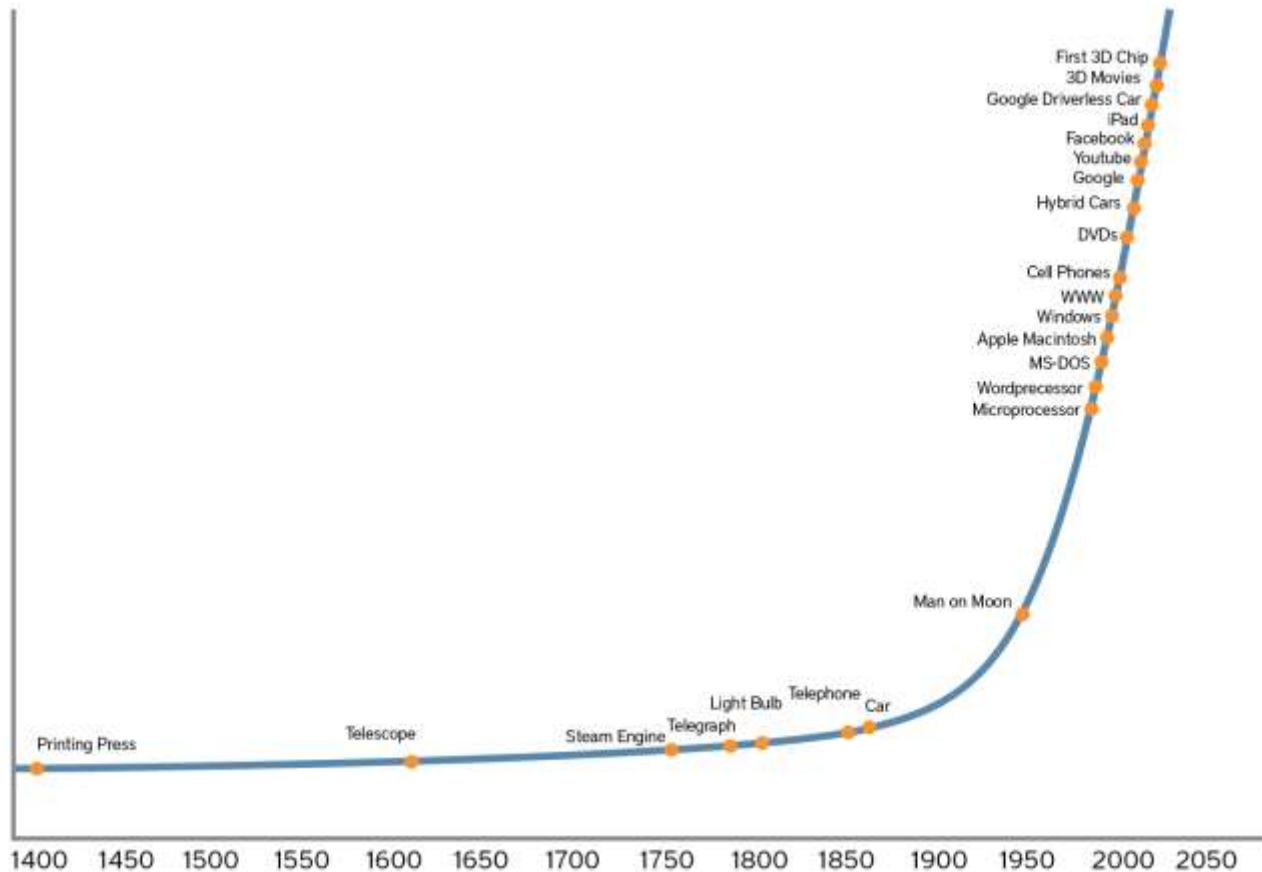

Models for the Future of Higher Education

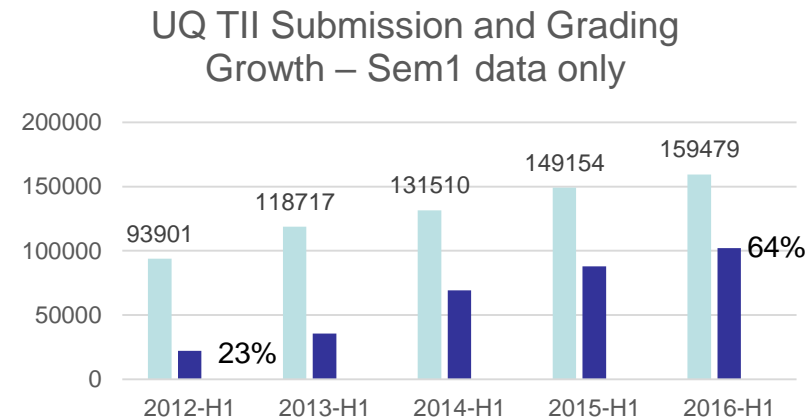
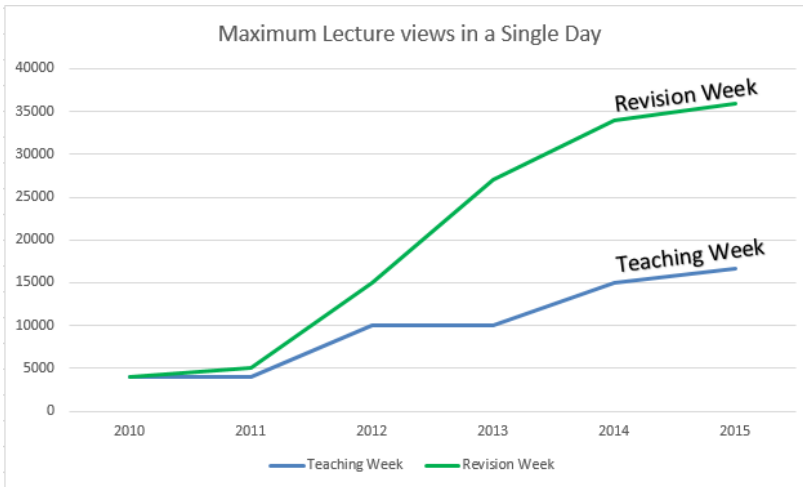
