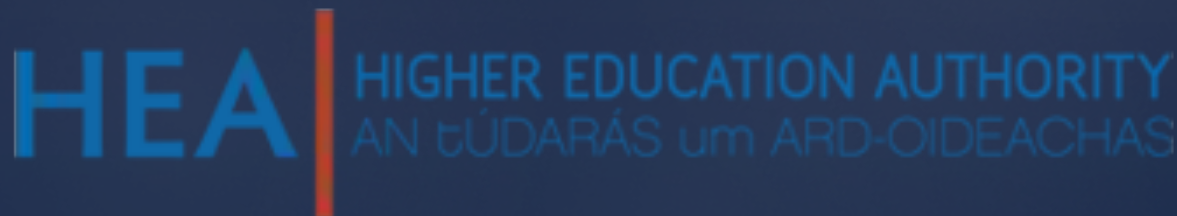


# The Unbundling of Higher Education: A Tale of Two Valleys



Professor Mark Brown

Director, National Institute for Digital Learning

Apple iTunes



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- Content

THE GREAT UNBUNDLING OF  
HIGHER EDUCATION

RYAN CRAIG

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- Credential
- Services

THE GREAT UNBUNDLING OF  
HIGHER EDUCATION


RYAN CRAIG





Liverpool Hut, Mt Aspiring



A scenic mountain landscape with a valley and a red hut. The image shows a vast mountain range with a deep valley in the center. The mountains are covered in green vegetation, and the valley floor is a mix of green fields and brown patches. A winding river or path is visible in the valley. In the foreground, on a grassy hillside, there is a small red hut with a red roof and solar panels. Another smaller red structure is visible further down the hill. The sky is blue with some clouds.

