

Digital Learning – Evolution or Revolution?

Tony Sheehan

Plan for Today...

Digital Learning - Evolution or Revolution?

- *The Overall Challenge – Three Key Factors*
- *Digital Education – Four Drivers of Change*
- *Market Response – Three Levels of Maturity*
- *Looking Forward – Concluding Thoughts*

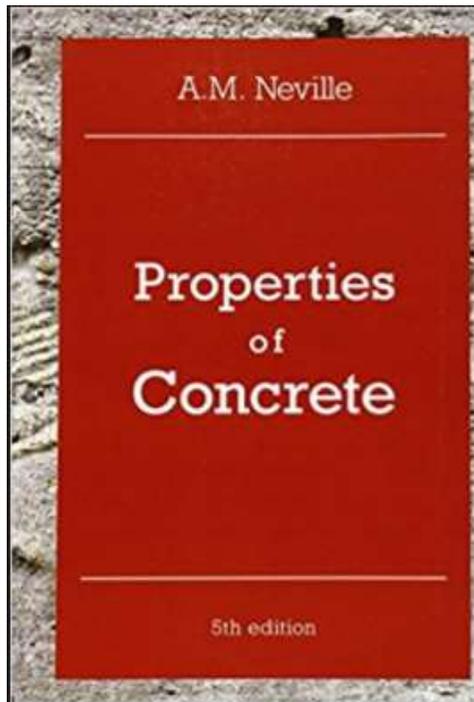
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The Challenge...

*How can we best apply knowledge
in a world of change?*

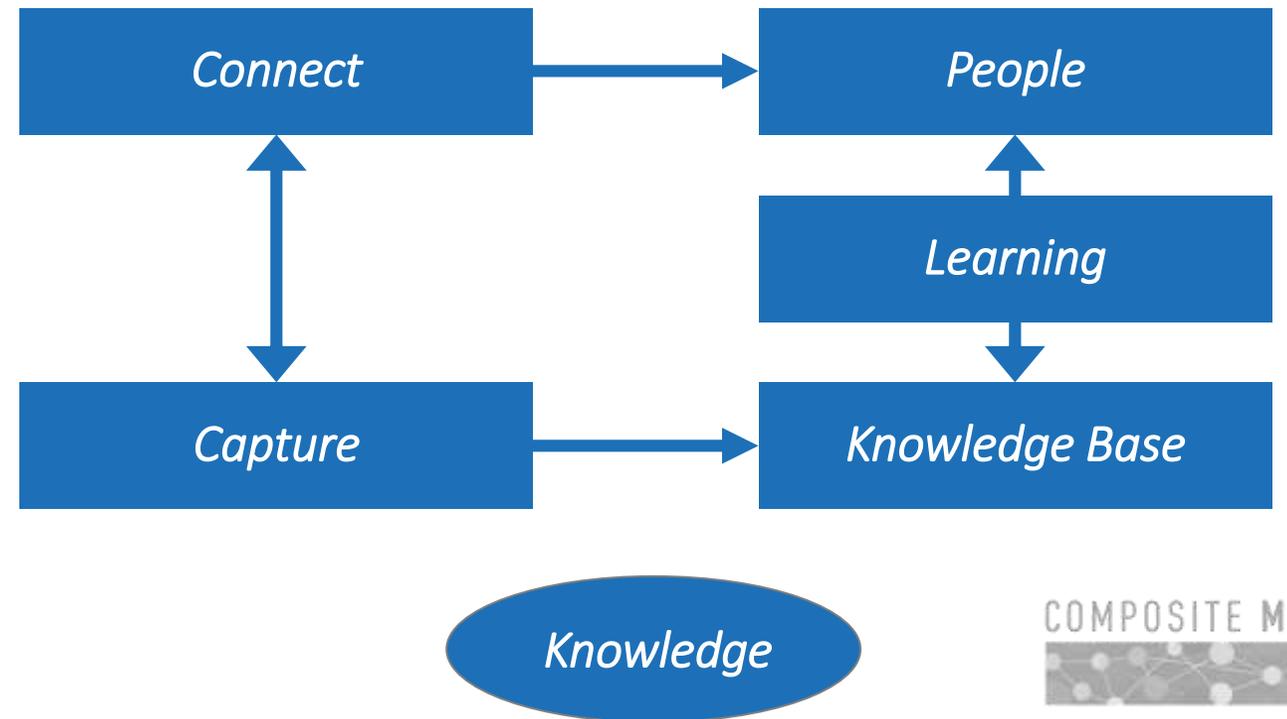


Knowledge

The Challenge...

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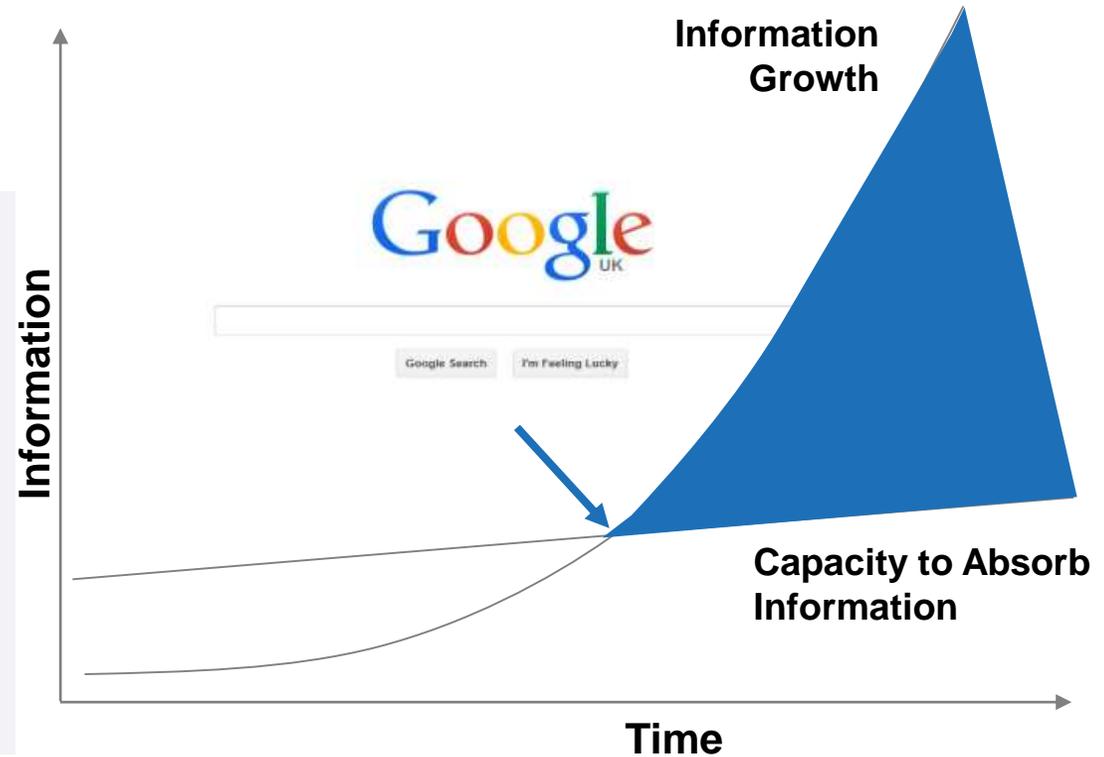
*How can we create a culture of
curiosity in an age of overload?*



The Challenge...

How can we best apply knowledge in a world of change?

How can we create a culture of curiosity in an age of overload?



Information

Knowledge

The Challenge...

