

APRU

Association of Pacific Rim Universities



*Center for
Distance Learning*



The Revolution Inside a Revolution

*Answering the Riddles of
Distance Learning*

Random House Dictionary - Riddle

A question stated so as to exercise one's ingenuity in answering it or discovering its meaning – a conundrum or pun

Any puzzling question or matter

Random House Dictionary - Pun

The humorous use of a word or a combination or words so as to emphasize different meanings or applications

or

the use of words that are alike or nearly alike in sound but different in meaning

O'Malia's random dictionary

Distance Learning is a riddle
that exercise one's ingenuity
in answering something that puzzles
using words that have different meanings.

O'Malia's random dictionary

Distance Learning

ingenuity

answering puzzles

different meanings

changing place and time

changing place and time

Lessons from History

70's Finance

80's Computers

90's Health Industry

2000's Education

Distance Learning at USC

- First DL Course was 1931 via radio
- **Engineering** began in 1971
 - Today 1000 grad students, many upper level undergraduates
- **Gerontology**
 - Graduate Degree and Certificate Programs
- **Business**
 - 5 internal courses offered; interdisciplinary PPD, Gero
 - Specialty Programs in **China and Japan**

Distance Learning at USC

- USC has a strong support system in place.
- **ISD** committed
 - Blackboard in use for several years
 - Large number of classrooms technology equipped.
- **Center for Scholarly Technology**
 - supporting training and Jump Start grants since 1994
- **Center for Excellence in Teaching**
- **Center for Distance Learning**

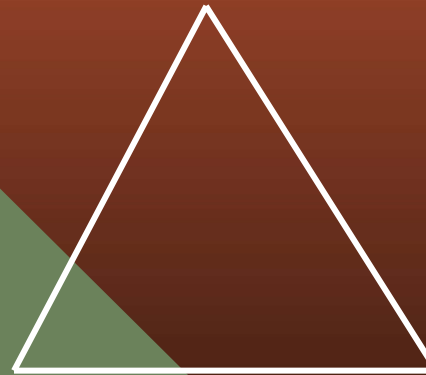
CDL – Education and Facilitation

Three part approach

Pedagogy

*Production and
Technology*

Marketing



The Riddles for Today

- Why should we do Distance Learning?
- Who is a Student?
- How to get Students and Teachers Together?
- What is Distance Learning?
- What is the Educational Landscape in 2020?

Why Should we do Distance Learning?

- Perception of making money
- Millennium Student
- Demographics of Higher Education
- Political and Regulatory changes
- The theory of change
- What others schools are doing

What are others doing?

- Top Tier Schools
 - MIT – Open course ware moving to courses
 - Stanford – Making available CMS without cost
 - Harvard – heavy in Prof Mkt, Engineering degree on line
 - Alliance failed
- Middle Tier Schools
 - Degree Based, continuing education – Penn State, NYU
 - Highly scalable programs (Maryland – eArmy)
- For Profit Schools
 - Phoenix, Corinthian, Sylvan, Kaplan (Concord)
 - affordable degrees, service culture
 - Many in Corporate Training

Why we should do DL?

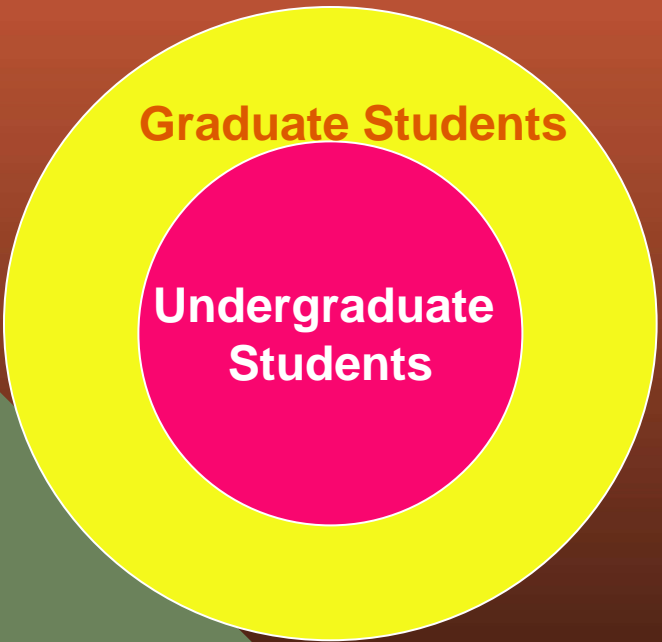
Riddle Answer:

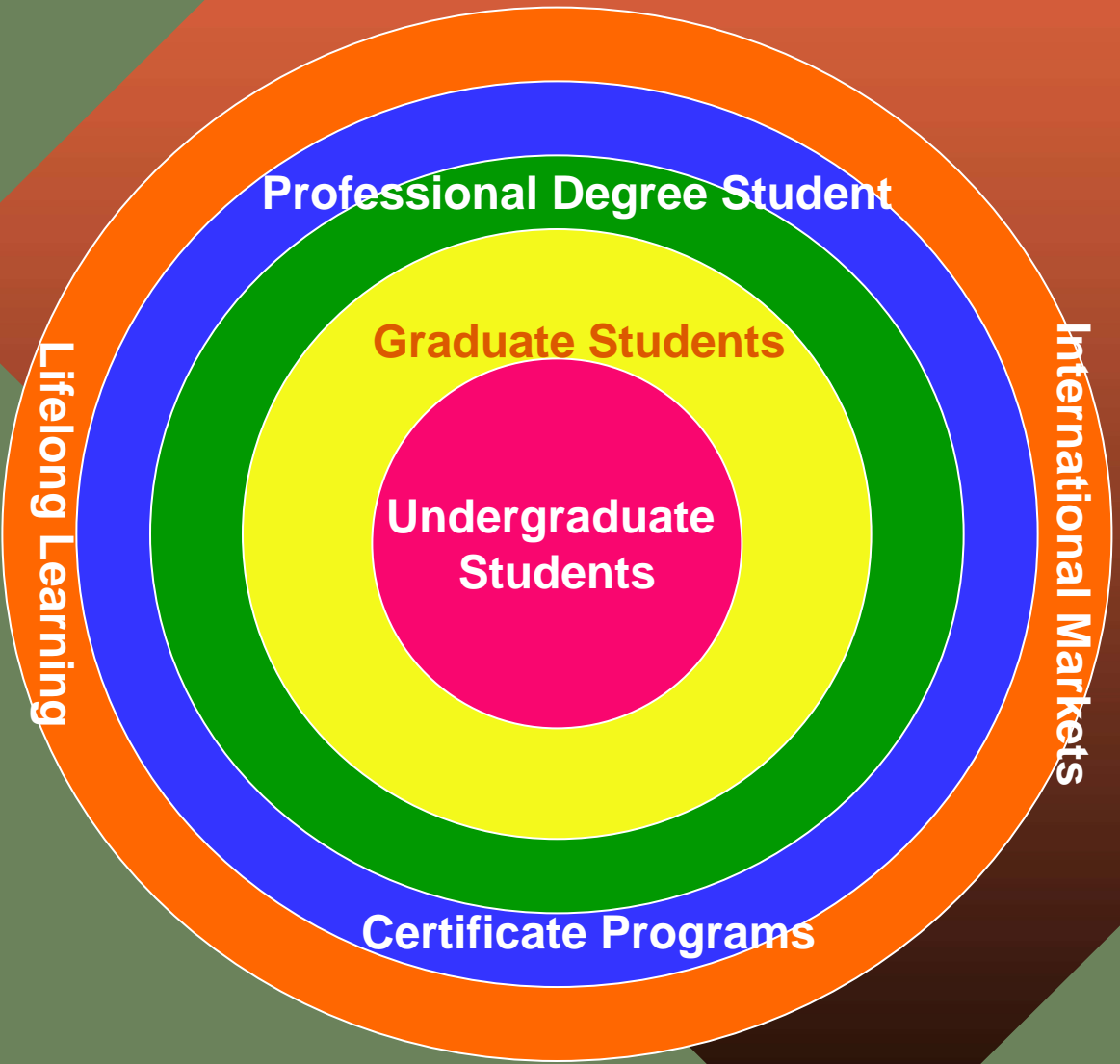
- DL will play an increasing role in the quality and survival of our institutions.
- Attracting the students we desire requires global, meaningful experiences.
- Making money is not reason; you will be investing to learn.