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

# TWO MAJOR PERSPECTIVES

## Knowledge Economy

### Reproducing

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

### Reschooling

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

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Content •

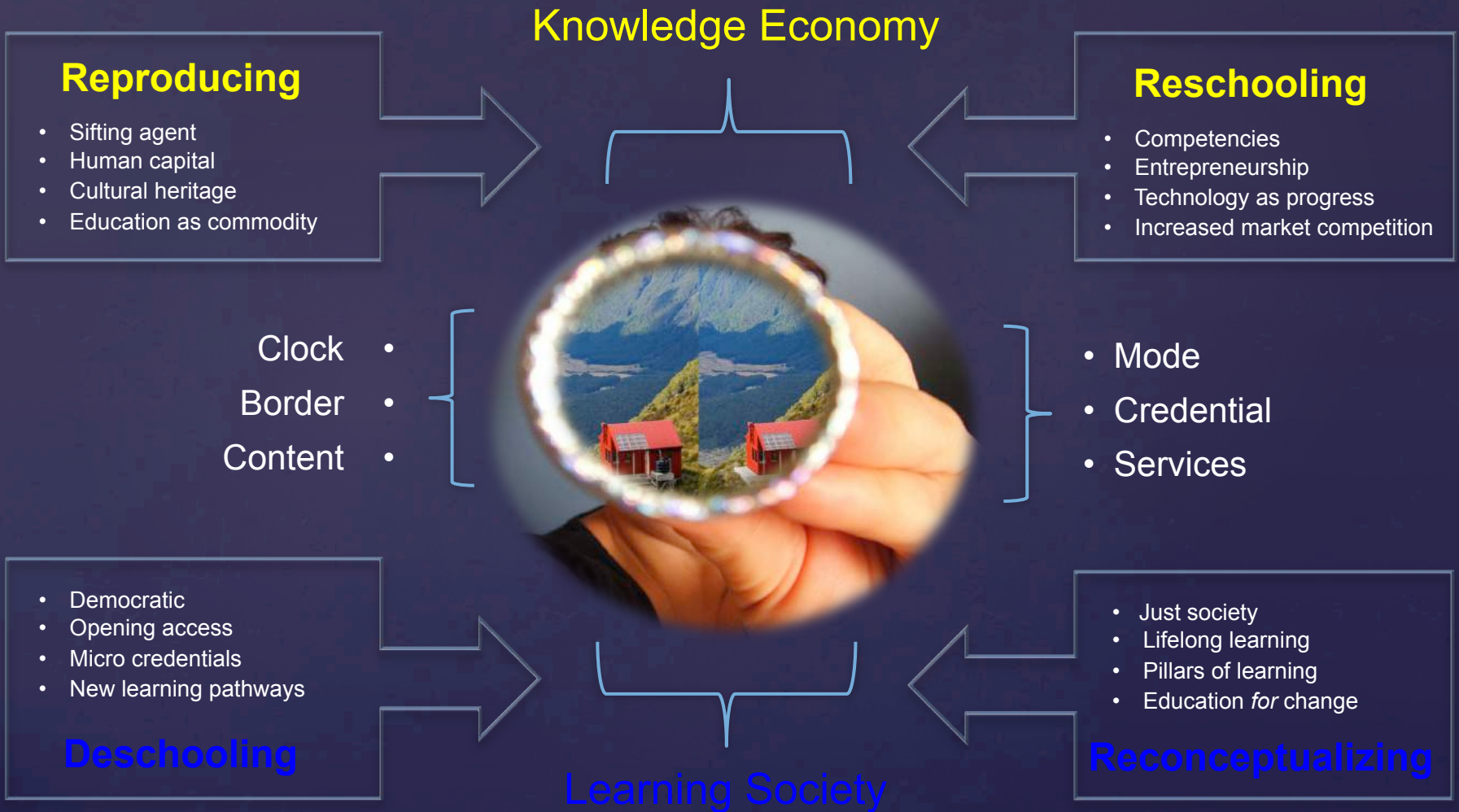


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## Learning Society



# TWO MAJOR PERSPECTIVES



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Education > Student Hub

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## President Higgins: Universities facing 'intellectual crisis'

He says colleges should foster dissent and allow for rejection of dominant ideologies

© Fri, Apr 8, 2016, 01:00

"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.

Student Hub

Student Hub

The online resource for third-level students in Ireland





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# Announcing Global Freshman Academy

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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.

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## WHY GLOBAL FRESHMAN ACADEMY?

**Accessible**

**Cost-effective**

**Personalized**

1. Clock

*The Atlantic*

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# 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?

## 1. Clock



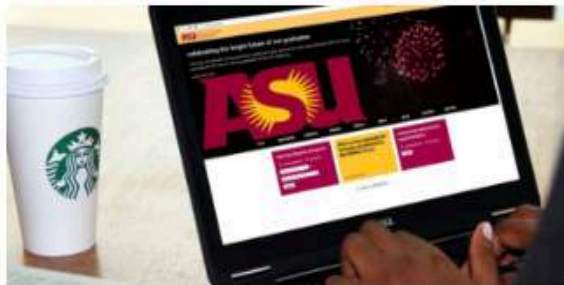
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If earning a degree is one of your dreams, we can help you get there.

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.

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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.

[Learn more about How It Works](#)

[Frequently Asked Questions](#)

## 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](#)

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.

