

Korea National Open University

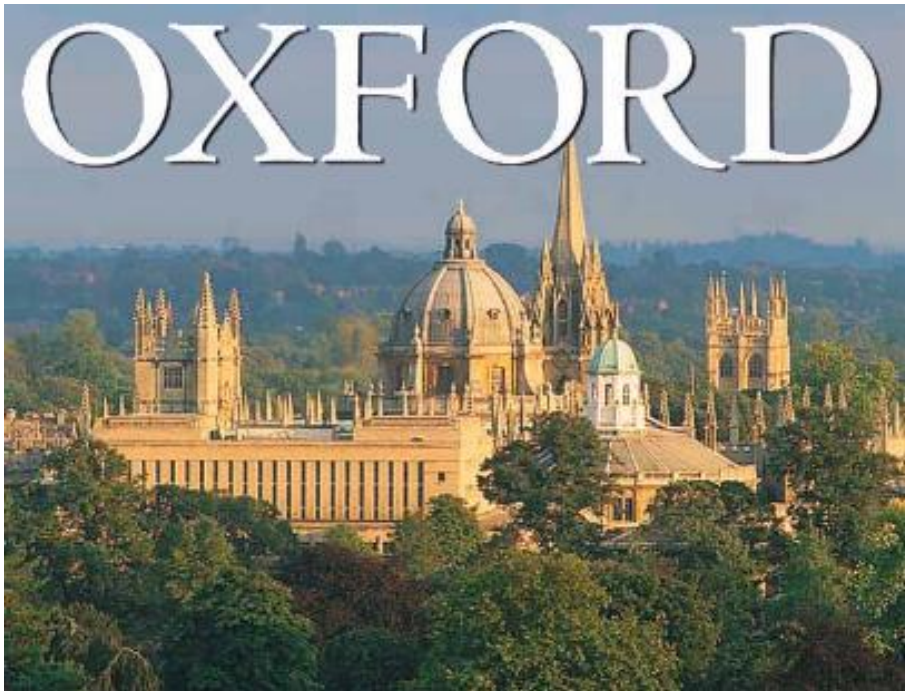


*IDE Seminar*  
*10 September 2012*

Open Universities: What roles?

