Education and IT:  
Game Changers

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A post-traditional world

- 98% of students own a digital device; 38% cannot go more than 10 minutes without using one
- The compound annual growth rate for students taking at least one online course is 18.3%
- In 1990 less than 1% of all students attended for-profit colleges; today 31% do
- Over 50 non-profit universities partner with for-profit providers (e.g., Bisk, eCollege/Pearson, 2U, Altius) to deliver accredited online education

MOOCs

- Massive scale
- Self-organized study and discussion groups
- Emerging revenue models
- What is a MOOC?
  - Course?
  - Experimentation platform?
  - Brand extension?
  - Publishing model?
  - Global university?

Large scale online learning has emerged.

…..with implicit endorsement by the world’s most elite universities.

Learning and student services are being decoupled from time and place constraints.
IT is reshaping delivery systems, business models, economics.

The connected age
- Everything (and everyone) is interconnected
- Everyone can participate
- Knowledge is distributed
- Maps and pathways replace gates and gatekeeping

What if we used the best technology offers?

Immersive, collaborative

Learn to do what you do
- Virtual client simulation
- Online students engage with artificial intelligence interactive agents
- Opportunity to practice interviewing skills
- Virtual clients speak, express body language, show emotion and offer immediate feedback
Feedback to instructor

Individualized pathways

Tailored to student needs and behaviors
Adaptive
Reduce time to mastery

Students know where they stand

Prediction and intervention

Identify struggling students
Alert student to problems
Direct to resources
Improves success by up to 28%

Support for unconfident learners

“Weight-watchers” of college completion
Behavior interventions, “nudges”
—Study skills
—How to deal with academic setbacks
—Organize time and responsibilities

Better informed choices

Personal recommendations tailored to
—Program of study
—Abilities
Keyed to degree program and course sequencing, not “liking”
Deans use to target course availability
Faculty use to target interventions
Degree Compass
Educational pathways

• Cross-institutional online advising/degree attainment support system (10 campuses of University of Hawaii)
• Real-time “academic journey system”
  — Course choices and effect of choices on degree program
  — Courses from other campuses that meet degree requirements
  — Lets advisors know which students are off-track
• Decreased time to graduation and increased graduation rate reducing cost to student, state, and support programs

Value chain to value web

Course providers

• $99/month (+ $39/course) or $999/year for 10 courses
• Required college courses
• Start any time; no required meeting times
• Individualized, on-demand support (online)
• Transfer credits to partner college(s)

Credentialing MOOCs

• Pearson provides edX learners the option of taking a final exam at a test center; provides certification to edX classes
• Udacity credits will be accepted by CSU; proctored exams offered by Pearson
• ACE to work with Coursera on providing credit
• Antioch University offers college credit for Coursera courses

Badges: Credit decoupled from courses

• Learning happens everywhere, not just classroom
• Recognition for skills and achievements
• Earn and display badges on the web
• Skills and experience can come from
  — Online courses
  — Peer learning
  — Volunteering
  — After-school work
Private label
- Tutoring and mentoring
- Available on demand, 24x7
- Matches mentors and mentees; flexible scheduling
- Shared live experiences; whiteboarding

Joint ventures
- Increasing number of public-private joint ventures
- Augment existing skills, resources
- 2U: online platform to expand graduate programs
  - Technology and infrastructure
  - Fieldwork sites
  - Creates instructional material with faculty
  - Capital investment
- Shares tuition revenue
- “School-as-a-service”

Competency-based and individualized
- College for America, Southern New Hampshire University
- Self-paced, online associate’s degree program
- Approximately $2,500 per year
- Competency-based
- Individual mastery plan
- Mentors from workplace or community

Closing Thoughts

The illiterate of the 21st Century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

—Alvin Toffler

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