


BLENDED LEARNING: A REGIONAL CASE STUDY

Expert Group Meeting on Promotion of South-South Cooperation in Technology Transfer (25-26 October 2011)

Agenda



1. Introduction
2. International Trends
3. Learning Model
4. Regional Implementations
5. Social Online Learning



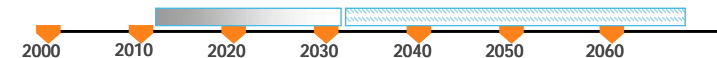
Introduction

- ✓ Distance Learning
- ✓ Educational Technology
- ✓ Online Learning
- ✓ Virtual Learning
- ✓ Blended Learning

Human Resources Development



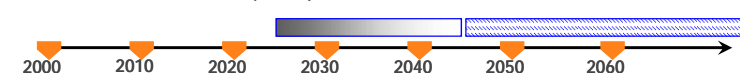
1. Short-Term: Lifelong Learning



2. Medium-Term: Higher Education



3. Long-Term: Basic Education (K-12)



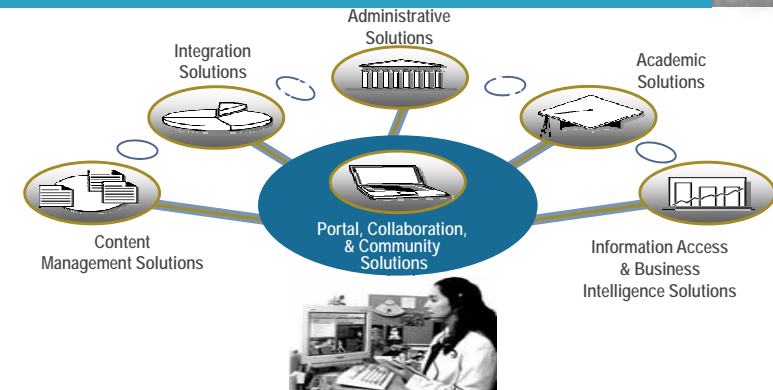
Areas of Change



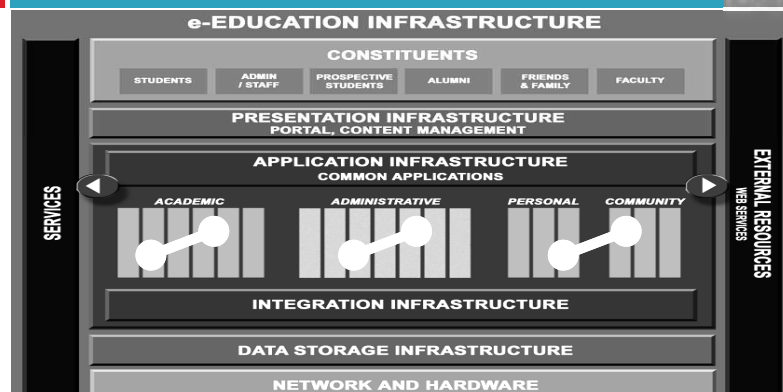
The Role of Technology

1. Advanced infrastructure
2. Modern pedagogical methods
3. Lifelong learning
4. Research collaboration
5. Market needs
6. Social Learning

