Good to be back!
Thank you for New Zealand’s constructive contribution to multi-lateral educational organisations (e.g. UNESCO, COL)

Linda Sissons

Chair, Board of Governors Commonwealth of Learning
PLAN

- Turbulent times, drivers of change
- Technology – the Iron Triangle
- Evolution not revolution
- Sector collaboration
- Quality assurance for our times
No Worries on Higher Education in New Zealand

Are MOOCs the Long-Awaited Revolution in Higher Education?

Sir John Daniel
PLAN

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Turbulent and Testing Times for Higher Education
Turbulent and Testing Times for Higher Education
DRIVERS

Social

Technological

Financial
Generation jobless

The global rise of youth unemployment
Idle hands

Youth unemployment and inactivity*

By region†, 2012 or latest, m

Unemployed | Inactive

South Asia | 31.1
East Asia & Pacific | 18.4
Sub-Saharan Africa | 21.6
Middle East & north Africa | 40.6
OECD‡ | 15.2
Latin America | % of total youth population 23.2
Europe & Central Asia | 24.4

Sources: OECD; World Bank; The Economist

*15-24 year olds not in education
†Regions exclude OECD countries
‡Not in education or training
Unemployment by age group NZ 2013
China's Graduates Face Glut
Mismatch Between Their Skills, Job Market's Needs Results in Underemployment
Graduate underemployment:
2001 = 34%; 2012 = 44%
Economic Crisis: Financial crisis, Downturn, Slump, Loss, Crash, Recession, Forecast, Bust.
US Public Universities

Tuition fees have increased by 5 times the inflation rate for 30 years.
Tuition fees inflation
Adjusted for inflation the average middle-class family earns $400 less than it did in 1988
US Public Universities

Tuition fees increased a record 8.3% in 2012, up 46% over the last decade.
US Public Universities

State funding declined a record 9% in 2012, down 30% per student since 2000
US Public Universities

Tuition fees as a share of total public university revenue rose 62% over the last decade.
US Public Universities

In June 2013, total tuition fees discounts exceeded the total amount paid by parents. This is a 50% reduction from posted rates.
US Public Universities

Student debt has doubled since 2007
US Public Universities

Student loans have topped one trillion dollars.
US Public Universities

In spring 2013 default rates on student loans reached a high of 17%.
The economic driver of change
DRIVERS

Social

Technological

Financial
The Central Challenge

• ACCESS  (wider)

• QUALITY   (higher)

• COST      (lower)
COST

ACCESS

QUALITY
The Iron Triangle

ACCESS

QUALITY

COST
The **Iron Triangle**

- **Access**
- **Quality**
- **Cost**
The Iron Triangle
The Iron Triangle
“an insidious link between quality and exclusivity”
The Technology Revolution

• ACCESS  (wider)
• QUALITY  (higher)
• COST    (lower)

ALL AT THE SAME TIME!
St. Paul’s epistles (~ 100AD)
Steam engine

Printing
Postal systems
Printing & Post
=
Correspondence education
Principles of Technology

- Division of labour
- Specialisation
- Economies of scale
- Machines & ICTs

Adam Smith
1723-1790
Open as to:

- People
- Places
- Methods
- Ideas
universities don’t do revolutions
What is a MOOC?

Massive Open Online Course
Making Sense of MOOCs: Musings in a Maze of Myth, Paradox and Possibility
'What is new is not true and what is true is not new'

Hans Eysenck on Freudianism
Course x6002 *Circuits and Electronics*

155,000 registrations
23,000 tried first test
9,000 passed mid-term
7157 passed = < 5%
What is higher education?

Teaching  Learning  Credentials

What is higher education?
BUT:

The universities have no business model for MOOCs!

Expenditure: $ 50,000 and up
Revenue: $ 0
If Harvard leads, let’s follow!
The herd instinct to Mooc!
universities don’t do revolutions
Wilhelm von Humboldt

1767-1835
“The university teacher is thus no longer a teacher and the student is no longer a pupil. Instead the student conducts research on his own behalf and the professor supervises his research and supports him in it.”