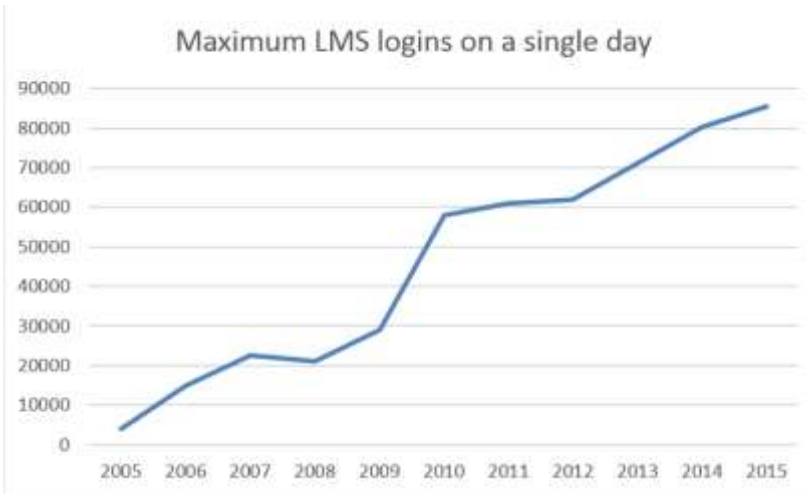
Simon Collyer



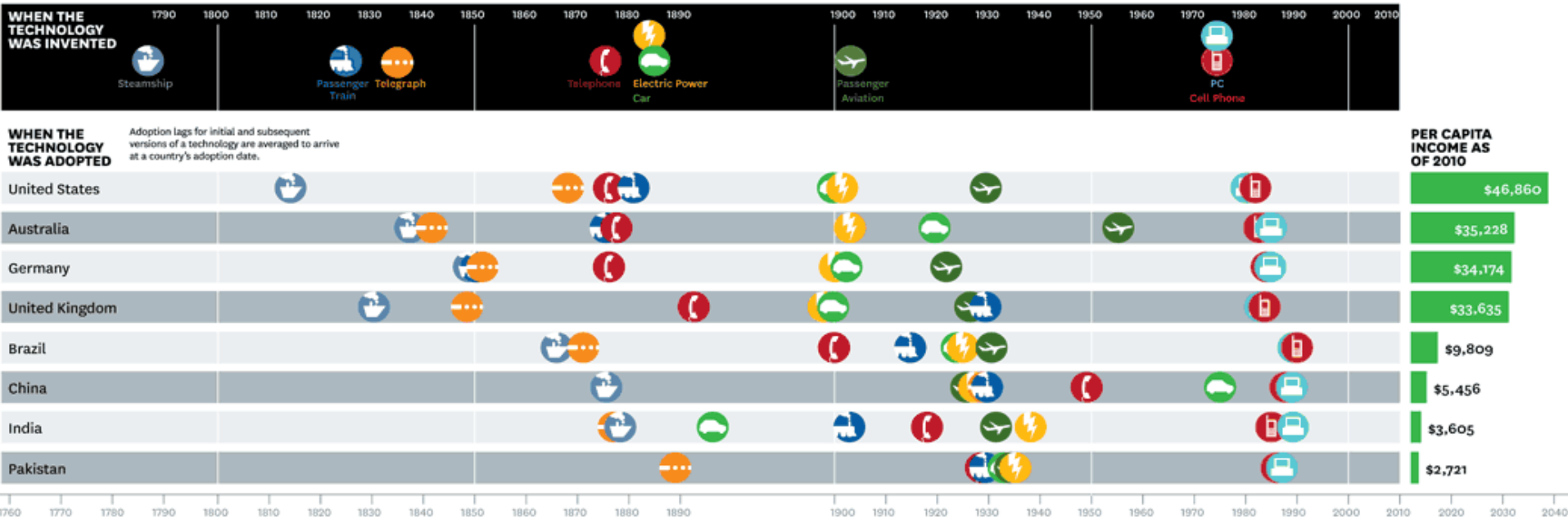
Education is now on "Technology Time"



