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Rektorenkonferenz der Schweizer Universitäten  
Conférence des Recteurs des Universités Suisses  
Conferenza dei Rettori delle Università Svizzere  
Rectors' Conference of the Swiss Universities



# **SWISS VIRTUAL CAMPUS DAYS 2007**

## **Promoting Excellence in eLearning**

### **Meeting the Challenges of Successful Transfer**

**OCTOBER 16<sup>TH</sup> AND 17<sup>TH</sup> 2007, BERNE**

**SWISS VIRTUAL CAMPUS**

A FEDERAL PROGRAM OF THE SWISS INSTITUTIONS OF HIGHER EDUCATION  
UNIVERSITIES, UNIVERSITIES OF APPLIED SCIENCES, SWISS FEDERAL INSTITUTES OF TECHNOLOGY

**WWW.SWISSVIRTUALCAMPUS.CH**

# Tuesday, October 16<sup>th</sup> 2007

9.30	<b>Registration</b>
10.30-10.50	<b>Opening Session</b> <b>Prof. Dr. Marcel Jufer</b> <b>EPFL, President Steering Committee SVC</b>
	<b>Welcome Address</b> <b>Dr. Med. Peter Frey</b> <b>MME, University of Berne, Head of CCSP VC-Supportzentrum</b>
10.50-11.30	<b>Identifying the Challenges for Institutions of Higher Education</b>
	This presentation provides an overview of the main challenges for successfully tackling the transfer phase of eLearning. The challenges will be structured from a national, institutional and project perspective. Furthermore, a sustainability framework including strategy, pedagogy, technology, organisation, economics and culture will be applied in order to emphasize the main challenges for successfully disseminating eLearning. <b>Prof. Dr. Dieter Euler</b> <b>Swiss Centre for Innovations in Learning SCIL, University of St. Gallen</b>
11.30-12.00	<b>The Scope of the SVC Days 2007</b> <b>Christian Hohnbaum</b> <b>Coordinator Swiss Virtual Campus</b>
	<b>SVC Projects: Opening of the Poster Session</b> <b>Christian Hohnbaum</b> <b>Coordinator Swiss Virtual Campus</b>
<b>12.00-13.30 Lunch</b>	
13.30-14.00	<b>SVC-Contribution to Successful Transfer</b> The SVC strongly promotes the successful transfer of eLearning results and expertise through a portfolio of different initiatives. In this session, an overview is provided on the available approaches to transfer, such as the initiative of the national eLearning Hub with the integration of the CCSP. <b>Prof. Dr. Urs Gröbriel</b> <b>University of Applied Sciences Northwestern Switzerland, Member Steering Committee SVC</b> <b>Dr. Martin Sutter</b> <b>Head of NetServices, SWITCH, Zurich</b>
14.00-15.00	<b>Meeting the Challenges at Swiss Institutions of Higher Education</b> Swiss institutions of higher education have to manage transfer issues in order to ensure the sustainable quality of their eLearning products, services, and content at their institutions. Two institutions share their different lessons learned and their plans for the next few years. <b>Prof. Dr. Bernhard Plattner</b> <b>Vice-Rector for Bachelor/Master studies, ETH Zurich</b> <b>Anne-Dominique Salamin,</b> <b>Head of the CCSP of the HES-SO, Cyberlearn</b> <b>On behalf of the President of the HES-SO, Marc-André Berclaz</b>
<b>15.00-15.30 Coffee Break</b>	

# Tuesday, October 16<sup>th</sup> 2007

15.30-16.20

## European Approaches for the Sustainable Integration of eLearning

This presentation addresses the question of how foreign countries are meeting the challenges of the successful transfer of eLearning. Speakers from Austria and Sweden will share their lessons learned in managing the eLearning transfer phase. The talks will cover the main challenges, good practice examples and solutions from their countries.

