Swiss Virtual Campus:
Transition from the Impulse-Program
Towards a Consolidation Program

Peter Stucki, President SC-SVC
Content

1. Course Offerings on a Global Scale
2. SVC Impulse Program
3. Outcome of the E-Site Visit Fall 2002
4. SVC Consolidation Program
5. Status
6. Tasks ahead
Course Offerings on a Global Scale

The Networked Globe
The Swiss Virtual Campus

Impulse Program (2000 - 2003): Objectives, Goals and Target

Support building of competences and institutional networks for the development of online education and its use at higher education institutions in Switzerland (Universities, Swiss Federal Institutes of Technology, Universities of Applied Sciences).

Create networks of experts, support the development of 'content', 'learning-by-doing', and 'assessment'-units, anchor 'network-based thinking and acting' and foster field-tests with student-learners for a total of approximately 50 courses/modules by YE 2003.

Service a large student user community by 2004 and enforce that successful participants be awarded ECTS credits.
Swiss Virtual Campus

Impulse Program (2000 - 2003)

<table>
<thead>
<tr>
<th>Strategic Visions</th>
<th>Support change and not status quo,</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>'Need-to-have' and not 'nice-to-have',</td>
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<tr>
<td></td>
<td>Development and not research,</td>
</tr>
<tr>
<td></td>
<td>Sustainability and not an experiment.</td>
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<thead>
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<tbody>
<tr>
<td></td>
<td>Based on a 50%/50% Government/Institution cost splitting model.</td>
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</table>
Swiss Virtual Campus
Conditions for Project Support

Project leader
[UNI, SFIT, UAS]

Applicant(s) recognition in the scientific community
Definition of clear pedagogy & didactic goal
Promising 'content', 'learning-by-doing' and 'assessment' units

Project partner
[UNI, SFIT, UAS]

Online-Learning Course/Modules/units

Innovative Implementation
(Interactivity, Hypermedia, Link-Architecture, Platform independence)

Multi-language support

As large as possible number of students

Educational institution: Financial support and credit system infrastructure (ECT)
The 50 Projects by Discipline

**Physics, Mathematics and Informatics (4)**
- Virtual Nano Lab (UniBS)
- Sim. of dyn. Processes (FHZH)
- Virtual Logic Lab. (UniBE)
- Information Theory (UniL)

**Education (4)**
- NDIT-Online (FHBE)
- Forum New Learning (FHBE)
- Cont. Edu. Mod. (SUPSI)
- Proj. Orient. Learning (FHAG)

**Art & Humanities (7)**
- Latinum Electronicum (UniBS)
- Art History 1300-2000 (UniBE)
- SWISSLING (USI)
- Syst. Th. for Soc. Sc. (UniLU)
- Ancient History (UniFR)
- Spanish Grammar (UniL)
- Meth. in Soc. Sc. (UniZH)

**Medicine (10)**
- Basics for Med. Stat. (UniBS)
- Dermatology Online (UniZH)
- Computer for Health (UniGE)
- Medical Embriology (UniFR)
- e-BioMed (UniL)
- Tropical Medicine (UniBS)
- Basic & Clin. Immunology (UniL)
- Basic & Clin. Pharmacology (UniZH)
- Alzheimer's disease (UniZH)
- Virtual Skill Lab (UniL)

**Environmental and Life Sciences (6)**
- Planet Earth to Discover (UniL)
- Natural Hazard (ETHZ/CENAT)
- Chemistry for Life Sc. (UniL)
- Do It Your Soil (UniNE)
- Alpine Ecology & Env. (UniZH)
- Pharmaceutical Chem. (UniBS)

**Engineering and Information Technology (8)**
- Virtual Telecom. Lab. (UniBE)
- Mobile Classroom (FHSO)
- Fund. of Sig. Proc. (FHZH)
- H Bridge Power (FHBB)
- Inf. Retrieval (HESGE)
- Geogr. IT Training (UniZH)
- Interstructures (EPFL)
- Finite El. Analys. (FHAG)

**Economics, Finance and Law (4)**
- Corp. Finance (UniZH)
- Financial Markets (UniBS)
- European Law (UniFR)
- Family Law Online (UniSG)

