

Institut für Wirtschaftspädagogik



Universität St.Gallen

Identifying the Challenges for Institutions of Higher Education

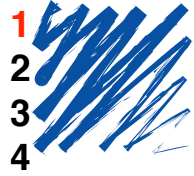
Prof. Dr. Dieter Euler
Universität St. Gallen





Disposition

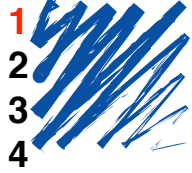
1. What are the challenges for (teaching & learning) in Higher Education Institutions?
2. What does SVC have to offer to tackle these challenges?
3. Transfer of SVC results – an illusion?
4. What's next? - Some food for thought ...



Challenges for teaching & learning in HEI?

From good (enough) to **high end learning environments** ...

- Updated content representing latest research
- Challenging problems to be solved
- Promoting deep cognitive processes rather than conducting the four-discipline-student-competition ...
- Encouraging interaction with academics, peers and media
- Formative feedback
- Creating coherent knowledge structures
- ...



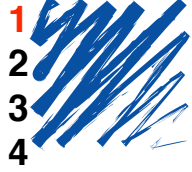
A paradigm shift in pedagogy at HEI – still programmatic or an emerging reality?

From ...

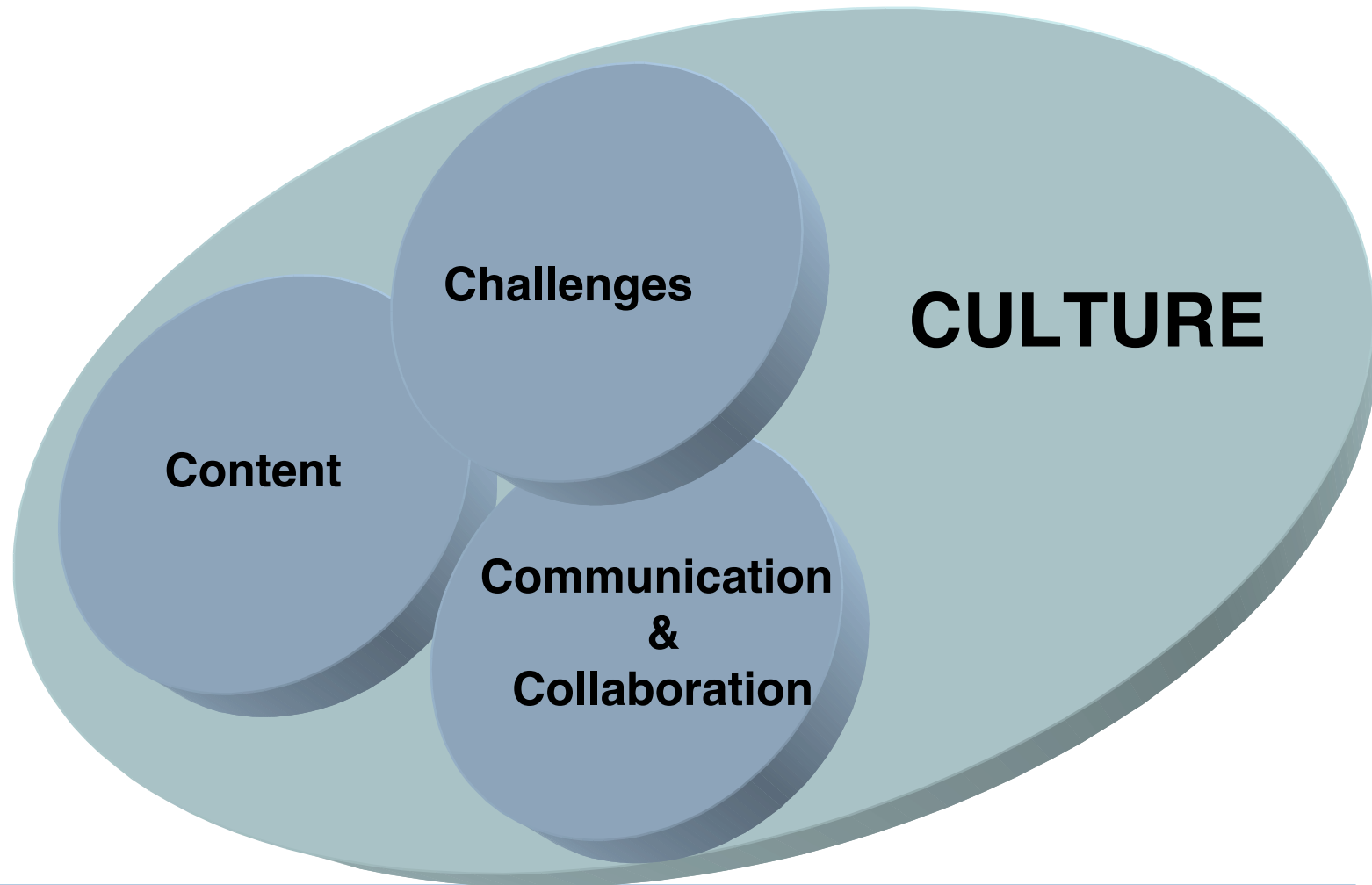
- teaching
- delivering answers
- directed learning
- instruction
- conveying knowledge
- educating technical problem-solver
- creating instructional media