*How can we best apply knowledge
in a world of change?*

*How can we create a culture of
curiosity in an age of overload?*

*How can we design learning
strategies in a digital world?*



Learning

Information

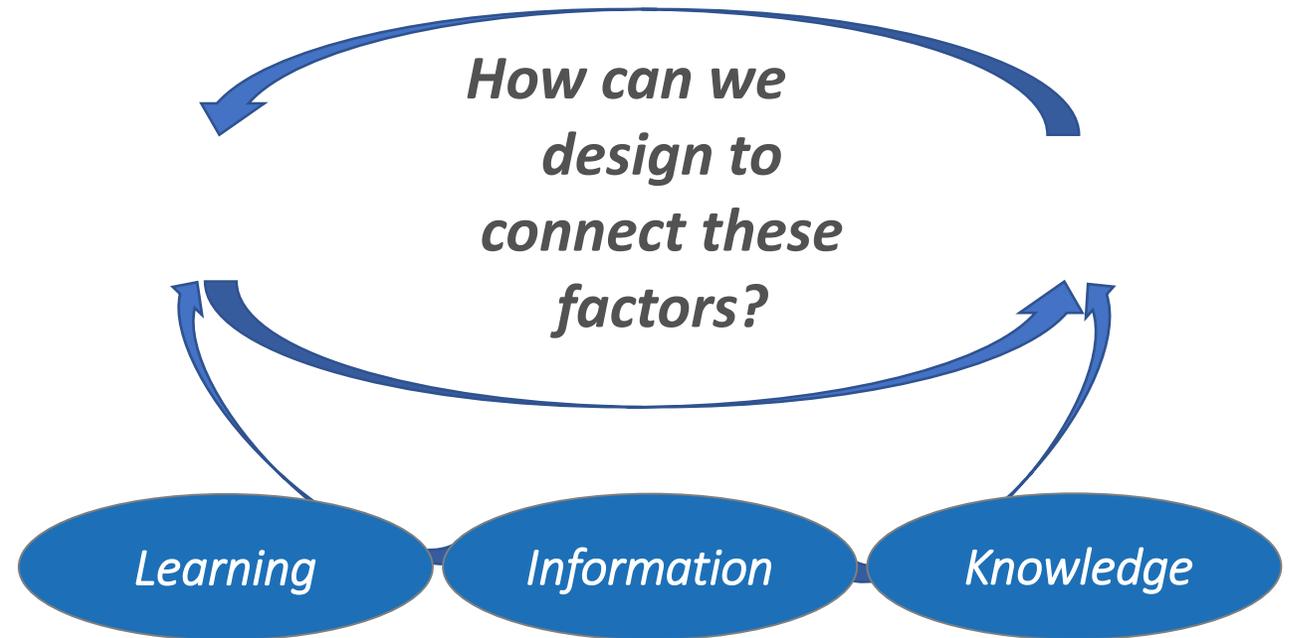
Knowledge

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Four Drivers of Change...

'Potential to extend learning far beyond knowing facts or rote learning'

Segars (2018)

1. Technology Led Expectations



Gamification

Esports: Premier League to launch inaugural ePremier League



Personalisation



EA creates high-end competitive gaming broadcast studio



Collaboration



Integration

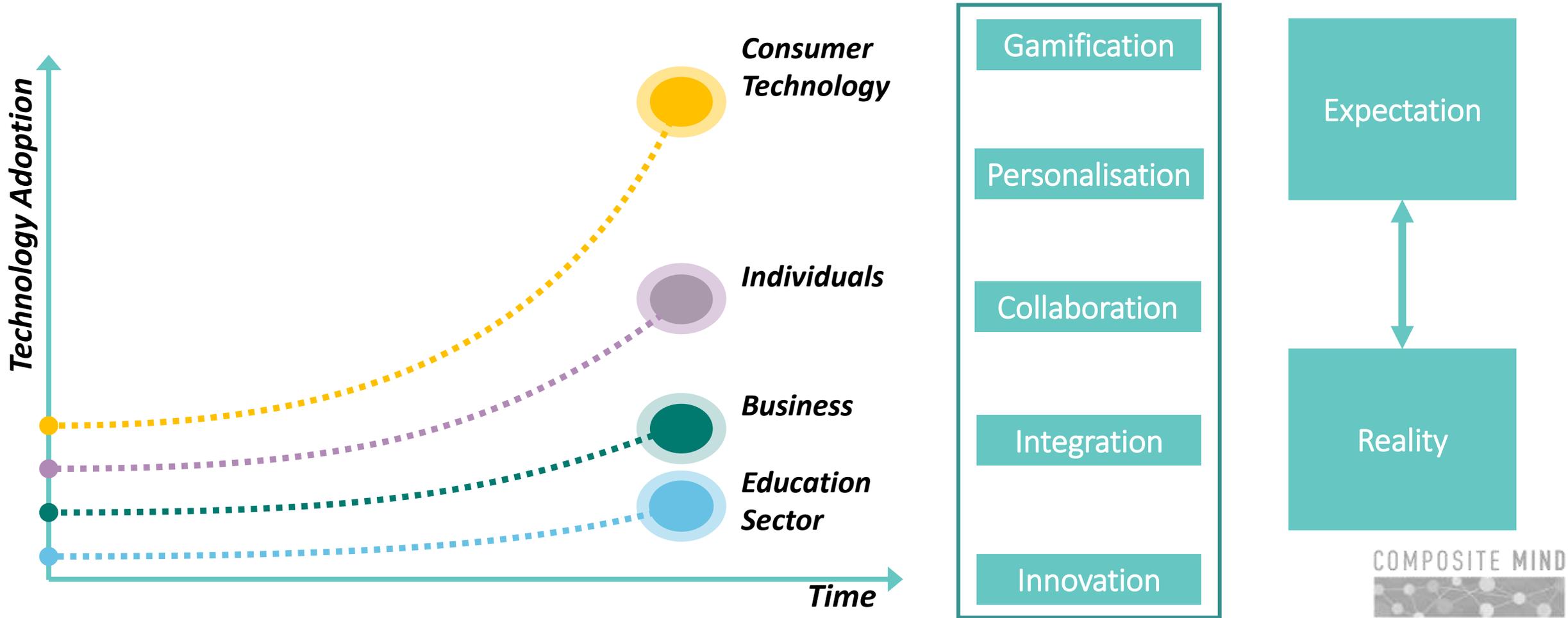


Innovation

Four Drivers of Change...

1. Technology Led Expectations

'Potential to extend learning far beyond knowing facts or rote learning'
Segars (2018)



Four Drivers of Change...

2. Learner Demands

- **Bite-sized**
- **When needed**
- **Personalised**



A New Paradigm For Corporate Training: Learning In The Flow of Work

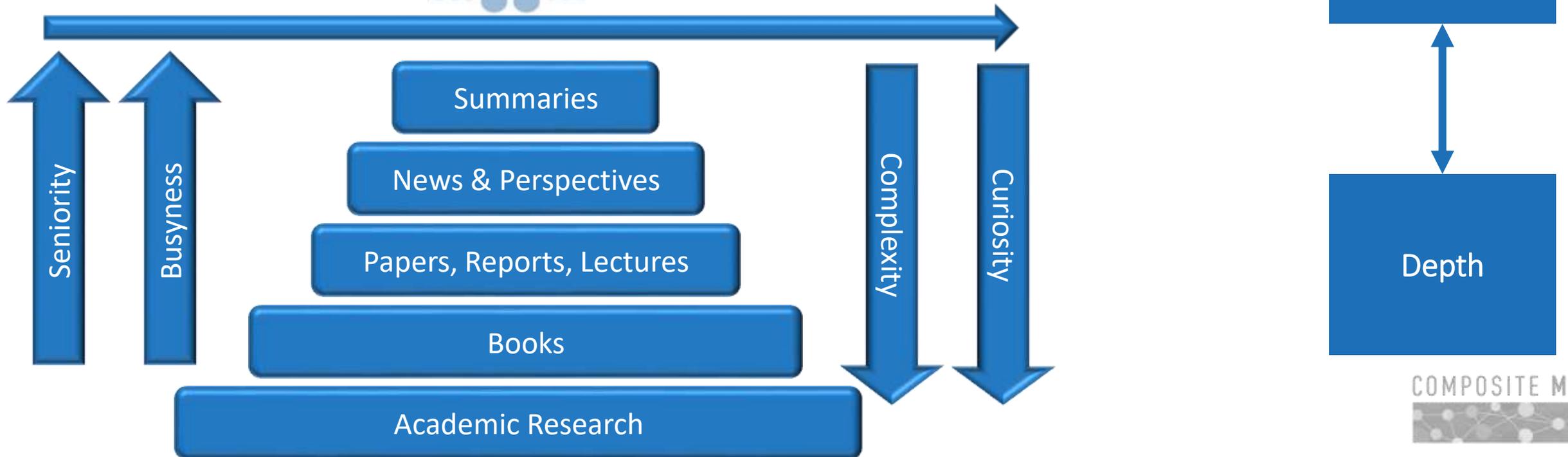
BY JOSHBERSIN · PUBLISHED JUNE 3, 2018 · UPDATED JULY 8, 2018

