



**AUSTRALIA'S MOST**  
*family friendly city*



# DESTINATION 2020

## A Road Map for CSU's Online Future

CSU Distance Education Strategy

**Think Tank 2015-11-24**

**Sir John Daniel**



3-month internship 1972



The Open University – UK





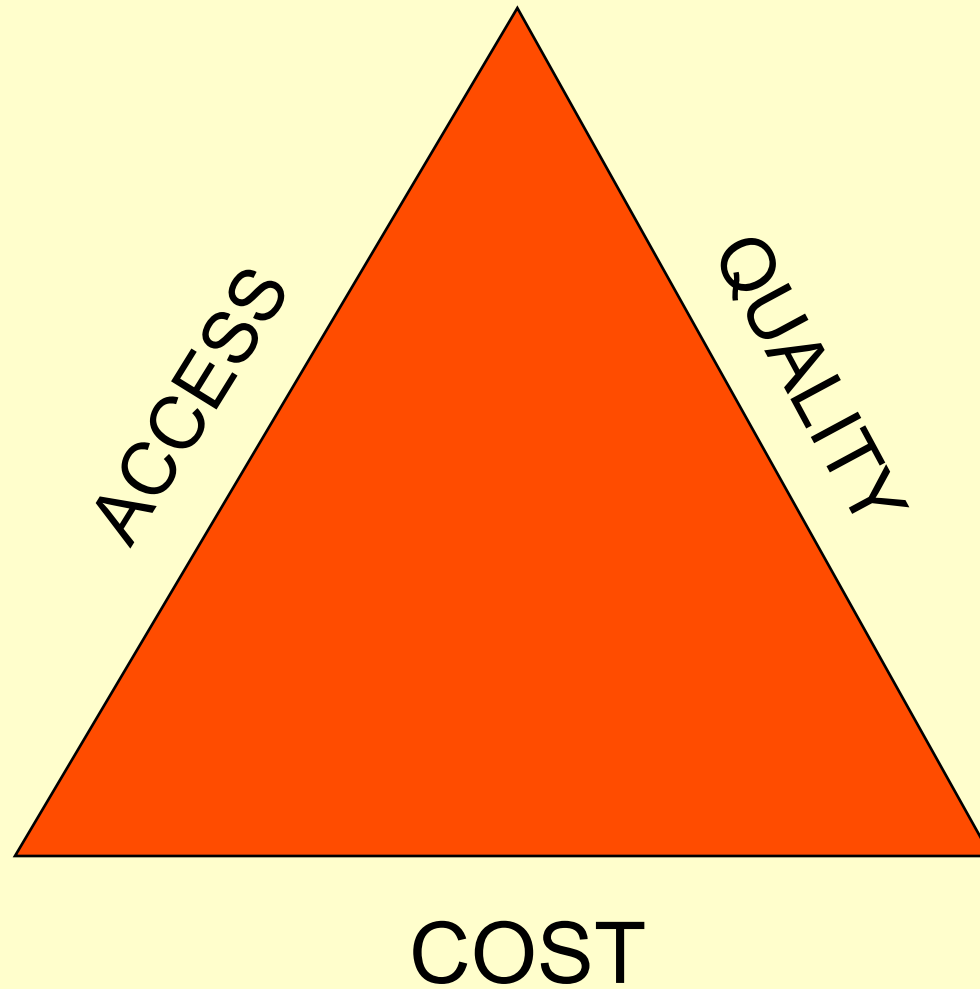
Université  
du  
Québec



# The Central Challenge

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

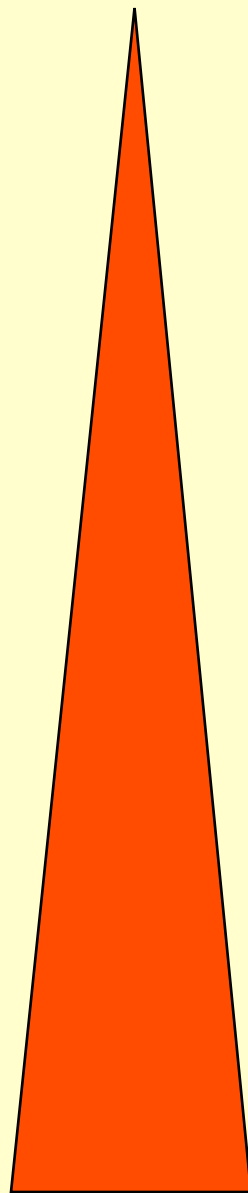