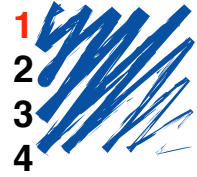
To ...

- learning
- facilitating problem-solving
- self-regulated learning
- collaboration
- sharing ideas
- educating reflective practitioners
- creating social spaces



Challenges for teaching & learning in HEI? - The Four C's





Potential of eLearning – how to exploit it?

1. New options for making learning processes more *interactive* (e.g. social software, discussion fora)
 2. Receiving continuous, prompt and meaningful forms of *feedback* (e.g. eTutoring, newsgroups)
 3. New ways for *accessing* learning resources (e.g. collaborating in geographically dispersed learning groups)
 4. *Individual control* of scope, sequence and pacing of learning
 5. New options for delivery of learning content according to *individual learning preferences* (e.g. multimedia case study, web quest, web based training)
 6. New options for *self-assessments* (e.g. ePortfolio, self-tests)
- etc.



SVC – the transfer of diamonds?

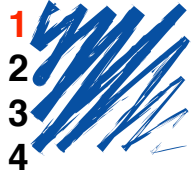
Sophisticated
eLearning

- expensive
- rare
- beautiful, but hardly transferable

good (enough)
practices

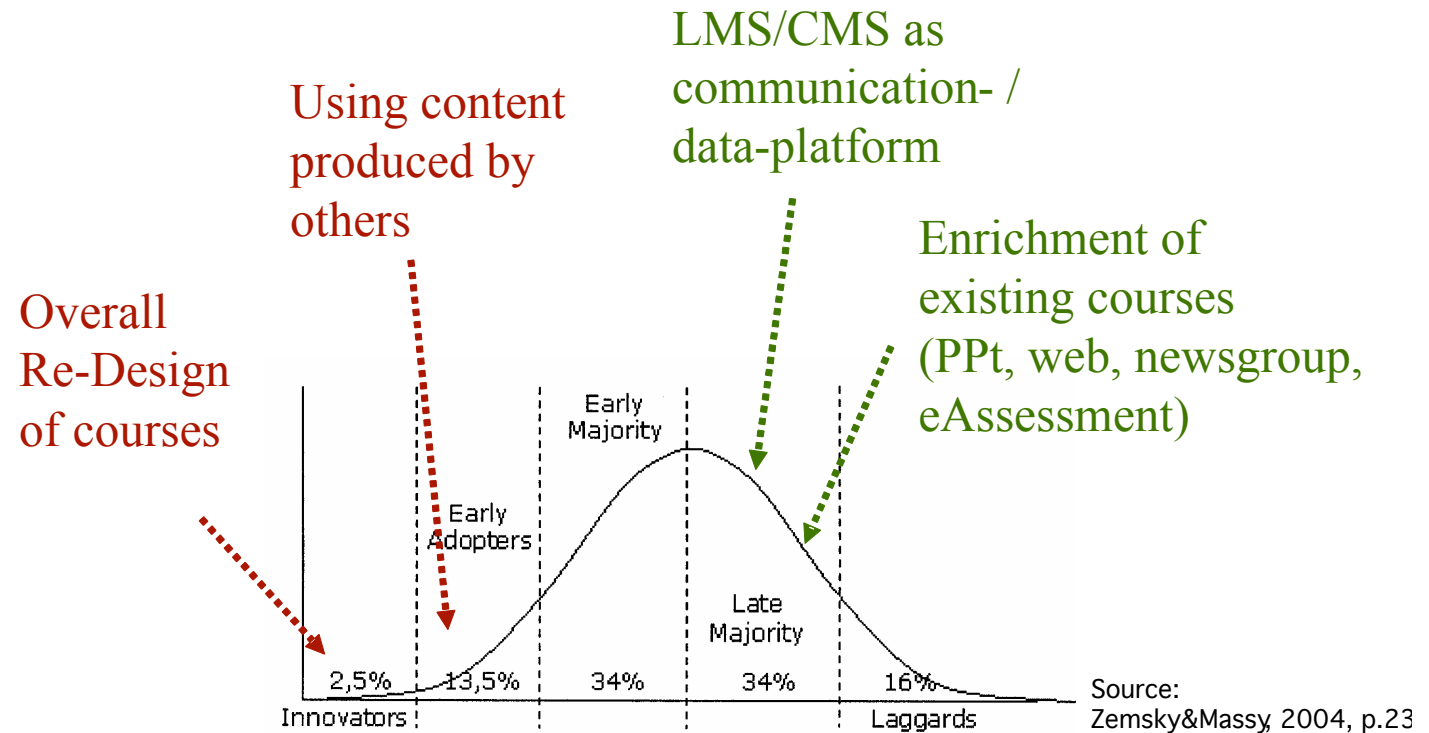
Low-budget
eLearning

- cheap
- wide-spread
- quick-and-dirty



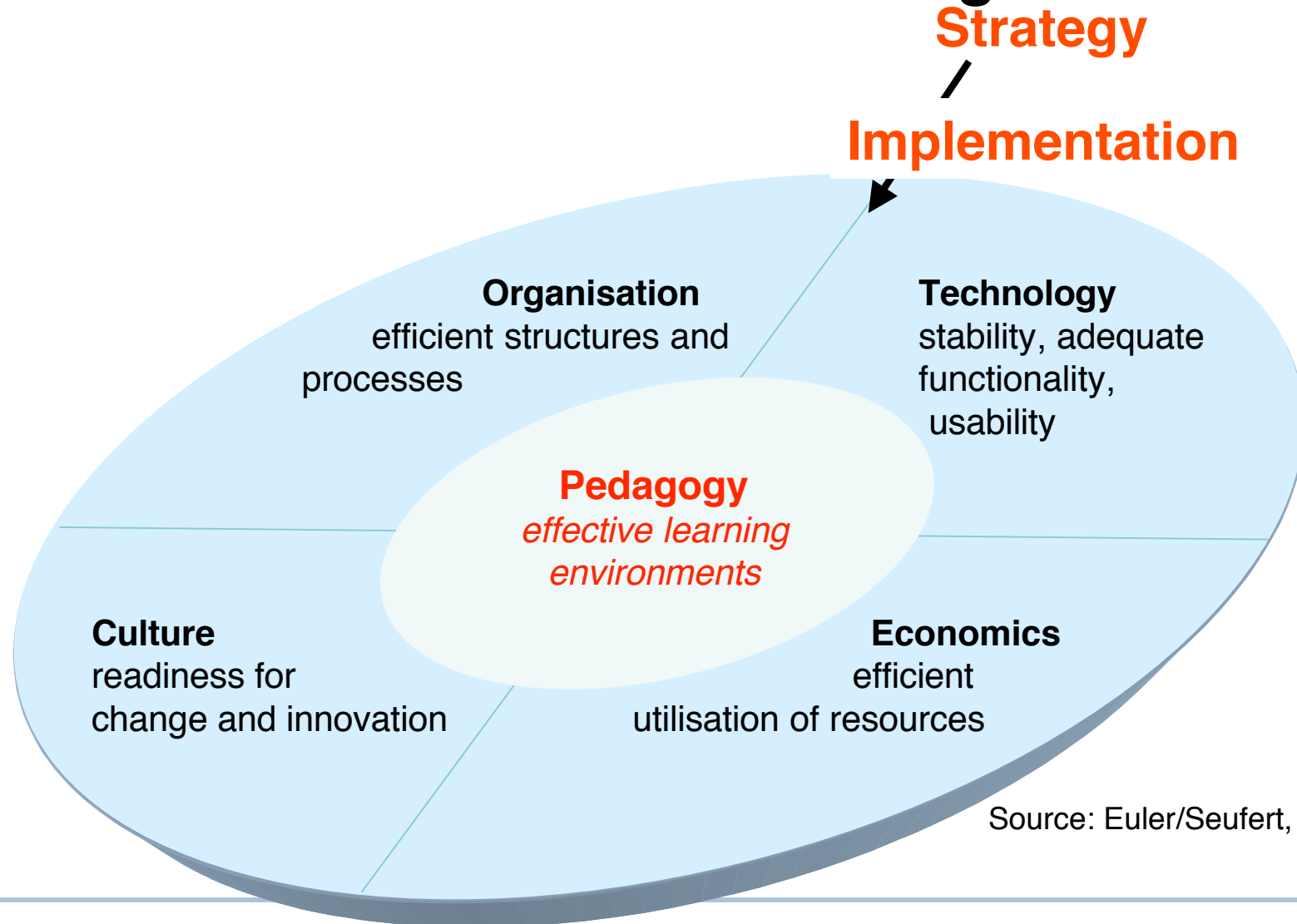
The bread-and-butter side of eLearning at Higher Education Institutions ...

