

# UCEA

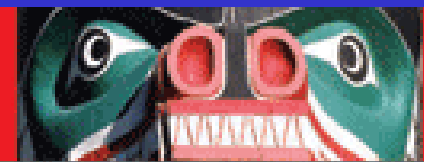
UNIVERSITY CONTINUING EDUCATION ASSOCIATION

*Higher education for life*

## Welcome to Vancouver

**BUILDING FUTURES**  
**CHANGING LIVES**

UCEA 2007 Annual Conference  
Vancouver, British Columbia



# UCEA

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*Higher education for life*

Washington, DC (1999):

*Lifelong Learning, Systematic Scepticism and Decent Democracy.*

Aspen (1998):

*Post-baccalaureate Futures*

Reno (1983):

*The External Degree Movement*

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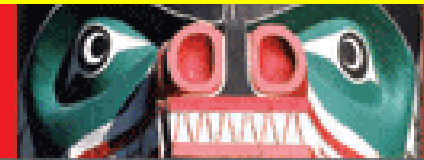
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## New Learning Technologies: Mirage, Miracle or Muddle?

(Technology is the Answer:  
What was the Question?)

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# Questions:

1. (US)

How long can the price of higher education defy economic gravity?

2. (World)

# TUITION (US)

- Has risen annually, on average, by inflation + 2.8% since 1910
- Has risen by 385% in the last 20 years

# TUITION (US)

- Has risen annually, on average, by inflation + 2.8% since 1910
- Has risen by 385% in the last 20 years

SO THAT:

- Only 10% of African-American boys and 7% of Hispanic-American boys go to college.

# TUITION (US)

Change requires the

MEANS

(Technology?)

and the

WILL

to do it.

# Questions:

## 1. (US)

How long can the price of higher education defy economic gravity?

## 2. (World)

How might millions of people in the developing world access higher learning?

# Age Participation Rates (APRs)

- Developing world < 10%
- Canada > 60%

Competitive Entry

+

Zero Tuition

=

Equity of Access

~~Competitive Entry~~

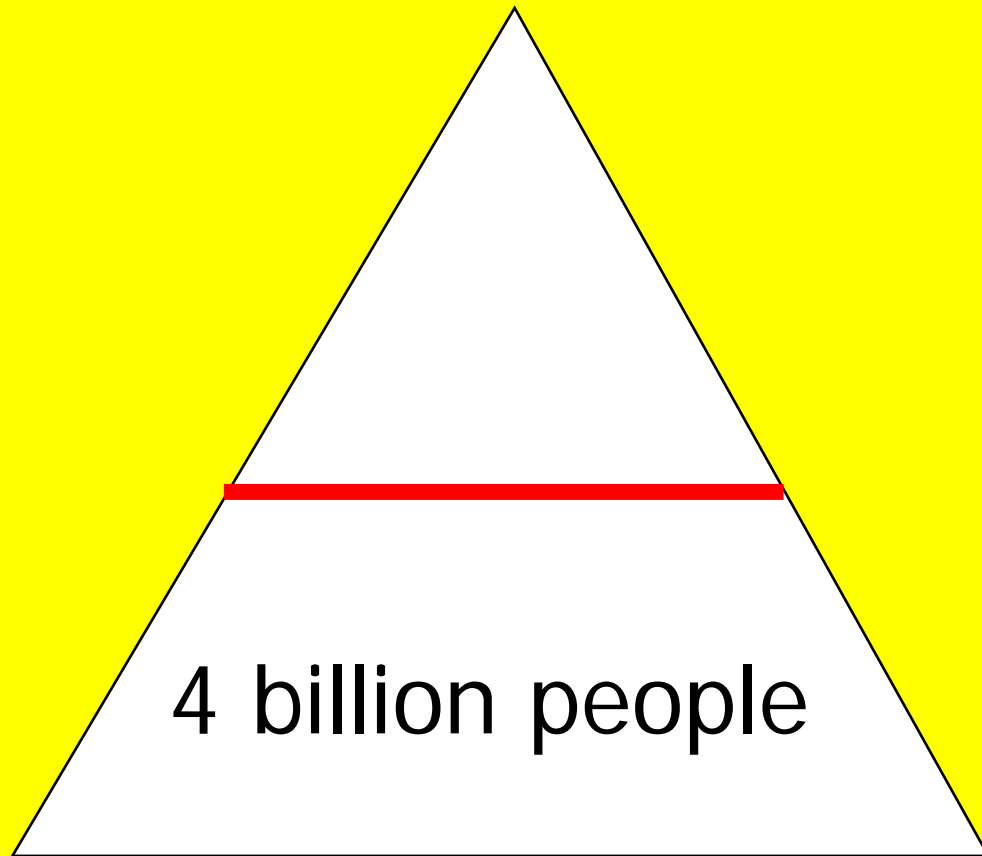
~~+~~

~~Zero Tuition~~

~~=~~

~~Equity of Access~~

# The Bottom of the Pyramid



C.K.Prahalad

*The Fortune at the Bottom of the  
Pyramid*

'radical innovations in technology and  
business models'

