

SVC Dissemination

How to disseminate
eLearning resources
within higher education

How to identify opportunities
for further marketing and
how to design an attractive offering



Background

Idea

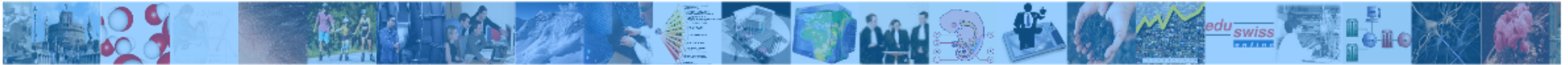
We do have high quality and awarded products
Swiss eLearning at IHE is often used as “best case scenario”
We would like to find solutions and scenarios for the use and re-use of high quality eLearning courses and services in the context of higher education and in collaborations/partnerships with corporations

History

Monitoring 2005: Need for dissemination identified
Workshop at University of Zurich May 11th, 2006: Scenarios developed
Workshop “economic route” at SVC-Days 2006: Challenges discussed
Proposal for training and support (U. Gröhbiel & Chr. Hohnbaum)
Taskforce of steering committee (M. Jufer, J. Allen, U. Gröhbiel, C. Hohnbaum)

- analysis of needs and resources of projects and CCSP concerning dissemination
- Projects and CCSP have described their experiences and questions

External requests for content and services (e.g. Nestlé, Medgate)



Feedback I: The Challenge of “Marketing”

Marketing issues

- Components of SVC products can be re-used – but this will be difficult because of ...
- The only way to sell course components will be continuing education products, i.e. specific courses using SVC material and targeted for professionals
- Development of „pure“ distance courses out of SVC course will not be possible
- SVC products are not “stand alone” → marketing is difficult or even impossible
- Professional marketing resources would be needed (a task which can not be handled exclusively by project members who have their expertise in product development and in content)
- No guidelines/support structures for marketing are available yet
- Who will pay for it?



Feedback II: The Challenge of “Organization”

Organizational issues

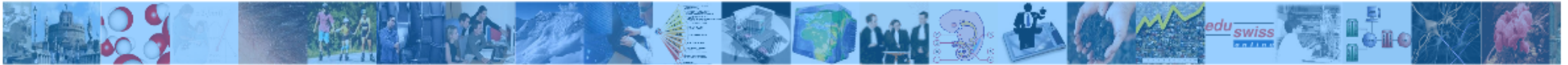
- Responsibilities between projects, CCSP and other organizational units are not clear
- Institutional weakness: Marketing is not a strength of Institutes of Higher Education
- Strategic questions: Open source open content strategies versus selling idea
- Institutions of higher education (IHE) need to change their approach fundamentally (from project management to daily business, from R&D approach to marketing approach)



Feedback III: The Challenge of Integration

Results Questionnaire/ Monitoring

- A huge number of SVC courses are integrated into curricula, maintenance and use of material is guaranteed
- Further funds are needed for the development of new “modules”
- Some course will stop after SVC funding
 - project leaders will leave project
 - no ideas for further funding sources
- Lack of know-how concerning marketing, networking, business planning ...



Feedback IV: Legal Aspects

Results Questionnaire/ Monitoring

- Unsolved legal issues (contracts between IHE, commercial use of SVC-material, SVC- and institutional guidelines etc.)
- Higher standard of copyright clearance for commercial use
- Need for SVC- and institutional “guidelines” concerning “licensing”, how to make a contract, etc.
- How to avoid that “only” management of IHE will benefit from successful marketing?



Feedback V: Possible Scenarios

Scenarios

- No continuation
- Integrated into curricula (maintenance and use)
- Integrated into curricula and curricula funds for new modules
- Use in continuing education
- Partnerships with editors
- Partnerships with Swiss degree courses in other institutions
- International partnerships with foundations
- Partnerships with corporations
- Further funding as partner of EU-projects?



SVC Dissemination

Idea → Goal

To make suggestions, to demonstrate and to discuss scenarios that show how eLearning products and services can be used and reused successfully within higher education and - if possible - made available to further interested users

Scope of SVC Dissemination

Based on ...

- ... analysis of questionnaire
- ... analysis of monitoring visits and reports
- ... exchange with networks abroad
- ... evaluation of prior activities

Based on a clear need of the community

- Workshop 1: Deployment and maintenance
- Workshop 2: Market your product (June 14, 2007)
- Public Event: Get in contact with potential partners and users (October 15, 2007)



