.com)

# 1. What is the crisis?

# 1. What is the crisis?

The story of ice...



Harvesting began in 1806

# 1. What is the crisis?

The story of the pen...



Patent 1888 | Biro 1938 | Bic 1960s

# 1. What is the crisis?

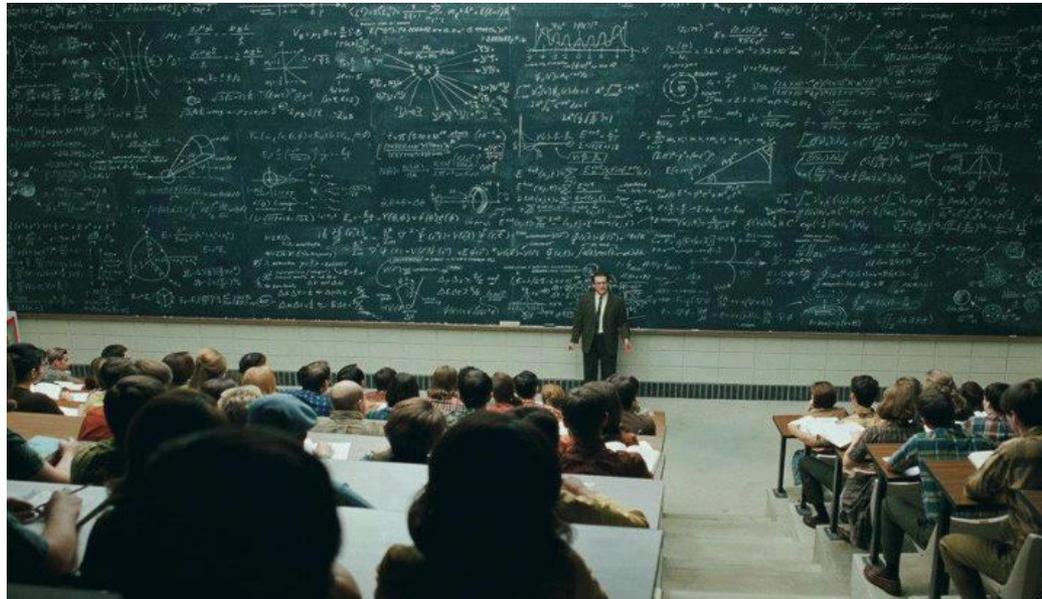
The story of Kodak...



In 1976, 89% market share

# 1. What is the crisis?

The story of higher education...