'an ideal of highly distributed small  
scale operations married to world-scale  
capabilities'

# Questions:

## 1. (US)

How long can the price of higher education defy economic gravity?

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How might millions of people in the developing world access higher learning?

# TECHNOLOGY

‘the application of scientific and other organized knowledge to practical tasks by organisations consisting of people and machines’

# TECHNOLOGY

- Costs 
- Scale, volume 
- Quality 
- New capabilities



Citius, Altius, Fortius  
(Swifter, Higher, Stronger)

# TECHNOLOGY

- Division of Labour
- Specialisation

Postsecondary  
Education  
is still a  
Cottage Industry



Am. Steiner inv. J. G. Schreyer sculp.

IMPRESSIO LIBRORVM.

Potest ut una vox capi aut plurima:

Limoni ita una scripta mille paginas.



Radio

Film



Television

Computer



**INDEPENDENT**

**+**

**INTERACTIVE**

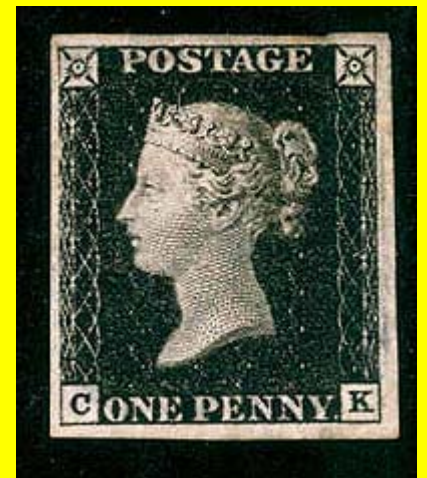


# Technology in Education

- Penny Post

Correspondence education

Private Sector



# Technology in Education

- Multi-media

Open universities

Public Sector



# Technology in Education

- eLearning

Online networked education

Private + public Sector





Randy Best

# Best Associates

*American College of  
Education*



AMERICAN COLLEGE  
*of*  
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Randy Best

# Best Associates

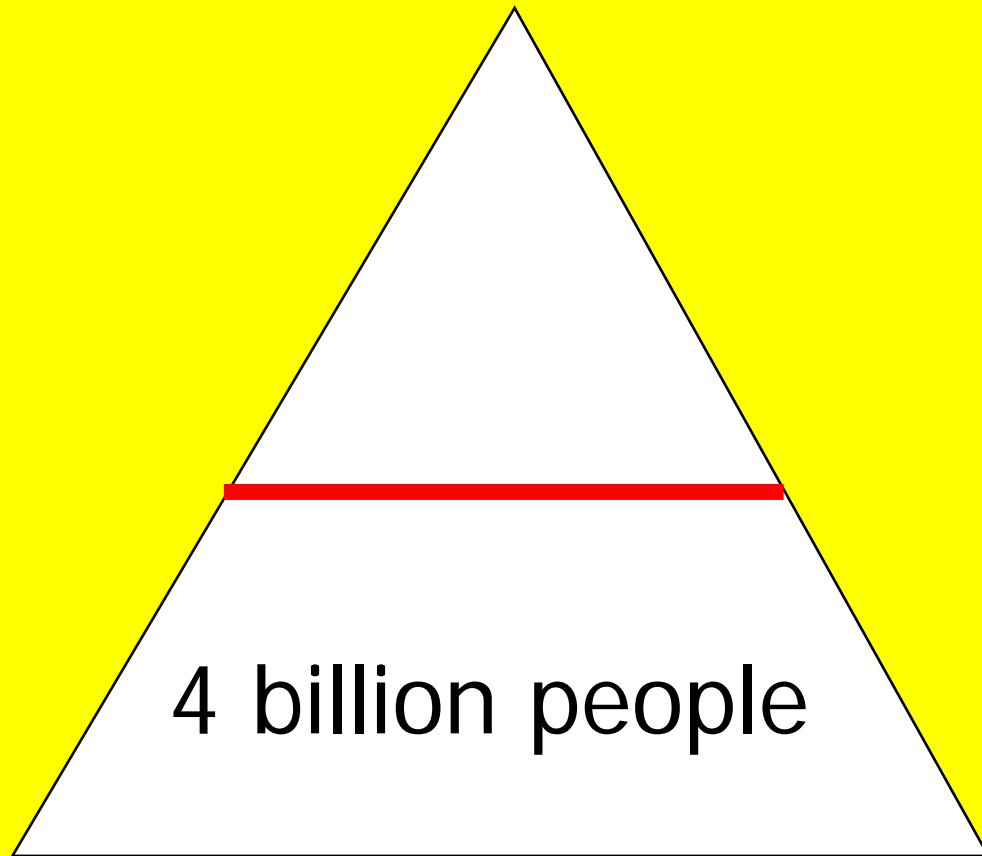
*Whitney International  
University System*



