The Unbundling of Higher Education: A Tale of Two Valleys

Professor Mark Brown
Director, National Institute for Digital Learning

Dublin
19th May, 2016
COLLEGE DISRUPTED

THE GREAT UNBUNDLING OF HIGHER EDUCATION

RYAN CRAIG

• Clock
• Border
• Content

• Mode
• Credential
• Services
Two people standing on opposing hills looking into the same valley. One sees sunshine; the other, shadow. Both are right.

Mark McGuire
TWO MAJOR PERSPECTIVES

Knowledge Economy

Clock • Border • Content

• Mode • Credential • Services

Learning Society

Mark Brown, 2016
TWO MAJOR PERSPECTIVES

Reproducing
- Sifting agent
- Human capital
- Cultural heritage
- Education as commodity

Knowledge Economy

Reschooling
- Competencies
- Entrepreneurship
- Technology as progress
- Increased market competition

Learning Society

Clock
- Border
- Content

Mark Brown, 2016
TWO MAJOR PERSPECTIVES

Knowledge Economy

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Content

Reschooling
- Competencies
- Entrepreneurship
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- Increased market competition

Mode

Credential

Services

Deschooling
- Democratic
- Opening access
- Micro credentials
- New learning pathways

Learning Society

Reconceptualizing
- Just society
- Lifelong learning
- Pillars of learning
- Education for change

Mark Brown, 2016
Higher education has a crucial role to play in laying the foundations of a society that is more inclusive, participatory and equal...” The President said “…the role of the university in enabling citizens to develop the tools to address the great challenges of our time – global poverty, climate change and sustainability – was vital.
THE SOLUTION TO THE COST OF COLLEGE

To date, StraighterLine has saved students and taxpayers:

$1,102,469,744

StraighterLine solves the #1 issue facing students today – the skyrocketing cost of college – with low-cost online courses that are guaranteed to transfer to schools in our network of 100+ accredited colleges.

TRY IT FOR FREE!

CALL (877) 785-2624
to talk with a StraighterLine Enrollment Counselor!

http://www.straighterline.com

1. Clock
Announcing Global Freshman Academy
Start your freshman year of university on edX

EdX has partnered with Arizona State University to create Global Freshman Academy, a first of its kind collaboration that offers full university freshman level courses for credit. The partnership was established to provide quality higher education opportunities to anyone, anywhere in the world.

#CollegeMyWay

WHY GLOBAL FRESHMAN ACADEMY?

Accessible
Cost-effective
Personalized

1. Clock
The Upwardly Mobile Barista

Starbucks and Arizona State University are collaborating to help cafe workers get college degrees. Is this a model for helping more Americans reach the middle class?
If earning a degree is one of your dreams, we can help you get there.

We know more than 70% of our U.S. partners (employees) are students or aspiring students. We want to help. Supporting our partners’ ambitions is the very best investment Starbucks can make.

**College Achievement Plan**

In a first of its kind collaboration with Arizona State University, we're offering all part- and full-time benefits eligible U.S. partners full tuition coverage for every year of college to earn a bachelor’s degree. Partners receive support from a dedicated team of coaches and advisors, 24/7 tutoring on a variety of subjects, and a choice of more than 50 undergraduate degrees through ASU's research driven and top-ranked program, delivered online.

**Become a Partner**

The Starbucks College Achievement Plan is just one way we're committed to the success of our partners. From growing as a person, as a partner, in your career and in your community - the opportunity is here for you to shape and make your own. That's why when you launch a career inspired by human connection and the opportunity to become your personal best, the possibilities are endless.

**Work in Our Stores**
**Work in Our Corporate Offices**
**Work with one of Our Brands**

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I'm a Starbucks Partner & I want #tobeincollege

Have questions about the Starbucks College Achievement Plan? Ready to sign up? You're in the right place.

Get Started Today

Learn about ASU Online

ASU is among the most forward-looking universities in the country providing a high-quality education taught by top-ranked faculty.
2. Mode
2. Mode

The New Learning Ecology

- **Acquisition**
  - On Campus in Class
  - Off Campus in Class

- **Leakage**
  - On Campus out of Class
  - Off Campus out of Class

- **Participation**

- **Physical**
  - On Campus in Class
  - On Campus out of Class

- **Virtual**
  - Off Campus in Class
  - Off Campus out of Class
High Level Group on the Modernisation of Higher Education

REPORT TO THE EUROPEAN COMMISSION ON New modes of learning and teaching in higher education

OCTOBER 2014

2. Mode

RECOMMENDATION 6

National funding frameworks should create incentives, especially in the context of new forms of performance-based funding, for higher education institutions to open up education, develop more flexible modes of delivery and diversify their student population.


DCU Ollscoil Chathair Baile Átha Cliath Dublin City University
The death of “online” learning in higher ed

As technologies become ubiquitous, familiar labels will vanish

By Craig Weidemann and Karen Pollack — University Business, March 2016

Online learning has expanded dramatically over the past two decades, reaching a high of more than 5 million enrollments in 2013. While that expansion has slowed recently, it still far exceeds overall growth in higher education.