# The Iron Triangle



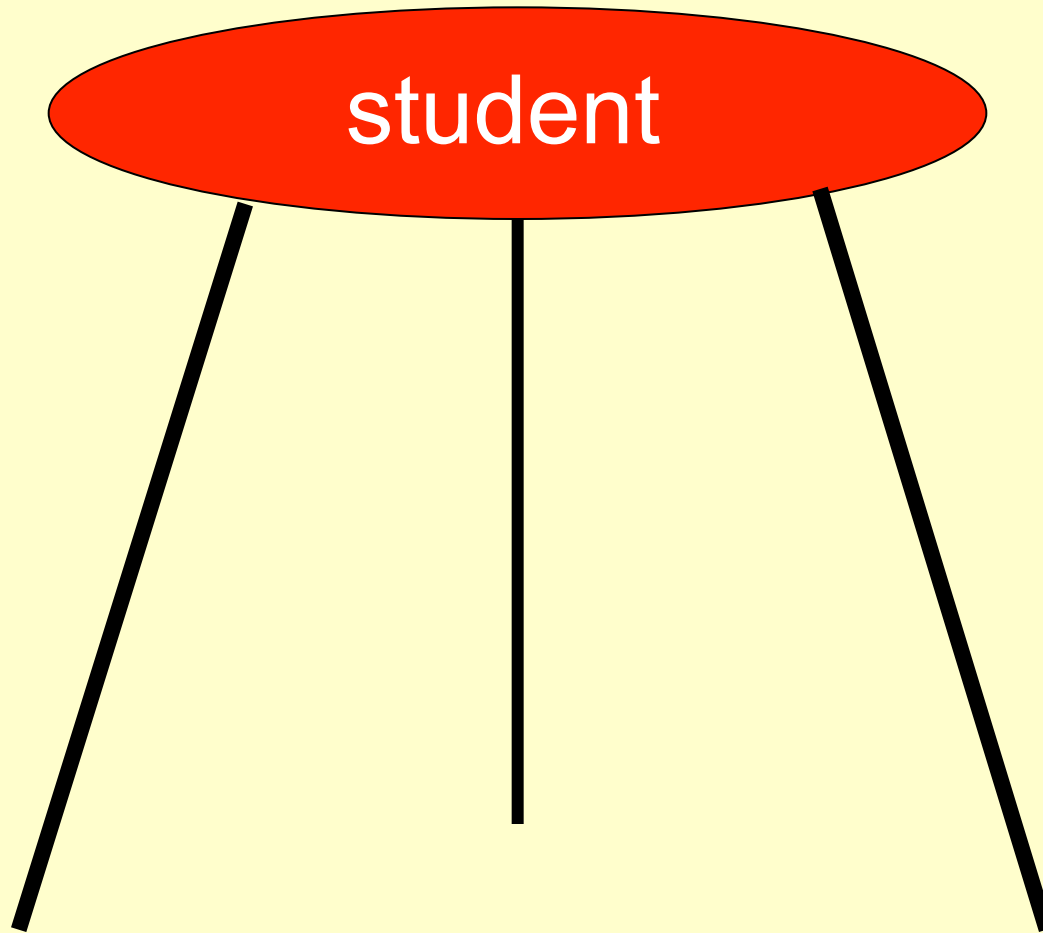
**ACCESS**

**QUALITY**

**COST**



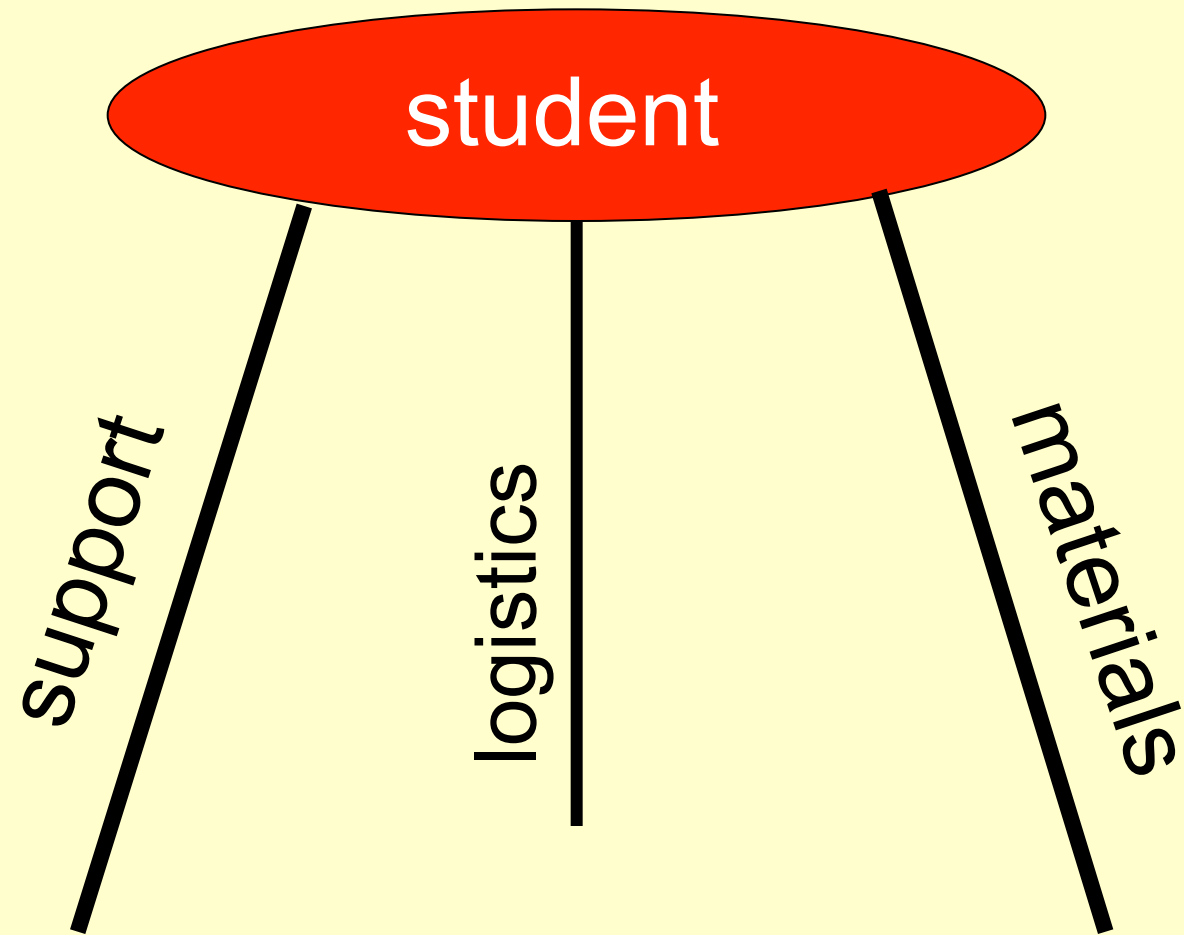
# DISTANCE LEARNING



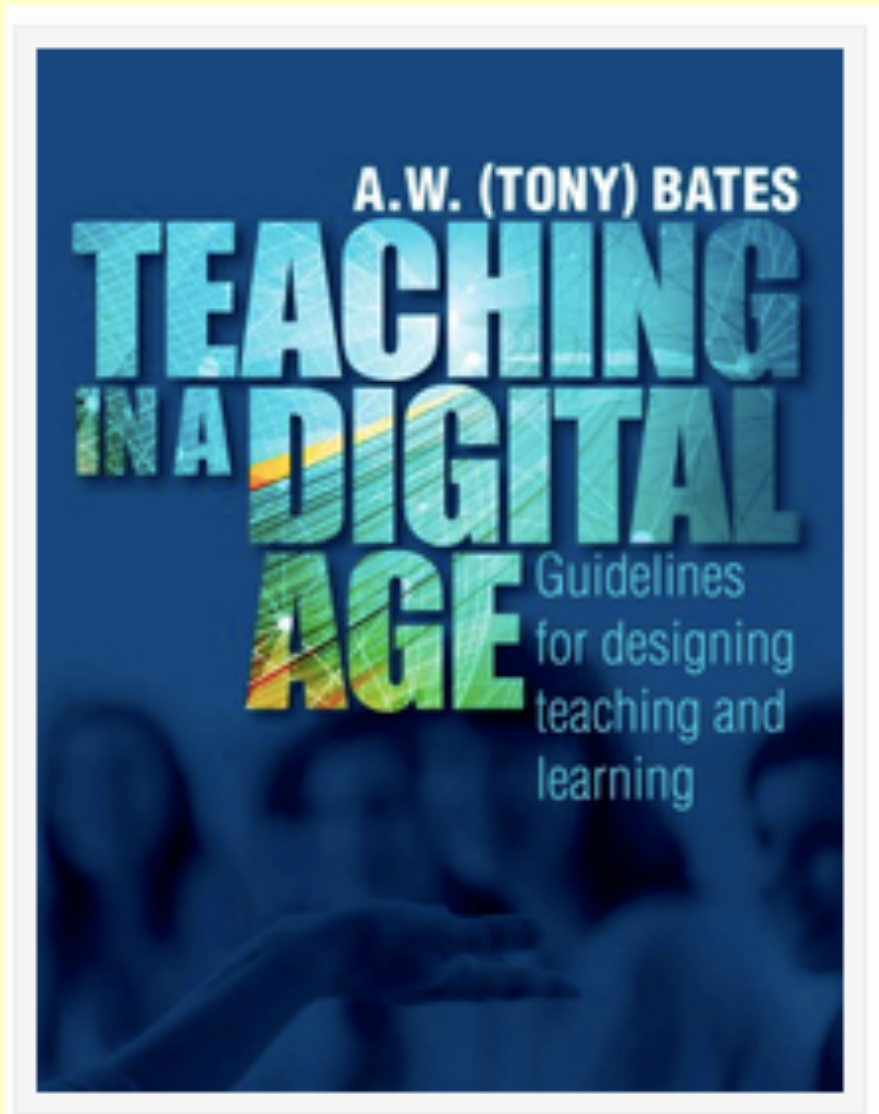
a three-legged stool



