Identifying the Challenges for Institutions of Higher Education

Prof. Dr. Dieter Euler
Universität St. Gallen
Disposition

1. What are the challenges for (teaching & learning) in Higher Education Institutions?

2. What does SVC have to offer to tackle these challenges?

3. Transfer of SVC results – an illusion?

4. What‘s next? - Some food for thought ...
Challenges for teaching & learning in HEI?

From good (enough) to high end learning environments ...

– Updated content representing latest research
– Challenging problems to be solved
– Promoting deep cognitive processes rather than conducting the four-discipline-student-competition ...
– Encouraging interaction with academics, peers and media
– Formative feedback
– Creating coherent knowledge structures
– ...

Prof. Dr. Dieter Euler
A paradigm shift in pedagogy at HEI – still programmatic or an emerging reality?

From ...
• teaching
• delivering answers
• directed learning
• instruction
• conveying knowledge
• educating technical problem-solver
• creating instructional media

To ...
• learning
• facilitating problem-solving
• self-regulated learning
• collaboration
• sharing ideas
• educating reflective practitioners
• creating social spaces
Challenges for teaching & learning in HEI? - The Four C’s

- Content
- Communication & Collaboration
- Challenges
- CULTURE
Potential of eLearning – how to exploit it?

1. New options for making learning processes more *interactive* (e.g. social software, discussion fora)
2. Receiving continuous, prompt and meaningful forms of *feedback* (e.g. eTutoring, newsgroups)
3. New ways for *accessing* learning resources (e.g. collaborating in geographically dispersed learning groups)
4. *Individual control* of scope, sequence and pacing of learning
5. New options for delivery of learning content according to *individual learning preferences* (e.g. multimedia case study, web quest, web based training)
6. New options for *self-assessments* (e.g. ePortfolio, self-tests)

etc.

Prof. Dr. Dieter Euler
SVC – the transfer of diamonds?

Sophisticated eLearning
• expensive
• rare
• beautiful, but hardly transferable

Low-budget eLearning
• cheap
• wide-spread
• quick-and-dirty
The bread-and-butter side of eLearning at Higher Education Institutions ...

"Implementation of e-Learning happens mostly at the low-end of the potential ... “

Overall Re-Design of courses

LMS/CMS as communication-/data-platform

Enrichment of existing courses (PPT, web, newsgroup, eAssessment)

Using content produced by others

Source: Zemsky & Massy, 2004, p.23

Prof. Dr. Dieter Euler
Transfer of innovations needs a framework for change ...

Strategy

Implementation

Organisation
efficient structures and processes

Technology
stability, adequate functionality, usability

Culture
readiness for change and innovation

Economics
efficient utilisation of resources

Pedagogy
effective learning environments

What does SVC have to offer?

- vast amount of eLearning material
- lighthouse projects
- awards
- knowledge on production of eL-material
- (e)Learning strategies
- Technologies
- experiences on how to tackle organisational challenges
- Competence Centers for Support and Production
- knowledge on how to avoid mistakes
- agenda with unsolved problems

Prof. Dr. Dieter Euler
Most of the 540 projects sponsored in the German programme „New Media in Education“ (2001 – 2004) discontinued once the public sponsorship had ended. (Kleimann & Wannemacher, 2004, p. 81)

How to avoid this destiny for SVC?

Prof. Dr. Dieter Euler
Transfer of SVC-results – an illusion?

SVC-Results → Transfer ? → New Users

Swiss Virtual Campus
Campus Virtuale Svizzera
Campus Virtuel Suisse
Virtueller Campus Schweiz

Prof. Dr. Dieter Euler
Some extreme views ... 

1. Illusion: 
   Academics will use the colleagues toothbrush before using his teaching material

2. Success speaks for itself: 
   Good SVC-results will find their path to new users

3. No funds – no fun: 
   Unless further funds are provided, there will be no sustainability and transfer
Transfer for whom? - Different waves for transfer ...

SVC Results

Further use & maintenance by developer (Transfer over time)

Transfer within own organisation

Transfer beyond own organisation
How to? – Transfer as a process of active designing ...
Activities for promoting the transfer – some examples …

- **Awareness**
  - Using developers as ambassadors for innovation
  - Raising awareness (success stories, student reactions etc.)

- **Information**
  - Providing information
  - Demonstrating best practice cases

- **Trial**
  - Providing opportunities for exploration and trial
  - Cultivating networks + orga. support

- **Decision**
  - Providing opportunities for
  - Coaching the promotors
  - Exchanging experiences

- **Adaptation**
  - Supporting adaptation to own needs

- **Confirmation**
  - Cultivating networks + orga. support
What’s next? – some food for thought

Project level

– Maintaining the project results Basic
– Offering information on different levels (1) / 2
– Offering information and opportunities for exploration and trial of project results 2 / 3
– ...

Prof. Dr. Dieter Euler
What’s next? – some food for thought
Institutional level

– Agree on strategic plan (link to HEI-strategy; visions + objectives, implementation strategy) Basic
– Integrate awareness building into the HEI-events 1
– Organise exchange of experiences, presentation of good practices 2 / 3
– Offering counselling on a general and personal level 3 / 4 / 5
– Coaching the promotors 4 / 5
– Supporting adaptation to own needs 5 / 6
– ...

Prof. Dr. Dieter Euler
What’s next? – some food for thought
National level

– Strengthening the capabilities of the CCSP

– Realising the vision of an „E-Hub“, addressing in particular support for CCSP in:
  – building HEI-strategies for teaching and (e)learning
  – design change strategies for implementing innovative teaching + (e)learning
  – providing technology tools and infrastructures
  – establishing community building and networking, linking developers and implementors from different HEI
  – presenting and marketing transferable products in an attractive way