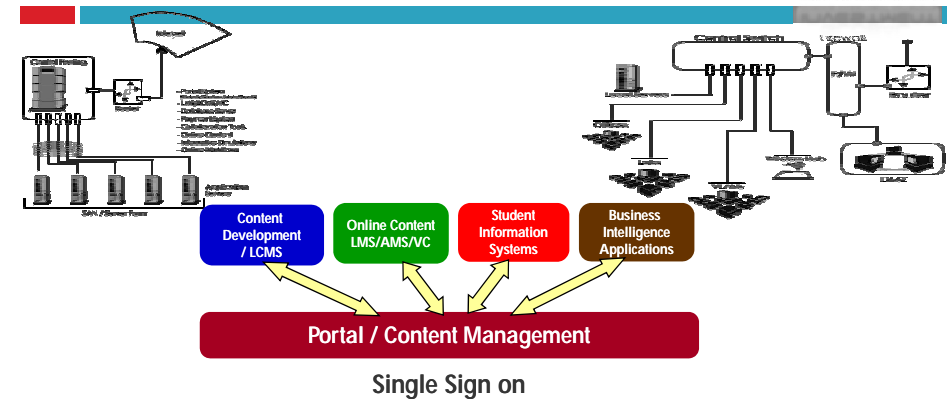
The Role of Technology



The Role of Technology



The Role of Technology



The Role of Technology



Low Tech

Medium Tech

High Tech

Sample Blended Learning Components



1. Learning Management System (LMS)
2. Student Information System (SIS)
3. LCMS / Multimedia Development Tools
4. VC / Collaboration Environment
5. Assessment Management System (AMS)
6. Portal Server
7. Knowledge Management System
8. Online Payment System
9. Off-the-shelf Interactive Content
10. Interactive boards / Projectors / Smart Classes

International Trends

- ✓ Online Learning/Virtual Education/Blended Learning
- ✓ Lifelong Learning
- ✓ Open Courseware Initiative
- ✓ International Joint Programs
- ✓ Internationalization of Education
- ✓ Social Media

International Trends



International Trends



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International Trends



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International Trends



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Each degree is designed to let you fit study around your schedule whilst still meeting our high academic standards.

Delivered in small personal classes, our online degrees provide an excellent forum for networking and international collaboration, giving



Quality and experience

Liverpool was the first UK university to deliver an entire degree via e-learning.

International Trends



What are the benefits of blended learning?

You will save time by taking advantage of in-depth, online classes

Blended learning won't interfere with your current job

You will cut down on commuting time and costs – save money on gas, parking, and tolls

Meet and connect with your

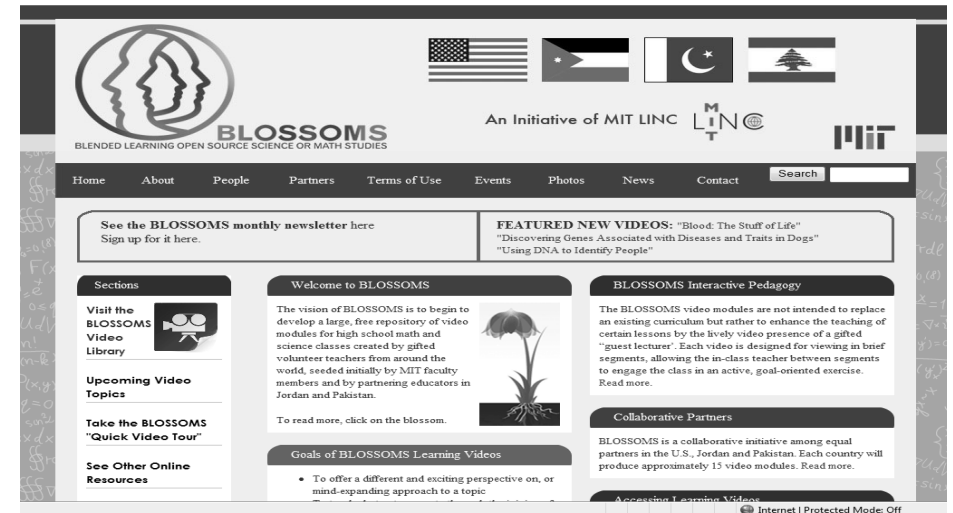
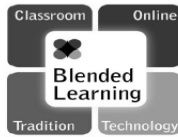
The Best of Both Worlds

A Rich Tradition of Learning

For more than 140 years, the University of Massachusetts has been known for its rich tradition, quality of learning, and award-winning faculty. UMass has added flexibility and convenience to the mix by offering students online courses that make learning more accessible worldwide.