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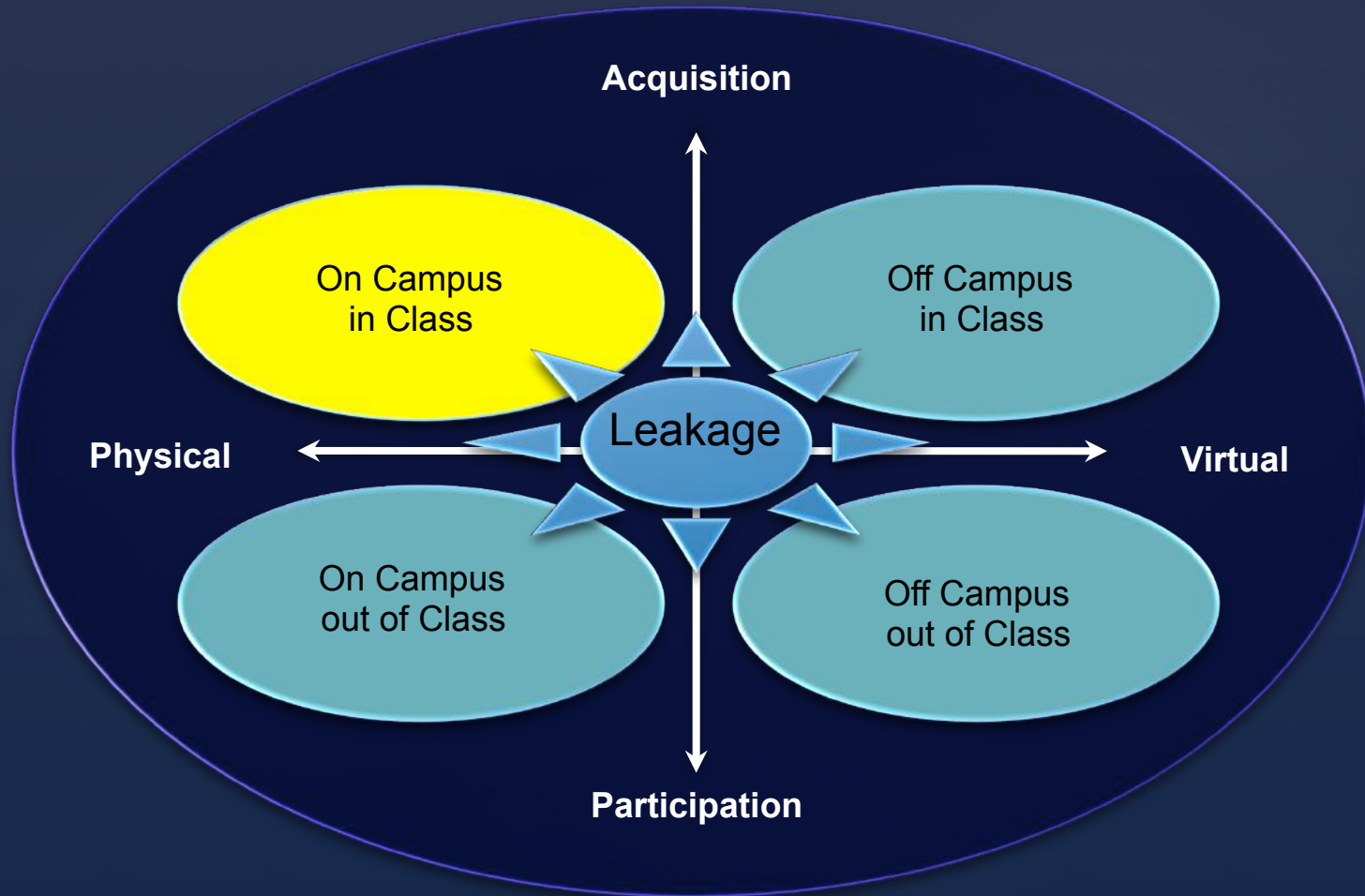




## 2. Mode



# The New Learning Ecology



## 2. Mode

# 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



## 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.*

[http://ec.europa.eu/education/library/reports/modernisation-universities\\_en.pdf](http://ec.europa.eu/education/library/reports/modernisation-universities_en.pdf)