Law graduate urges research students to 'take institutions to task' on inadequate supervision

To Students, Many College Learning Experiences Feel Like They're From 'Another Century'

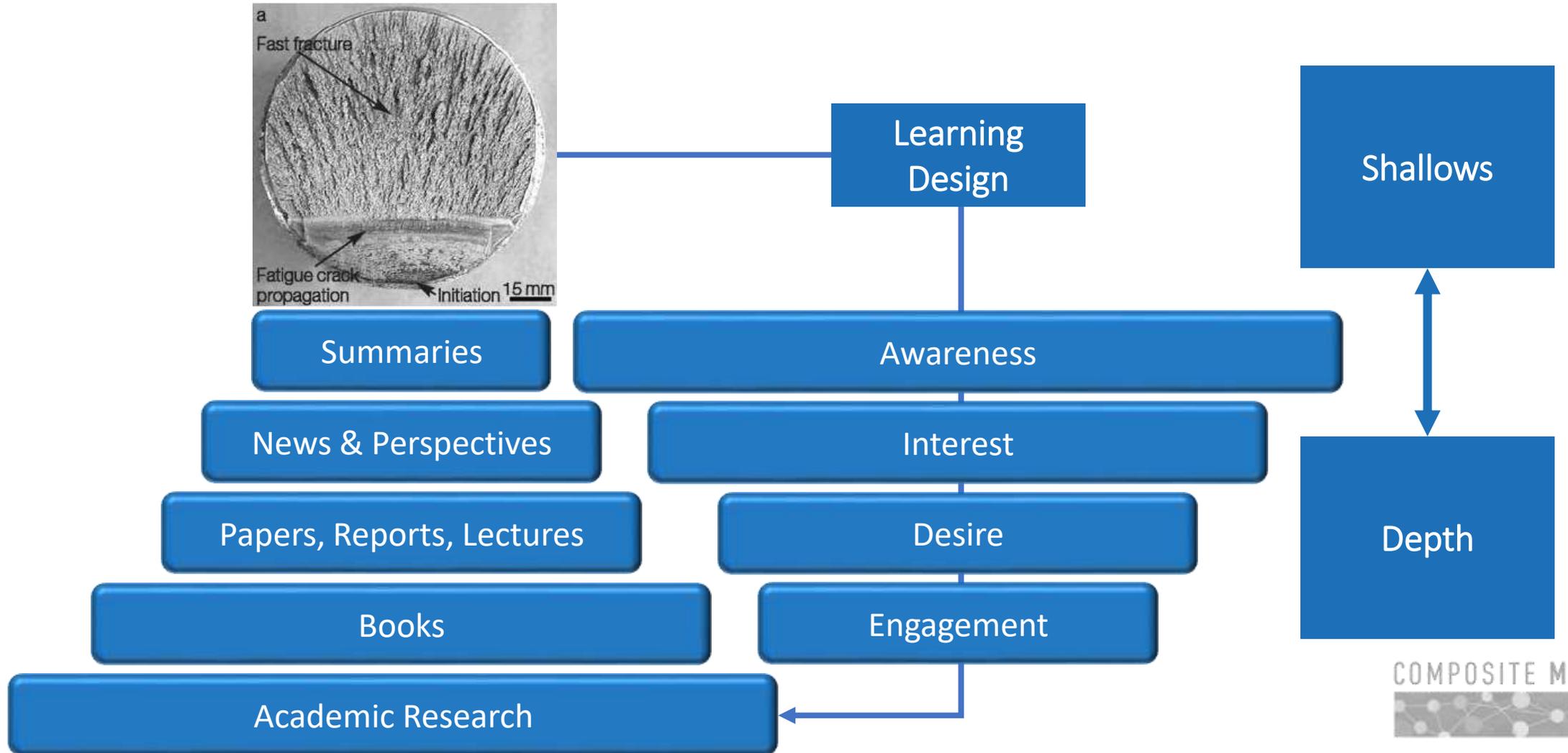
By Goldie Blumenstyk | JUNE 19, 2017

Students receiving £100,000s in compensation as complaints rise



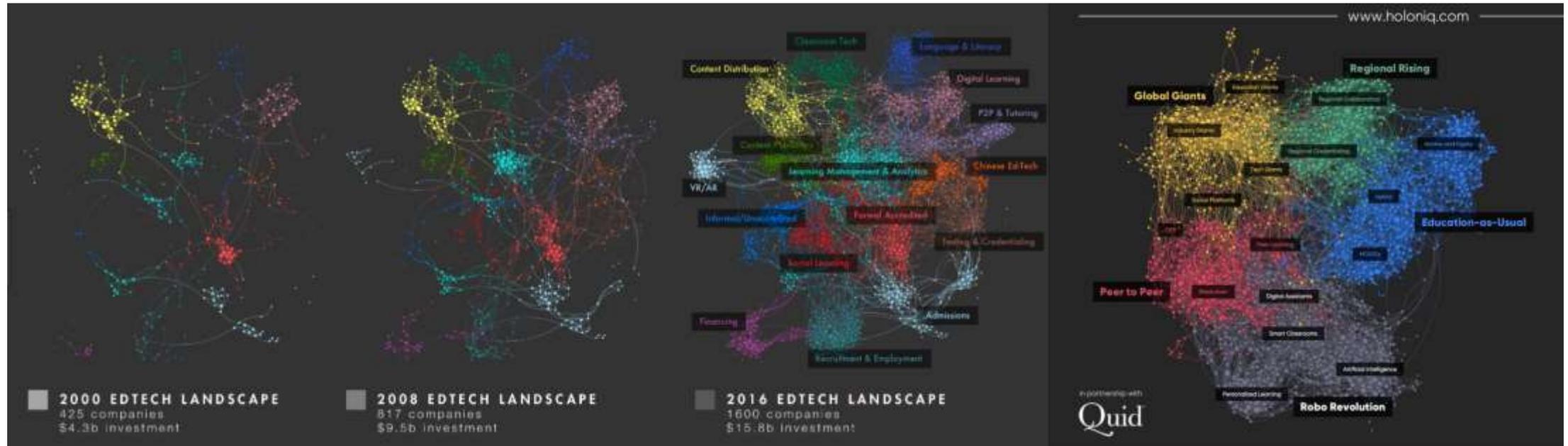
Four Drivers of Change...

2. Learner Demands



Four Drivers of Change...