Examples of Rapid Change at UQ



Rapid adoption is critical for productivity

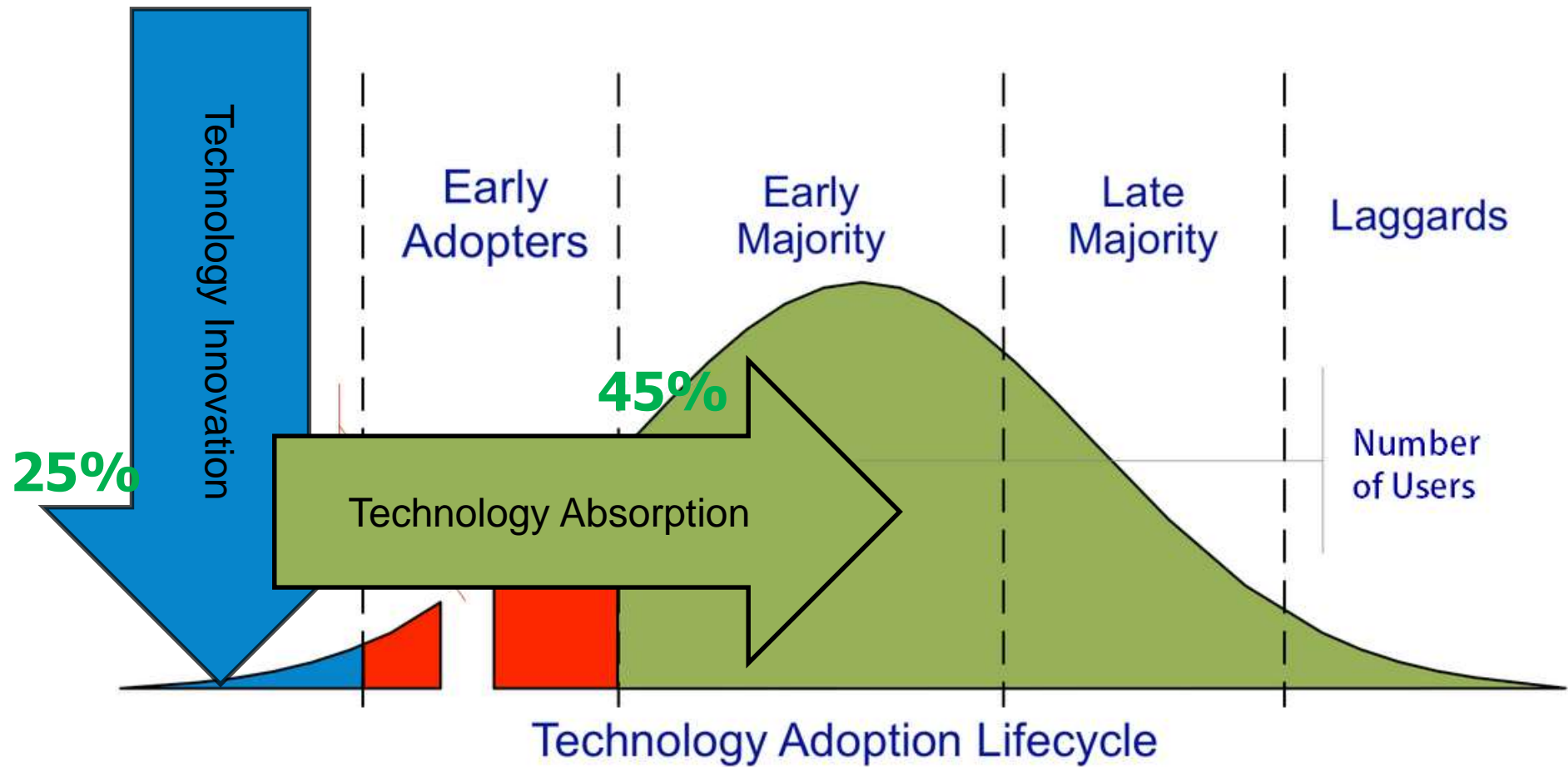


Comin, D., & Mestieri, M. (2010). The Intensive Margin of Technology Adoption *HBS Working Paper 11-026*

Comin, D., & Hobijn, B. (2012). How Early Adoption Has Increased Wealth—Until Now. *Harvard Business Review Magazine*..