The Riddles for Today

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Customer Circles





DL Customer Circles

Who is a Student?

Riddle Answer:

- Everyone one and forever
 - Lifelong Learning
 - Elementary and Secondary Students
- The promise of individualized learning

The Riddles for Today

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The Assumed Customer?

- Teachers have always assembled
- Students have always come to sit at their feet
- Teachers have always been above commerce
- Commerce now wants those students
- **Sooner or later we will compete for students**

Getting Students - The Marketing Riddle

- Can universities continue to attract their current students?
- Can universities learn to market to a new student profile?
- Can they do both without brand dilution or market confusion?
- Can you? Should you try to be all things to all students?

The Marketing Riddle

- Comparison to product life cycle
 - Initial emphasis on unique features
 - Maturing market focuses on benefits
 - Marketing separates the crowd
- Customer's benefit \ price determines survival

Getting Students?

Riddle Answer:

- Choose your courses carefully
 - Larger courses that need to be more engaging offer better learning, more comfortable pay back
 - Do market feasibility studies before starting
 - Never do a course on line that is not being done in person
 - Think customer need not product offering

The Riddles for Today

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What is Distance Learning?

- DL takes comes in many forms – most common
 - Swapping text files
 - Streaming videos
- *These are Class extension or Distance Teaching*
 - Some are blended (some sessions in person)
 - Some are delivered via video conferencing

What is Distance Learning?

- Technology is not Distance Learning
- Changing the delivery modality does not create Distance Learning
- Distance Learning is not the same as Teaching at a Distance
- *Distance Learning is a pedagogical, cultural and a centric reversal*

Class Structure Changes

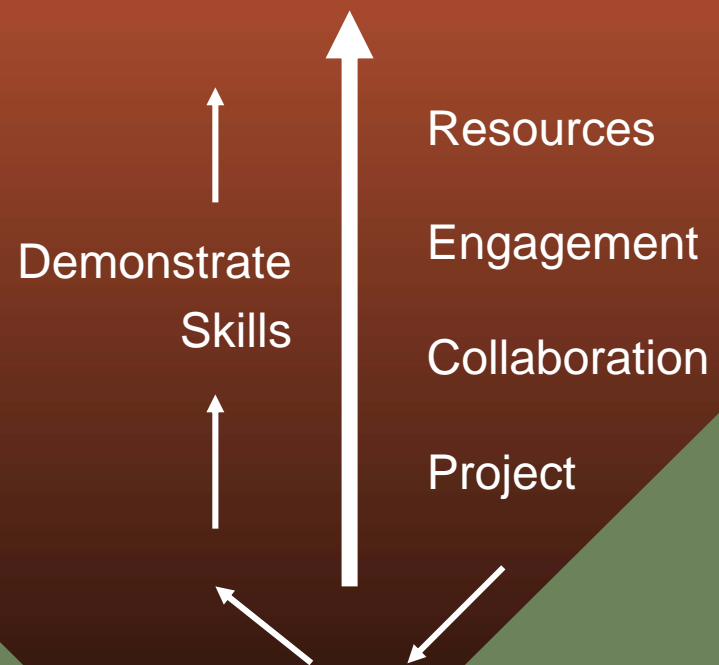
Classic Class Room



Test on content

eLearning

Challenge



From content delivery to resource pulling

Patterns of Change

- MIT moving outside the classroom with TEAL
- U.S. Engineering accrediting body, ABET, requiring, peer to peer engagement and critical thinking component in UG programs
- WASC accreditations
 - require Learning Outcome based design
 - deferring DL Programs that are simply modality conversions of existing courses to DL
- Accent on Assessment versus Satisfaction

What are the challenges of creating a course?

- Faculty
 - Time to build, time to manage
 - Lack of incentive
- Administration
 - Cost of faculty and building course cost
 - Concern over ROI and recovery

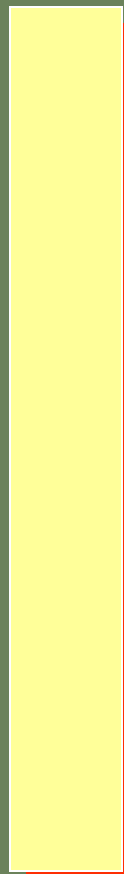
What are the solutions?