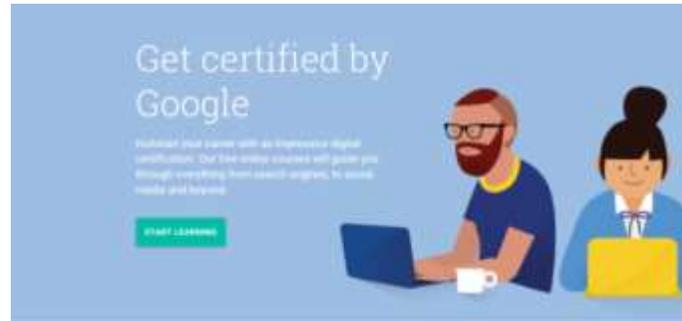
3. Market is Competitive and Dynamic



UK ranks #1 in Edtech venture capital funding in Europe
UK Sector investment expected to reach £3.4bn by 2021
(IBIS Capital, 2017)

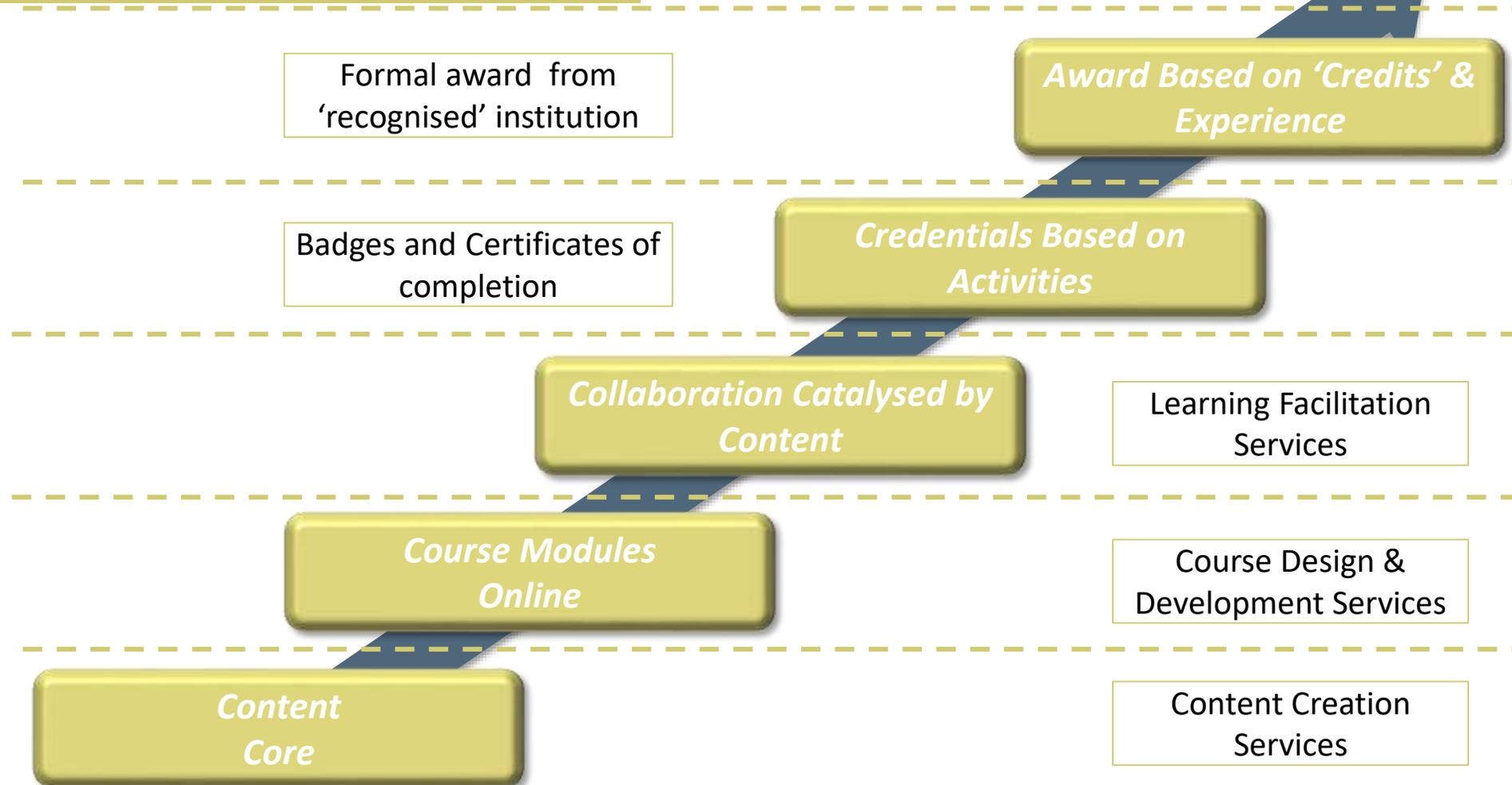
Four Drivers of Change...

3. Market is Competitive and Dynamic



IBM

IBM Professional Certification Program



Formal award from
'recognised' institution

*Award Based on 'Credits' &
Experience*

Badges and Certificates of
completion

*Credentials Based on
Activities*

*Collaboration Catalysed by
Content*

Learning Facilitation
Services

*Course Modules
Online*

Course Design &
Development Services

*Content
Core*

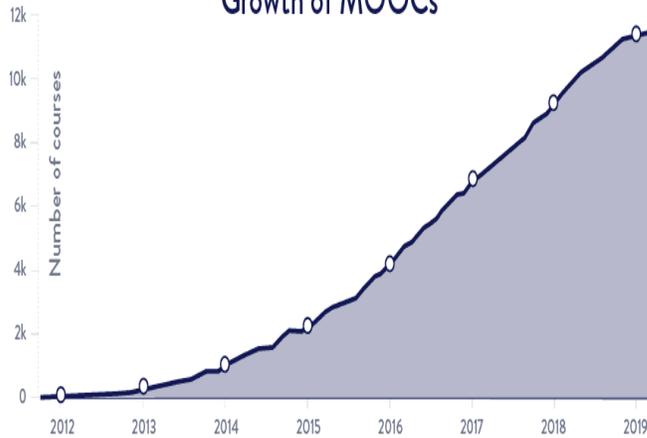
Content Creation
Services

Four Drivers of Change...

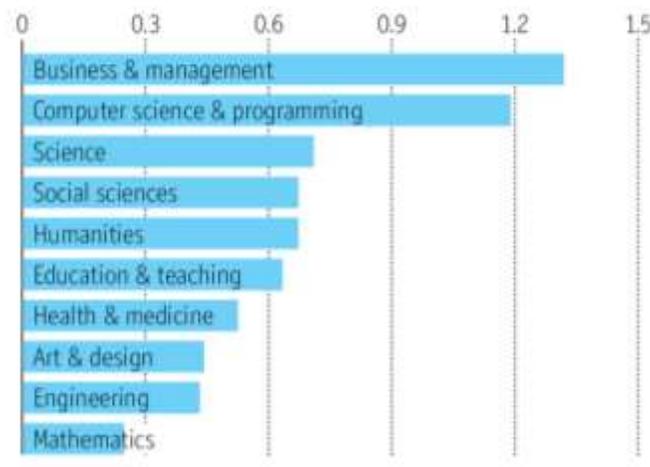
3. Market is Competitive and Dynamic

CLASS CENTRAL

Growth of MOOCs



Courses by subject, 2011-17*, '000



By the Numbers: MOOCs in 2018

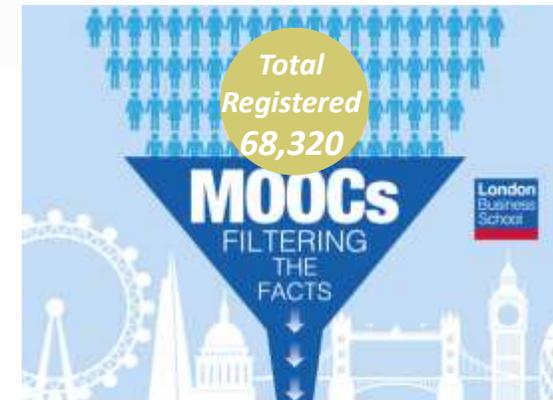


The future of universities

The digital degree

The staid higher-education business is about to experience a welcome earthquake

How MOOC-Based Master's Degrees May Transform Higher Ed



MOOCs seem to play a change agent role by accelerating innovation with digital practices in both distance and campus based programmes, (Hatzipanagos and Tait, 2019)



Four Drivers of Change...

3. Market is Competitive and Dynamic



McKinsey&Company | McKinsey Academy | ABOUT | PROGRAMS | EXPERIENCE | CONTACT | Log in

COURSES
Below is an overview of selected courses from our programs.