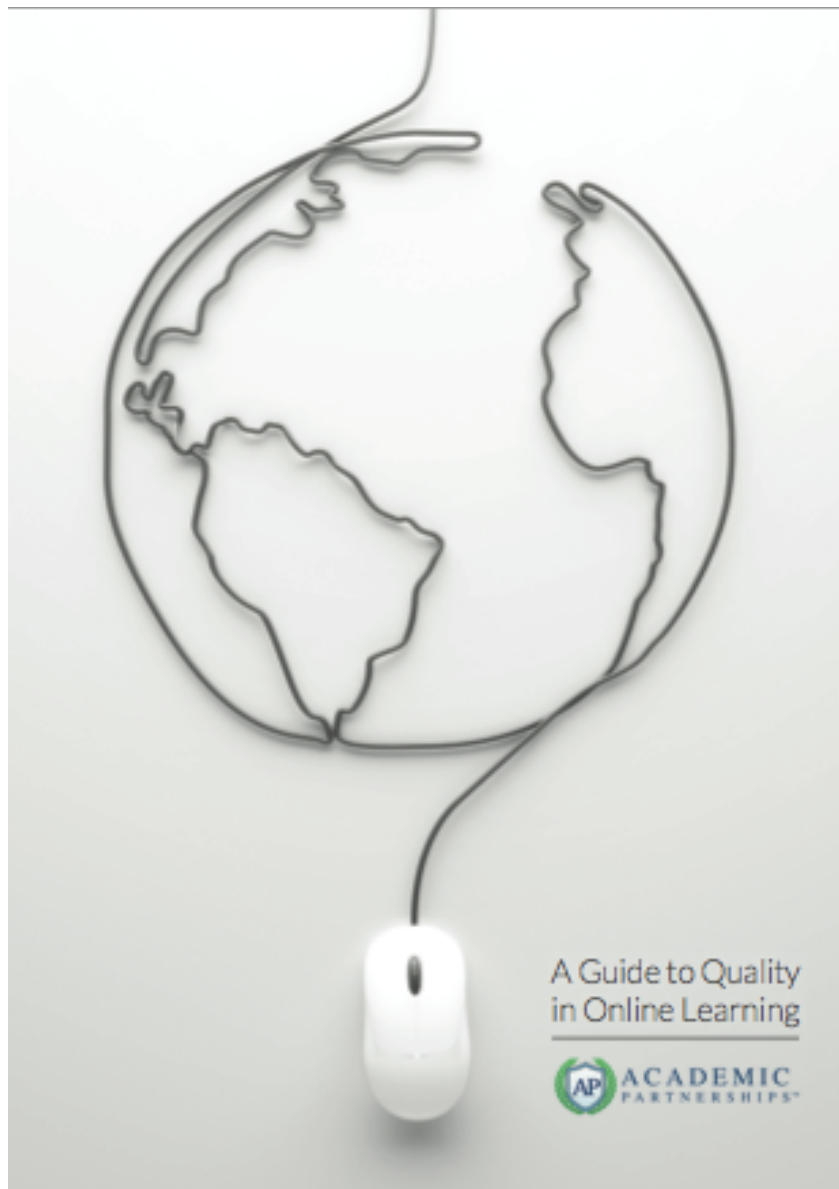
# DISTANCE LEARNING



a three-legged stool



Tony Bates



## A Guide to Quality In Online Learning

Authors:

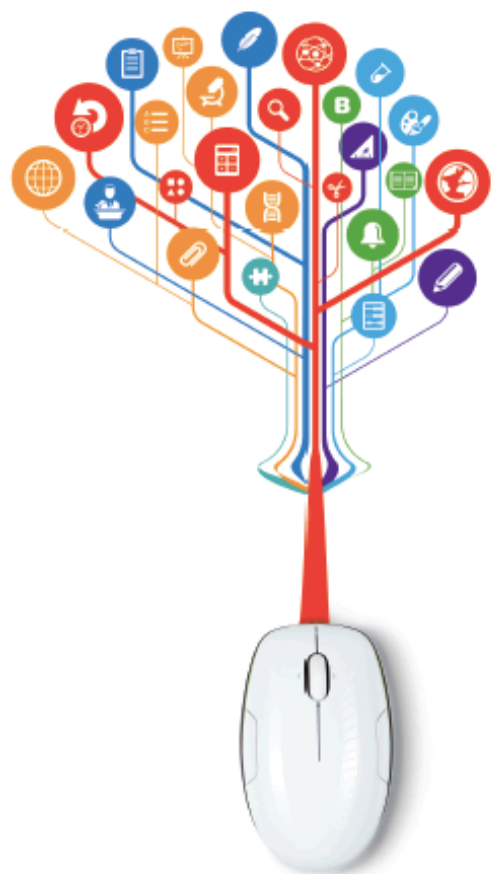
Neil Butcher & Merridy Wilson-Strydom



Editors:

Stamenka Uvalić-Trumbić & Sir John Daniel





A Guide to Quality in Post-Traditional  
Online Higher Education



## A Guide to Quality in Post-Traditional Online Higher Education

Authors:

Neil Butcher & Sarah Hoosen



Editors:

Stamenka Uvalić-Trumbić & Sir John Daniel

**Contact North | Contact Nord**

**Making Sense of Blended Learning:  
Treasuring an Older Tradition or  
Finding a Better Future?**

**Sir John Daniel, O.C.**

**Research Associate**

**Contact North | Contact Nord**

# Partnerships



# Partnerships

➤ With governments

## *PERMAMA – Canada/Quebec 1970s*

Perfectionnement des Maîtres en  
Mathématiques





## Top average scores for mathematics

Chinese Taipei	549
Finland	548
Hong Kong China	547
Korea	547
<b>Quebec</b>	<b>540</b>
Netherlands	531
Alberta	530
<b>Canada (overall)</b>	<b>527</b>
Ontario	526
Macau China	525
British Columbia	523
Japan	523
New Zealand	523





# UK Higher Education Policy

‘Turning the clock  
back to the 1950’s’

*Tony Bates*

*‘Teaching in a Digital Age’*



The Open University



# Future Learn

# Partnerships

- With governments
- With media organisations





The Open  
University

B B C



The Open University

+

B B C

A historic ODL  
partnership



Lord Geoffrey Crowther  
Inauguration of the Open University  
1969

*"We are open as to **methods**. Our original name was the University of the Air. I am glad that it was abandoned, for even the air would be too confining.*

*We start, it is true, in dependence on, and in grateful partnership with, the British Broadcasting Corporation. But already the development of technology is marching on, and I predict that, before long, actual broadcasting will form only a small part of the University's output...*

*“The world is caught in a communications revolution, the effects of which will go beyond those of the industrial revolution of two centuries ago.*

*Then the great advance was the invention of machines to multiply the potency of men's muscles.*

*Now the great new advance is the invention of machines to multiply the potency of men's minds. As the steam engine was to the first revolution, so the computer is to the second...*



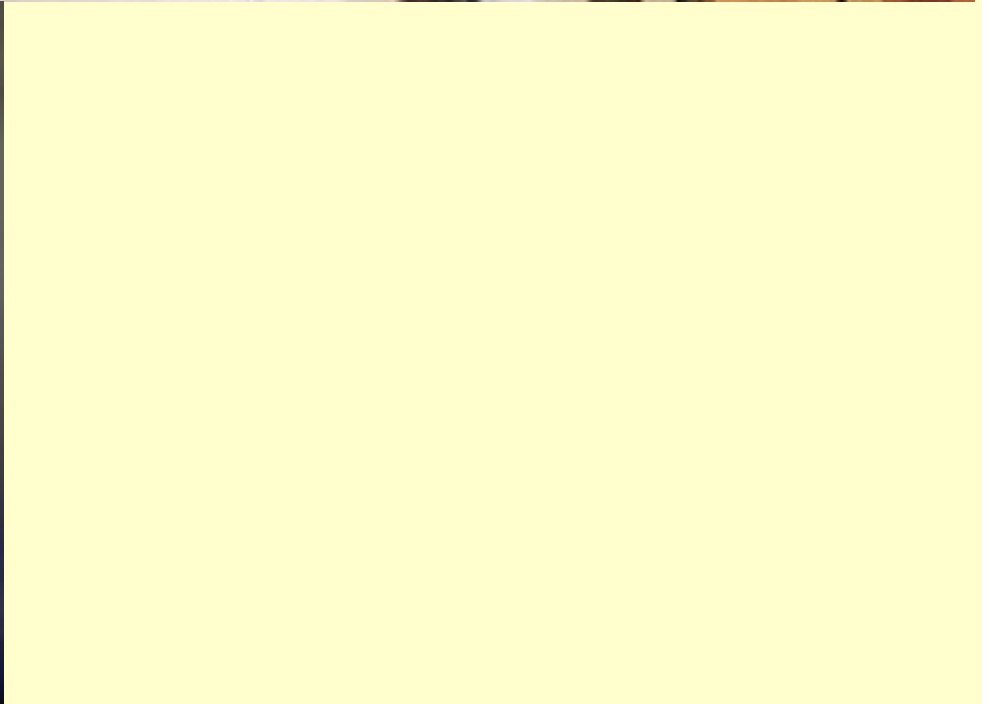
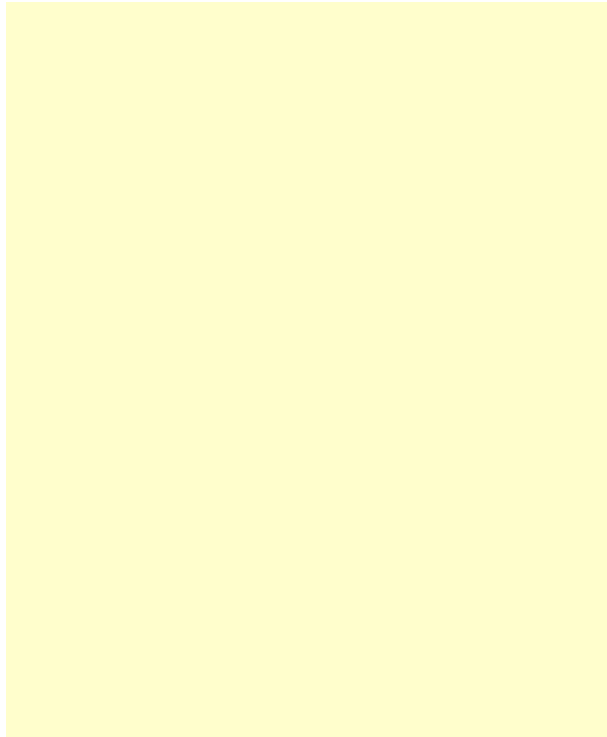
*It has been said that the addiction of the traditional university to the lecture room is a sign of its inability to adjust to the development of the printing press. That, of course, is unjust. But at least no such reproach will be levelled at the Open University in the communications revolution. Every new form of human communication will be examined to see how it can be used to raise and broaden the level of human understanding."*