Technology adoption rates account for 70% of the difference in national productivity

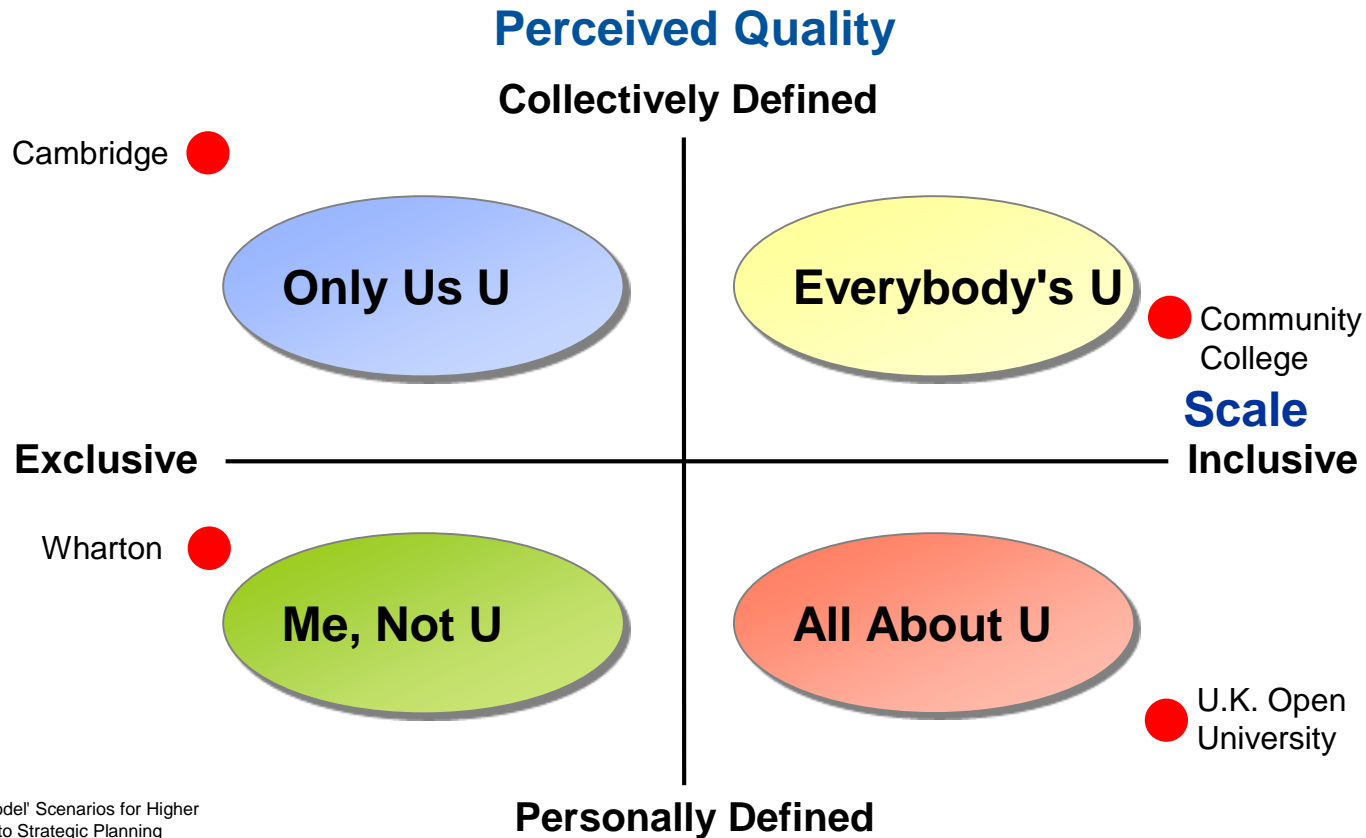
What they found...