*Sir John Daniel*  
*Former Vice-Chancellor, UKOU*

# OXFORD



Undergraduate



# PARIS



Doctoral





# Université de Montréal



Photo by: G. Bukacek



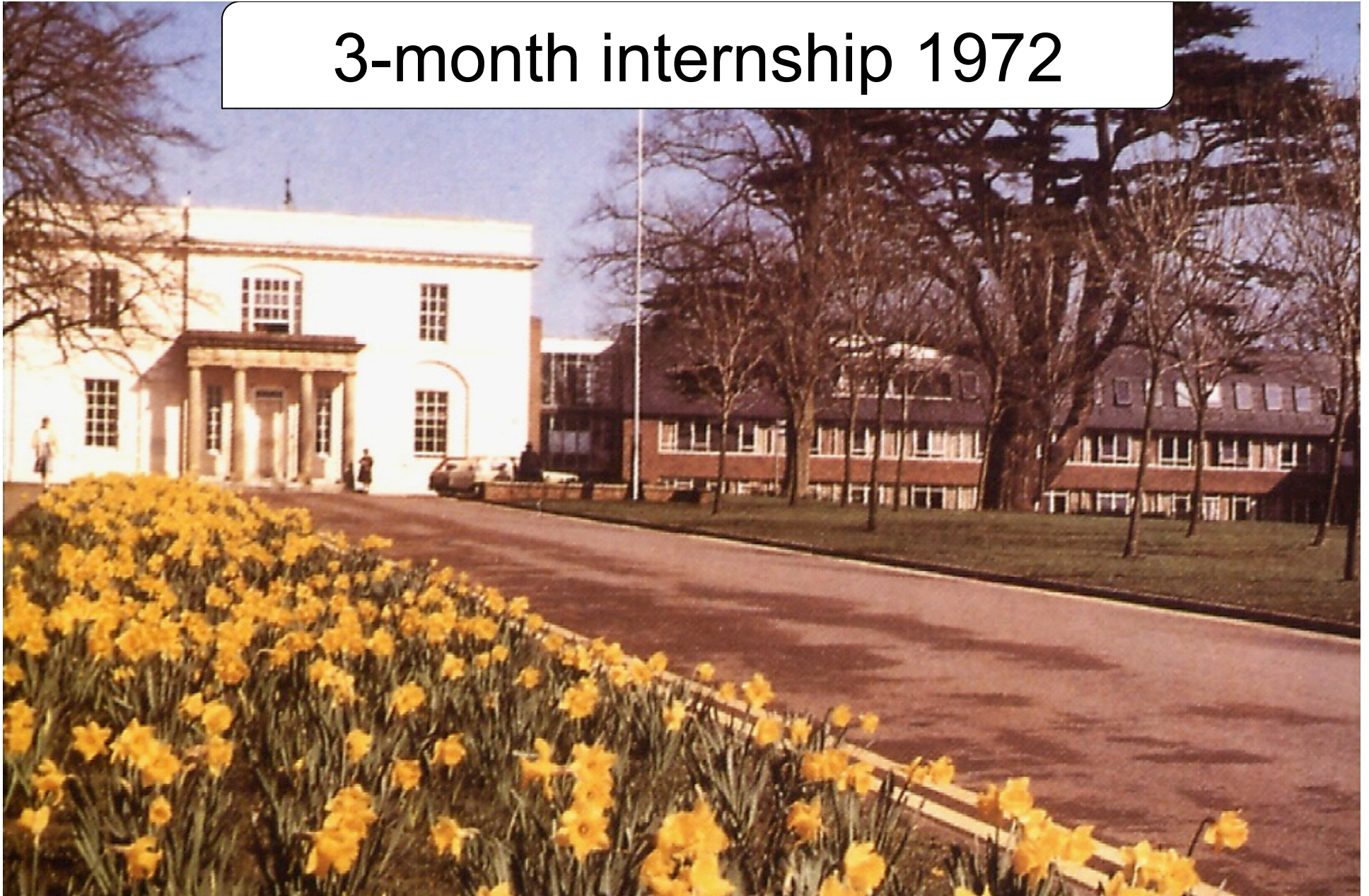


Concordia  
UNIVERSITY

MA in Educational Technology



3-month internship 1972



*The Open University – Walton Hall*



The Open  
University





Université  
du  
Québec





Vice-president, Learning Services





Concordia  
UNIVERSITY

Vice-Rector, Academic

A scenic view of a large blue lake with a city skyline in the background under a clear blue sky. The water is calm, reflecting the sky and the buildings. The city skyline includes several tall buildings, with one prominent white building in the center. The sky is a deep blue with a few wispy clouds. The overall scene is peaceful and scenic.

# L' Université Laurentienne President





UK Open University – Vice-Chancellor 1990-2001





Concordia  
UNIVERSITY





KOGAN PAGE

# Mega - Universities

and Knowledge

Media

Technology Strategies  
for Higher Education

John S Daniel



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?