**Per Westman, PhD**

**Senior Adviser**

**Swedish Agency for Networks and Cooperation in Higher Education NSHU, Sweden**

**Dr. Bernd Kleimann**

**Deputy head of the sub-department «Research and Teaching Management»,**

**«Higher Education Development», Higher Education Information System (HIS), Germany**

16.20-17.00

## eLearning: a Top Management Priority?

One of the biggest challenges for higher education institutions is to estimate the role and importance of eLearning for future teaching. This also leads to the question of which strategies for the implementation of eLearning should be chosen and promoted in Higher Education.

Panel Discussion with Rectors and Presidents of Swiss institutions of higher education:

**Prof. Dr. Richard Bühler, President FHNW; Prof. Dr. Piero Martinoli, Rector USI;**

**Prof. Dr. Anik de Ribaupierre, Vice-Rector UNIGE; Prof. Dr. Guido Vergauwen, Rector UNIFR**

Chair: **Prof. Dr. Marcel Jufer EPFL, President Steering Committee SVC**

17.00-17.20

## The Role of Learning Technologies in the next few years

It is very difficult to see which new technologies should be used for learning and how they should be used in order to improve the quality of teaching and learning at HEI as the ultimate goal. This presentation looks at a possible research agenda in the field of learning technologies and whether Switzerland will be able to use the potential of eLearning in a competitive Higher Education market.

**Patrick Jermann**

**CRAFT, EPFL**

17.20-17.40

## The Importance of eLearning on the Political Agenda

With regard to future funding of eLearning, it is unclear how the modernization of teaching and learning could be supported in the future. This presentation provides some insights regarding this question.

**Dr. Nivardo Ischi**

**Secretary general, Swiss University Conference**

17.40

Apéro

20.00

Dinner

## Poster Session

SVC-Projects of the 4<sup>th</sup> Series will be presented

through posters throughout the conference agenda,

Tuesday 16<sup>th</sup> and Wednesday 17<sup>th</sup>, 2007.

# Wednesday, October 17<sup>th</sup> 2007

9.00-9.15

## Opening of the Workshops

**Last Open Forum of the SVC Programme to Shape Mutually the Future of eLearning in Switzerland**

**Prof. Dr. Urs Gröhhbiel**

**University of Applied Sciences Northwestern Switzerland, Member Steering Committee SVC**

9.15-10.45

## Workshops

### Designing the Swiss e-Hub

#### National Learning Object Repository

Functionality and Use Cases

Chair: **Christian Rohrer, SWITCH; Dr. Rolf Brugger, SWITCH**

#### Community Building

Discussing Community Needs and Services after SVC

Chair: **Dr. Martin Sutter, SWITCH; Dr. Andrea Helbach, CCSP ZFH;**

**Dr. Med. Peter Frey, CCSP UNIBE**

#### Developping eLearning Quality in Switzerland

Discussion of possible Corporate Instruments of Quality Development (a Swiss eLearning Label for example?)

Chair: **Prof. Dr. Sabine Seufert, SCIL; Christian Hohnbaum, SVC**

### Further Financing for eLearning Development and Research: SNF, KTI, EU-Funds

Chair: **Dr. Christine Poupa, Euresearch St. Gallen**

## 10.45-11.15 Coffee Break

11.15-12.30

### Presentation of the Workshop Results, including Feedback from Representatives of KFH and CRUS

Chair: **Prof. Dr. Urs Gröhhbiel**

**University of Applied Sciences Northwestern Switzerland, Member Steering Committee SVC**

Workshop leaders

12.30-12.45

## Wrap-up

**Prof. Dr. Marcel Jufer**

**EPFL, President Steering Committee SVC**

12.45

## Networking lunch, open end

### Education meets Business – Creating benefits in partnering with higher education

March 3<sup>rd</sup>, 2008

BEA bern expo Congress Centre, Berne

This unique event will take place as special session of the Education Forum 2008.

Education meets Business aims to exploit the eLearning potential that has been created during the last decade by Swiss institutions of higher education.