*Lord Geoffrey Crowther 1969*

# DESTINATION 2020

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CSU's Online Future

CSU Distance Education Strategy







# frozen planet







World-leading academic institutions known for their teaching and research across a variety of fields.



UNIVERSITY OF ABERDEEN



THE UNIVERSITY OF AUCKLAND



UNIVERSITY OF BASEL



UNIVERSITY OF BATH



UNIVERSITY OF BERGEN



UNIVERSITY OF BIRMINGHAM



UNIVERSITY OF BRISTOL



UNIVERSITY OF CAPE TOWN



CARDIFF UNIVERSITY



COMPLUTENSE UNIVERSITY OF MADRID



UNIVERSITY OF DUNDEE



DURHAM UNIVERSITY



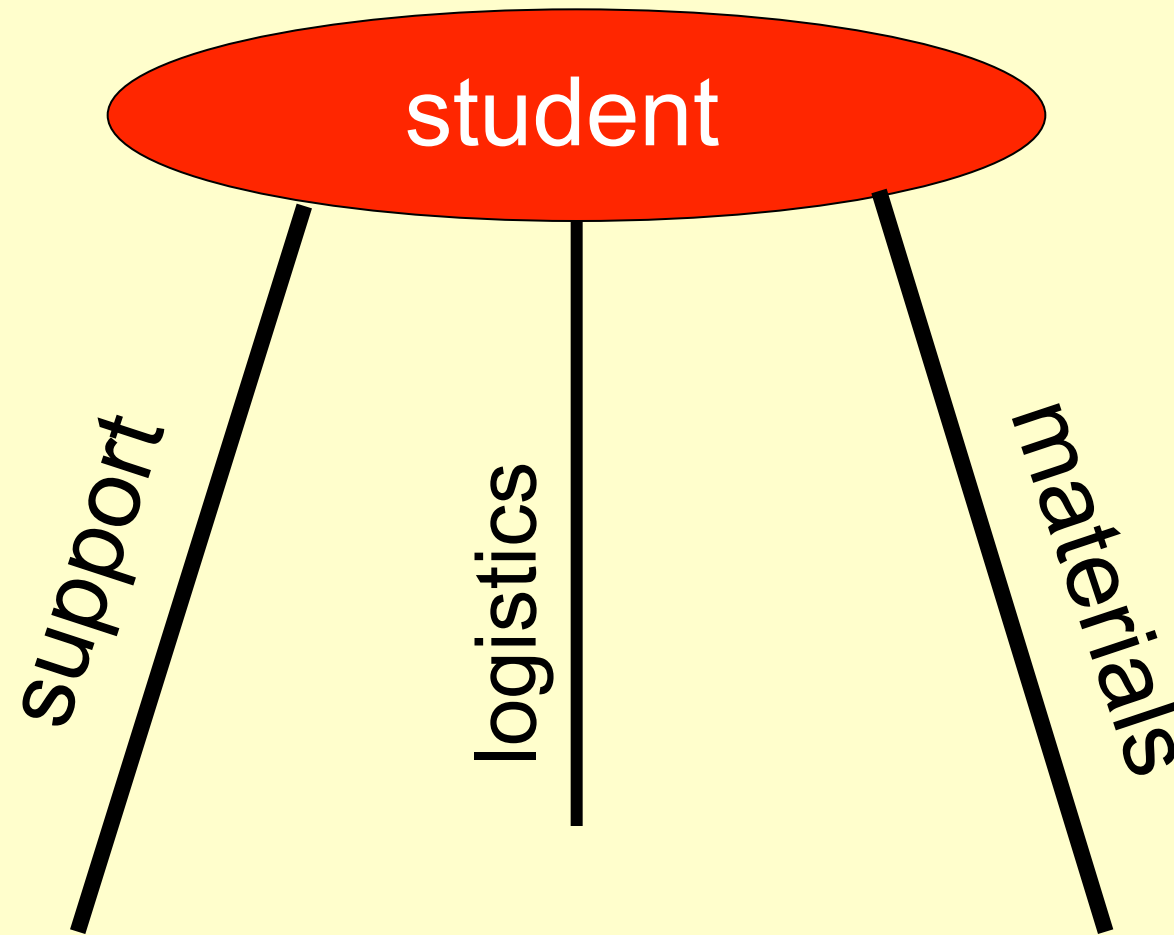
## My MOOCs

- The Mind is Flat (Warwick University)
- Talk the Talk (Open University)
- Start Writing Fiction (Open University)
- Challenging Wealth and Income Inequality (Open University)
- Childhood in the Digital Age (Open University)
- What is a Mind? (University of Cape Town)
- Empire: The Controversies of British Imperialism (Exeter University)
- Logical and Critical Thinking (University of Auckland)

