IDE Seminar
10 September 2012

Open Universities: What roles?

Sir John Daniel
Former Vice-Chancellor, UKOU
OXFORD

PARIS

Undergraduate

Doctoral
Université de Montréal

Photo by: G. Bukacek
MA in Educational Technology
The Open University – Walton Hall
Athabasca University
Canada's Open University

Vice-president, Learning Services
Vice-Rector, Academic
L’ Université Laurentienne
President
UK Open University – Vice-Chancellor 1990-2001
Assistant Director-General – Education
1. Role of open universities

- Role of OU in lifelong education
- Role of OU in an ageing society
- What direction for KNOU?
260,000 students of which >60,000 ex UK

Open as to:
- People
- Places
- Methods
- Ideas
Sir John Daniel, Vice-Chancellor, Open University with Prime Minister Tony Blair
260,000 students
of which
>60,000 ex UK

Open as to:
• People
• Places
• Methods
• Ideas
Open University Degree Ceremony
260,000 students
of which
>60,000 ex UK

Open as to:

• People
• Places
• Methods
• Ideas
...an intellectual stance of systematic scepticism...

“After doing a degree at the Open University I can’t see fewer than six sides to any question!”
Maureen Mackintosh
Professor of Economics

“going through one of their courses and challenging every assumption of normality that it contained”
Lord Walter Perry
Founding Vice-Chancellor
The Open
University

The Course Team was the OU’s most important innovation
How can an open university be open in other ways?
How can an open university be open in other ways?

Open to content?
‘My Degree – My Way’
THE TREND TOWARDS OPENNESS

- Open Source Software

- Open Access to Research

- Open Educational Resources
OPEN EDUCATIONAL RESOURCES (OER)

educational materials that may be freely accessed, reused, modified and shared.
28 million users

Interactive eBooks
450,000 downloads of the UKOU’s materials per week account for 10% of all iTunesU traffic
250 million viewers worldwide in 2010
“the task of universities today is to provide paths from their informal cloud of learning towards formal study for those who wish to take them”
GENTLER, MORE OPEN SLOPES

"Informal Learners"

Smaller milestones
Exploiting www resources
Accredited by mentors and the platform

Institutional Accreditation

Fixed granularity, standard, curriculum and price
Open educational resources
The
Open Educational Resource University

Open Education Resource Foundation
OER is a sustainable and renewable resource
2. Research Institute role in an OU

• What role to keep abreast of educational trends and cope with future challenges?
Professor Tony Bates
Initiated research into the student use of media 40 years ago
Digital Technology = Generation Gap
Sample

7,000 students aged between 21 and 100

<table>
<thead>
<tr>
<th>Ages</th>
<th>Number of Students</th>
<th>Response rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-29</td>
<td>1,000</td>
<td>31% (46% online)</td>
</tr>
<tr>
<td>30-39</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>40-49</td>
<td>1,000</td>
<td>(average for all groups 58%)</td>
</tr>
<tr>
<td>50-59</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>60-69</td>
<td>2,000</td>
<td></td>
</tr>
<tr>
<td>70 and over</td>
<td>1,000</td>
<td>81% (60+% online)</td>
</tr>
</tbody>
</table>
“no evidence of a clear break between two separate populations”
“Those students who had more positive attitudes to technology were more likely to adopt a deep approach to studying, more likely to adopt a strategic approach to studying and less likely to adopt a surface approach to studying.”
Students who combine work and study learn better
3. Examples / future directions of career management and prior learning in lifelong education
WHY DOES COLLEGE COST SO MUCH?

ROBERT B. ARCHIBALD AND DAVID H. FELDMAN
4. With a rise in new technology – what form should distance education take?
Evolution
not
Revolution
DISTANCE LEARNING

student

a three-legged stool

support

logistics

materials
5. What should be KNOU’s strategies for competing with other O & D universities?
### BRITAIN’S TOP NINE UNIVERSITIES

#### Quality Rankings of Teaching

Based on all subject assessments 1995-2004  
(Sunday Times University Guide 2004)

<table>
<thead>
<tr>
<th>Rank</th>
<th>University</th>
<th>Percentage</th>
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</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>
6. From your experience in OU UK as Vice-Chancellor, what should be the future direction for open universities in the 21st century?
• A national institution
  (helpful to government policy)

• Help with global challenges
  - surge to secondary;
  - girls education
Surging to Secondary

200 to 400 million youth
The education of girls may also be the most powerful tool against climate change.
“the broad availability of educational opportunities for whole populations that promotes democracy”
• A national institution
  (helpful to government policy)

• Help with global challenges
  - surge to secondary;
  - girls education

• Tops in technology
DIGITAL TECHNOLOGY

“networked individualism”

“participating, collaborating and producing as part of a community”

“connectivism”
• A national institution
  (helpful to government policy)

• Help with global challenges
  - surge to secondary;
  - girls education

• Tops in technology

• Take partners
“You can accomplish much if you don’t care who takes the credit!”
Be proud of KNOU!

Be leaders, not followers
THANK YOU

For slides:
www.sirjohn.ca