„Implementation of e-Learning happens mostly at the low-end of the potential ...“

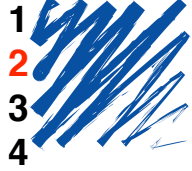


- 1
- 2
- 3
- 4

Transfer of innovations needs a framework for change ...



Source: Euler/Seufert, 2003, 6ff.



What does SVC have to offer?

***vast amount of
eLearning material***

***lighthouse
projects***

awards

***knowledge on
production of
eL-material***

***(e)Learning
strategies***

Technologies

***experiences on how
tackle organisational
challenges***

***Competence
Centers for
Support and
Production***

***knowledge on
how to avoid
mistakes***

***agenda
with unsolved
problems***

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4

Challenge for SVC ...

Most of the 540 projects sponsored in the German programme „New Media in Education“ (2001 – 2004) discontinued once the public sponsorship had ended.

(Kleimann & Wannemacher, 2004, p. 81)



How to avoid this destiny for SVC?

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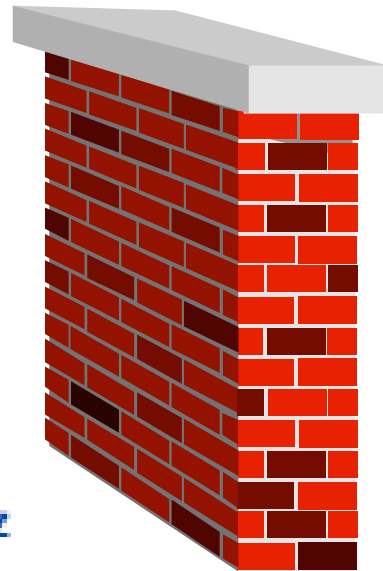


Transfer of SVC-results – an illusion?

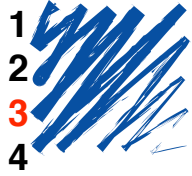
**SVC-
Results**

Transfer ?

**New
Users**



Swiss Virtual Campus
Campus Virtuale Svizzera
Campus Virtuel Suisse
Virtueller Campus Schweiz