# Partnerships

- With governments
- With media organisations
- For going online

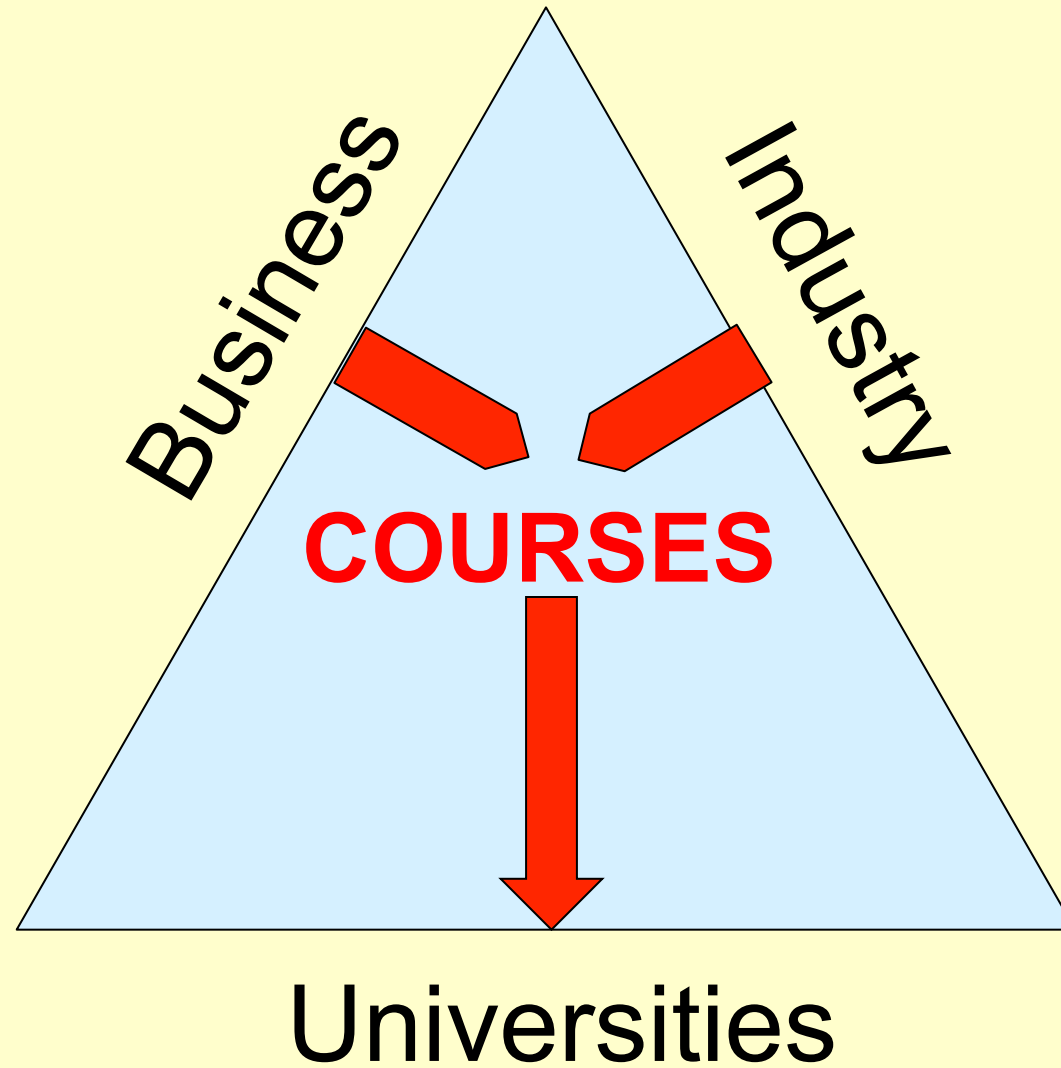
# DISTANCE LEARNING



a three-legged stool

*Importing and  
Exporting Courses:  
A Developing Trend*






**WHY IMPORT COURSES?**

➤ **Mismatch with job market**



A close-up photograph of a computer keyboard. The central focus is a bright red key with the words "Online Learning" printed in white, sans-serif font. The key is slightly raised and has rounded edges. Surrounding it are several black keys with white symbols: a key with a question mark and a forward slash, a key with a double quote and a comma, a key with a left arrow, a key with a right arrow, a key with a backslash and a vertical line, a key with a tilde and a vertical line, and a key with a tilde and a vertical line. The keyboard is set against a light yellow background.

Online Learning

# Partnering for online

Technical systems



Course development



Importing courses



# Partnering for online

A slow process:

- Lots of meetings
- Agreement takes time

# Partnerships: Three types

# Partnerships: Three types

➤ Digital enablers

The Coursera logo, featuring the word "coursera" in a blue, sans-serif font. The 'c' is stylized with a circular element.The Udacity logo, featuring a large orange 'U' above the word "UDACITY" in a grey, sans-serif font.

For profit

=====

Not for profit

The edX logo, featuring the letters "ed" in a grey, sans-serif font, followed by a large blue "X" with a stylized design.The Future Learn logo, featuring a white staircase icon on the left and the words "Future Learn" in a white, sans-serif font on a pink background.

# But today:

Universities and their partners can construct an online learning ecosystem using various readily available technologies.



# Partnerships: Three types

- Digital enablers
- Teaching-Learning systems



الجامعة العربية المفتوحة  
Arab Open University



中央广播电视大学  
THE OPEN UNIVERSITY OF CHINA



มหาวิทยาลัยสุโขทัยธรรมศาสตร์  
Sukhothai Thammathirat Open University



ANADOLU ÜNİVERSİTESİ



AFRICAN VIRTUAL UNIVERSITY  
UNIVERSITE VIRTUELLE AFRICAINE  
UNIVERSIDADE VIRTUAL AFRICANA

دانشگاه پیام نور



The **Open** University of Sri Lanka  