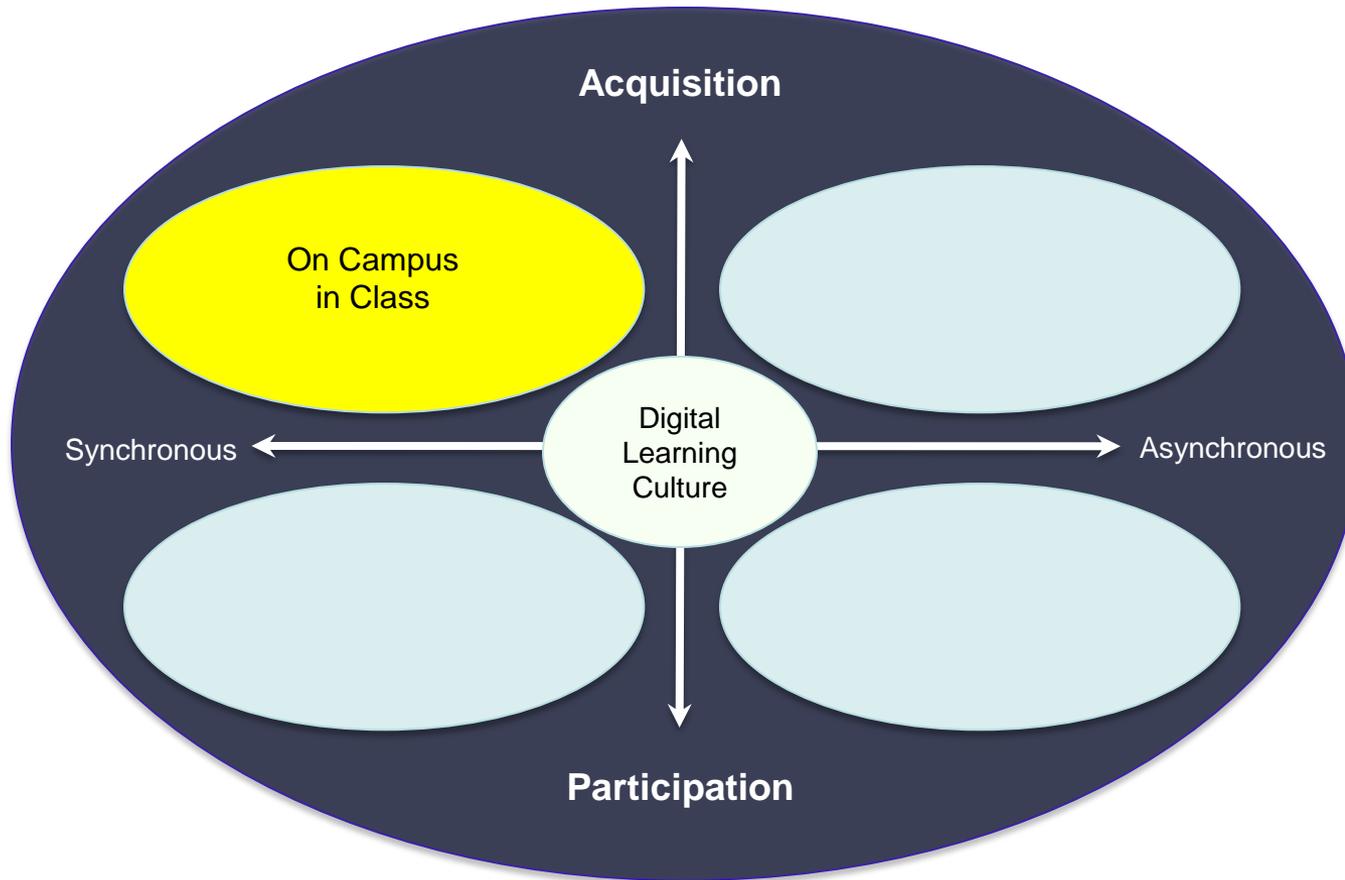


Yes, we need to modernise!

