

Emerging Trends in Online Learning: Great Challenges (and Great Opportunities!)

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A Prediction...

- 'Our primary hypothesis is that the dominant university model--a broad-based teaching and research institution, supported by a large asset base and a large, predominantly in-house back office—will prove unviable in all but a few cases over the next 10-15 years'

Prediction For/By...

- For Australia by Ernst and Young in a report entitled 'University of the Future...A Thousand Year Old Industry on the Cusp of Profound Change'
- The Australian System of Higher Education looks a lot like...the U.S. Model...so a fair question—why wouldn't this play out in the U.S. as well? I think it will!
- 'Exciting times are ahead- and challenges too.'

Five Trends Driving Change...

- Democratization of Knowledge and Access
- Contestability of Markets and Funding
- Digital Technologies
- Global Mobility
- Integration with Industry

Three Broad Business Models

- 'Streamlined Status Quo'
 - Some established universities will continue to operate as broad-based teaching and research institutions
- 'Niche Dominators'
 - Some established and new entrants will fundamentally reshape operations targeting specific markets with tailored education
- 'Transformers'
 - Private providers and new entrants will carve out new positions in traditional markets and/or merge with parts of higher education and other sectors

Online Learning in the Headlines

Just in the last few months...

- 'Reinventing College'
- 'College May Never Be The Same'
- 'Free, Online and Ivy League'
- 'MOOC Madness' and 'MOOC Mania'
- 'School's Out, Forever'

...and on and on

So Why the Recent Hype?

- MOOCs...Massive Open Online Courses have stoked the hysteria and debate
 - Serving huge numbers of students
 - Free
 - Movement into online learning of 'prestige' institutions.
- Can this 'Model' Transform Higher Education?
- The Real Backdrop
 - Increasing costs of higher education
 - Our graduation track record
 - Value Proposition

Where Is This Going? (Implications for Traditional Colleges and Universities)

Trends That Are (or Will) Impacting the Higher Education 'Industry'

Trends...

- The distinction between online and on campus continues to diminish and will do so rapidly in the next few years—simply learning
- Technology ‘tools’ will be ubiquitous and more mobile and will change how students want to and will engage in learning
- Faculty acceptance and development will be a continuing challenge, in some measure as the professoriate is changed by online learning
- New competitors, both academic and non-academic, will provide increasing challenges for traditional institutions

Trends (continued)...

- Competency-based learning will gain great favor and the erosion away from 'seat time' measures will continue to grow
- Badging and other strategies and new assessment tools to measure student's knowledge will proliferate—many from outside academe
- Recognition of credit (transfer, prior learning assessment, MOOC credit) will become common (and problematic for many institutions)

Trends (continued)...

- Alternative programs to reduce the cost of higher education will emerge
- Time is expense...and the push for accelerated learning strategies will grow as a mechanism for reducing the cost of attaining a degree
- Faculty roles will change...dramatically, fueled by the impact of MOOCs
 - How courses are offered
 - When they are offered
 - Size and scope of offerings

Trends (continued)...

- The policy construct in higher education will continue (and needs) to change
 - Recognizing new learning approaches as David suggested
 - Increasing demands for accountability
 - Continuing focus on rewarding for degree completion
 - Changes in federal and state financial aid
 - Changes in accreditation
- Continuing shift to more work/skill-oriented degree programs that respond to workforce needs
- New and shorter pathways to degrees
- Graduate programming will continue to move towards practice and will be delivered online

Challenging Questions...

- Can we integrate into our campus-based experiences, emerging technologies and available tools that students want to use?
- Can we re-structure our time-based term models to allow students to move at their own pace through a program?
- Can we work with business and industry to 're-validate' the credential and importance of the degree?
- Can we restore faith in our 'industry' among the public?

Our Greatest Challenge...

- Can we change the existing culture of our colleges and universities so that we can balance
 - the needs of the public
 - demands of our students
 - requirements of policymakers
 - interest of our faculty and local academic communities
 - quality, cost and access (breaking the so-called 'iron triangle')

Your Opportunity...

- You have many of the pieces and significant assets in place
- You have several options/strategies outlined to consider
- You are timely in the evolving online learning environment
- You can learn from others but create the 'Florida model' that addresses your unique state and its needs

Whatever Structure You Embrace...

- Recognize changing environment
 - Online and/or blended
 - Competency-based options
 - Prior learning recognition
 - Cost
 - Reducing time and place restrictions
- Flexible to adjust to future changes
- Responsive to the needs of Floridians
- Efficient
- Focuses on Quality

I Wish You Success As You Move
Forward...

Your Questions...and Maybe a Few
Answers (or at least opinions)...

Thank You!