Roger's Innovation Adoption Curve

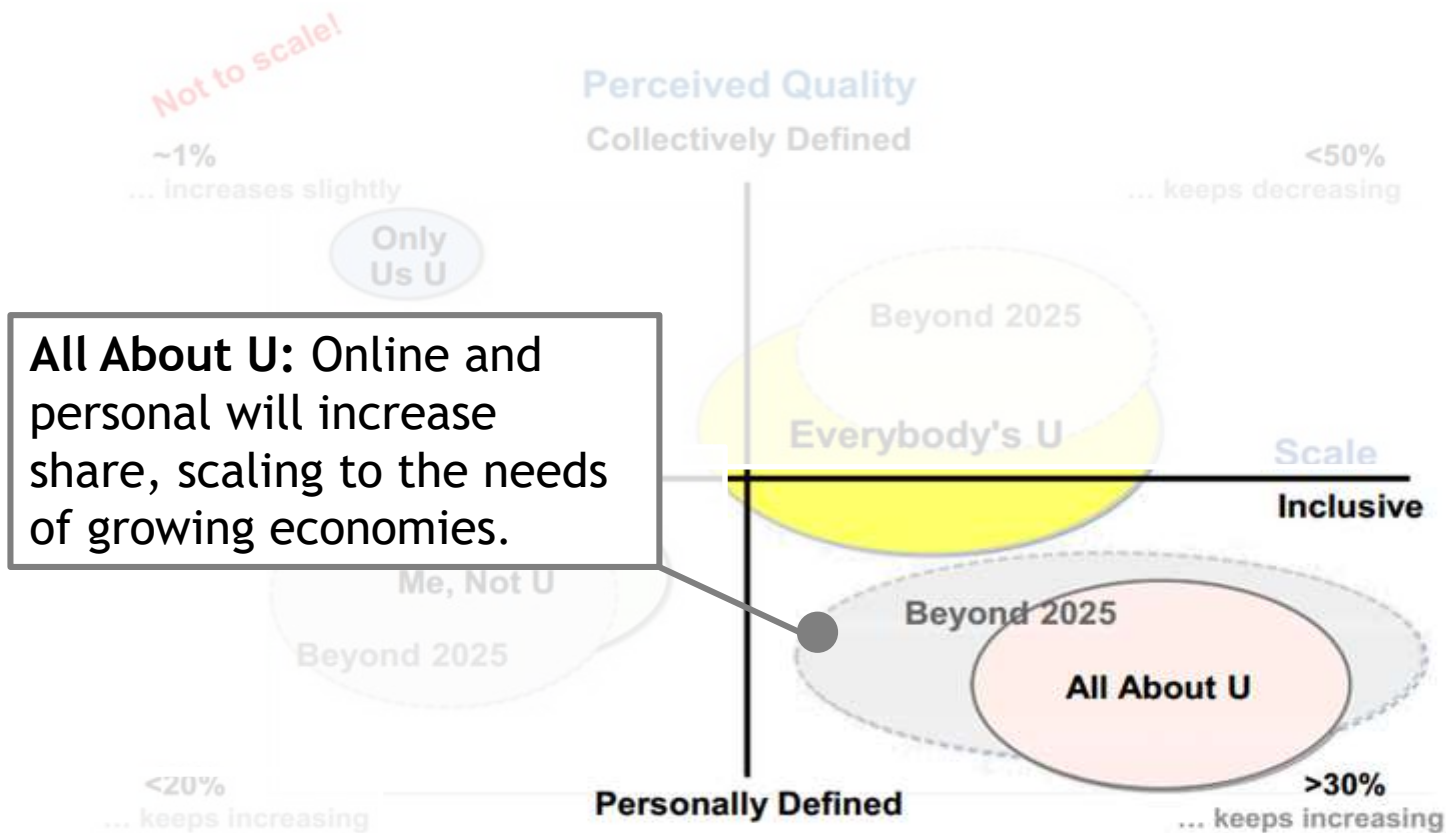
Comin, D., & Mestieri, M. (2010). The Intensive Margin of Technology Adoption *HBS Working Paper 11-026*.

But which technology to Adopt? ...depends on type...



Source: "Four 'Business Model' Scenarios for Higher Education: An Introduction to Strategic Planning Through Storytelling" (G00167364)