A Perfect Blend

By combining a vigorous classroom experience, along with comprehensive online learning, UMassOnline offers the "perfect blend." This blended format allows you to reduce the amount of time and cost spent commuting to class by offering online coursework. The format also allows you to choose the campus closest to

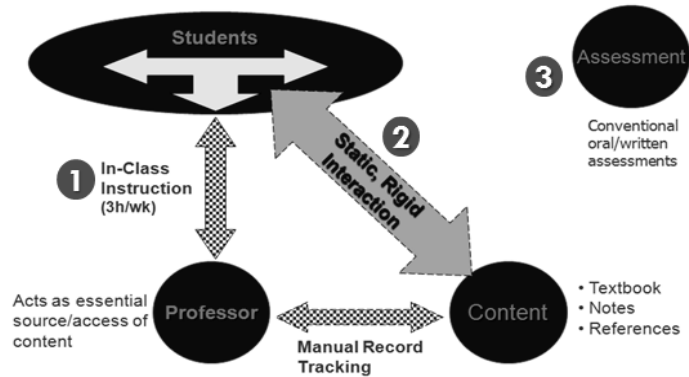


Learning Model

- ✓ Face-to-Face Learning
- ✓ Online Learning
- ✓ Blended Learning



Face-to-face Learning

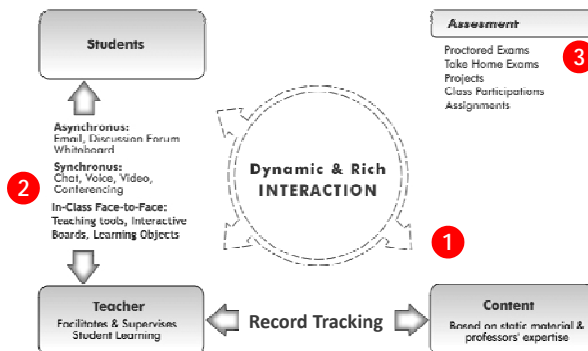


How can technology affect:

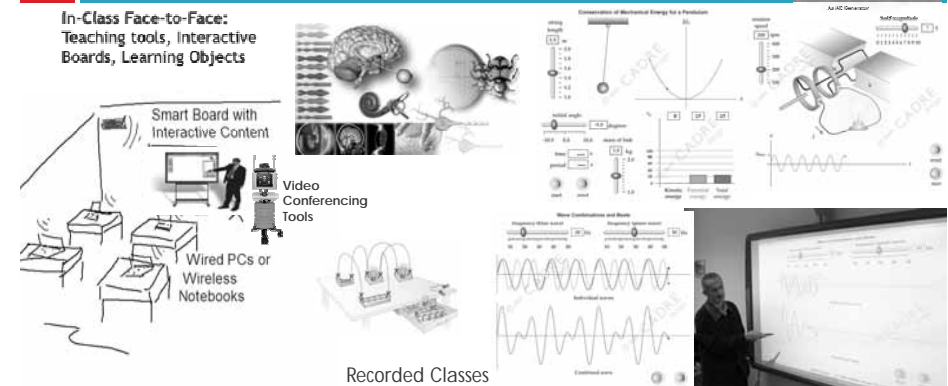
Enhance
or
Change?

- ☐ Teacher – Class Interaction?
- ☐ Student – Content Interaction?
- ☐ Student Assessment?