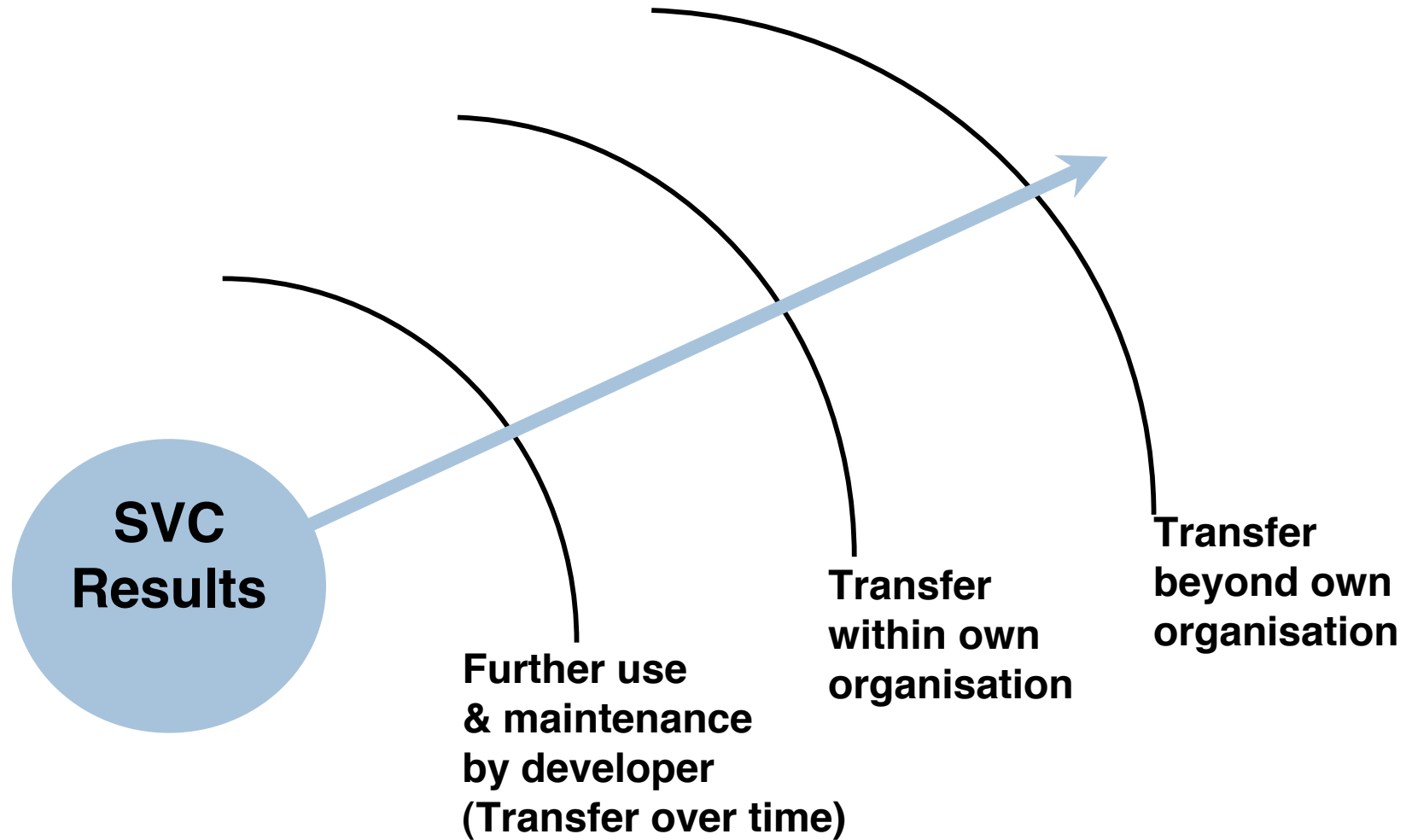


Some extreme views ...

1. Illusion:
Academics will use the colleagues toothbrush before using his teaching material
2. Success speaks for itself:
Good SVC-results will find their path to new users
3. No funds – no fun:
Unless further funds are provided, there will be no sustainability and transfer