Models

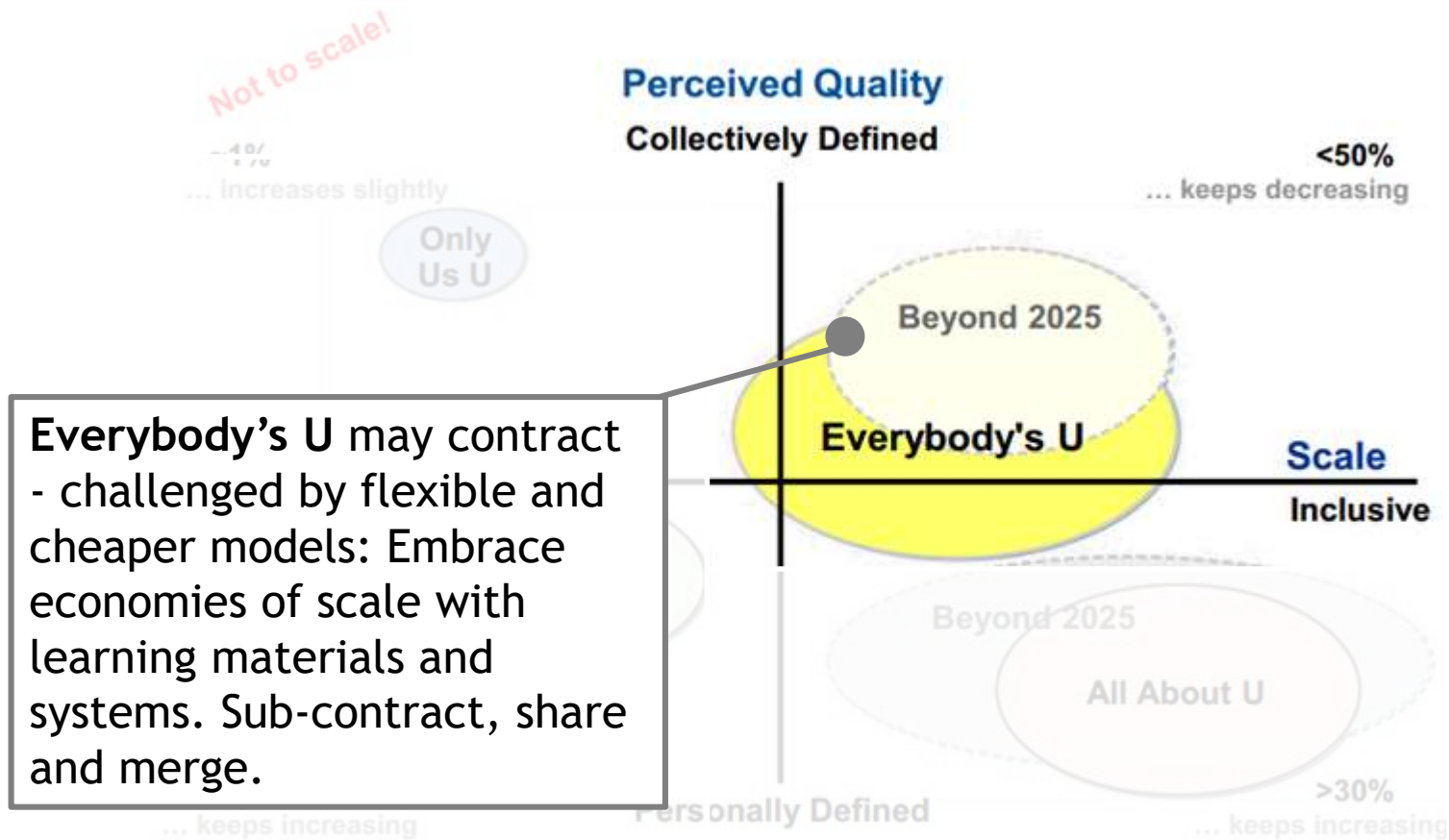


All About U: Online and personal will increase share, scaling to the needs of growing economies.

Source: Gartner (April 2014)

Lowendahl, J.-M. (2014). Predictions for the Higher Education 'Business Model' Landscape in 2025 and Beyond Will Help CIOs Plan Now. *Gartner Research* (G00262153).

Models

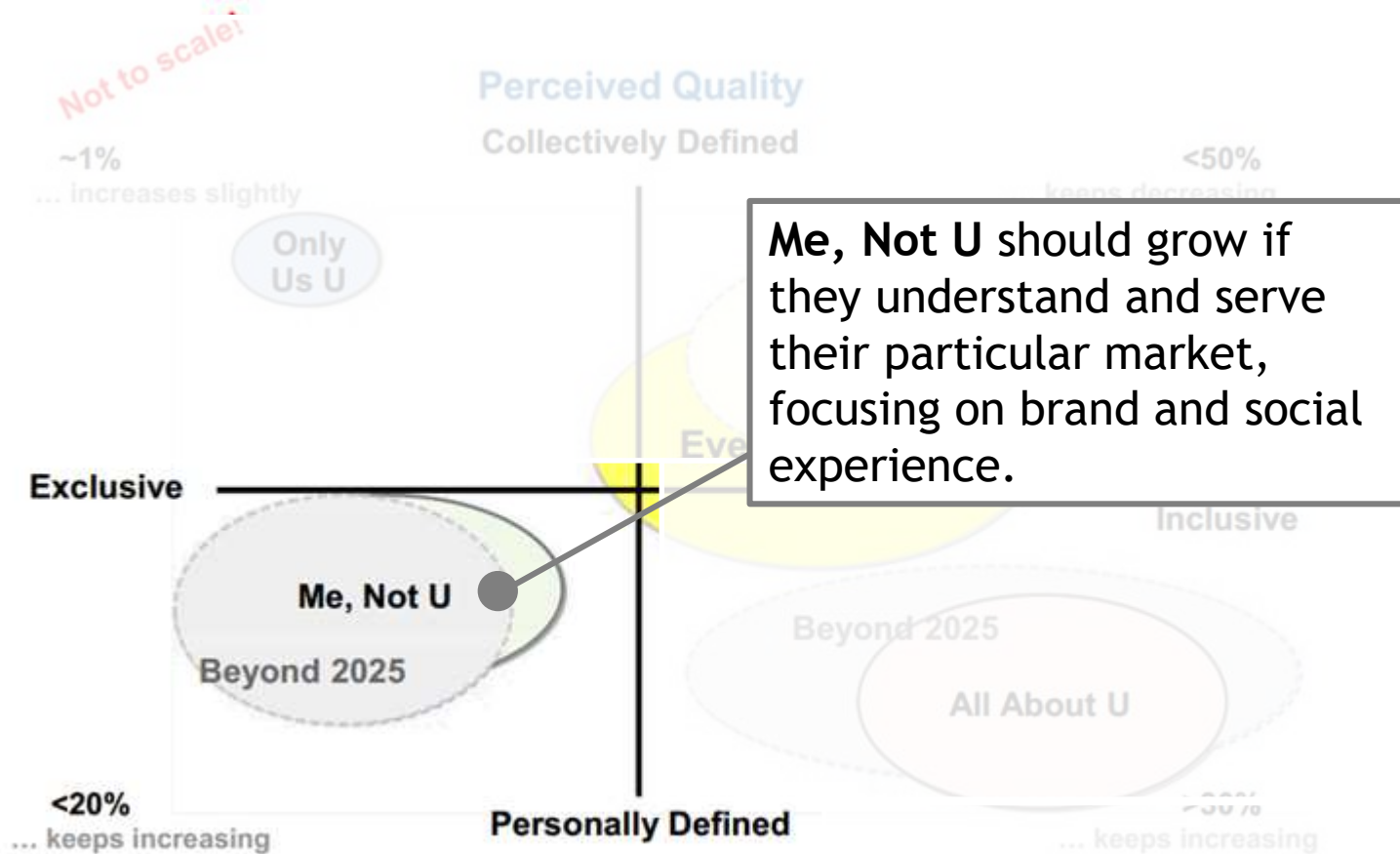


Everybody's U may contract - challenged by flexible and cheaper models: Embrace economies of scale with learning materials and systems. Sub-contract, share and merge.