## 2. Mode



# 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.



A quality education, wherever you are

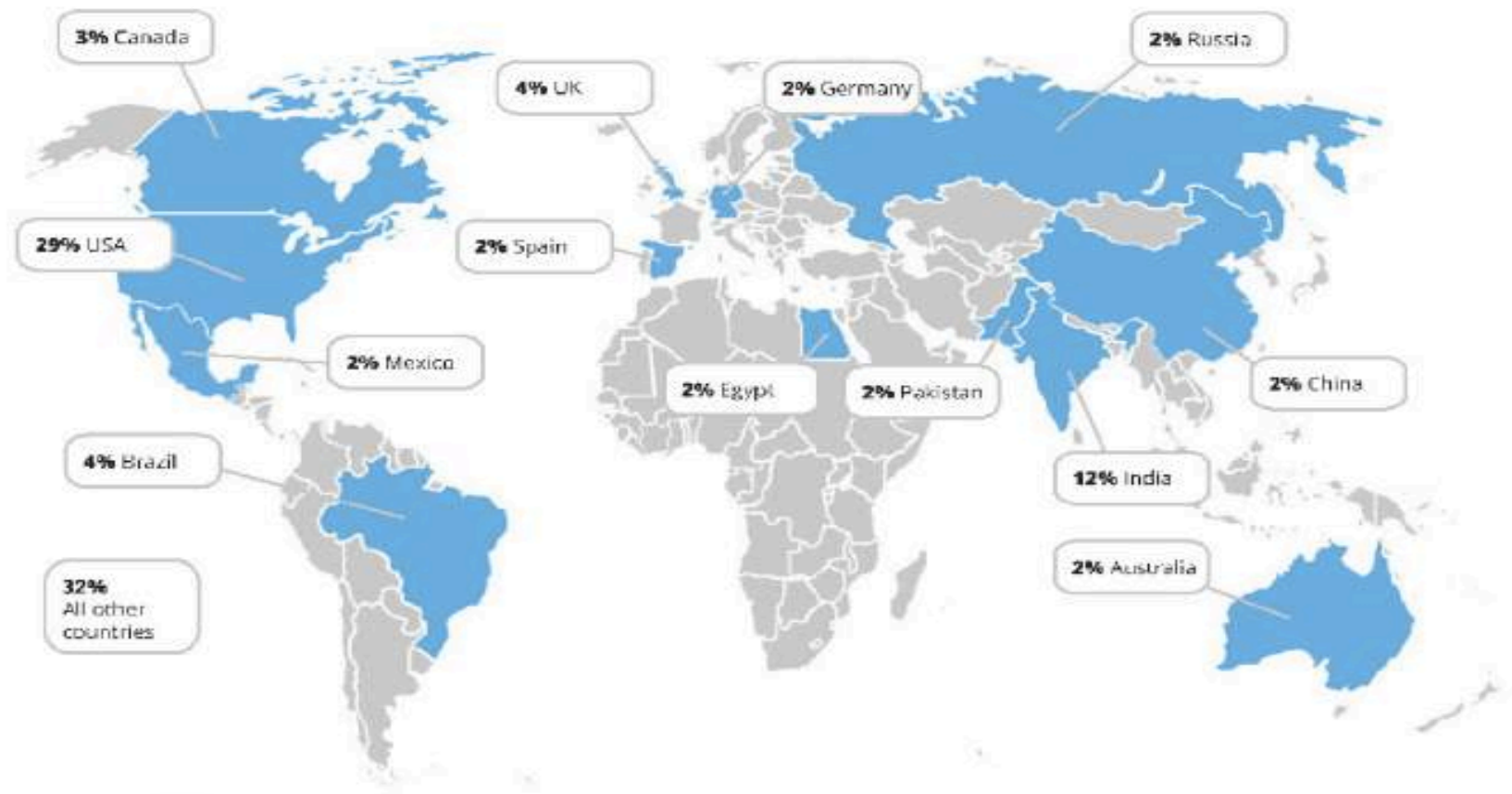
## 2. Mode



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# EDX LEARNERS



71% outside

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



Australian Government

# National Strategy for International Education 2025

## 3. Border



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Education & Training

## 3. Border

## Introduction

## Case Studies

## Become a Partner

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.

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# Indian giant Tata Group to sell Irish degrees worldwide