**Business Administration (6)**
- Sport Org. Mgmt. (UniL/IDHEAP)
- Publ. & Priv. Env. Mgmt. (UniGE)
- Oecotrophology (FHZH)
- Operations Mgmt. (UniBE)
- Marketing Online (UniL)
- Env. Mgmt. (FHEB)
Swiss Virtual Campus Event

Swiss Virtual Campus Impulse Program Phases 2000-2003

<table>
<thead>
<tr>
<th>Time</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call for</td>
<td>Call for contributions</td>
<td>Content selection and</td>
<td>Content refinement and</td>
<td>Learning modul production,</td>
</tr>
<tr>
<td>contributions</td>
<td>and project launch</td>
<td>structuring, platform</td>
<td>learning-modul production.</td>
<td>experiments and program</td>
</tr>
<tr>
<td></td>
<td></td>
<td>selection and prototyping.</td>
<td>IP &amp; Rights mgmt.</td>
<td>validation.</td>
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<tr>
<td></td>
<td>2000</td>
<td>2001</td>
<td>2002</td>
<td>2003</td>
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SVC Information Day (Fribourg)  SVC Information Day (Lugano)  SVC Information Day (Luzern)

SVC Managers Meeting (Bern)  SVC Managers Meeting (Bern)
SVC Managers Reporting, Legal, Consolidation Program  SVC Managers Field Test and Sustainability

Specialized meeting: Didactics & Pedagogy, Platforms and Frameworks, Authentication & Authorisation, etc.
## Selection of Swiss Virtual Campus Mandate

<table>
<thead>
<tr>
<th>Time</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Call for contributions and project launch.</strong></td>
<td><strong>Content selection and structuring, platform selection and prototyping.</strong></td>
<td><strong>Content refinement and learning-modul production. IP &amp; Rights mgmt.</strong></td>
<td><strong>Learning modul production, field test experiments and program validation.</strong></td>
<td></td>
</tr>
</tbody>
</table>

- Technology watch and competence, authorware evaluation, portal design and maintenance, etc.
- Legal issues and contracts
- Formative evaluation of pedagogical and didactic quality
- Intellectual property and copyright law
- Communications & PR
- Management issues at institutional levels
- Authentication & Authorisation
- Project management and coordination

Peter Stucki, SVC Seminar Field Tests & Sustainability, Bern, December 3-2, 2002.
Web-Based Course Design and Implementation
Project Management Issues

- Redefine portfolio of conventional product development process elements

<table>
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<tr>
<th>Analysis</th>
<th>Design</th>
<th>Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requirements &amp; Specifications</td>
<td>Test &amp; Quality Assurance</td>
<td>Shipment &amp; Maintenance</td>
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</table>

- Include user interviews and e-learning task analysis, conceive user interface and interaction design as well as perform usability tests

User Interviews and e-learning task analysis
Usability Testing
User interface and interaction design
High-Level SVC-Project Inspection (May 2002)
SVC E-Site Visits Fall 2002

Checklist

• Conformity of Results to Original Project Proposal
• Financial Aspects
• Teaching Aspects
• Technical Aspects
• Tutoring / Student Counseling
• Project Organisation and Network Functioning
• Integration into Curriculum
• Sustainability
• Student Assessment
• Timescale
• Specific Problems
E-Site Visits Fall 2002
Results/Performance

p(Performance)

30 Projects (courant normal)

10 Problematic Projects (actions required)

10 Excellent Projects (recognition)

1.0 1.5 2.0 2.5 3.0 3.5 4.0 4.5 5.0 5.5 6.0 Performance

satisfactory good very good
**Swiss Virtual Campus Impulse Program: The Next Step**

<table>
<thead>
<tr>
<th>Time</th>
<th>Content refinement and learning-modul production, IP &amp; Rights mgmt. 2002</th>
<th>Learning modul production, field test experiments and program validation. 2003</th>
<th>Ending Phase of Impulse Program 2004</th>
</tr>
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- Give support and take decisions on 'Problematic Projects'