# 1. What is the crisis?

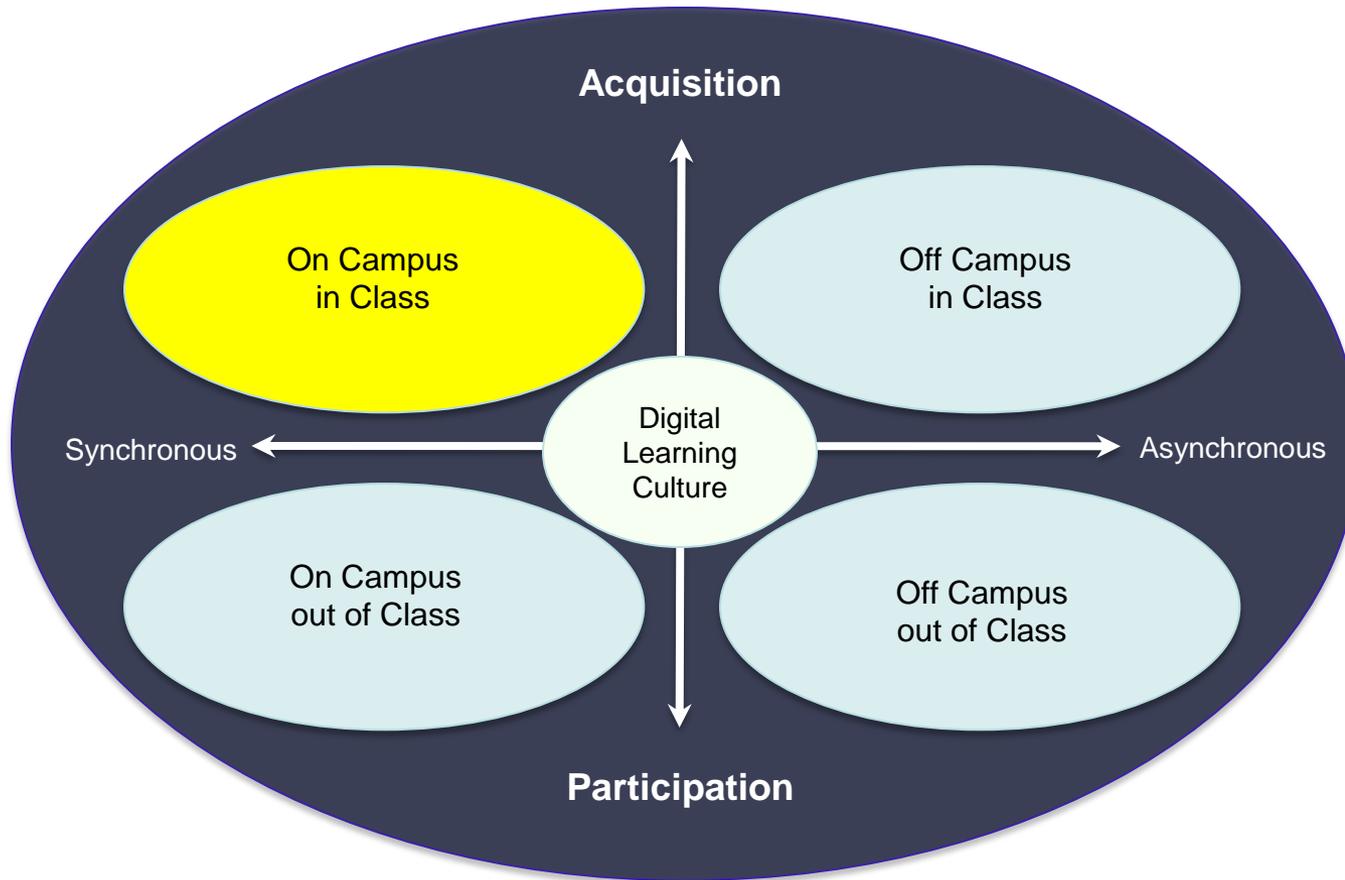


# 1. What is the crisis?



Infusing *innovation* throughout the learning ecology

# 1. What is the crisis?



Infusing *innovation* throughout the learning ecology

# 1. What is the crisis?

In the era of the MOOC, we need to remember that unlike previous disruptive innovations...

**When courses are free online,  
what's left for universities to sell?**



# 1. What is the crisis?

In the era of the MOOC, we need to remember that unlike previous disruptive innovations...

**When courses are free online,  
what's left for universities to sell?**



Higher education is not a commodity!

## 2. What opportunities exist?

## 2. What opportunities exist?



The current emphasis on education *in* change needs to shift to the language of education *for* change.

## 2. What opportunities exist?

Basic premise...

“It will not be possible to satisfy the rising demand for Higher Education, especially in developing countries, by relying on traditional approaches”

Sir John Daniel

Past President, Commonwealth of Learning

Vancouver



## 2. What opportunities exist?

Three examples...

1. Open2Study
1. Massey Worldwide
2. DCU - X

# 2. What opportunities exist?



Don't have an account? [Register now](#) [Sign In](#)

HOME

FREE COURSES

ACCREDITED

EDUCATORS

HOW IT WORKS

FORUM



MY STUDY CENTRE

## Free Courses

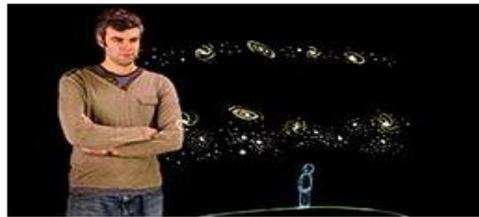
Filter by:

View as:  

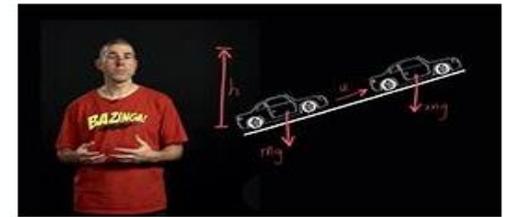
### Agriculture and the World We Live In



### Astronomy: Discovering the Universe



### Basic Physics



### Becoming a Confident Trainer



### Becoming Human: Anthropology



### Big Data for Better Performance



## 2. What opportunities exist?

Initially three online subjects...

