

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

—GSV Advisors, 2012

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?

Udacity

coursera

udemy

edX

Large scale online
learning has emerged.

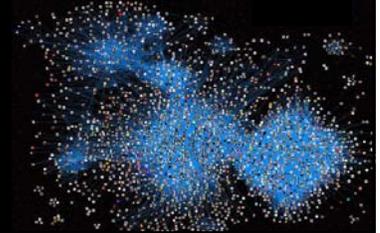
.....with implicit
endorsement by the world's
most elite universities.

Learning and student
services are being
decoupled from time and
place constraints.

IT is reshaping delivery systems, business models, economics.

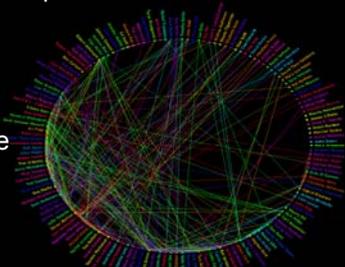
IT as...

- A delivery channel
- An experience
- An enabler of new models



The connected age

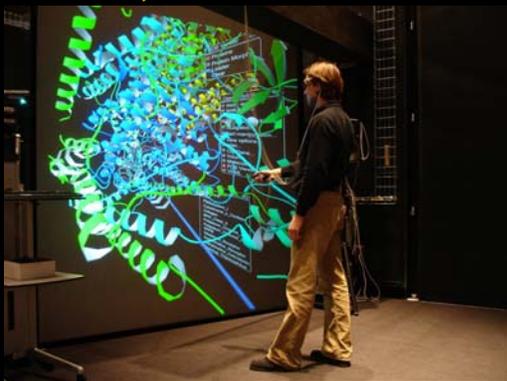
- Everything (and everyone) is interconnected
- Everyone can participate
- Knowledge is distributed
- Maps and pathways replace gates and gatekeeping



—Image courtesy of Rhoter

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



—Metros & Getman, 2012

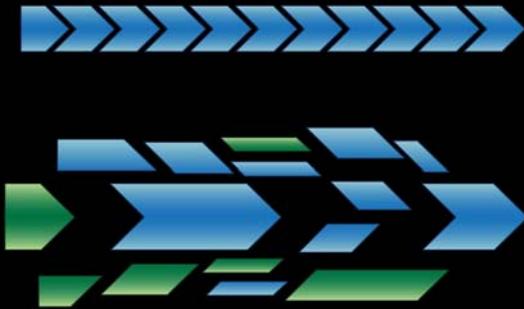
Educational pathways

- 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



New Models

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)



Program Costs: Compare To Other Programs

Course	Private 4-Year College*	Public 4-Year College*	University of Phoenix*	College Network**	StraighterLine
Tuition and Fees	\$2000	\$700	\$1482	\$200	\$299
Flexible Start/Stop?	No	No	No	Yes	Yes
On-demand Instruction?	Maybe	Maybe	No	No	Yes
On-demand Course Availability?	No	No	No	Yes	Yes

Introductory Algebra, College Algebra, Precalculus, Business 51, Developmental Writing, English Composition I, English Composition II, Economics I, Economics II, Accounting I and Accounting II

NEW! StraighterLine for \$99

The Shortest Distance Between You and Your College Degree

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

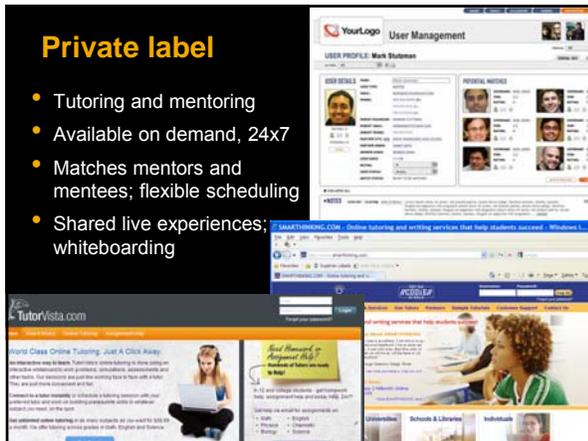
Badges: Credit decoupled from courses

- 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



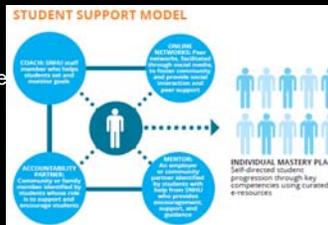
Joint ventures

- 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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