# EMPIRE STATE COLLEGE

STATE UNIVERSITY OF NEW YORK

*‘My Degree – My Way’*



# THE TREND TOWARDS OPENNESS

- Open Source Software



- Open Access to Research



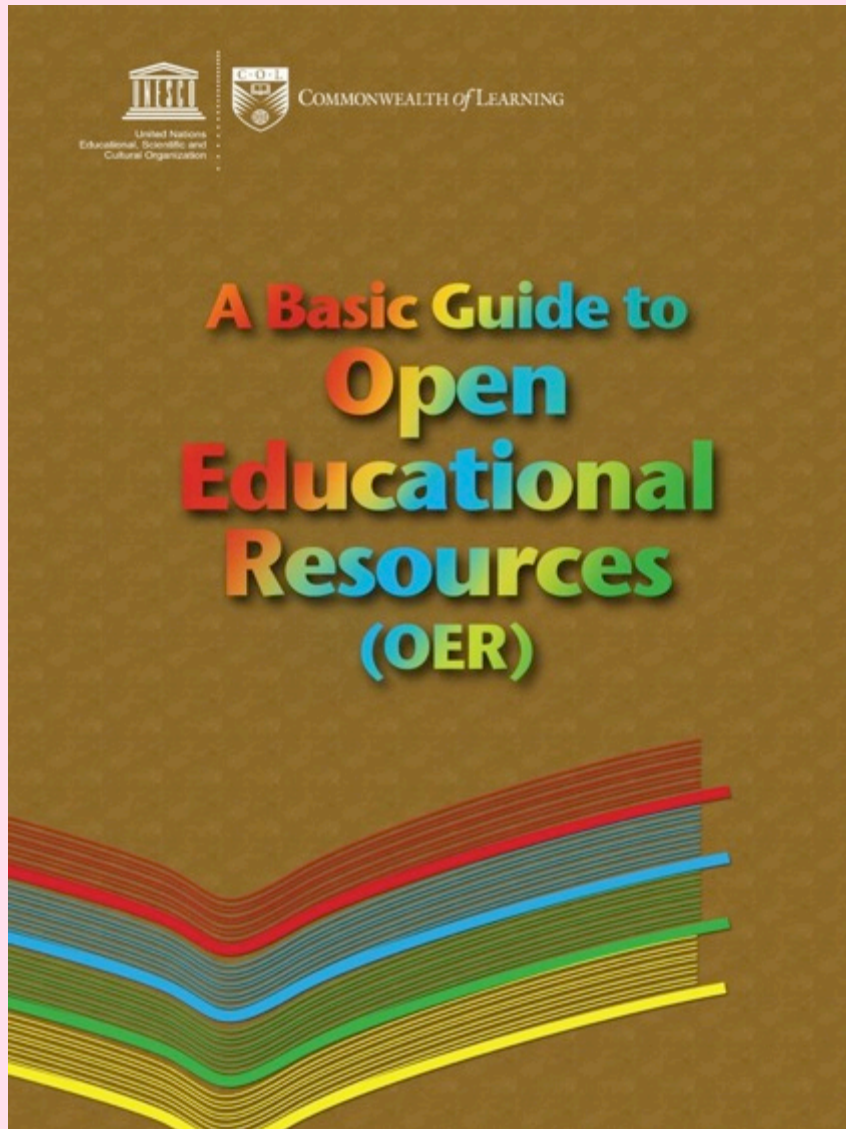
- Open Educational Resources



## **OPEN EDUCATIONAL RESOURCES (OER)**

**educational  
materials that may  
be freely accessed,  
reused, modified and  
shared.**





[col.org/resources](http://col.org/resources)