- Faculty
 - needs to know time commitment
 - Needs to be guided through process
 - Needs an incentive – or at least relief
- Administration
 - Needs to know cost of faculty and building cost
 - Needs to know known to know recovery

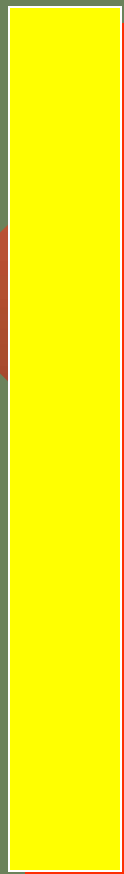
What are the solutions?

- Three part solution
 - Convert existing courses
 - Design in way to know and track all variables
 - Choose course model that works for you

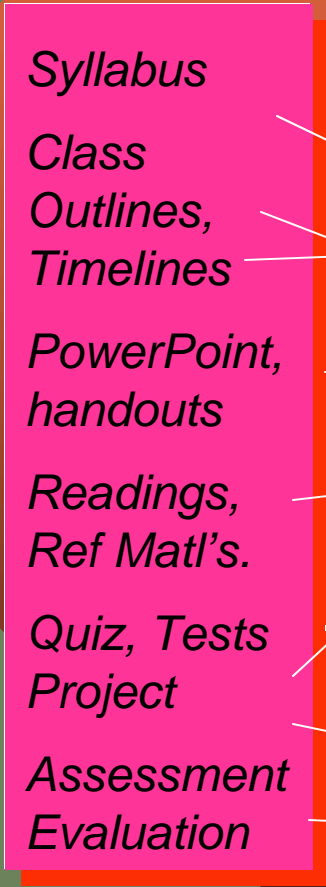
Course Conversion Structure



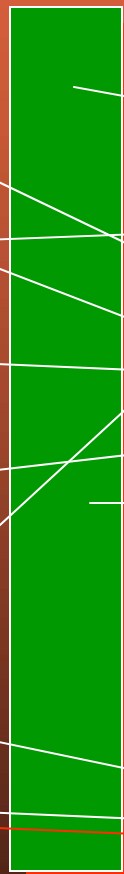
Existing Course



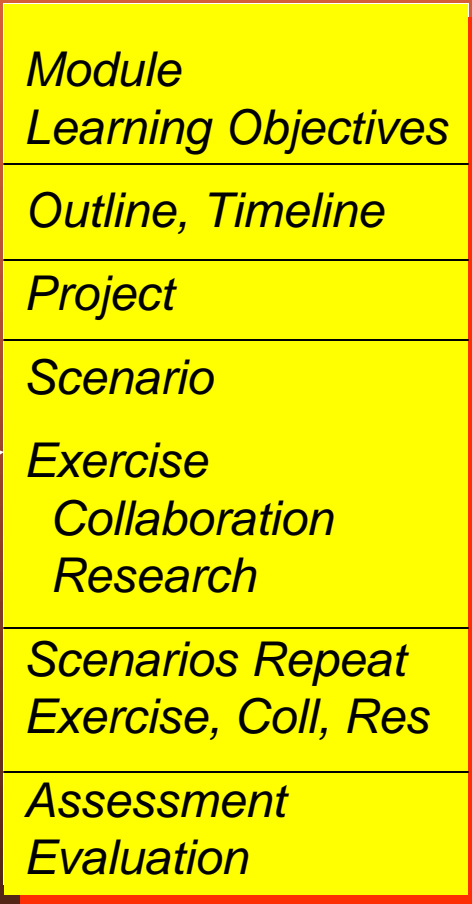
Initiation Meeting



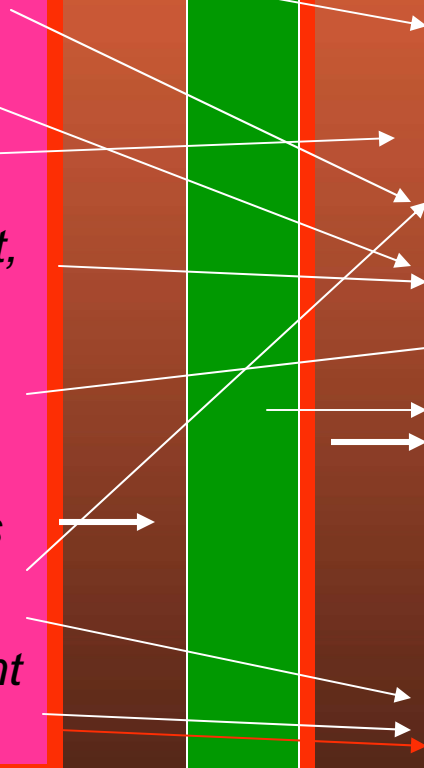
Working Packet



Facilitation Meetings



Distance Learning Module



http://uscdistancelearningcom.mavweb.net/asp/viewscreeendetails.asp?course_no=GEO 260&Module_n...

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media

Address http://uscdistancelearningcom.mavweb.net/asp/viewscreeendetails.asp?course_no=GEO%20260&Module_no=03&screen=50 Go

Links Google Search Web Search Site PageRank Options

GEO 260 : 03 : Screen 50

Design Micro Production

Prev screen: Next screen

Title :	Message from the Boss: First Assignment
Format :	Presentation
Learning Objectives Received:	No learning objectives used for this screen
Learning Objectives Demonstrated:	No learning objectives tested for this screen
Purpose :	To explain informally the LOs for Segment 1
Description :	The Boss appears in video and gives an i
Source :	
Learning Activity :	Presentation
Engagement Time:	0h:2m
Due date for QC:	1/1/2003
Production Cues :	V. Actors OC

Done Internet

start Novell-deliver... Calendar - Mic... http://uscdist... - - Microsoft I... Microsoft Pow... 10:39 AM

Course is tracked in a data base:

- Faculty knows time requirements
- Costs are estimated
- Production on time

Matching market and course format

Five course models

Immersion Learning
Blended

Immersion Learning

Distance Teaching
Plus Blended

Distance Teaching
Plus Engagement

Distance Teaching

What is Distance Learning

Riddle Answer:

- It is individual
 - for each course
 - based on goals of that course
- It is what works for you
 - Mission and Budget sensitive

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Educational Landscape in 2020, 2050

- Education is not exempt from
