Promoting Transfer
Initiatives on a national level

Urs Gröhbiel, Swiss Virtual Campus

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Swiss Virtual Campus: The Investment

| Cash                  | ➢ 80 Million CHF from the federation  
|                      | ➢ 80 Million CHF from institutions of higher education (real money + "virtual money") |
| Personnel            | ➢ Steering committee & coordination team, external experts  
|                      | ➢ Personal effort of project teams  
|                      | ➢ Support of service units at institutions of higher education |
## Potential for Transfer

### Products
- Courses: eCF (UZH, medida-winner), eMathematics (FHNW), Embryology (UniBAS)
- Content: Nicephor[e] (UNIL), Viz.ch (USI), eFeed (UZH), artcampus (UniBE)
- Tools: eScenario (ETHZ, medida-finalist), biotechlab (ZFH)

### Know-how
- Project teams: Mix of expertise in a scientific field and pedagogy/IT
- CCSP’s: professional IT-production, organization, quality development
- Mandates: IT – pedagogy (handbook for evaluation) – organization (handbook)
Transfer: Opportunities & Challenges

Target Groups

Further Users
Continuing education
Ext. Degree Courses
Int. Degree Course
Own students

4) Selling (Case 5)
Continuing Education (Cases 3&4)
Marketing by Partnering (Case 2)
Inter-Institutional Dissemination (Case 1)

Marketing
Information
Networking
Quality
Offers within degree courses

Management of Dissemination
Lone Ranger Internal Support Faculty Integration External Partnering
Product Life Cycle: Issues to be expected

- Quality development
- Administration
- Maintenance
- Adaptation

Cost

Planning

Development

Acquisition

Life Cycle & Maintenance

Disposal

Time & Money

Life Cycle years
How can we tackle these challenges?

Coordinated action

CCSP

National

Lecturer

Administration

Maintenance

Adaptation

Quality development

Information

Networking

Marketing
Possible support on a national level

- Technical infrastructure → Learning Object Repository
- Information & marketing → Federal Profile Platform & Public Event
- Community & Networking → Newsletter & Conference (outline)
- Quality development → Quality Label outline
Thank you!

Handing over to…

SWITCH
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