- Indigenous Cultures
- Emergency Management
- Agriculture and the World Around Us

# 2. What opportunities exist?

## Agriculture and the World We Live In (Agri)

by Russ Tillman



[Like](#) 62
 [+1](#)
[in](#)
[Tweet](#)

★★★★☆ (6 student reviews)

How agriculture feeds the world: a study of farms, farmers and the challenges they face.

Course started on: 18/11/2013  
 Course ends on: 17/12/2013

**Enrol & Start now** ...It's free!



### What's it about?

You will learn about the world's population and the crucial role of agriculture in feeding the steadily increasing number of people. You will then see how climate and soils dictate the types of farms we see in different regions and countries.

[Read more](#)

### What's involved?

MODULE 1	GLOBAL FOOD PRODUCTION	10 videos, 9 quizzes, 1 assessment	18 Nov - 24 Nov
MODULE 2	HOW FARMS WORK	10 videos, 9 quizzes, 1 assessment	25 Nov - 1 Dec
MODULE 3	THE BUSINESS OF FARMING	10 videos, 9 quizzes, 1 assessment	2 Dec - 8 Dec
MODULE 4	AGRICULTURAL SUSTAINABILITY	10 videos, 9 quizzes, 1 assessment	9 Dec - 15 Dec

### Who's the instructor?

Russ Tillman

Russ is a Professor Emeritus at Massey University where he has worked for 40 years. He was originally a soil scientist, but over the years he has developed broad interests across the whole of agriculture. Much of his research in recent years has been on the effect of agriculture on the wider environment, particularly on water quality.

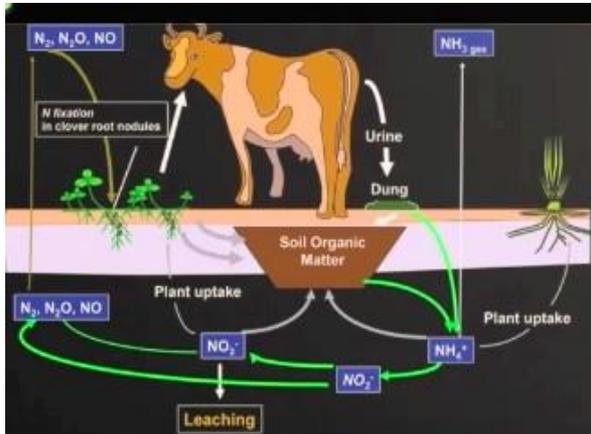


[Read more](#)

1040 students are taking this course

## 2. What opportunities exist?

video5\_russ.mov



Annual uptake of some essential plant nutrients by a dairy pasture producing 15,000 kg Dry Matter/hectare/year.

	Macronutrients		Micronutrients (trace elements)	
		Kg/hectare		Kg/hectare
Nitrogen		712	Iron	0.8
Potassium		337	Manganese	0.4
Phosphorus		56	Zinc	0.3
Sulphur		44	Copper	0.1
Calcium		41	Molybdenum	0.005
Magnesium		27		

00:04 -00:50



### Why join a MOOC platform...

- Profile signature platforms
- Address significant challenges

### Why join a MOOC platform...

- Profile signature platforms
- Address significant challenges
- Enhance student retention by selecting the right course
- Promote student readiness – learning to be an online learner

### Why join a MOOC platform...

- Profile signature platforms
- Address significant challenges
- Enhance student retention by selecting the right course
- Promote student readiness – learning to be an online learner
- Help shape development of the MOOC platform
- Learn from the experience – promote innovative disruption

## 2. What opportunities exist?



Massey University is now delivering international education under the banner of Massey University Worldwide.

Building on our base as one of the first universities in the world to launch distance and online learning, we are now expanding our teaching and research activity internationally.