*Whitney International  
University System*

'distance learning that blends  
remote classroom and  
asynchronous approaches'

# The Bottom of the Pyramid



# What is eLearning?



“a general term that relates to all training that is delivered with the assistance of a computer”

# What is eLearning?

Evolving

Everywhere

Enhanced

Extended

“a learning environment supported by continuously evolving, collaborative processes, focused on increasing individual and organisational performance”

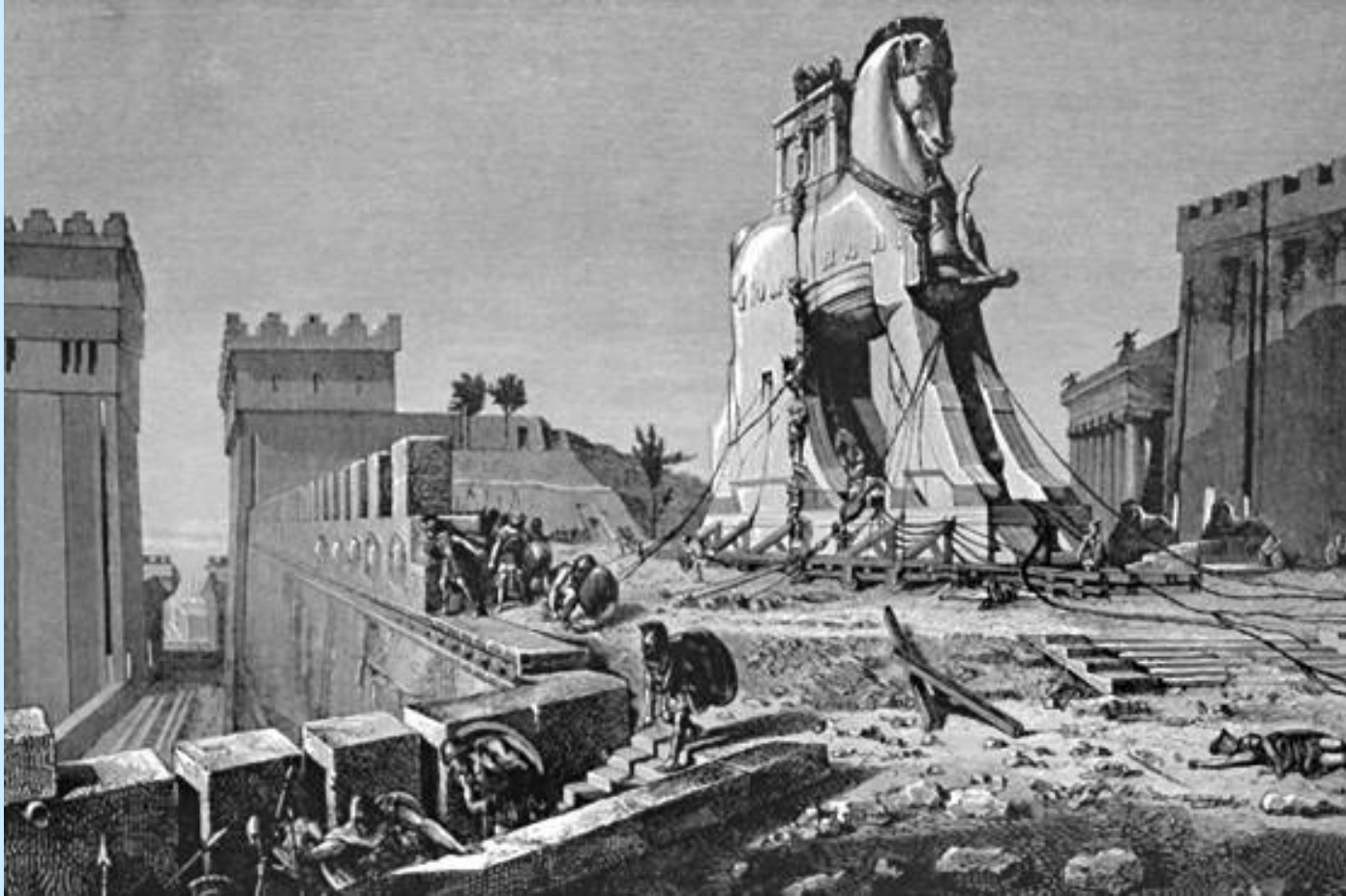
# What is eLearning?