Business Strategy

Problem Solving

Structured Business Communications

Mastering Challenging Conversations

Team Management

Business Strategy

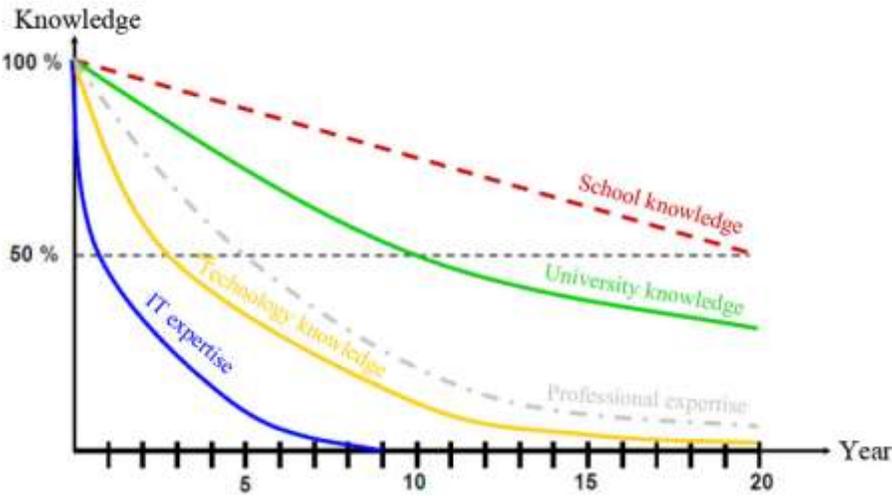
Learn how to evaluate a strategy and apply McKinsey's Strategy Method to develop a business strategy to gain a sustainable advantage in the market

- Assess the robustness of a strategy by applying McKinsey's Ten Timeless Tests
- Identify available strategic decisions and potential alternatives
- Develop insight into where and why a company does (or does not) create value, including its positional and proprietary advantages

of a SCP (structure, conduct, and performance) competitive position

deal with uncertain futures, including identifying strategic options for each scenario

- Develop and evaluate where- and how-to-compete sets of options
- Determine which strategy to pursue in order to beat the market
- Finish the strategy by translating the strategic choice into an executable plan of action
- Facilitate ongoing monitoring and refresh of the strategy as new information becomes available
- Understand the various portfolio moves available at the corporate level, and how to allocate resources to support a specific move



EY announces new global talent programs to prepare its people and its business for the future of work

Four Drivers of Change...

4. Institutions are Struggling

Henley Business School cancels flagship MBA course

Applications fall as students opt for part-time programmes and specialist degrees

New, alternative providers are the face of change in higher education

Universities are in need of reform - but further commercialisation is not the answer

EDUCATION

Lectures Didn't Work in 1350—and They Still Don't Work Today

A conversation with David Thornburg about designing a better classroom

EDUCATION

Don't Give Up on the Lecture

Teachers who stand in front of their classes and deliver instruction are not "out-of-touch experts"—they're role models.

Twilight of the Lecture

The trend toward "active learning" may overthrow the style of teaching that has ruled universities for 600 years.

by CRAIG LAMBERT

COMPOSITE MIND



Four Drivers of Change...

4. Institutions are Struggling

Those teaching online have developed 'pedagogies that have improved teaching effectiveness' (Jaschik & Lederman, 2017)

Faculty sometimes suffer a 'lack of digital competences, and lack of confidence in using digital technologies meaningfully in teaching' (Conrads et al, 2017)

Google Effects on Memory: Cognitive Consequences of Having Information at Our Fingertips

Managing Student Personal Tech

By Emma Simmons



'Presence of one's own smartphone reduces available cognitive capacity' (Ward et al, 2017)



Digital Skills becoming 'as much a key functional skill as numeracy and literacy' (French, 2014)



'Watching two other people multitask in front of you makes you lose 17% of the material presented' (Spitzer, 2014)

Four Drivers of Change...

4. Institutions are Struggling

'We are expected to manage knowledge related to teaching-learning, educational technologies, and devices that are accelerating at warp speed' (Skiba, 2017)'



Learning Experience Platforms



Programme Delivery Platforms



Learning Management Systems



MicroLearning Platforms



Learning Record Stores



MOOC and Short Course Providers



Content Solutions



Development Tools



Credentialing Products



Increased Paralysis

Escalation of Expectations

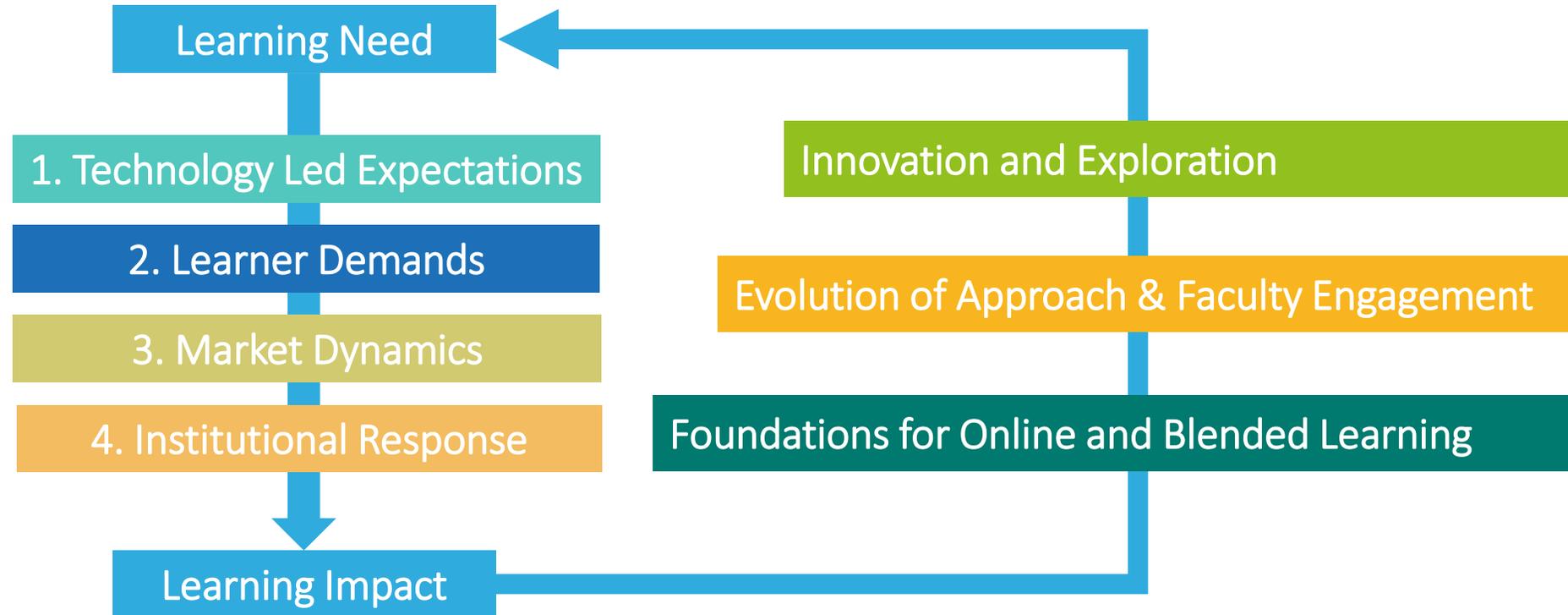
Decision Reflection

Reduced Satisfaction

Waterfall vs Agile vs Lean Design & Project Management

Four Drivers of Change...

So How are Institutions Responding?



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Innovation and Exploration

Evolution of Approach & Faculty Engagement

Foundations for Online and Blended Learning

Market Response...