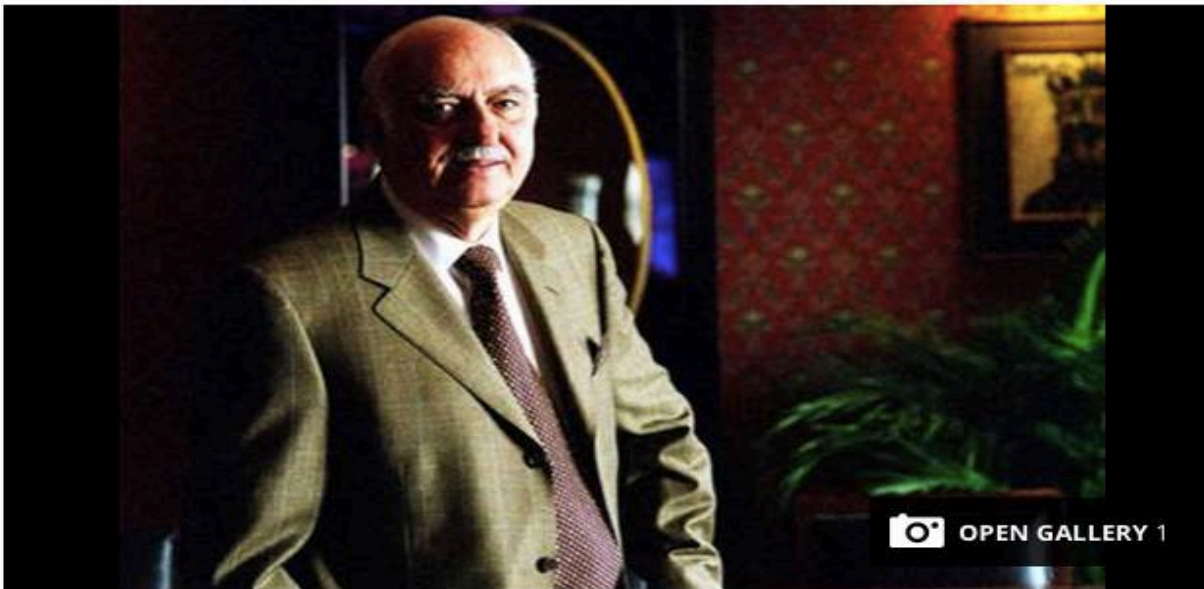
Ireland's richest family is behind massive deal



**Sarah McCabe**   
EMAIL

**PUBLISHED**  
31/08/2014 | 02:30

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*Pallonji Mistry*

Tata, the Indian conglomerate owned by Ireland's richest man, is working on a deal to sell Irish university degrees online around the world.

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HSBC could move global HQ to avoid UK taxes and regulation **World**

Greece crisis: Europe slams door on request for more aid **World**



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🕒	<b>Length</b>	48 weeks total
🕒	<b>Effort:</b>	8-10 hours per week
🏛️	<b>School</b>	MITx
💰	<b>Price</b>	\$150 per course
👤	<b>Instructor</b>	Chris Caplice

## 4. Credential



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# 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](#)



<https://www.timeshighereducation.com/news/moocs-international-credit-transfer-system-edges-closer>

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## 4. Credential



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News > Postsecondary Learning > Higher Education

## OPINION What Blockchain Means for Higher Education



By Kerri Lemoine May 12, 2016

<https://www.edsurge.com/news/2016-05-12-what-blockchain-means-for-higher-education>

Image Credit: Blasko Rizov

## 4. Credential





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### The world's first open textbooks released in the same month but on different continents

Share this!



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

#### Visits

5101 Visits

#### Publication Date

 16 May 2014

#### Area of interest:

Schools  
Higher Education

#### Tags

[digital textbooks](#)  
[free teaching materials](#)  
[creative commons](#)

### 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.

### LATEST MEMBERS ACTIVITY



**Alex Beard** posted  
**Teachers Contest Webinar — Good Practice Sharing** in

[blogs](#)



**Lisa Harris** commented on  
**D4Learning 2015 - International**

**Conference on Innovations with Digital Learning for Inclusion (D4L)**

**The European  
MOOCs**



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Participating Institutions: **28**