Massey University Worldwide will be meeting the rapidly growing demand for high-quality programmes delivered by an internationally-focused university for students in their home country.

We currently have courses delivered through partnerships with strategic partners such as [The World Bank](#), [Qatar Airways](#), the [Government of Singapore](#) and [The Royal Brunei Armed Forces](#).



# 2. What opportunities exist?

Previously international students had to come to us



**MASSEY UNIVERSITY**  
TE KUNENGA KI PUREHUOA  
UNIVERSITY OF NEW ZEALAND

Library | Alumni Portal | Staffroom | MyMassey

keyword  Search section

www.massey.ac.nz International

**MASSEY IS THE TOP RANKED MAJOR DISTANCE EDUCATION UNIVERSITY PROVIDER IN AUSTRALASIA**

Apply Today for Semester One, 2012!

**International home**

- About Massey University
- Study on-campus in New Zealand
- Study by Distance Education from Overseas**
- Why Choose Distance Learning
- How Distance Learning Works
- What you can Study
- Apply to Study by Distance
- Study Abroad and Student Exchange
- Study Pre-Degree, Foundation and English Language

**Study by Distance Education from Overseas**

Massey University has a long tradition of academic and research excellence. We are a pioneer and world leader in the provision of online learning and distance education. Massey is a modern-era digital university that has been offering distance learning for more than half a century. Our teaching is research-led and Massey ranks higher in international comparisons than any other major distance provider in Australasia. We offer students a world-class education and unique New Zealand perspective on the world.

**Why choose distance learning**

Massey is committed to excellence in distance education and our qualifications and short courses allow students to fit study around work, social or family commitments.

**How distance learning works**

Distance learning involves studying course material from home and completing assessments. It can also involve coming to on-campus courses or using the online learning environments.

**Quick Links**

- International Prospectus (2,123 KB)
- International Distance Education Prospectus 2012.pdf (3,213 KB)
- Tuition Fees
- Distance Education Application Form.pdf (1,094 KB)

**Distance Education Links**

- FAQs
- Finding Time to Study
- Distance Learning Readiness Quiz
- Preparing for Postgraduate Study
- Sample Study Materials
- How Others Can Assist Your Study

Now we can go to them...

“What drives us is our capacity to define the future of our nation and our commitment to taking what is special about New Zealand to the world.”

Hon Steve Maharey, Vice-Chancellor



COLLEGES OF BUSINESS, CREATIVE ARTS, EDUCATION, HUMANITIES AND SOCIAL SCIENCES, AND SCIENCES

## 2. What opportunities exist?

MASSEY IS COMMITTED TO PROMOTING DEVELOPMENT AND LIFE-LONG LEARNING FOR DIVERSE AND GEOGRAPHICALLY DISPERSED STUDENTS BOTH NATIONALLY AND INTERNATIONALLY.



### INTERNATIONAL PARTNERSHIPS TURN POLICY PARALYSIS INTO POLICY ACTION TO SAVE LIVES

Massey University experts have successfully implemented a four-year European Commission/World Bank programme building human and institutional capability throughout the South Asia region to detect and effectively respond to emerging epidemic and pandemic disease threats.

Vice-Chancellor Steve Maharey says this is, "an outstanding example of Massey University expertise being applied to tackle one of the biggest issues the world faces – combatting epidemics and pandemics."

The \$10 million South Asia Regional One Health Programme trained human and animal health professionals within the government sector from Afghanistan, Bangladesh, Bhutan, India, Nepal, Pakistan and Sri Lanka in a two-stage process.

Stage one delivered Master of Public Health (Biosecurity) and Master of Veterinary Medicine (Biosecurity) training to 68 human and animal health professionals from the participating countries. Stage two extended the impact by developing One Health organisational frameworks and operational activities. A key result is the creation of a set of multi-sectoral networks, led by government institutions, within each country called One Health Hubs, which connect with global experts to form the One Health Network South Asia.



## Taking the best of DCU to the world...



### ONLINE DEGREES

A growing suite of fully and partially online modules and qualifications in areas of research excellence which address some of the grand challenges facing the world.