Foundations for Online and Blended

Innovation and Exploration

Evolution of Approach & Faculty Engagement

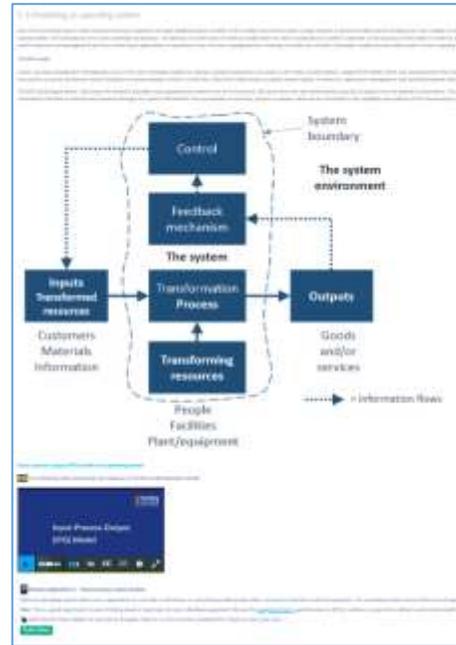
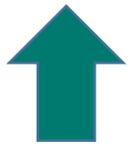
Foundations for Online and Blended Learning

Technology Base

Faculty Acceptance

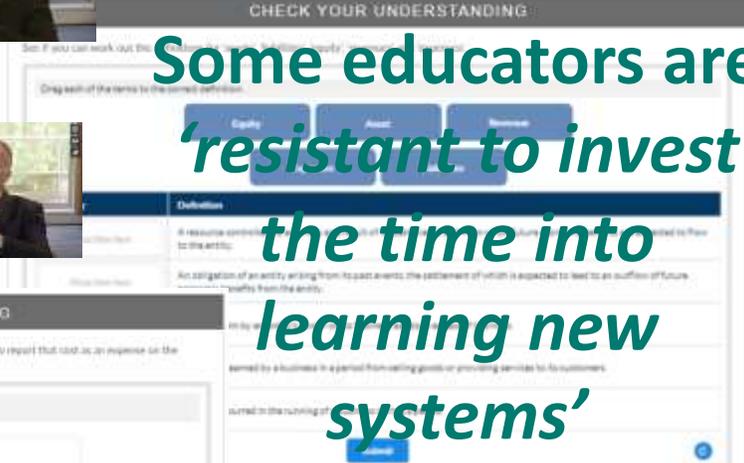
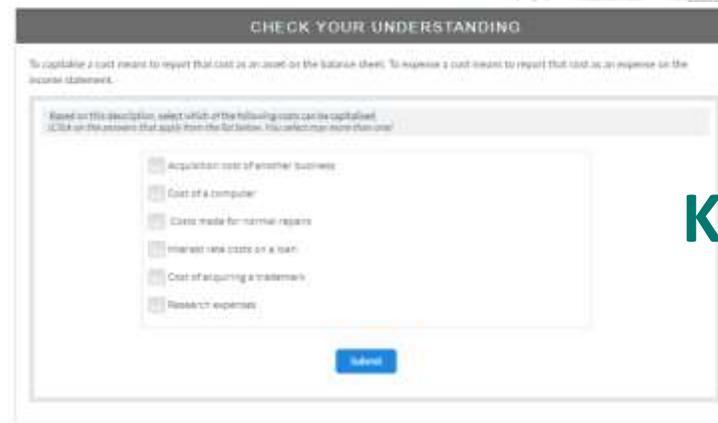
Content in Courses

Face to Face programmes translated to online



- Session Overview and Introduction
- Activity
- Essential Reading
- Cohort Discussion
- Work-Based Reflection
- How You will be Assessed

Some educators are 'resistant to invest the time into learning new systems' Kruger et al (2015)



Market Response...

Foundations for Online and Blended

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Technology Base

Faculty Acceptance

Content in Courses

WILEY

University of Bath partners
with Wiley Education Services

The new partnership launches first fully online programmes



2U signs first international graduate programme with UCL

Coventry to offer 50 online degrees via FutureLearn



University of Exeter and Keypath Launch Suite of Online Degree Programmes



Brunel
University
London



interactivepro

KING'S
College
LONDON

Online

LLM Programmes



Pearson

Pearson partners with Leeds University to offer
online degrees

Published March 22, 2017 by Natasha Onwuemezi



Cambridge
Education Group

CEG Digital will help The University of Hull to develop, market and deliver a select number of postgraduate degree programmes to students in the UK and worldwide.

Some educators are
*'resistant to invest
the time into
learning new
systems'*
Kruger et al (2015)

COMPOSITE MIND



Market Response...

Evolution of Approach

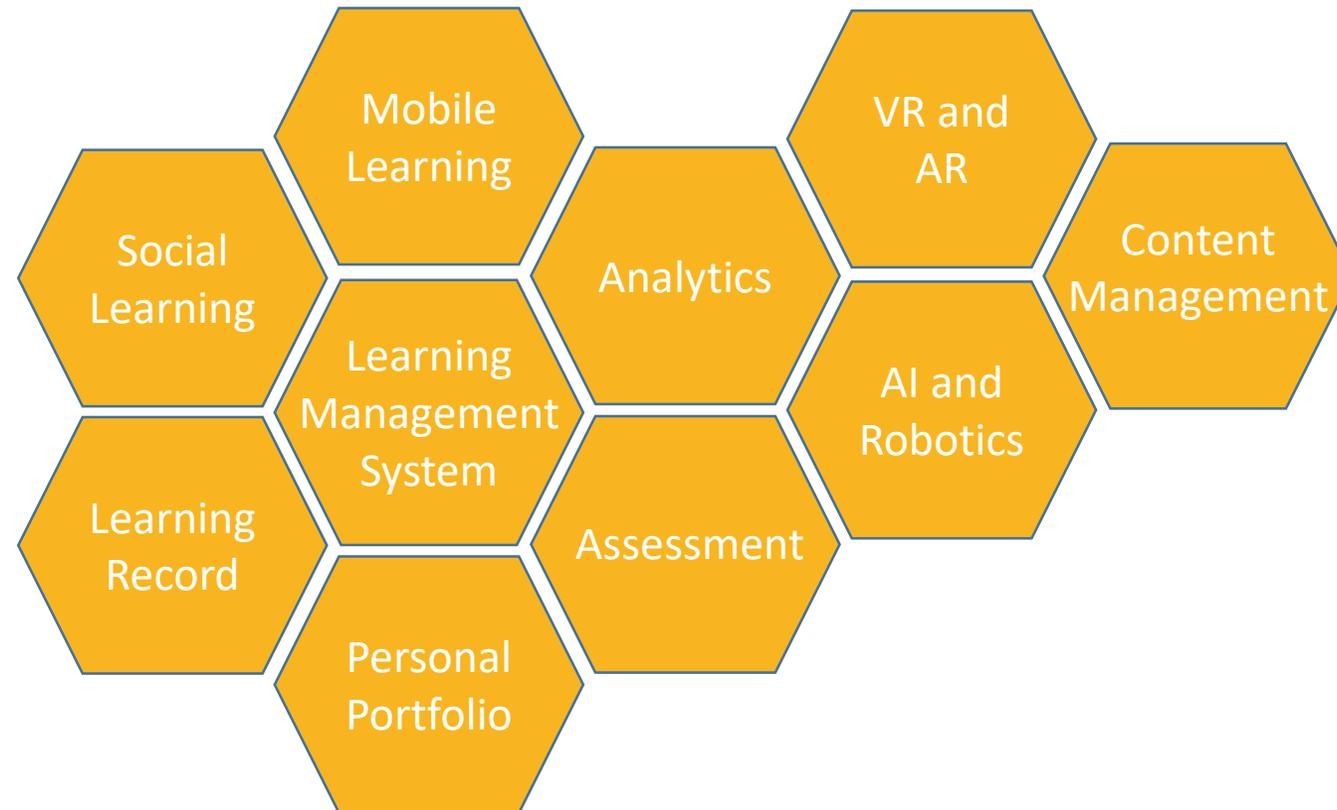
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Foundations for Online and Blended Learning

Technology Blended

*Need to design
'experiences that
cultivate a genuine
curiosity in students so
they are excited to
explore subjects further'
Johnson et al (2017)*



Market Response...