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## 6. Services



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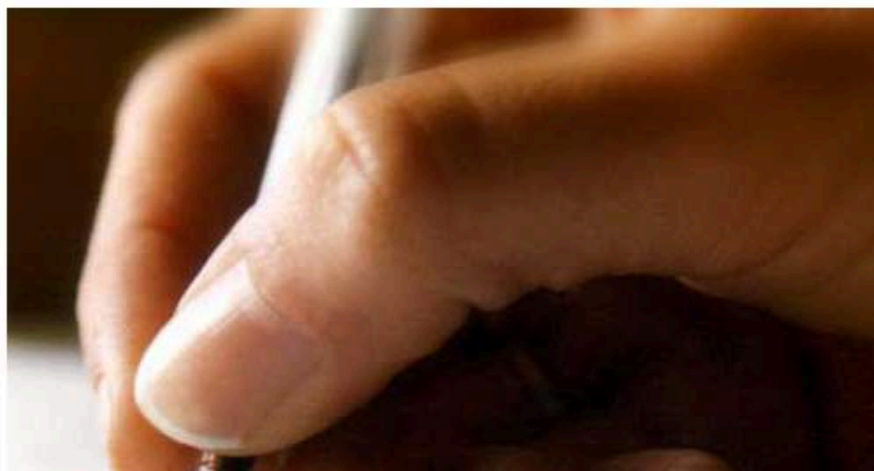
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We are a Dublin based professional education development company which provides academic support to those undertaking assignments in third level courses throughout Ireland. Our services include support, consultation and editing services as well as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

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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

about 3 hours ago

Ronan Smyth

0



### Graduates in Ireland

Gradireland awards and the latest on graduate recruitment



### Student Hub

The online resource for third-level students in Ireland



### Postgraduate Options





**Jared Savage**

Jared Savage is the New Zealand Herald's investigations editor.

Email Jared  
@jaredsavageNZH

## \$1.1m paid to uni cheat suspects

4:15 AM Friday Mar 28, 2014

Crime Fraud Trending



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

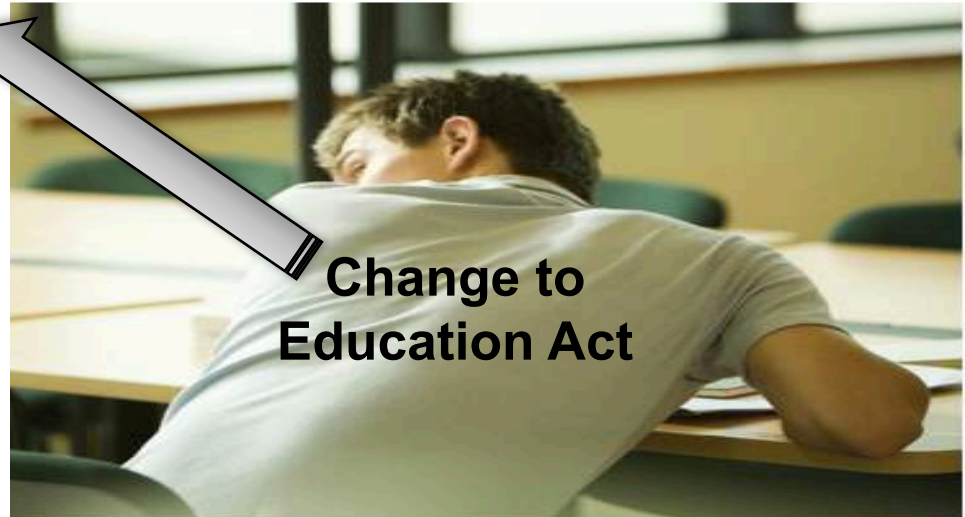
Part 24 s 292E

Education Act 1989

Reprinted as at  
1 January 2016

### 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 (4) 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 an assignment or any other work that a student is required to complete as part of a programme or training scheme;
  - (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) sitting 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**

## 6. Services









**George Siemens**

@gsiemens

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



INQUIRIES

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INQUIRIES

## New models of tertiary education

### Submissions

- » View submissions
- » Make a submission
- » Discussion forum

### Current inquiries

- » New models of tertiary education
- » Urban planning

### Completed inquiries

- » Using land for housing
- » More effective social services
- » Regulatory institutions and practices
- » Boosting services sector



