The Revolution Inside a Revolution

Answering the Riddles of Distance Learning
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 emphasis 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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- What is the Educational Landscape in 2020?
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

eLearning

Challenge

Resources

Engagement

Collaboration

Project

Demonstrate Skills

Test on content

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

Module Learning Objectives

Outline, Timeline

Project

Scenario

Exercise

Collaboration Research

Scenarios Repeat Exercise, Coll, Res

Assessment Evaluation

Syllabus

Class Outlines, Timelines

PowerPoint, handouts

Readings, Ref Matl’s.

Quiz, Tests

Project

Assessment Evaluation
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
The Riddles for Today

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• What is the Educational Landscape in 2020?
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
APRUNet

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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
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