Evolution of Approach

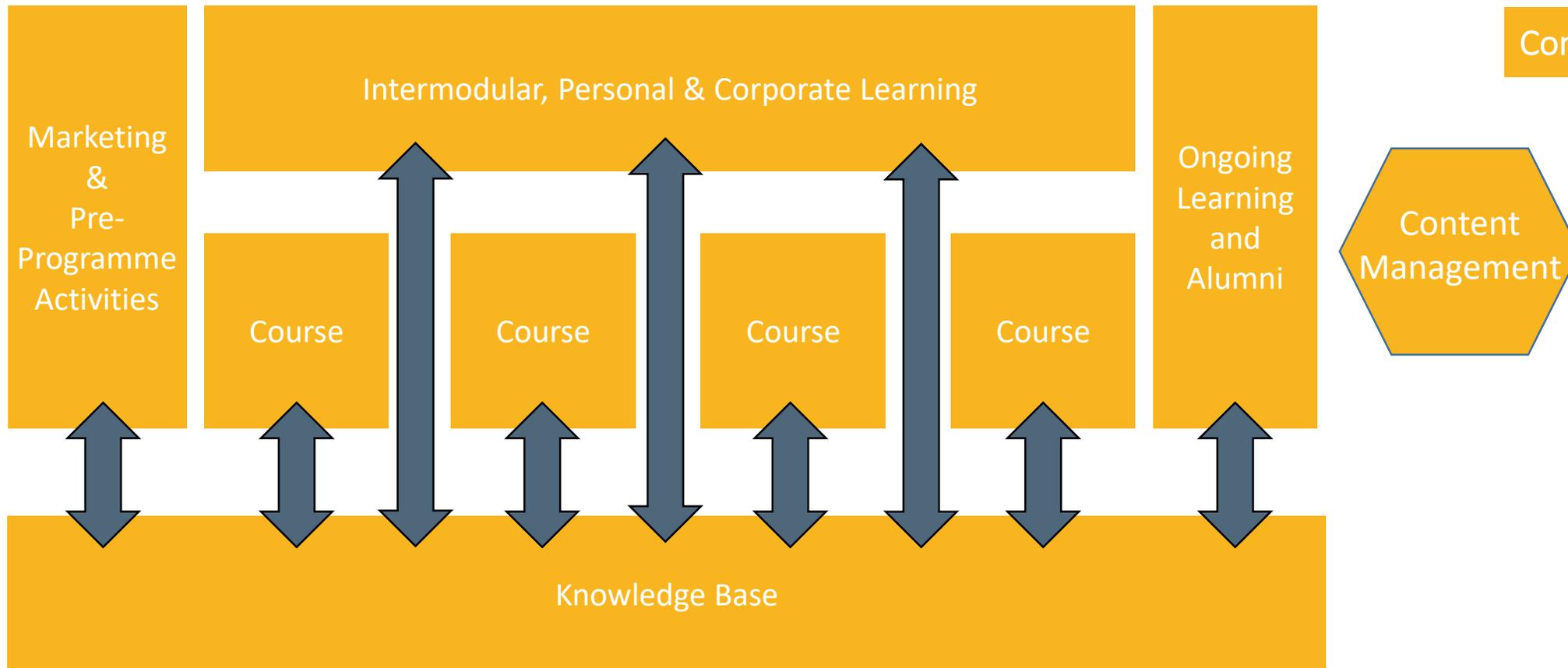
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Technology Blended

Content Mobilised



Market Response...

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Technology Blended

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Foundations for Online and Blended Learning

How accelerate digital learning production and enhance quality?

Technology Blended

Content Mobilised

Faculty Engaged



'Rise of informal networking sites and use of technologies outside the management of Institutions' (Hopkins et al, 2017)

Market Response...

Innovation and Exploration

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Technology Blended

Content Mobilised

Faculty Engaged

Market Niches

Evolution of Approach

Online certificate courses

The London School of Economics and Political Science is now offering short, certificate courses, available online from anywhere in the world. These courses allow working professionals to enhance their skills online and in their own time, using a highly supportive and interactive learning platform.

A row of five course cards from various institutions:

- THE UNIVERSITY OF CHICAGO**: Healthcare Informatics online short course
- HARVARD**: Higher Education Teaching Certificate
- USB Executive**: Women in Leadership online short course
- Oxford**: Oxford Digital Marketing: Disruptive Strategy Programme
- LSE**: MDA Essentials online certificate course

Digital Strategies for Business: Leading the Next-Generation Enterprise
Columbia Business School Executive Education
3 months
13 NOV 2018 - 4 FEB 2019

Oxford Blockchain Strategy Programme
VIEW COURSE >

Executive Program in Strategic Digital Marketing
Become a global leader in an ever-changing, digital world.
UNIVERSITY OF CAMBRIDGE Judge Business School

Course Content

1. Macroeconomic Forces & Your Customers (Est. 10 min)

2. What Will the Future Hold? (Est. 30 minutes)

3. Current Global Challenges Facing Your Customers (Est. 20 min)

PRE-PROGRAMME: DATA ANALYTICS

WELCOME

START HERE

Don't know where to start? Visit Module 0's first slide.

- What the course is about
- What you need to do to join

ImperialBusinessX
Finance Essentials

VERIFIED

COMPOSITE MIND

Market Response...

Innovation and Exploration

Innovation and Exploration

Evolution of Approach & Faculty Engagement

Foundations for Online and Blended Learning

New Core Solutions

Faculty Commitment

Market Leadership

Agile Adaptation

Online Master's in Innovation and Entrepreneurship

HEC
PARIS

Online learning reimagined by Harvard Business School

FOR INDIVIDUALS

FOR ORGANIZATIONS

Active

Social

Case-Based



Harvard Business School Online

Online Programmes for individuals, groups and organisations

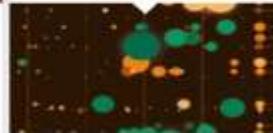


Open Online Programmes >
FOR GROUPS
Maximising the group learning experience for maximum Business Impact



Customised Online Programmes >
Fully customised online programmes to help organisations benefit from the scale and speed of online education, to give their employees the critical knowledge needed to formulate new strategies and execute transformation.

Open Online Programmes >
FOR EXECUTIVES
Giving busy executives the flexibility to develop their skills on their own schedule



Cass Business School
CITY UNIVERSITY LONDON

Enrollment
Registration

MSc in Global Finance (online)



GLOBAL LEADERSHIP IN THE CLOUD PROGRAMS

STANFORD BUSINESS SCHOOL OF GRADUATE

Stanford Ignite

SELECTED FT CONTENT FOR BUSINESS AND LEARNING

FT 125 YEARS

COMPOSITE MIND



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Master of Computer and Information Technology



Bachelor of Applied Arts and Sciences



Exciting News from edX and the University of Edinburgh: Delivering MicroMasters program offerings and upcoming Master's degree offerings

Bachelor of Science in Computer Science

Offered by University of London. Earn a degree in computer science and apply your creativity to in-demand technology.



£10,088* - £15,132*, depending upon geographic location of student.



Master's Degree
Curtin University
AUD \$25,850
11 Courses
Fully Online
1.5-3 Years

Learn more

ONLINE DEGREE

Cyber Security

Gain industry-specific skills and the technical knowledge required to counter cyber security threats faced by businesses today.



LONDON SCHOOL of HYGIENE & TROPICAL MEDICINE



Home / Study with us / Courses / Short courses / Free online courses / Eliminating Trachoma

Eliminating Trachoma

Water Supply and Sanitation Policy in Developing Countries Part 1: Understanding Complex Problems



UNIVERSITY OF LEICESTER

Market Response...

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Path Builder



Not sure where to start? I can help you tailor a learning pathway

Meet Jill Watson, your new robot teaching assistant

The Georgia Tech experiment demonstrates the range of possibilities for artificial intelligence.