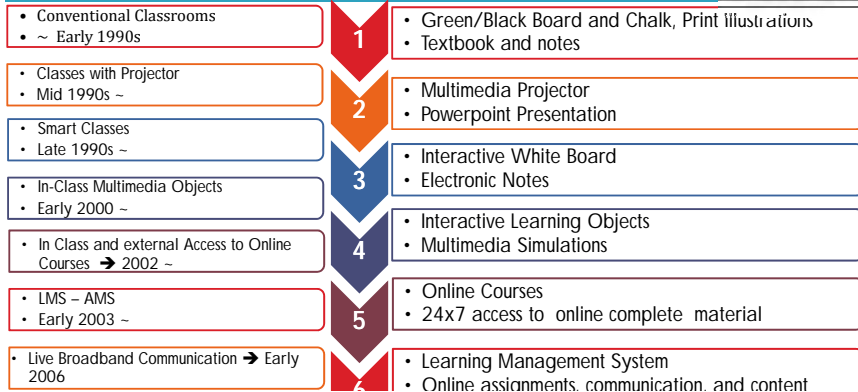
Online/Blended Learning



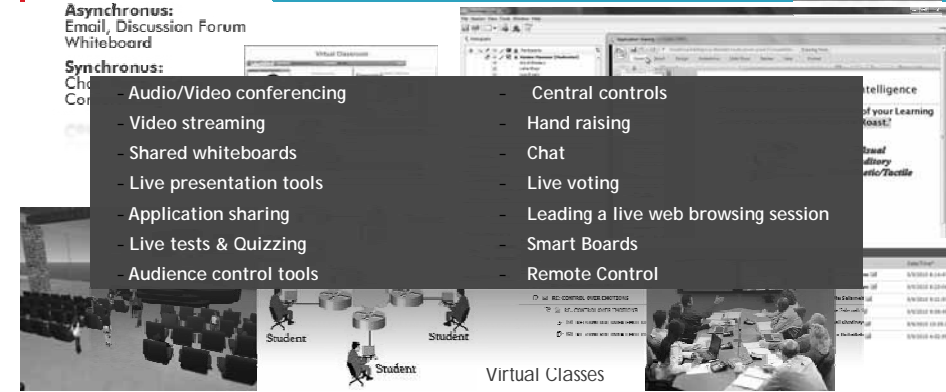
Teacher – Class Interaction



Technology in the Classroom



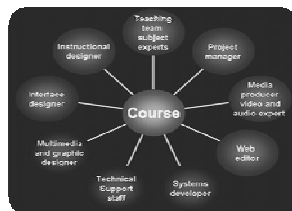
Teacher – Class Interaction



Learner – Content Interaction



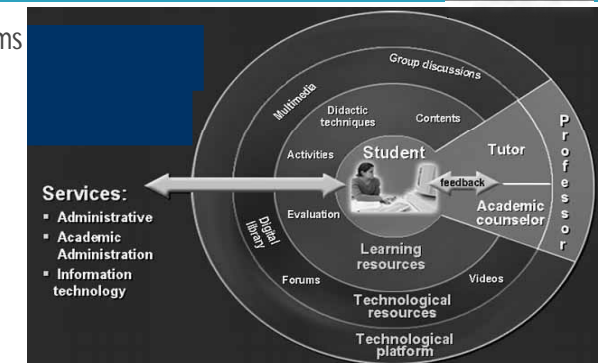
- ✓ Interactive Online Content
- ✓ Static Content + Professors Experience
- ✓ Self Explanatory, Easy to Surf
- ✓ Pre- and Post- Assessments
- ✓ Learner's Tracking



Learner Assessment



- ✓ Online Proctored Exams
- ✓ Assignments
- ✓ Projects
- ✓ Portfolio Assessment
- ✓ Virtual Teams
- ✓ Participation



Online/Blended Learning



Proportion of Content Delivered Online	Type of Course	Typical Description
0%	Traditional	Course with no online technology used — content is delivered in writing or orally.
1 to 29%	Web Facilitated	Course that uses web-based technology to facilitate what is essentially a face-to-face course. Uses a course management system (CMS) or web pages to post the syllabus and assignments, for example.
30 to 79%	Blended/Hybrid	Course that blends online and face-to-face delivery. Substantial proportion of the content is delivered online, typically uses online discussions, and typically has some face-to-face meetings.
80+%	Online	A course where most or all of the content is delivered online. Typically have no face-to-face meetings.