LIFE LONG LEARNING THROUGH DISTANCE EDUCATION



Athabasca  
University



The Open University



Campus teaching = individuals



Campus teaching = individuals



Online teaching = teams

# The industry partner assists in creating systems for:

- Course development
- Marketing
- Student support
- Student assessment



The Industry partner assists in creating systems for:

- Course development
- Marketing
- Student support
- Student assessment

(Sharing fees *pro rata* to inputs)

# The partnership can give:

- Higher student numbers and income  
(through better marketing)

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- Higher course quality  
(through more systematic processes)

# The partnership can give:

- Higher student numbers and income  
(through better marketing)
- Higher course quality  
(through more systematic processes)
- Better student performance

# Partnerships: Three types

- Digital enablers
- Teaching-Learning systems
- Independently managed courses

# Ready-made courses:

- Short
- Employment related
- 100% electronic
- Managed by partner





ACADEMIC  
PARTNERSHIPS™



# Specialisations



# Specialization Certificates

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A Specialization Certificate  
can be earned on average  
in four weeks.



# Provider university

develops the Specialisation

commissioned by

## The Company

which manages its offering  
to students of the

## Host University

## Example of Use

### **University of Johannesburg MBA** with a Specialization in International Business from the University of South Carolina



Host



UNIVERSITY OF  
**SOUTH CAROLINA**

Provider



MBA Courses

Specialization in  
International Business

# This model is new!

## Advantages:

- Host universities can offer short, online, work-related courses without making big investments in staff and systems.

# This model is new!

## Advantages:

- Host universities can offer short, online, work-related courses without making big investments in staff and systems.
- 100% electronic management, so low cost & low fees.



A story to follow...

...will partnerships multiply?



# THANK YOU

Sir John Daniel

For text and slides:  
[www.sirjohn.ca](http://www.sirjohn.ca)