“a sexier term for distance learning”



“something that is immune from criticism, often unreasonably so”

Sacred Cow



“a subversive device placed within enemy ranks”

# Trojan Horse

1. Not a subversive device:  
*no fundamental rethinking of  
pedagogy*

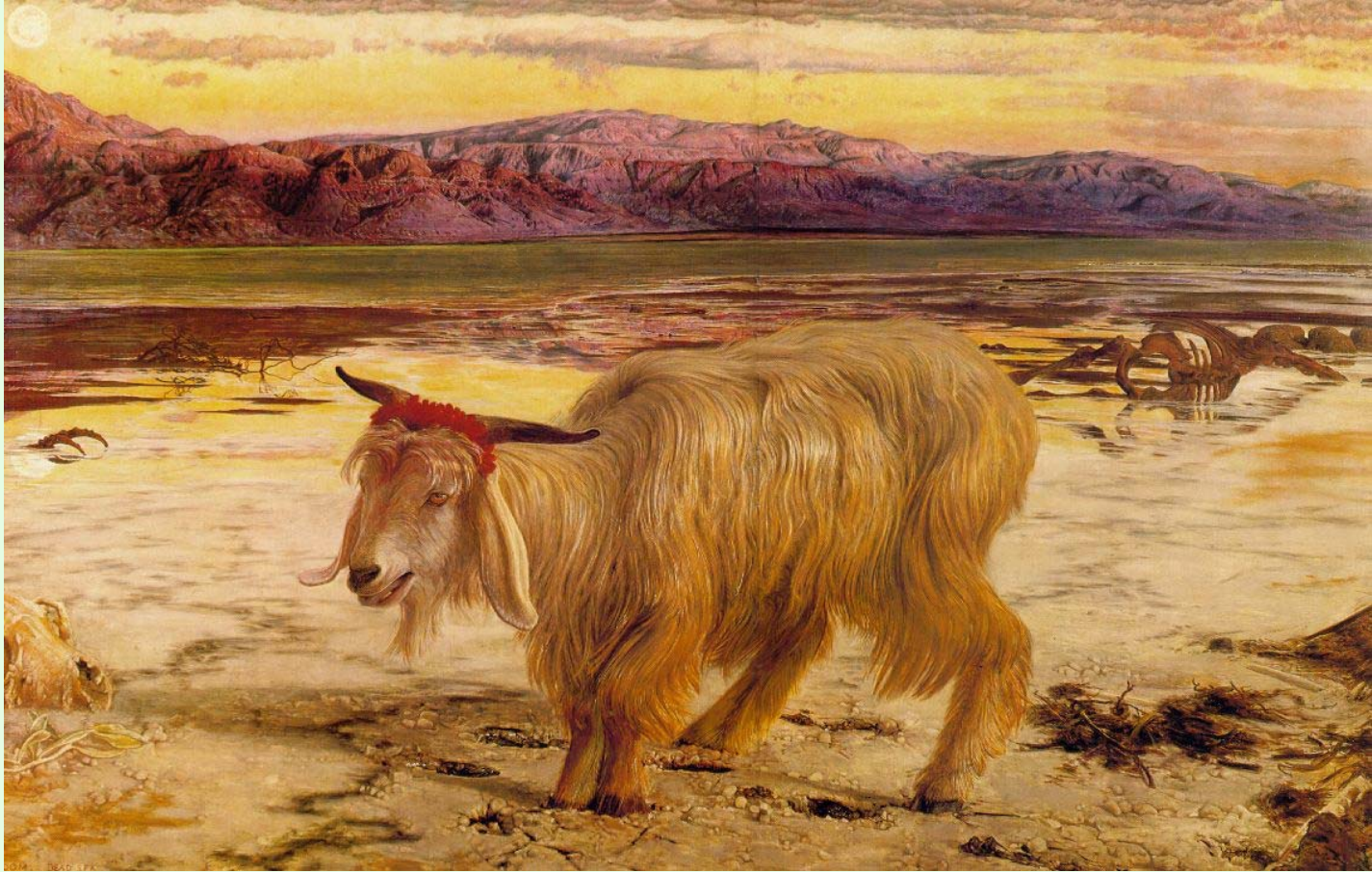
1. Not a subversive device:  
*no fundamental rethinking of pedagogy*
2. Campus not distance