Neil Butcher



Stamenka  
Uvalić-  
Trumbić



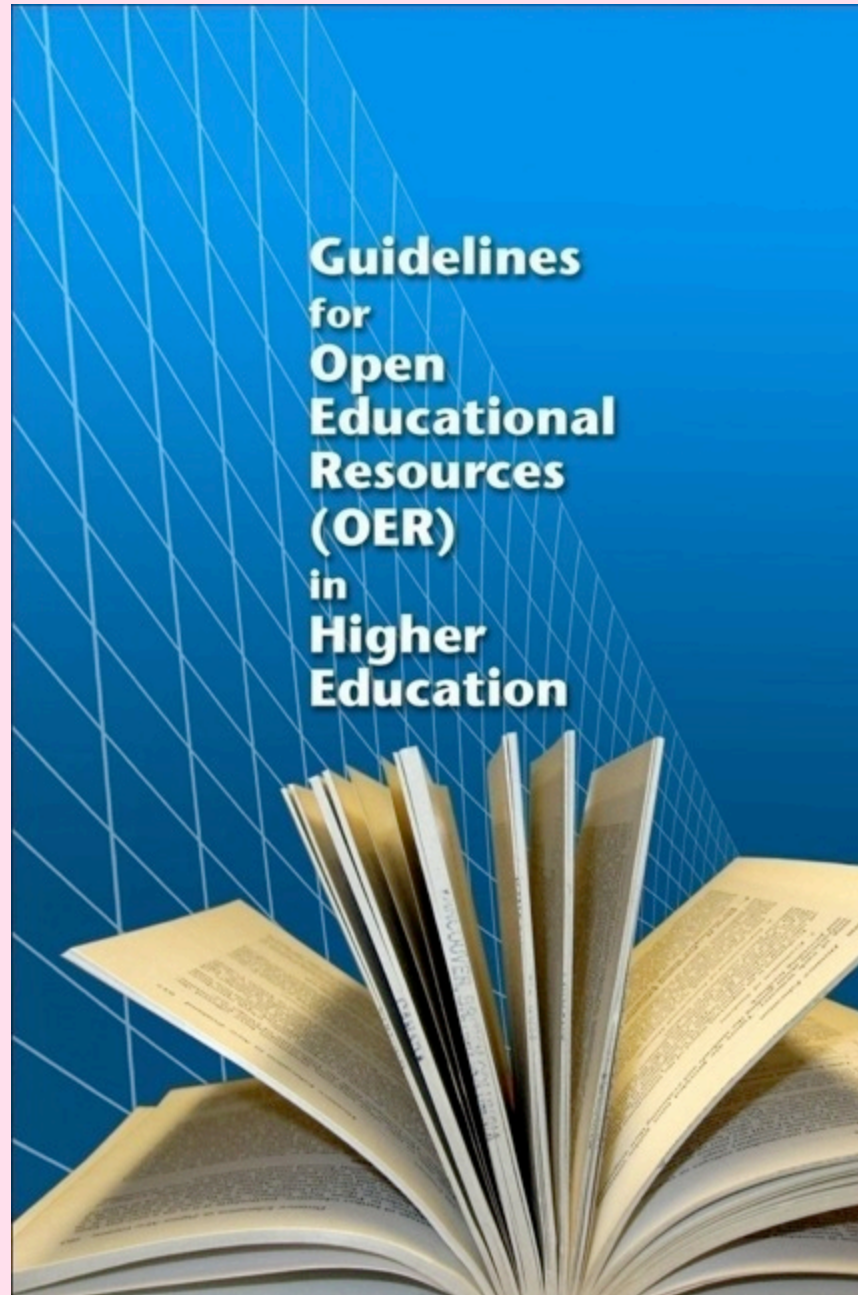
Asha  
Kanwar



United Nations  
Educational, Scientific and  
Cultural Organization



*Zeynep  
Varoglu*



*Trudi  
van Wyk*





The Open University

# OpenLearn

Making educational resources freely available

*The Virtual  
University  
for  
Small States  
of the  
Commonwealth*







The Open University

# OpenLearn

Making educational resources freely available

*28 million users*

*Interactive eBooks*



The Open University

# World class learning, anywhere

Warning! Content may transform your life

### OU Learn

- Arts and Humanities
- Childhood and Youth
- Computing and ICT
- Engineering and Technology
- Environment
- Languages
- Law
- Maths
- Science
- Social Science
- OU Life

### Featured Content



Social Science

Living in a Globalised World



OU Life

The Vice Chancellor on the Open U...



OU Life

Lord David Puttnam on New Media ...

### Subjects at the OU



Arts and Humanities



Childhood and Youth



Computing and ICT

### OU Power Search

Search The Open University

### TOP DOWNLOADS

- 

What iTunes means for the OU  
The Open University
- Positive political influences on t...  
The Open University
- Population registration tests  
The Open University
- Britains Imperial role  
The Open University
- Save Britain's Heritage  
The Open University

### OU Links

- The Open University
- Study at the OU
- About the OU
- Research at the OU
- Contact the OU

### Links

450,000 downloads of the UKOU's materials per week account for 10% of all iTunesU traffic