The growth of Penn State World Campus has mirrored this trend, consistently outpacing annual projections. What started as a portfolio of just five online programs and 41 students in 1998 has grown to a full-service online campus offering 143 programs and serving 18,000 students.

Craig Weidemann is vice president for outreach and vice provost for online learning at Penn State University and Karen Pollack is assistant vice provost for online undergraduate and blended programs.

2. Mode
A quality education, wherever you are
71% of students come from outside the U.S. and India is the second largest national group. EDX has students in every country.

(Heinlein, 2015)

3. Border

DCU Ollscoil Chathair Baile Átha Cliath Dublin City University
3. Border

3. Border
DCU has a number of strategic partners. These partnerships provide a key point of difference to DCU Connected as they help to extend the range of study options. We expect to expand the number of these partnerships over the next year or so, although at DCU we are very particular about who we choose to partner with as we will not compromise on our reputation for academic excellence.

Connected Partners
Case Studies

DCU & ASU
Joint leadership & blended learning in delivering the next generation of biomedical diagnosticians.
More
Indian giant Tata Group to sell Irish degrees worldwide
Ireland's richest family is behind massive deal

Tata, the Indian conglomerate owned by Ireland's richest man, is working on a deal to sell Irish university degrees online around the world.
Gain expertise in the growing field of Supply Chain Management through an innovative online program consisting of five courses and a final capstone exam. The MicroMasters in Supply Chain from MIT is an advanced, professional, graduate-level foundation in Supply Chain Management. It represents the equivalent of 1 semester’s worth of coursework at MIT.

The MicroMaster’s Credential will showcase your understanding of supply chain analytics, design, technology, dynamics and end to end supply chain management. Build on the credential and take advantage of a great opportunity to be accepted into the #1 ranked supply chain management Masters Degree program for a fraction of the cost.
Moocs: international credit transfer system edges closer

Six universities in talks on global credit transfer system for online courses

January 4, 2016

By Jack Grove  Twitter: @jgro_the
4. Credential

Digital Badges

4. Credential
4. Credential
5. Content
The world's first open textbooks released in the same month but on different continents

Poland and Canada release the first open textbooks under Creative Commons licenses.

Canada's peer-reviewed open textbooks now online

In 2012, British Columbia Ministry of Advanced Education (Canada) announced plans to create open textbook for the 40 most popular (highest enrolment) courses in first and second year of the post-secondary education system.
5. Content
Students are busier than ever with many balancing coursework, full-time employment, and families. Smarthinking connects students with expert educators who provide online writing support and solutions for students where and when they need it.

Submit essays and receive feedback in under 24 hours, meet with a tutor in real time, or schedule an appointment to review an essay or a question about grammar, documentation, or any aspect of the writing process.

Our tutors
- 90% have master's degrees or PhDs in a writing-intensive discipline
- All are highly trained to respond to writing submissions in a range of academic subjects
Welcome to Write My Assignments!

We are a Dublin based professional education development company which provides academic support to those undertaking assignments in third level courses throughout Ireland. Our services include support, consultation and editing services as well as sample papers for undergraduate and post graduate students.

To date we have supported hundreds of students across Ireland. We have recently expanded to include facilitating students from the United Kingdom. Please don’t hesitate to contact us directly here for more information about our services.

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We are always looking for new writers to join our talented team.

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Essays for sale: a new wave of plagiarism

Students who use online essay-writing services face sanction if caught. As for the final product, our experiment suggests such work is far from guaranteed to pass.

Ronan Smyth
$1.1m paid to uni cheat suspects

4:15 AM Friday Mar 28, 2014

Judge freezes property after informants claim couple ran university assignment ghost-writing service.

292E Offence to provide or advertise cheating services
(1) A person commits an offence if the person provides any service specified in subsection (4) with the intention of giving a student an unfair advantage over other students.

(2) A person commits an offence if the person advertises any service described in subsection (1) knowing that the service has or would have the effect of giving a student an unfair advantage over other students.

(3) A person commits an offence who, without reasonable excuse, publishes an advertisement for any service described in subsection (4).

(4) The services referred to in subsections (1) to (3) are as follows:
(a) completing or assisting in the completion of a course or homework assignment;
(b) providing or arranging the provision of an assignment that a student is required to complete as part of a programme or training scheme;
(c) providing or arranging the provision of answers for an examination that a student is required to sit as part of a programme or training scheme;
(d) siting an examination that a student is required to sit as part of a programme or training scheme or providing another person to sit the exam in place of the student.

(5) A person who commits an offence against this section is liable on conviction to a fine not exceeding $10,000.

Change to Education Act
I'm as excited about the unbundling of higher education as the next person. I'm hellishly scared of the re-bundling. We aren't at the table.

12/05/16, 07:34
New models of tertiary education

Our brief
3 November 2015

Issues paper
24 February 2016

Draft Report

Final report

24 February 2016

The issues paper outlines some questions the inquiry will consider over the next 12 months, describes the tertiary education system and trends influencing it, and seeks submissions to help the Commission develop its advice and recommendations. The Commission will then meet with a wide range of stakeholders to gather information and feedback in order to prepare the draft report by September.
HEA Forward-Look Forum

How Should Ireland Respond?