1. Not a subversive device:  
*no fundamental rethinking of pedagogy*
2. Campus not distance
3. A stowaway on board:  
*Digital Rights Management*

# Commonwealth of Learning

work on Copyright

<http://www.col.org/copyright>



“One that is made to bear the  
blame of others”

Scapegoat





“scattering  
brightly-  
coloured  
eggs as  
she goes”

Easter Bunny

# 1. Access to resources

1. Access to resources
2. Speeds up communication

1. Access to resources
2. Speeds up communication
3. A Global Intellectual Commons  
*Open Educational Resources*

# OPEN EDUCATIONAL RESOURCES

1. Wheels not re-invented
2. Materials cost lowered
3. Free/open content

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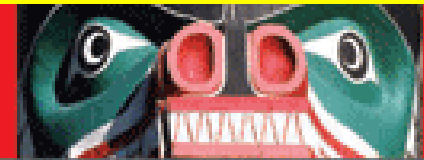
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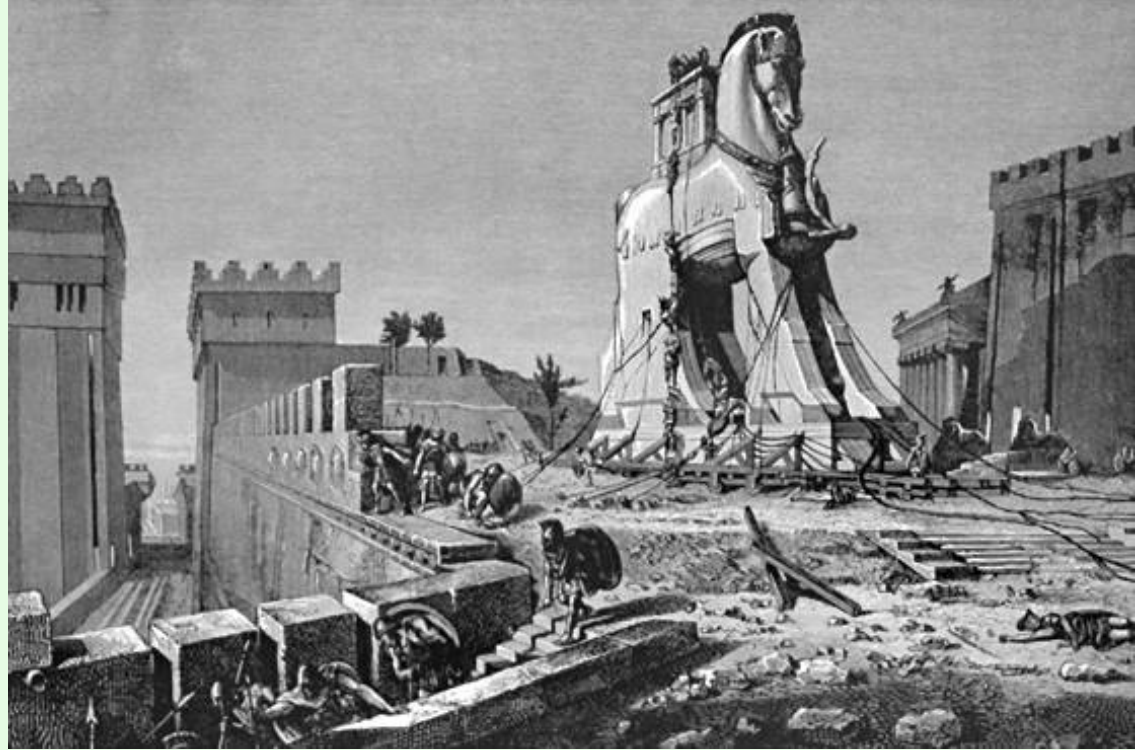
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# THANK YOU



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[www.col.org](http://www.col.org)