The Open University



*250 million viewers worldwide in 2010*

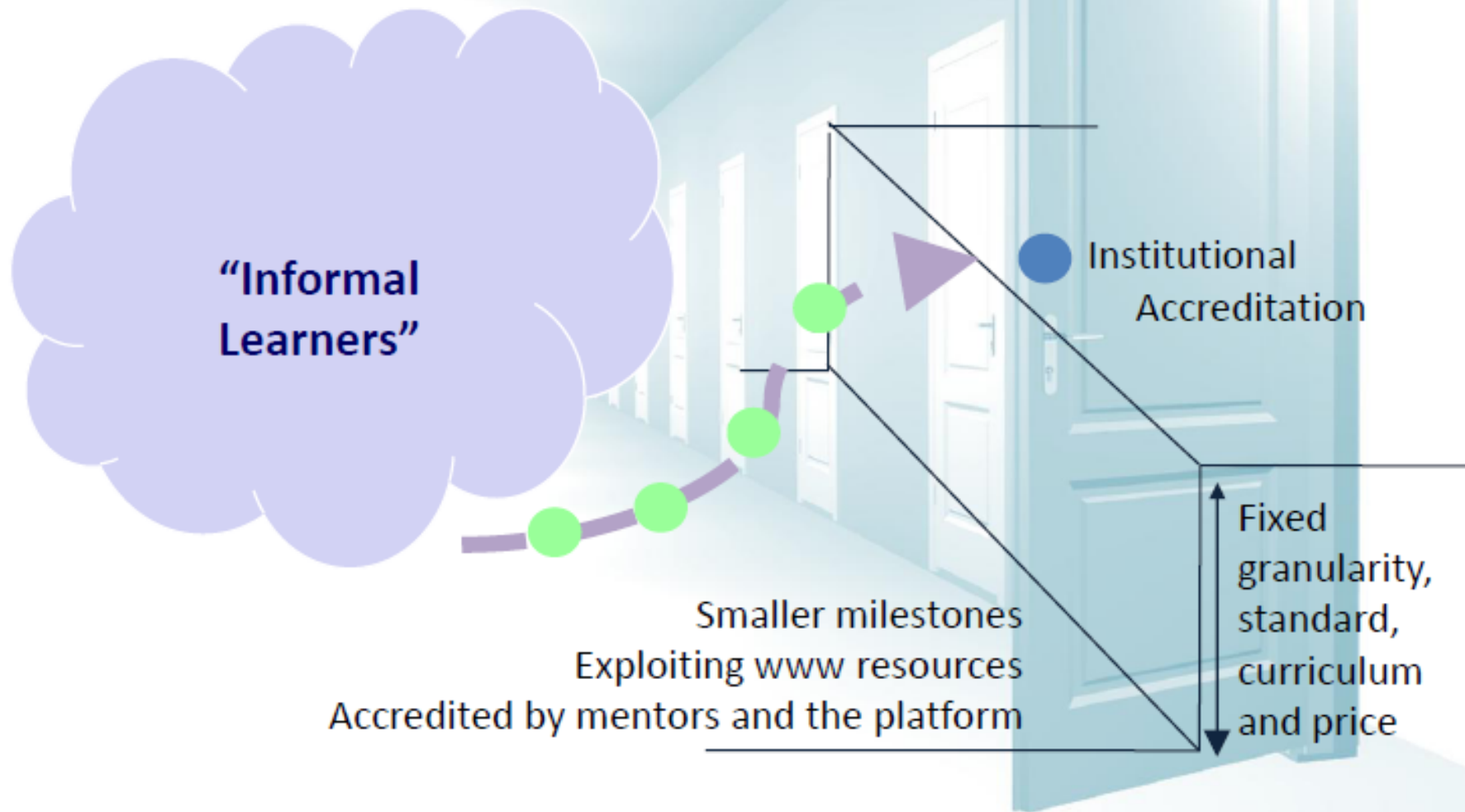




*Martin Bean  
Vice-Chancellor  
UK Open University*

*“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





The Open University

# OpenLearn

Making educational resources freely available

Open  
educational  
resources



OpenLearn

LearningSpace



# *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*

*Digital  
Technologies*

**WRONG**

*Generation Gap*



## *Sample*

*7,000  
students aged  
between  
21 and 100*

<i>Ages</i>	<i>Number of Students</i>	<i>Response rate</i>
<i>20-29</i>	<i>1,000</i>	<i>31% (46% online)</i>
<i>30-39</i>	<i>1,000</i>	
<i>40-49</i>	<i>1,000</i>	<i>(average for all groups 58%)</i>
<i>50-59</i>	<i>1,000</i>	
<i>60-69</i>	<i>2,000</i>	
<i>70 and over</i>	<i>1,000</i>	<i>81% (60+% online)</i>





The Open University

*"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?