- 1
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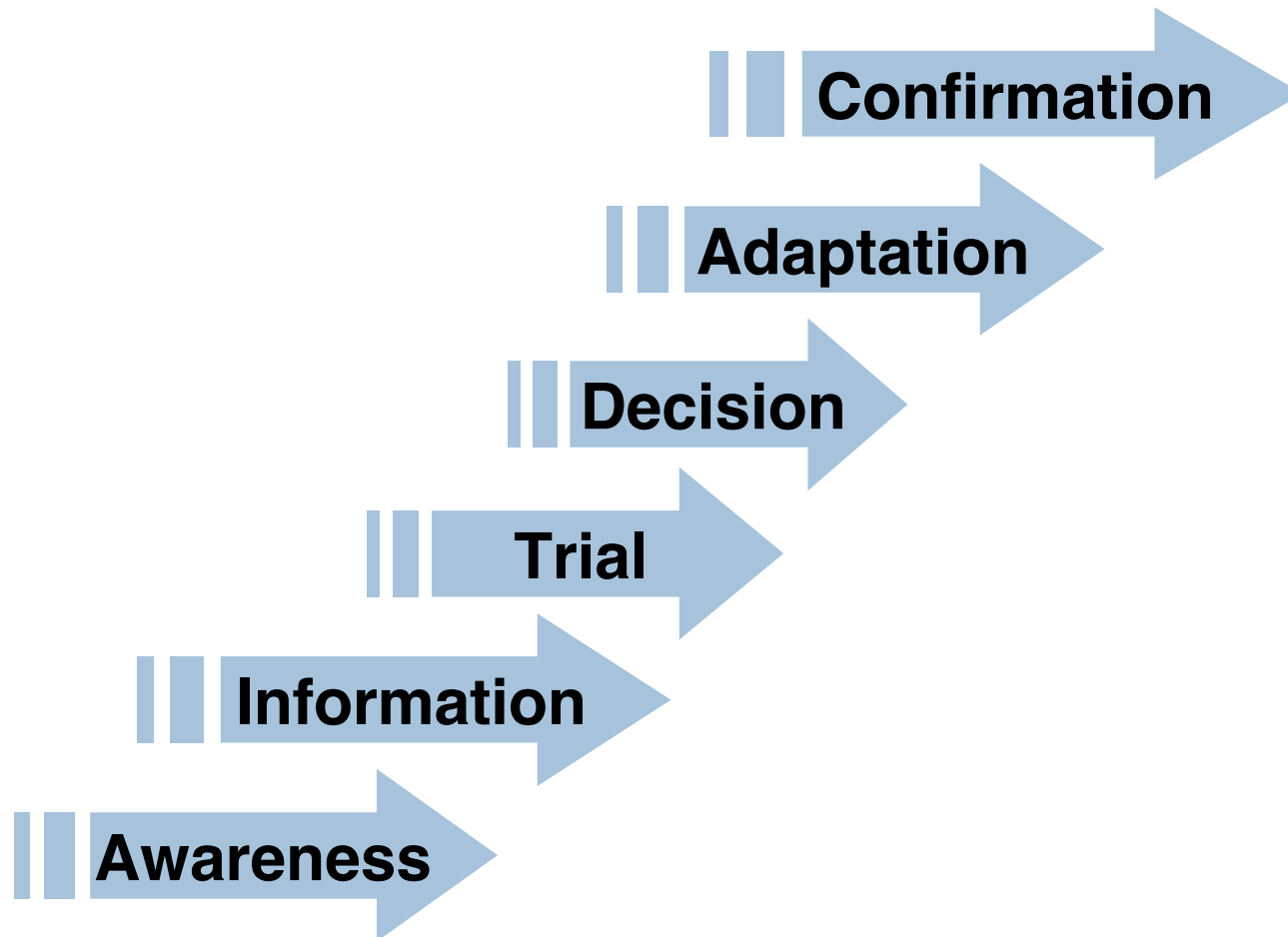
Transfer for whom? - Different waves for transfer ...