Source: Gartner (April 2014)

Lowendahl, J.-M. (2014). Predictions for the Higher Education 'Business Model' Landscape in 2025 and Beyond Will Help CIOs Plan Now. *Gartner Research* (G00262153).

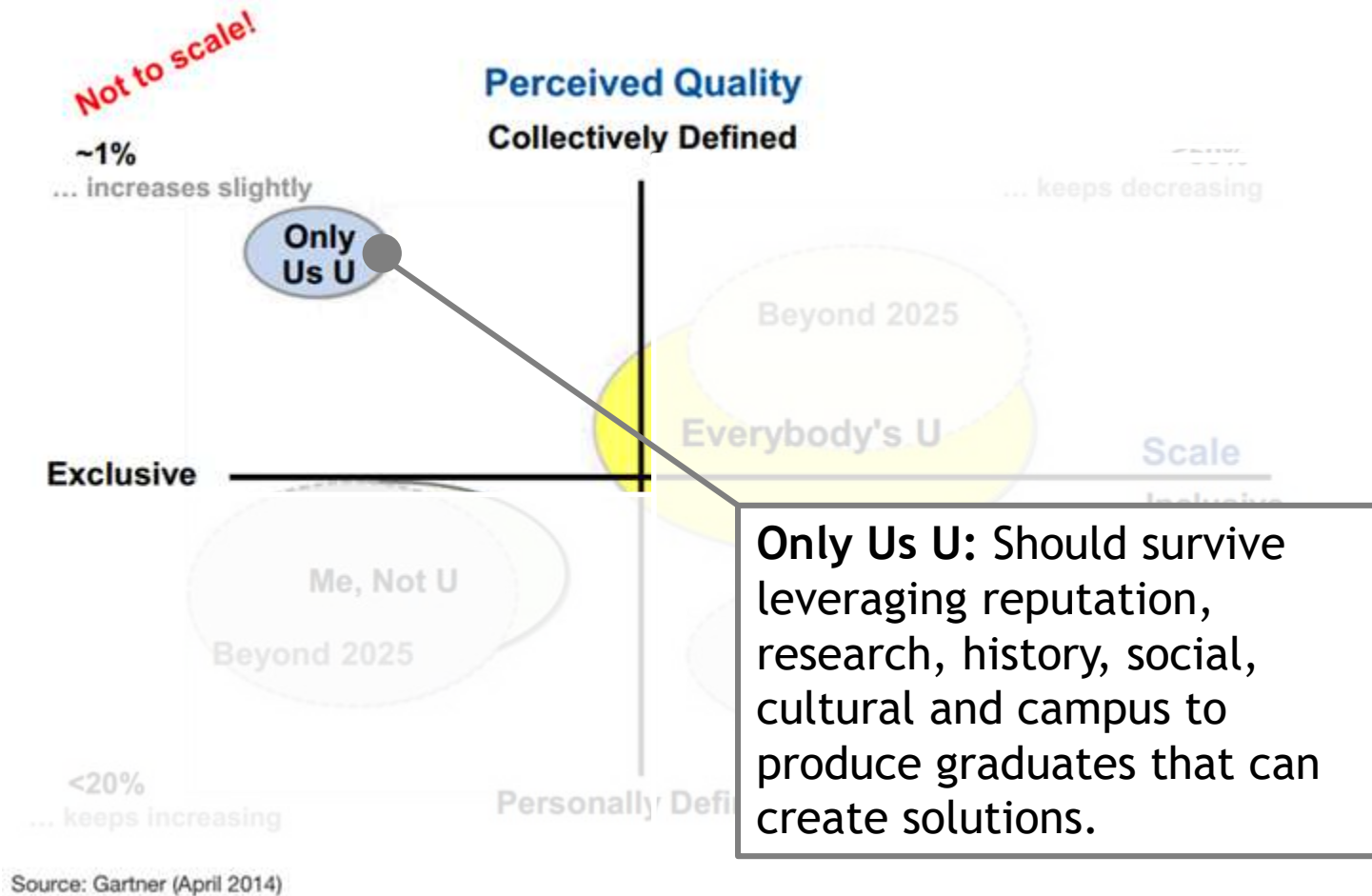
Models



Source: Gartner (April 2014)

Lowendahl, J.-M. (2014). Predictions for the Higher Education 'Business Model' Landscape in 2025 and Beyond Will Help CIOs Plan Now. *Gartner Research* (G00262153).

Models



Lowendahl, J.-M. (2014). Predictions for the Higher Education 'Business Model' Landscape in 2025 and Beyond Will Help CIOs Plan Now. *Gartner Research* (G00262153).