Technology-Enabled Learning

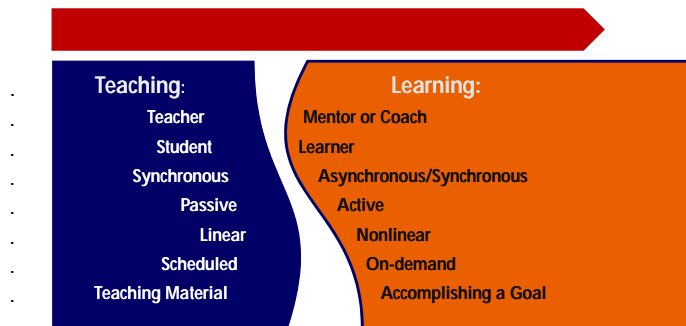


E-Learning is
not only
about
Technology or
Content, It is
about
Learning

"I never try to teach my students anything.
I only try to create an environment in which
they can learn."

Albert Einstein

Sustainable Paradigm Shift



New Learning Models



- ✓ Blended Learning in conventional classes (schools, universities)
- ✓ Online courses in conventional universities
- ✓ Online Learning divisions in conventional universities (certificates, degrees)
- ✓ Virtual universities

Regional Implementations

- ✓ Blended learning
- ✓ eLearning Center of Excellence
- ✓ Online Learning Center
- ✓ Lifelong Learning Center
- ✓ Virtual University

AUD - Blended Learning (1998)

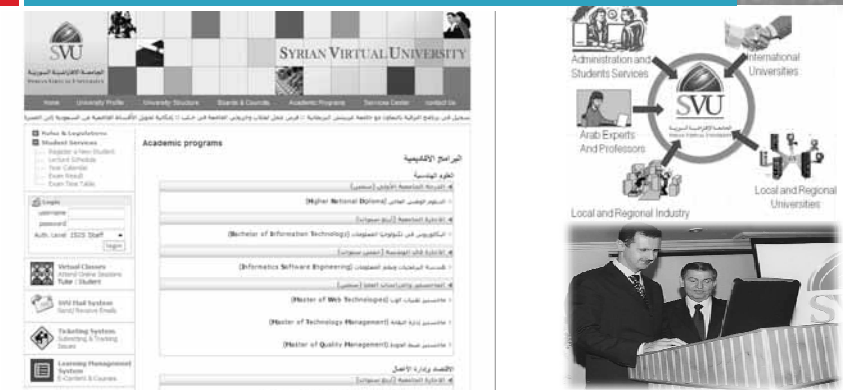
- ✓ Integrating existing online content with the face-to-face courses.
- ✓ Integrating professional certificates within academic curriculum.
- ✓ Interactive boards and Learning Objects in classes.



SVU- Virtual University (2002)

- ✓ First accredited Arab virtual university
- ✓ Virtual Classrooms, Online Content, Proctored Exams
- ✓ Currently more than 14,000 students enrolled in local and international online Bachelor and Master Programs
- ✓ More than 5,000 graduates
- ✓ 8 Undergraduate degree programs, 5 master degree programs

SVU- Virtual University (2002)



GUST – eLearning Center of Excellence (2003)



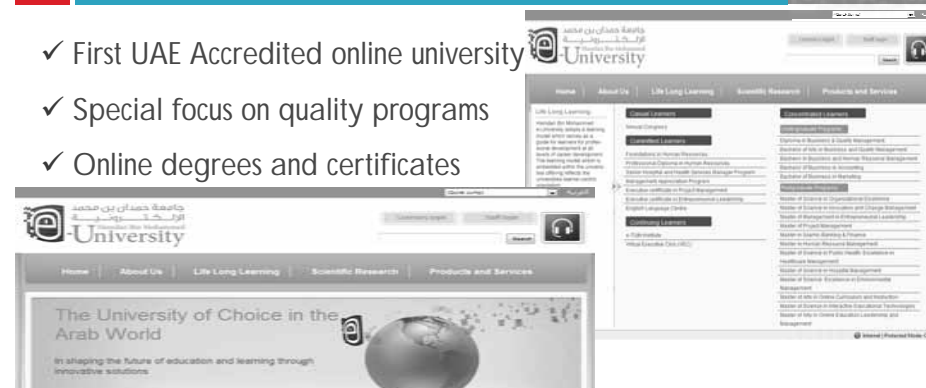
- ✓ Online Library of ready-made content to support university courses
- ✓ Content Development for specific local courses for blended delivery
- ✓ Online courses and certificates for external lifelong learners