### OPEN COURSES AND RESOURCES

Participate in freely available open courses or take advantage of some of our fully online study resources and public lectures on YouTube.



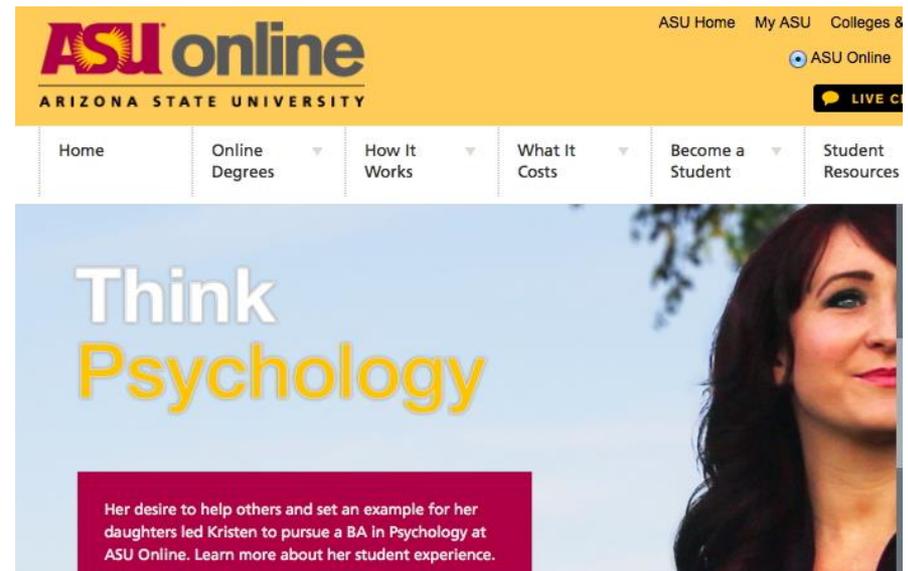
### TRANSNATIONAL PARTNERSHIPS

A growing range of transnational activities and programmes in countries throughout the world, including a strategic partnership with Arizona State University.



### CUSTOMISED PROGRAMMES

We can develop customised short courses and full degree programmes to meet your specific needs. Courses are available in our key areas of expertise anywhere in the world.



### 3. What still needs to be done?

### 3. What still needs to be done?

L  
E  
A  
D  
E  
R  
S  
H  
I  
P

- Strategy
- BOLD future maker
- Significant Investment
- Grow institutional capability
- Develop 21<sup>st</sup> century pedagogies
- And lots more...



The screenshot shows the EADTU website for 'E-xcellence Next'. The EADTU logo is at the top center. Below it is the title 'E-xcellence Next'. A navigation bar includes 'Home', 'Project', 'News & Events', 'Documents', 'Partnership', and 'Contact'. A vertical banner on the right side says 'E-XCELLENCE in e-learning NEXT NEXT'. The main content area is titled 'E-xcellence Next: Documents' and lists 'Quality related policy documents' with the following items:

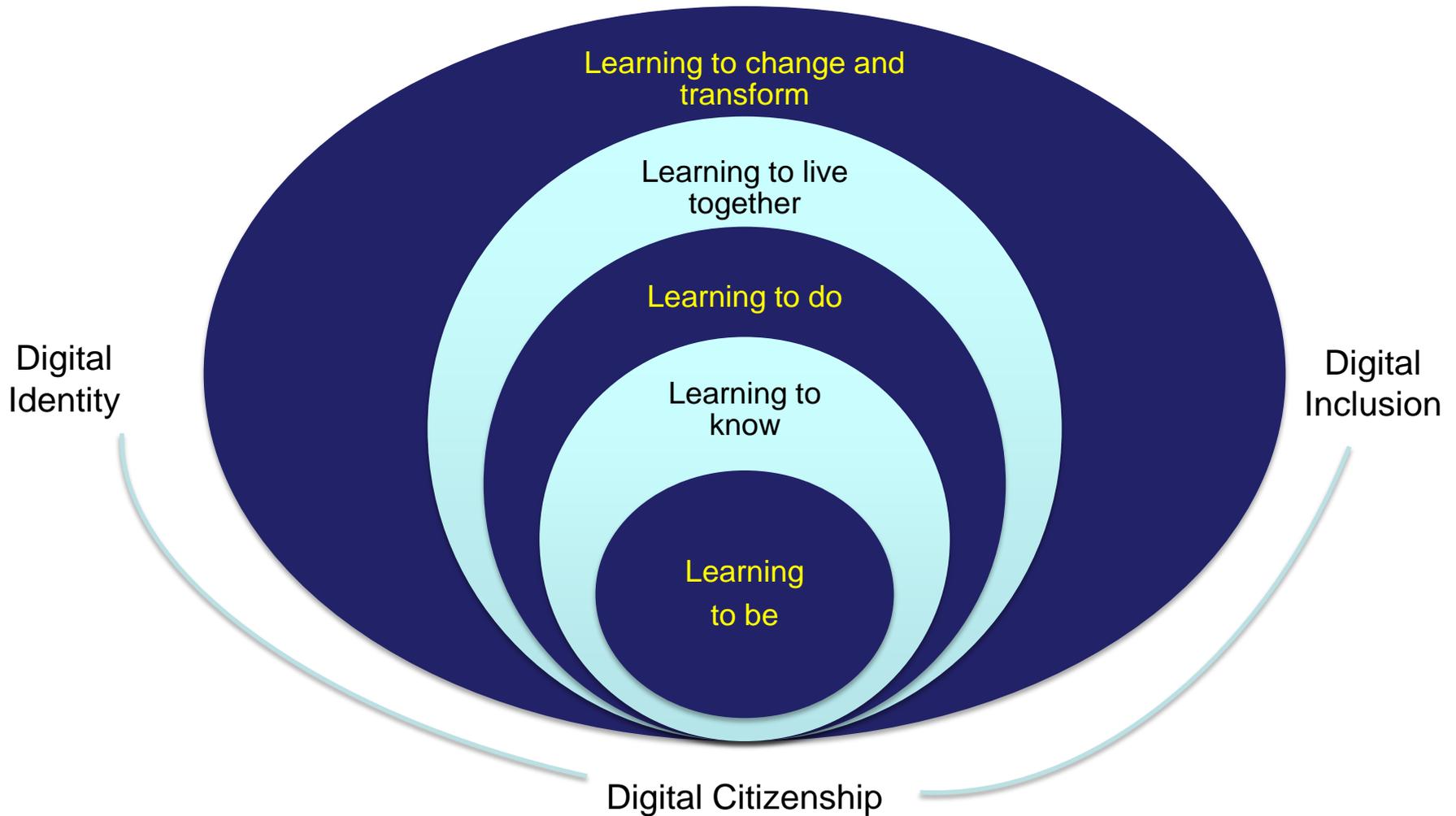
- E-Xcellence NEXT final report (public part)
- Standards and Guidelines for Quality Assurance in the European Higher Education Area
- A Framework for Qualifications of the European Higher Education Area
- Guidelines for Quality Provision in Cross-border Higher Education (UNESCO)
- Guidelines for Quality Enhancement in European Joint Master Programmes (EUA publication)
- Quality Assurance and Accreditation - improving quality and promoting mobility (ESIB)
- Quality Assurance of E-Learning (ENQA)

On the left side, there is a section for the 'E-xcellence Manual' with the text: 'The newest version of the E-xcellence Manual has been launched on 28th September 2012. If you are interested to receive a hard-copy, please contact the [secretariat@eadtu.eu](mailto:secretariat@eadtu.eu). You will be the first to receive the newest version!' Below this text is an image of puzzle pieces.



“Technological developments are unavoidably linked to broader social imaginaries: our ideas about the role of technology in education are shaped and reshaped by our ideas about what constitutes the ‘good society’ (Morgan, 2013, p.5).

## **Universities Challenged: The Impact of Digital Technology on Teaching and Learning**



“A prudent question is one-half of wisdom.”

Francis Bacon



<http://www.slideshare.net/mbrownz/>

Professor Mark Brown  
Director, National Institute for Digital Learning

[mark.brown@dcu.ie](mailto:mark.brown@dcu.ie)

@mbrownz