MBA students to be offered hologram lectures



COMPOSITE MIND



Learning Pathways

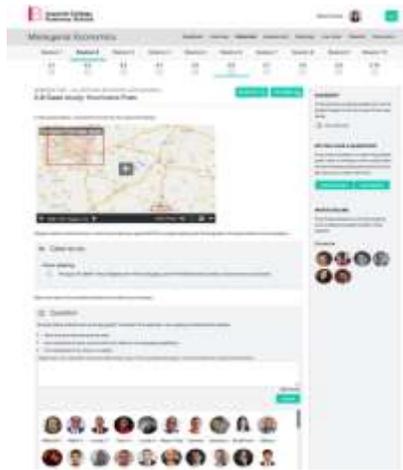
Focused content on core business skills helping to take you on a journey of understanding with a quiz to test your knowledge at the end

- Communication skills
- Project management
- Time management
- Problem solving

Market Response...

Innovation and Exploration

Design for digital rather than migrate face to face



Imperial College Business School



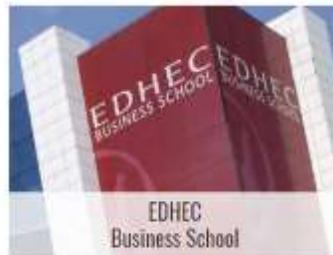
European School of Management and Technology



BI Norwegian Business School



Lee Kong Chian School of Business



EDHEC Business School



Innovation and Exploration

Evolution of Approach & Faculty Engagement

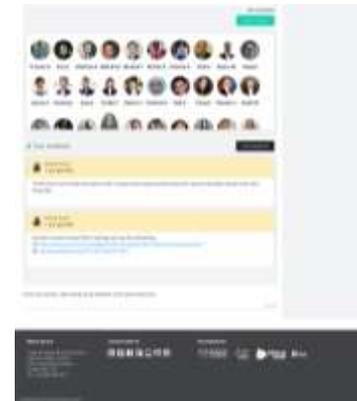
Foundations for Online and Blended Learning

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COMPOSITE MIND



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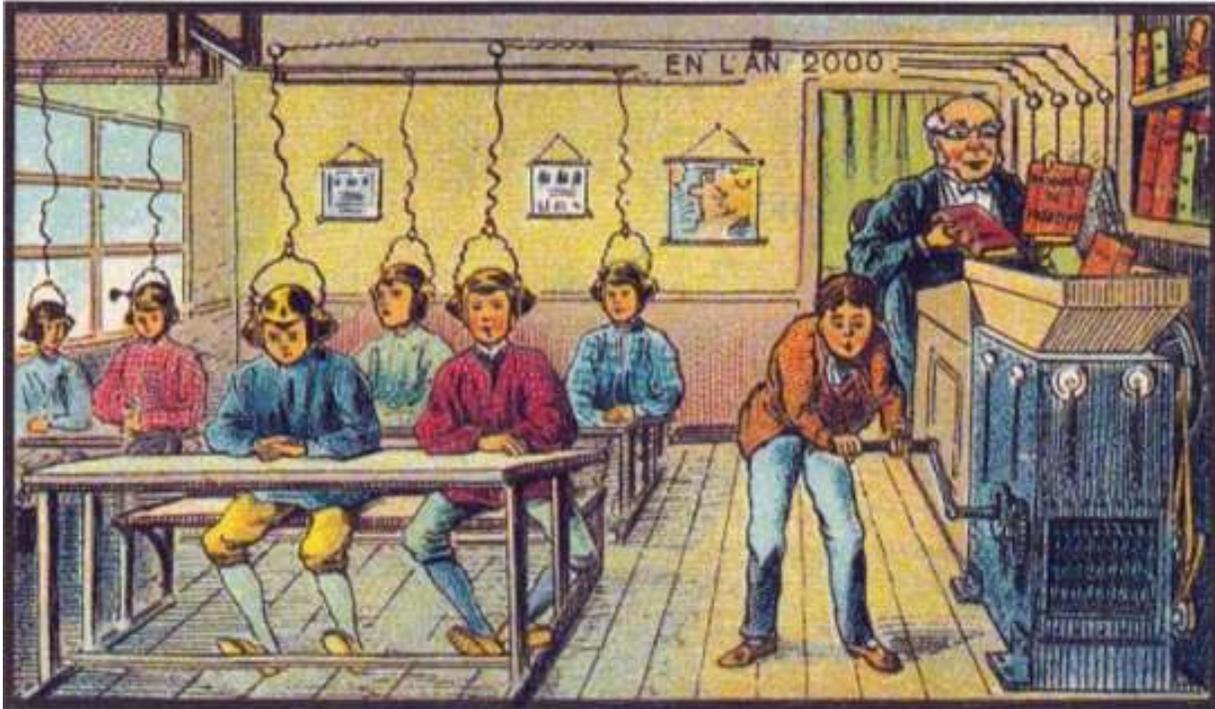
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Looking Forward...

*Designing Learning
Management Systems*

*Mobilising
Faculty Expertise*



*Creating Highly Engaged
Learners*

*Role of the
Learning
Technologist*

*Instructional
Design
Process*

New forms of learning technology

- *LMS, LCMS, LXP, xApi...*

New Forms of 'credit'

- *'Activity', 'Nanodegree', 'Micromasters'*

New forms of 'course'

- *'Competency', 'Adaptive', 'Personalised'*

New forms of 'classroom'

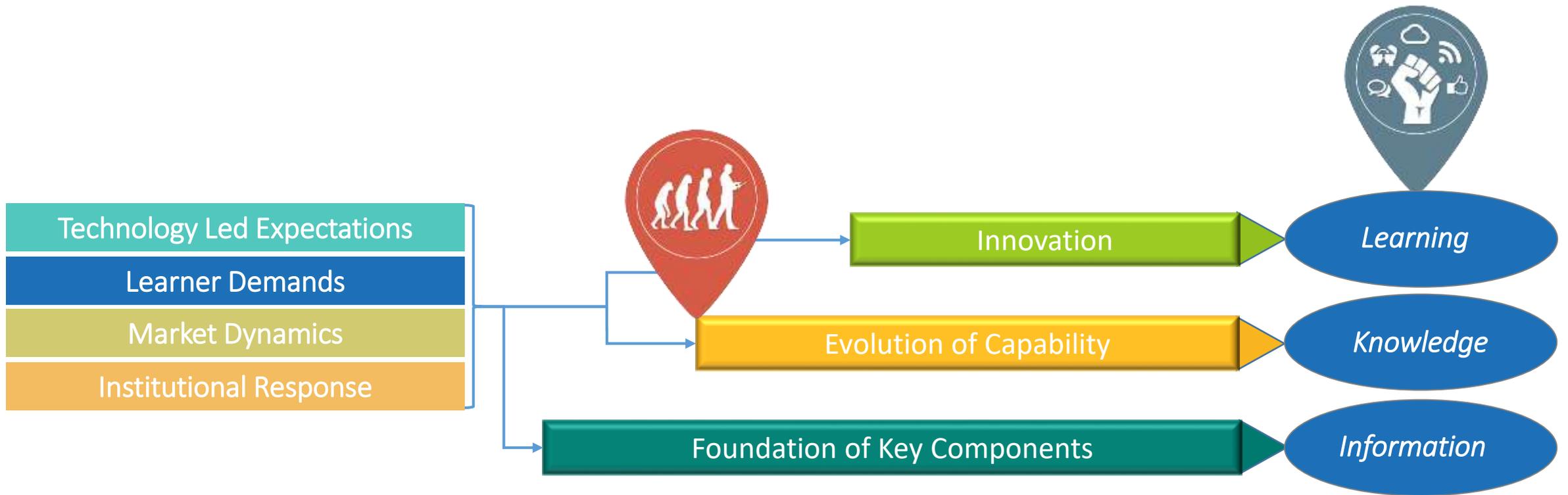
- *'Flipped', 'Distracted', Blended*

New forms of assessment

- *'Peer to Peer', 'Levels & Badges'*

Looking Forward...

Digital Learning - Evolution or Revolution?



'We are called to be architects of the future, not its victims'
R. Buckminster Fuller

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