Dubai eUniversity– Virtual University (2004)



- ✓ First UAE Accredited online university
- ✓ Special focus on quality programs
- ✓ Online degrees and certificates



AAU – eLearning Center (2005)



- ✓ Online Library of ready-made content to support university courses
- ✓ Online content Development for a large number of local courses
- ✓ Online courses and certificates for external lifelong learners



KFUPM– eLearning Center (2005)



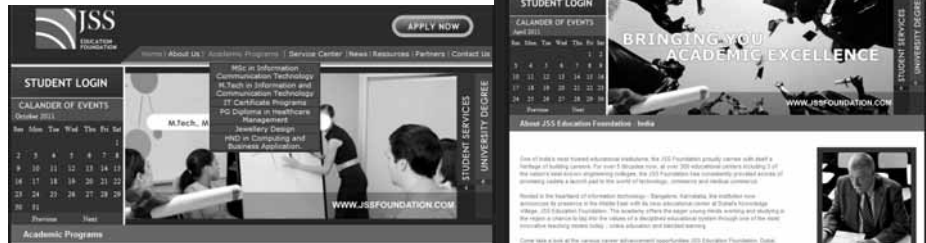
- ✓ Online content Development for a large number of local courses
- ✓ Blended course delivery



JSS Academy– Online University (2006)



- ✓ Online graduate degrees and certificates
- ✓ Online Professors from India
- ✓ Indian Degrees and Certificates



BAU – Jordan Online Academy (2007)



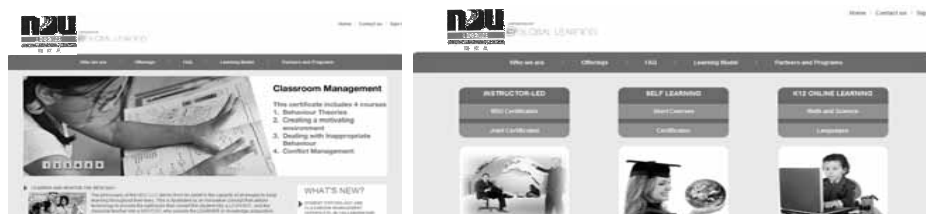
- ✓ Online content for blended delivery of basic courses to BAU students
- ✓ Online certificate programs for external learners



NDU –Online Learning Center (2009)



- ✓ Online content for blended delivery of basic courses to NDU students
- ✓ Online certificate programs for external learners
- ✓ Online ready-made content to support existing courses



Social Online Learning



- ✓ Online Learning in Social Media
- ✓ Rich Online Library
- ✓ Innovative Financial Models

NDU –Social Online Learning (2011)



- ✓ Library of online content delivered through social media (Facebook)
- ✓ Professional Business Skills, Languages, and K-12 content
- ✓ Academic Call Center support
- ✓ NDU/International Certification option



Critical Success Factors



- ✓ Mass awareness of its benefits
- ✓ Phased and planned introduction
- ✓ Change Management
- ✓ Acceptance and commitment of all stakeholders
- ✓ Collaboration between educational institutes with technology enablers, content providers and ISPs
- ✓ Vision, Leadership, and Innovation

Critical Success Factors



Leaders of Change:

- ✓ Know the context
- ✓ Remain positive
- ✓ Make clear decisions
- ✓ Are consistent
- ✓ Bring issues alive
- ✓ Use consistent e-learning terminology
- ✓ Encourage frank discussions
- ✓ Are Creative
- ✓ Are good promoters of the program






Target Messages



- ❑ **The Educated Achievers**
"You can stop wishing for more time"
- ❑ **The Stagnating Challengers**
"Keep what is working for you, change what you choose"
- ❑ **The Aspiring Shifters**
"From where you are, take a step forward"
- ❑ **The Young Strivers**
"Your E-Pass to University"
- ❑ **The Corporate Sector**
"The Team will learn, while it delivers"



	 
	Thank You