**Our brief**

3 November 2015

**Issues paper**

24 February 2016

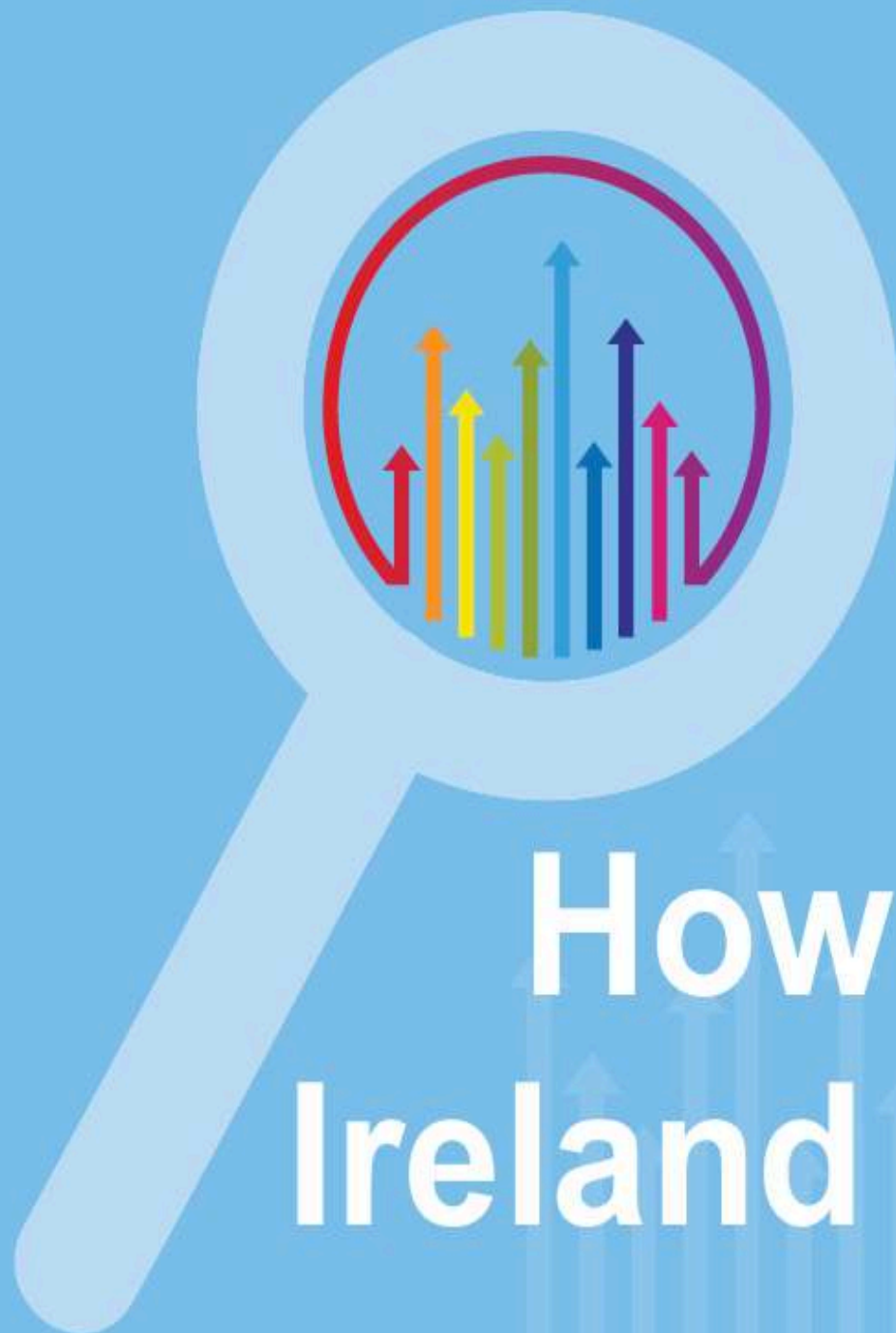
Draft Report

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.

<http://www.productivity.govt.nz>



**HEA  
Forward-  
Look Forum**

---

**How Should  
Ireland Respond?**

# Professor Mark Brown

## Director, National Institute for Digital Learning



[mark.brown@dcu.ie](mailto:mark.brown@dcu.ie)



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