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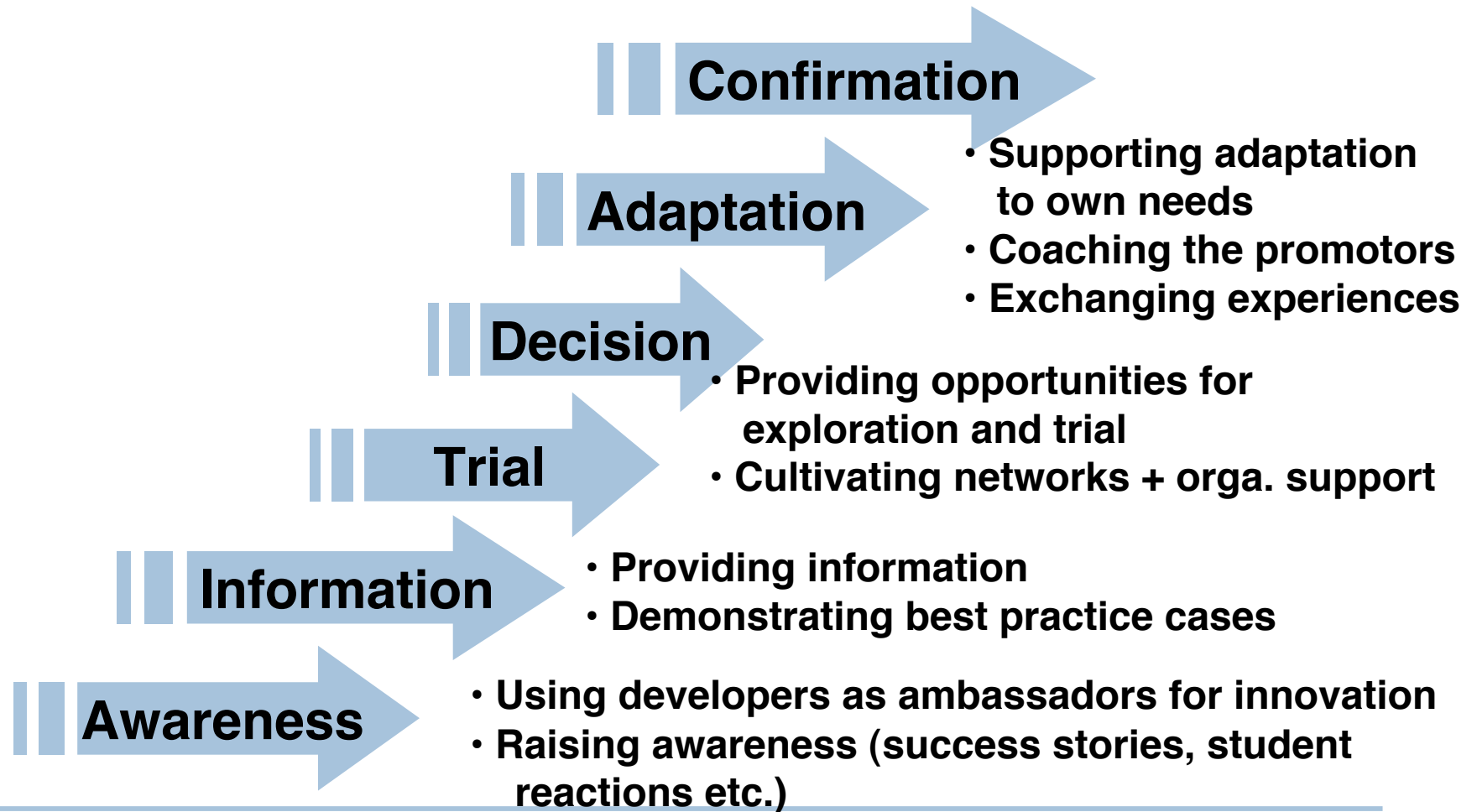


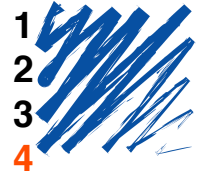
How to? – Transfer as a process of active designing ...





Activities for promoting the transfer – some examples ...

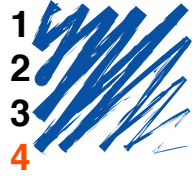




What's next? – some food for thought

Project level

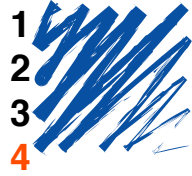
- Maintaining the project results Basic
- Offering information on different levels (1) / 2
- Offering information and opportunities for exploration and trial of project results 2 / 3
- ...



What's next? – some food for thought

Institutional level

- Agree on strategic plan (link to HEI-strategy; visions + objectives, implementation strategy) **Basic**
- Integrate awareness building into the HEI-events **1**
- Organise exchange of experiences, presentation of good practices **2 / 3**
- Offering counselling on a general and personal level **3 / 4 / 5**
- Coaching the promoters **4 / 5**
- Supporting adaptation to own needs **5 / 6**
- ...



What's next? – some food for thought

National level

- Strengthening the capabilities of the CCSP Basic
- Realising the vision of an „E-Hub“,
addressing in particular support for CCSP in:
 - building HEI-strategies for teaching and (e)learning
 - design change strategies for implementing innovative teaching + (e)learning
 - providing technology tools and infrastructures
 - establishing community building and networking, linking developers and implementors from different HEI
 - presenting and marketing transferable products in an attractive way