For the first time, the Swiss Virtual Campus and several distinguished institutions of higher education in Switzerland will present sophisticated eLearning products and services they explicitly want to make accessible to third parties outside of their own institutions. They also want to share their know-how and plans for the further development of their products. A wide variety of disciplines and fields of application will be presented, such as medicine, engineering, finance, management and many more.

See [www.swissvirtualcampus.ch/emeets/](http://www.swissvirtualcampus.ch/emeets/) for an up-to-date overview of event

## Location

The SVC Days 2007 will take place at the Bea bern expo Conference Centre, Berne  
Mingerstrasse 6  
CH-3000 Bern 22  
Link: [http://www.beaexpo.ch/corporate/sites\\_d/standort\\_congress.htm](http://www.beaexpo.ch/corporate/sites_d/standort_congress.htm)

## Registration

The SVC Days 2007 are open to the public and free of charge (including coffee breaks and luncheons). The Dinner is reserved for the community and is also free of charge.  
For organisational reasons we would welcome your registration not later than October 6<sup>th</sup>, 2007.  
For registration, please go to [www.swissvirtualcampus.ch](http://www.swissvirtualcampus.ch) or contact us at [svc@crus.ch](mailto:svc@crus.ch)

## Language

The conference language is English

## Contact

SVC Coordination Team  
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For more information about the Swiss Virtual Campus and permanently updated information on the SVC Days 2007, please check [www.swissvirtualcampus.ch](http://www.swissvirtualcampus.ch) or contact us at [svc@crus.ch](mailto:svc@crus.ch)

## Thanks

We would like to thank the **Swiss Centre for Innovations in Learning SCIL** for their scientific consultancy ([www.scil.ch](http://www.scil.ch)) and the **Competence Centre VC-Supportzentrum of the University of Berne** for their organisational support (<http://www.vc.unibe.ch>).

## Sponsoring

SVC Days 2007 enjoy the support of **SWITCH E-Learning Services** and the **Bea bern expo AG**.

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# SWISS VIRTUAL CAMPUS DAYS 2007

## About Swiss Virtual Campus

The federal program Swiss Virtual Campus (SVC) promotes the use of new information and communication technologies at Swiss institutions of higher education. In the eLearning vision of the SVC, the latest research findings will be implemented, using relevant pedagogic, didactic and instructional design methods, state-of-the-art interactive and multimedia-based implementations and recognized authorware, to boost eLearning resource production and application efficiency. During both program phases (Impulse program 2000-2003 and Consolidation program 2004-2007), the SVC supported 112 inter-institutes of higher education project networks, each of which developed a regular online course, integrated into the curricula of the participating Swiss institutes of higher education. To contribute to the sustained and efficient incorporation of eLearning at Swiss institutes of higher education, the Consolidation program also includes the setting up of professional competence, service and production centres at each university with services and support provided by the coordination team.

## Themes and Topics SVC Days 2007: Promoting Excellence in eLearning Meeting the Challenges of Successful Transfer

Within the Swiss Virtual Campus (SVC) a large amount of attractive eLearning content and tools has been developed. Learning expertise in different disciplines has been built up. A big challenge for the next years will be to use, maintain and disseminate these results. This has to be achieved without additional federal funding, with full teaching assignments and with existing service units in institutions of higher education. The SVC Days 2007 provide an overview of the main challenges in tackling successfully the transfer phase of eLearning. On the one hand, it will be shown how the SVC strongly promotes the successful transfer of eLearning results and expertise through a portfolio of different initiatives. On the other hand, good practice examples will demonstrate how some Swiss institutions of higher education are already managing transfer issues and how other European programs meet the challenges of the successful integration of eLearning. This last open forum of the SVC program aims at mutually shaping the future of eLearning in Switzerland. These inputs will provide a basis for a panel discussion with representatives from the Swiss institutions of higher education and the Swiss rectors conferences about the role and importance of eLearning in future teaching strategies and scenarios.

## Poster Session

SVC-Projects of the 4<sup>th</sup> Series will be presented through posters throughout the conference agenda.