- **Learntec2003**
  - February 4-7, 2002

- **SVC Information Days**
  - May 26-28, 2002 (Luzern)

- Program Evaluation Requested by the BBW
  - Phase I: Program Organization
  - Phase II: Individual Projects
  - Phase III: Fields Experiments (Students)
SVC Impulse Program Final Evaluation (Instructions received from BBW)

- Mandate do be issued by SUC
- Evaluation should be based on scientific evidence
- Should include SVC-Program and -Projects
- Must be financed by SVC-Program
- Should be completed by mid 2004
- Content must be made public
- Evaluators must have relevant scientific competence
### Swiss Virtual Campus Impulse Program

#### Summary of Project Status

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<tr>
<td>Approaches</td>
<td>Most projects are in the production phase. Large-scale field experiments scheduled for 2003.</td>
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<tr>
<td>Platforms</td>
<td>Mostly blended learning structure, some problem-based.</td>
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<td></td>
<td>Mostly WebCT, linked HTML structures, etc.</td>
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</table>
Swiss Virtual Campus Impulse Program
Mid-Term Program Assessment (2002)

The Swiss Virtual Campus Impulse Program (2000 - YE 2003)

- Creation of 'e-Learning' awareness in Switzerland and abroad (in particular teachers)
- The program enjoys remarkable institutional support
- First national initiative that embraces all higher educational institutions in Switzerland (Universities, Swiss Federal Institutes of Technology and the Universities of Applied Sciences)

- There are some foreseeable weaknesses (pedagogic-didactic shortcomings, missing interactivity, reliability issues, intellectual property violations, production volume and field acceptance)
- It is likely that not all courses/modules will stand against important sustainability criteria

General Fact: New technologies -> new applications -> new services -> new, generally unknown expectations and behaviour.
Swiss Virtual Campus Impulse Program

Lesson Learned

In education and learning, content is build on previous content,

Powerful tools can support creative content development for e-learning,

Refinement for usability of e-learning modules is an interdisciplinary and social process,

Content development and creative work is not complete until it is successfully disseminated.
### Swiss Virtual Campus
#### Proposal for a Consolidation Program (2004-2010)

**Core Topics (CHF 50 Mio.)**

1. Provide maintenance and user community support for qualified SVC impulse program projects

2. Establish a minimum of one professional production team at each higher education institution

3. Initiate another call for proposal for online course/module development

4. Initiate a coordination body that takes care of inter-institutional e-learning matter such as pedagogy/didactics, hardware, software and licencing coordination, copyright, intellectual property and right management issues, marketing, internationalization, etc.
Nous profitons de cette occasion pour vous signaler que le Conseil fédéral a, aujourd'hui même, adopté le Message relatif à l'encouragement de la formation, de la recherche et de la technologie pendant les années 2004-2007. Dans ce Message, le Conseil fédéral propose à l'Assemblée fédérale, dans le cadre des contributions liées à des projets destinées aux universités cantonales, un montant de 37 millions de francs pour le Swiss Virtual Campus.
Transition into the Swiss Virtual Campus
Consolidation Program 2004-2007
(assuming tasks)

<table>
<thead>
<tr>
<th>Time</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reorganisation Program Mgmt.</td>
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<td>Creation of SVC community support team</td>
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<tr>
<td>Initiate Project Maintenance</td>
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<td>Phase III call for contributions</td>
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<tr>
<td>Establish local production teams</td>
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<td>SVC Community Issues:</td>
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<tr>
<td>Quality</td>
<td>Standards at large</td>
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<tr>
<td>Coaching</td>
<td>Marketing and internationalization</td>
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<tr>
<td>Acceptance</td>
<td>Networking of resources</td>
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<tr>
<td>Sustainability</td>
<td>Institutionalization</td>
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<td>Professionalism</td>
<td>etc.</td>
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<tr>
<td>Curricula integration</td>
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</table>
Acknowledgment and Thanks

Steering Committee Members
The SVC Coordination Office
All Project Leaders and Project Partners
All Professionals Involved in SVC Projects
Commission SVC
Swiss University Conference
Bundesamt für Bildung und Wissenschaft
Bundesamt für Berufsbildung und Technologie