Strategic Plan for the Open University of China

国家开放大学建设方案

The Open University of China

国家开放大学
Developments in Open, Distance and eLearning

Stamenka Uvalić-Trumbić

&

Sir John Daniel

Education Masters
DeTao Masters
Academy
PLAN

• New Dynamics of Higher Education
  1. DeTao Masters Academy
  2. Open University of China

• Developments in Open, Distance and eLearning
  1. Open Educational Resources (OER)
  2. Massive Open Online Courses (MOOCs)
The World Conference on Higher Education
Paris - July 2009: New Dynamics of HE
Ji Zhao, Minister of Education, China
Massification

• Globally, age participation rates grown from 19% in 2000 to 26% in 2007

• 40% age participation rates = springboard for development

• Expansion: 97 million (2000) to 263 million (2025)
Nottingham University Ningbo
NYU Shanghai on track to open in 2013

By Bridget O'Donnell

Starting in 2013, New York University in Shanghai (NYU Shanghai) will begin enrolling students on its Lujiazui campus.

According to Xinhua, it will be the first university jointly operated between China and the United States.

The university plans to enroll about 300 undergraduates for its first year, with 51 percent coming from mainland China and the other 49 percent coming from...
The Challenge of Establishing World-Class Universities

Jamil Salmi
China’s National Plan Outline for Medium and Long-term Education Reform and Development

(2010-2020)
Impact of ICTs in 4 HE Functions:

- Research
- Administration
- Community Service
- Teaching/Learning
COMMUNIQUE

“The application of ICTs to teaching and learning has great potential to increase access, quality and success. In order to ensure that the introduction of ICTs adds value, institutions and governments should work together to pool experience, develop policies and strengthen infrastructure” (Article 14).
DeTao Masters Academy:

A new model that blends tradition and innovation
Chairman George Lee

Unique Pool of Global Talent
Opening Ceremony of Fall 2010
& Celebration of the 5th Anniversary of the Founding of
Shanghai Institute of Visual Art, Fudan University
Knowledge Media Institute (KMI)

Stamenka Uvalic-Trumbic
Education

Sir John Daniel
Education
China’s National Plan Outline for Medium and Long-term Education Reform and Development

(2010-2020)
• Largest HE system in the world: 29.79 million in HEIs in 2008
• APRs: 23.3%
• By 2020, enrolments 35.5 million and 40% APRs
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国家开放大学

The Open University of China

国家开放大学
1. To transform the nationwide Radio and TV University system into an integrated Open University of China under the leadership of the China Central Radio and TV University with the guidance of the Ministry of Education;

在中国中央广播电视大学的领导下和教育部的指挥下，将全国广播电视系统转变为综合的中国开放大学。

2. To build a self-sustaining lifelong learning system and to ‘develop a large number of creative and innovative talents’ – which fits perfectly with DeTao’s mission.

建立一个自足的终身学习系统和发掘一大批具有创新能力的人才---这与德稻的使命完全吻合。
3. To combine degree and non-degree education;

将学历与非学历相结合。

4. To make full use of contemporary information technology and develop an ultra-modern distance education system through an ‘open flexible multi-functional online platform’ that can reach every household;

通过一个能够便利千家万户的开放式且灵活性多功能网上平台以充分利用现代信息技术和发展一个现代远程教育系统。
5. To make alliances with industry, business and public universities in order to create a strong and stable system;

与工业界，商界以及公立大学建立合作关系以创造一个强大而稳定的系统；

6. To build flyovers for lifelong learning through a credit bank that connects different levels and styles of education and training in a ‘national learning supermarket’;

通过连接不同层次，不同风格的教育的信贷银行以及“国家学习超市”的培训来建立一个终身学习的框架；
7. To have a global impact and promote Chinese culture worldwide;

对全球都能有一定的影响以及在全世界推广中国文化;

8. To operate within a common Open University of China framework of mission, strategic goals, development tasks and quality standards: all aligned to the core values of openness, responsibility, quality, diversification and globalisation;

在中国开放大学共同使命的框架，战略目标，发展任务和质量标准中运行：开放，责任，质量，多样化和全球化的核心价值保持一致;
9. To manage and administer its activities in a thoroughly professional manner; and

用完全专业化的方式管理这些项目；

10. To stress quality in everything that it does.

强调质量问题
PLAN

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UNESCO HQ Paris

2002 Forum on the Impact of Open CourseWare for Higher Education in Developing Countries
OPEN EDUCATIONAL RESOURCES (OER)

educational materials that may be freely accessed, reused, modified and shared.
THE TREND TOWARDS OPENNESS

- Open Source Software
- Open Access to Research
- Open Educational Resources
2002 FORUM on the Impact of Open CourseWare for Higher Education in Developing Countries

Declaration:

Participants expressed:

“their satisfaction and their wish to develop together a universal educational resource for the whole of humanity, to be referred to henceforth as Open Educational Resources”
China

Video Open Courseware Project

Open Digital Learning Resources for Continuing Education
Open as to:

- People
- Places
- Methods
- Ideas
What is a MOOC?

Massive Open Online Course
Course x6002 *Circuits and Electronics*

155,000 registrations from 160 countries
Course x6002 Circuits and Electronics

155,000 registrations
23,000 tried first test
9,000 passed mid-term
7157 passed = < 5%
Exam = ‘very hard’
1.4 million registrations
33 partner institutions
200 courses
Four Barriers That MOOCs Must Overcome To Build a Sustainable Model

Coursera and MITx - sustaining or disruptive?

'There's Something Very Exciting Going On Here'

The (Eventual) Downfall of MOOCs

Massive Open Online Courses legitimate power for universities, spreading their processes.

Why We Shouldn't Talk MOOCs as Meritocracies

MOOCs: a massive opportunity for higher education, or digital hype?
Implications of MOOCs?
Myths and Paradoxes
Pedagogy

GOOD RESEARCHER

= GOOD ONLINE TEACHER
Aaron Marcus
User-Experience Design

Alberto Villarreal
Industrial Design

Ali Rahim
Architectural Education

Ana Serrano
Visual Arts

ANTHONY DE RITIS
Music

Arne Kvorning
Architectural Design

Bei La
Romantic Fiction

Boris Berlin
Industrial Design

Bruce Logan
New Energy

Carlo Colombo
Industrial Design

Charles Landry
Urban Creativity

Chieli Minucci
Modern Music
国家开放大学
THE OPEN UNIVERSITY OF CHINA
Beijing DeTao Masters Academy
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Thank You...
THANK YOU

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