SVC Dissemination

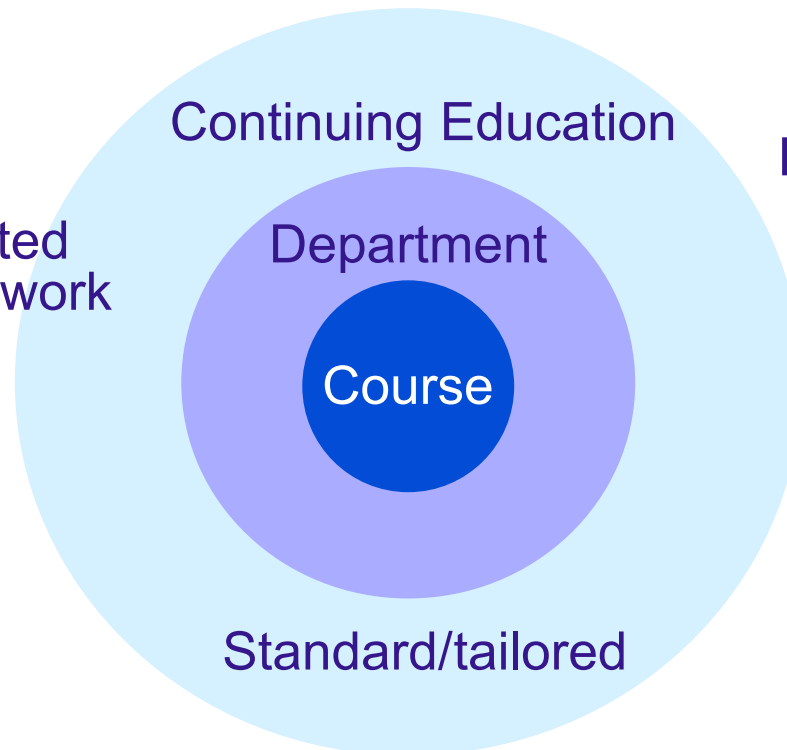
Dissemination within higher education



Scenarios: within own institution

Potential

- Long-term use
- Quality of self-directed learning and group work
- Improvement
- Enrichment
- ...



Challenges

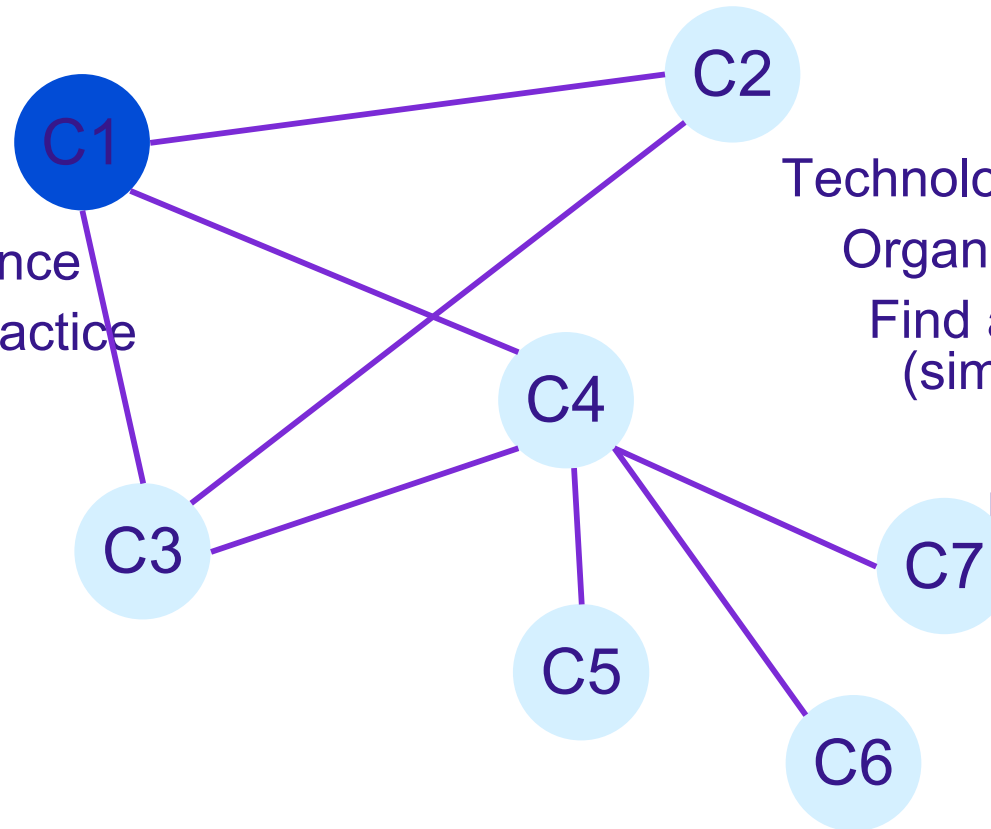
- Running support (dep./inst.)
- Techn. Compatibility
- Legal issues
- ...



Scenarios for inter-institutional networking

Potential

- Additional content
- Synergies maintenance
- Exchange of best practice
- Funding EU
- ...



Challenges

- Technological compatibility
- Organizing maintenance
- Find adequate partners (similar target/groups)
- Legal issues
- Product standards

