A Simple Guide to Quality and Effectiveness in Online Teaching and Learning
A Simple Guide to Quality and Effectiveness in Online Teaching and Learning’

Sir John Daniel
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The Challenge for Education

- ACCESS (wider)
- QUALITY (higher)
- COST (lower)
The Iron Triangle

ACCESS

QUALITY

COST
Independence and Interaction
Synchronicity and Asynchronicity
Distance Learning: a three-legged stool
The Challenge for Education

- ACCESS (wider)
- QUALITY (higher)
- COST (lower)
The Iron Triangle

ACCESS

QUALITY

COST
A Flexible Triangle

ACCESS

COST

QUALITY
The Iron Triangle

ACCESS

QUALITY

COST
The Iron Triangle

ACCESS

QUALITY

COST
The Iron Triangle
“an insidious link between quality and exclusivity”
A Flexible Triangle
The Challenge for Education

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

...all at the same time!
Principles of Technology

- Division of labour
- Specialisation
- Economies of scale
- Machines and IT

Adam Smith
1723-1790
170,000 current students
2 million alumni with certificates, diplomas, degrees, higher apprenticeships, Masters degrees and doctorates.
## BRITAIN’S TOP UNIVERSITIES

### Quality Rankings of Teaching

<table>
<thead>
<tr>
<th>Rank</th>
<th>University</th>
<th>Rank</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>
</tr>
<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>
<tr>
<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 tops for student satisfaction
Costs 60 - 80% of conventional
Independence and Interaction

Synchronicity and Asynchronicity
Sir George Williams University, Montreal, 1970
3-month internship 1972

The Open University – United Kingdom
Open to:

- People
- Places
- Methods
- Ideas
Advice
- Pilot of 300

Decision
- Admit 25,000

Lord Walter Perry
Founding Vice-Chancellor
The Open University
A Flexible Triangle

ACCESS

COST

QUALITY
UKOU – BBC partnership

"Earning a degree by watching the telly"
UKOU – BBC partnership

Worldwide audience of billions
A regional network with thousands of tutors
Independence and Interaction
Independence and Interaction

Getting the Mixture Right
Interaction

a slippery concept
Correspondence Education

“A guided didactic conversation”

Borje Holmberg
Independence and Interaction
Synchronicity and Asynchronicity
Cambridge University: All lectures to be online-only until summer of 2021
M O O C – Every letter is negotiable!
A record 13.6 million visitors this year, up from 8.9 million the year before.
Independence and Interaction
Synchronicity and Asynchronicity
DISTANCE LEARNING

student

Student support

Admin/logistics

Learning materials

a three-legged stool
DISTANCE LEARNING

A three-legged stool

Student support
Admin/logistics
Learning materials
Conducting a College through COVID-19: The Evolving Leadership Challenge

Articles/presentation at www.sirjohn.ca
DISTANCE LEARNING

a three-legged stool

student

Student support

Admin/logistics

Learning materials
STUDENT SUPPORT

- Academic
- Administrative
- Cultural
- Social
DISTANCE LEARNING

a three-legged stool

student

Student support

Admin/logistics

Learning materials
ADMINISTRATION & LOGISTICS

- Learning Management System
- Online options (ZOOM, etc.)
- Efficient registry
- Helplines and responses to e-mail
The Iron Triangle

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THANK YOU!