The Humboldtian University
The Morrill Act of 1862

“to focus on the teaching of practical agriculture, science, military science and engineering, though without excluding classical studies”
<table>
<thead>
<tr>
<th>University of Nebraska–Lincoln</th>
<th>Virginia Polytechnic Institute and State University</th>
<th>Auburn University</th>
<th>Colorado State University</th>
<th>University of Wisconsin–Madison</th>
<th>Purdue University</th>
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<td>Lincoln</td>
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<td>Auburn, Auburn,</td>
<td>Fort Collins</td>
<td>Madison</td>
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</tbody>
</table>
What is a MOOC?

Massive Open Online Course
The Gartner Technology Hype Cycle
The Gartner Technology Hype Cycle
...sliding down from 2013 enthusiasm
...leading up to the legacy
3,850 MOOCs are now available!
Offered by
The Commonwealth of Learning &
IIT Kanpur, India
MOOC – Every letter is negotiable!
PLAN

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Some MOOC groupings outside North America
Not a diligent learner!
China:
couldn’t access my MOOC!
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the unbundling of higher education
Academic Partnerships Launches New Online Global Specializations Credential
A Specialization Certificate can be earned on average in four weeks.
Design and Use of Specializations

Each Specialization consists of three Specialization Certificates which can be completed in four weeks. A Specialization diploma can be earned in just 100 days.
Example of Use

University of Johannesburg MBA
with a Specialization in International Business
from the University of South Carolina

Host

UNIVERSITY OF JOHANNESBURG

Provider

UNIVERSITY OF SOUTH CAROLINA

MBA Courses

Specialization in International Business

HOST UNIVERSITY
DISTANCE LEARNING

a three-legged stool

student

support

logistics

materials
Sector collaboration

Lessons:

- Maximise autonomy of each partner (minimise transaction costs)
- One partner takes overall responsibility for quality of student experience.
PLAN

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‘a single quality assurance framework for all institutions and all delivery modes’
Quality Assessment of Teaching

• Curriculum design, content and organisation
• Teaching, learning and assessment
• Student progression and achievement
• Student support and guidance
• Learning resources
• Qualith management and enhancement
<table>
<thead>
<tr>
<th>Rank</th>
<th>University</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CAMBRIDGE</td>
<td>96%</td>
</tr>
<tr>
<td>2</td>
<td>LOUGHBOROUGH</td>
<td>95%</td>
</tr>
<tr>
<td>3=</td>
<td>LONDON SCHOOL OF ECONOMICS</td>
<td>88%</td>
</tr>
<tr>
<td>3=</td>
<td>YORK</td>
<td>88%</td>
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<tr>
<td>5</td>
<td>THE OPEN UNIVERSITY</td>
<td>87%</td>
</tr>
<tr>
<td>6</td>
<td>OXFORD</td>
<td>86%</td>
</tr>
<tr>
<td>7</td>
<td>IMPERIAL COLLEGE</td>
<td>82%</td>
</tr>
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<td>8</td>
<td>UNIVERSITY COLLEGE LONDON</td>
<td>77%</td>
</tr>
<tr>
<td>9</td>
<td>ESSEX</td>
<td>77%</td>
</tr>
</tbody>
</table>

…and OU top for student satisfaction
A Guide to Quality In Online Learning

Authors:
Neil Butcher & Merridy Wilson-Strydom

Editors:
Stamenka Uvalić-Trumbić & Sir John Daniel
A Guide to Quality in Post-Traditional Online Higher Education

Authors:
Neil Butcher & Sarah Hoosen

Editors:
Stamenka Uvalić-Trumbić & Sir John Daniel
Turbulent and Testing Times for Higher Education
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“making the system as a whole stronger than the sum of its parts”
THANK YOU!

Sir John Daniel

For text & slides: www.sirjohn.ca

odlsirjohn@gmail.com