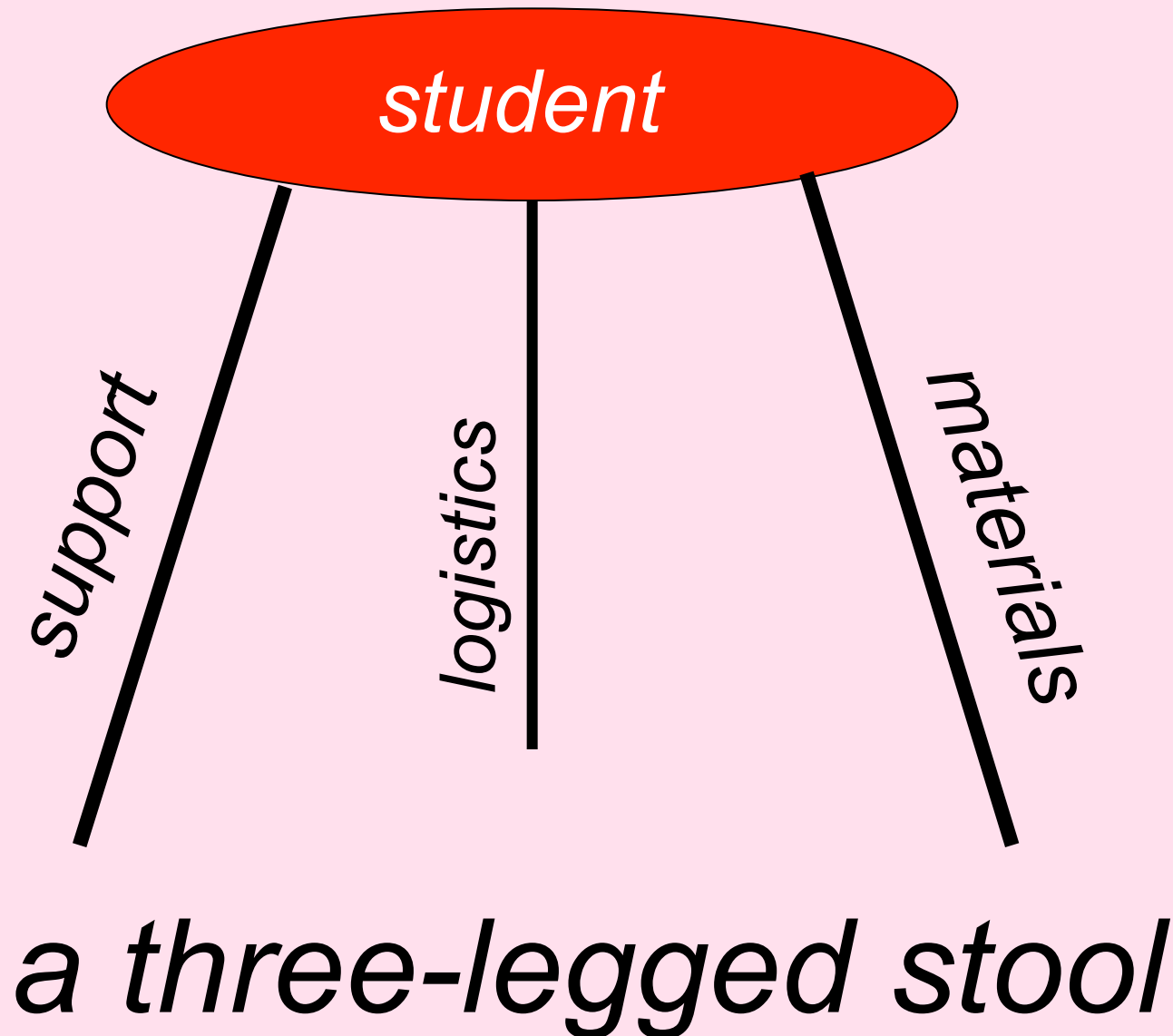


Evolution

not

Revolution

# *DISTANCE LEARNING*



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)*

1	CAMBRIDGE	96%
2	LOUGHBOROUGH	95%
3=	LONDON SCHOOL OF ECONOMICS	88%
3=	YORK	88%
5	<u><b>THE OPEN UNIVERSITY</b></u>	<b>87%</b>
6	OXFORD	86%
7	IMPERIAL COLLEGE	82%
8	UNIVERSITY COLLEGE LONDON	77%
9	ESSEX	77%

6. From your experience in OU UK as Vice-Chancellor, what should be the future direction for open universities in the 21<sup>st</sup> 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

JOHN S. DANIEL

open &  
flexible  
learning  
series



# MEGA-SCHOOLS, TECHNOLOGY AND TEACHERS

ACHIEVING EDUCATION FOR ALL

ROUTLEDGE



“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](http://www.sirjohn.ca)