 - Consolidation
 - New Competitors
 - Financial constraints
- In a world economy, world class schools will have to address multiple customer segments

Educational Landscape in 2020, 2050

The Universities that succeed

- will address the challenges of new customer with new expectation in new places
- have learned to position and market their benefits
- offer more than the automation of today's classroom
- have become efficient at content creation and presentation
- have formed meaningful world wide cohorts

Answering the Riddles of Distance Learning

Distance Learning is not a Riddle but is the catalyst for change in the education system as we now know it

Answering the Riddles of Distance Learning

Distance Learning will challenge us to define who we are, what our mission is and how we deliver it.

Answering the Riddles of Distance Learning

Distance Learning levels the playing field. When viewing a computer screen, all are of equal size.



A sample of it

The background of the slide features a large, dark red diamond shape centered on a dark green background. To the left of the diamond, there is a vertical yellow bar. The top-left corner of the slide is a red rectangle, and the bottom-right corner is a dark green triangle.

APRUNet

Zita Wenzel

Center for Scholarly Technology

University of Southern California

APRUNet Mission

- APRUNet aims to assist in the development of advanced Internet capabilities among APRU universities and APEC economies in collaboration with strategic partners. The main goal is to develop teaching and research applications that utilize advanced Internet technologies, e.g., distance learning, virtual conferences, telemedicine, remote sensing.

APRUNet Tactics

- Sharing
- Networking
- Partnership
- Collaboration

APRUNet Sharing and Networking

- Distance Learning Conferences
- APRUNet Newsletter
- APRUNet/Internet2 Videoconferencing Workshops
- Distance Learning Online Discussion
 - <http://mailman.isi.edu/mailman/listinfo/apru-dld>

APRUNet Partnerships and Collaboration

- APEC grant for the Distance Learning Partnership Project
- East Asian Studies Project
- Global Infectious Diseases Project
- Marine and Ocean Biology Project

APRUNet Contacts

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- *zita@isi.edu*

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