Professor Shao Nan
Sir John Daniel
Friend of AAOU

Expanding Higher Education for the 21st century: how can we expand Open Learning?
PLAN

• Expanding higher education

• Trends in expansion:
  Private institutions
  Cross-border HE
PLAN

• Expanding higher education

• Trends in expansion:
  Private institutions
  Cross-border HE

• Trends in distance learning
  Internet, etc.
  Open Educational Resources

• Leadership, management, organisation
Expansion of Higher Education

110 million students by 2020
Expansion of Higher Education

110 million students by 2020

2010
The challenges of the knowledge economy are raising people’s aspirations for education everywhere.
Age Participation Rates (APRs)

~50% in richer countries
<10% in poorer countries
The developing countries facing the greatest challenge are those that established small, state-controlled university systems with no tuition fees in the days when only a tiny proportion of the population aspired to higher education.
...public pressure will see that access to higher education does expand...
Private, for-profit institutions
e.g. Japan, Korea
Technology in Education

- Penny Post

Correspondence education

Private Sector
Technology in Education

• Multi-media

Open universities

Public Sector
Technology in Education

• Multi-media

Open universities

Public Sector

AIMS:
- ACCESS
- NEW MEDIA
- STUDENT SUPPORT
Technology in Education

• eLearning

Online networked education

Private + public Sector
Private, for-profit providers are attracted to distance education because...a higher upfront investment is rewarded by lower marginal costs when volume is achieved. The access that for-profit institutions have to capital markets allows them to make those investments...
Launch of Wawasan Open University, Malaysia
22 September 2006
Datuk Professor Raj Dhanarajan
Vice-Chancellor
Wawasan Open University
He said the Open University of United Kingdom was ranked the fifth best university in Britain.

“Give us five years to put Wawasan in front of Universiti Malaya (UM) which presumably is the country’s best university. That will be our benchmark,” he said.

The Wawasan Education Foundation would invest RM200mil in the university college over the next 10 years.

Dr Lim Keng Yaik

Malaysian Minister of Energy, Water and Communications at the launch of the Wawasan Open University
The Homestead together with a new 12-storey building behind it will serve as Wawasan Open University College's headquarters and learning hub.
South Africa's largest private education provider, Educor, is expanding into the rest of Africa with an agreement to provide courses to the National Open University of Nigeria.
Best Associates

Voyager

WHITNEY™
INTERNATIONAL UNIVERSITY SYSTEM
Best Associates

“Internationally, more than 30 million qualified students cannot find space in universities. Half the world’s population is under age 20, and there are two billion teenagers driving demand for expanded education services.”
The Fortune at the Bottom of the Pyramid

C. K. Prahalad

4 billion people
A $500 million investment to reach those at the bottom of the pyramid
…public open universities are already much more like private providers than conventional public higher education institutions.
Because:

• Fees
Because:

- Fees
- Industrial model
1. Do not fear private providers!
1. Do not fear private providers!
2. Raise your ambitions
1. Do not fear private providers!
2. Raise your ambitions
3. Partnerships with private
Cross-Border Higher Education
Higher Education Crossing Borders:
A Guide to the Implications of the General Agreement on Trade in Services (GATS) for Cross-border Education
General Agreement on Trade in Services (GATS)

4 modes of trade:
- Consumption abroad
- Presence of natural persons
- Cross-border supply (= distance learning)
- Commercial presence (= branch campus)
Cross-Border Higher Education

1. A more level playing field
Cross-Border Higher Education

1. A more level playing field

2. Partnerships
   Principle
   Pragmatism
Cross-Border Higher Education

1. A more level playing field

2. Partnerships
   Principle
   Pragmatism

3. Quality Assurance
Guidelines for Quality Provision in Cross-border Higher Education
Stakeholders in Quality Assurance

- Governments
- Higher Education Institutions
- Student bodies
- QA agencies
- Academic recognition bodies
- Professional bodies
The Fortune at the Bottom of the Pyramid

C. K. Prahalad

4 billion people
This means that the cost of distributing materials and interacting with students is going down.
But how do you reduce the costs of course and programme development?
Stop re-inventing the wheel!

Use
Open Educational Resources
3 generations of OERs
(all supported by Hewlett Foundation)
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(all supported by Hewlett Foundation)

1. MIT – Lecture notes
(Sharing of information)
3 generations of OERs
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   (Sharing of information)

2. UKOU – Self-instructional courses
   (Sharing of learning)
3 generations of OERs
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1. MIT – Lecture notes
   (Sharing of information)

2. UKOU – Self-instructional courses
   (Sharing of learning)

3. VUSSC – Joint course development
   (Sharing of teaching and learning)
The Virtual University for Small States of the Commonwealth
VUSSC Participants
Are Open Educational Resources really OPEN?
Creative Commons

Protections:
- Attribution (BY)
Creative Commons

Protections:
- Attribution (BY)
- Share alike (SA)
Creative Commons

Protections:
- Attribution (BY)
- Share alike (SA)
- Non-Commercial (NC)
Non-Commercial can have the effect of closing open educational resources to just the type of use that the originators would like to see, especially in developing countries.
1. Prevents distribution of free content
1. Prevents distribution of free content
2. Incompatible with other free content and mixing (e.g. with Wikipedia material)
Very little risk of being ripped off!
Use Share Alike instead
COL’s Advice

OER creators should avoid the non-commercial restriction and use a license that meets the requirements of the free content definition:

http://freedomdefined.org/Definition
COL’s Advice

Make available under attribution with a share-alike protection under version 2.5 of the license (i.e. CC-BY-SA-2.5).

http://freedomdefined.org/Definition
Leadership
Management
Organisation
Professor Dominique ABRIOUX
1. The primordial importance of relationships with governments

2. The importance of relationship building with other institutions

BUT

3. The double-edged-sword nature of inter-institutional collaboration
4. The importance of cultivating communities of students and alumni

5. The need to ensure that governance structures maximize institutional autonomy, credibility, and flexibility
6. The importance of the academic staff for the university’s reputation

7. The importance of increasing market share through product differentiation
8. The need to develop and entrench scalable models of programme development and delivery

9. The importance of leadership.
In many of your countries the expansion of higher education has hardly begun...
The creation of a global intellectual commons through the development and sharing of Open Educational Resources
Thank you