What are the disruptions, and possible responses?

What we do now	Disruption and Responses
Learning Materials	Print replaced with high quality rich multimedia content serving global market - Think Sapling Labs - Scan and absorb
Face to Face Tuition	Content will also be adaptive, personalised and gamified - Think Cerego & Yousician - Scan and absorb
Culture and Social	Increasingly important 'value add' - Enhance
Campus and Buildings	Expensive - Make them 'value add': trimesters, active learning, commercial, social, residential, culture and sport.
Research	Seen as burden - Turn into 'value add' through teaching and brand
Examinations	Investigate e-assessment and outsourcing
Certification - awarding degrees	Beware of new players that don't have research or campus costs - Find and build your 'value add'

Christensen, C., & Eyring, H. J. (2011). The Innovative University: Changing the DNA of Higher Education. Retrieved from

<https://net.educause.edu/ir/library/pdf/ff1207s.pdf>

Rosen, A. S. (2011). *Change.edu Rebooting for the new talent economy*. New York: Kaplan.

<https://library.educause.edu/resources/2016/1/higher-educations-top-10-strategic-technologies-for-2016>

Example Disruption - Economies of Scale



20,000 universities making home movies.



Blockbusters cost \$10

Example 2 - Personalised Adaptive Learning

Cerego is an application where you can create large quizzes for highly effective personalised adaptive rote learning.

Integrates with LMS, publisher platforms and MOOCs

Cerego video....



Example 3 – Integrated packages

A New Minimum Standard for Learning Materials?

- Rich multi-media for multiple learning modes;
- Adaptive and personalised for more effective learning;
- Gamified with feedback and targets for motivation;
- Reduced cost through global economies of scale;
- Maintained at the cutting edge of research by a large professional team funded by the international market.

Not as easily done by individual academics or even groups of universities

Yousician video...



Example 4 – Labs for Biology, Physics, Chem.

The chemistry lab quiz story

Healthy

Type I Diabetic

Type II Diabetic

Select an action and click the **ADVANCE** arrow, or advance with no action

ADVANCE



Feed



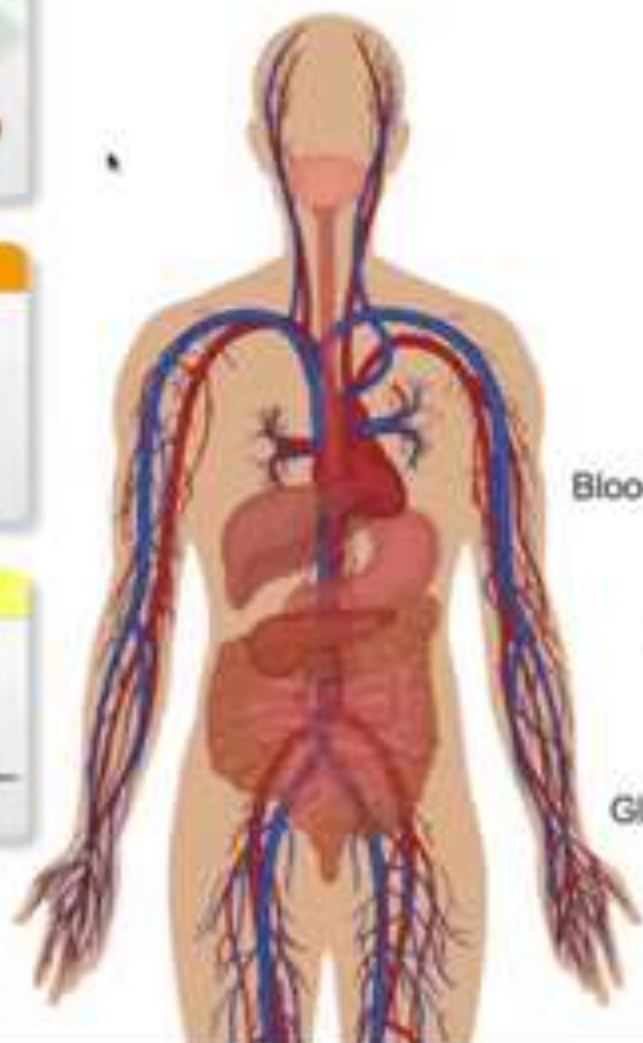
Exercise



Inject Insulin



Help



Concentration in Blood Stream

Blood sugar

Normal Glucose Range

Insulin

Glucagon

Time (12 hrs total)

Reset

Disruptions inform Activities...

Possibly Redundant Activities

- Building advanced learning content
- Writing bespoke learning applications
- Building traditional lecture theatres

Useful Activities

- Vision: Identify your type and competitive advantages to set a vision
- Developing services that complement technology: Collaborative study spaces, residences, social, cultural, sporting, serving a market, flexibility.
- Collaborating with advanced content developers
- Building awareness of OTS options
- Investigating disaggregation opportunities: share services or outsource.
- Work readiness services
- International student work and cultural integration services

Models for the Future...

Traditional: Campus focused eLearning 1.0 - “shovelware”

Blended: Campus focused eLearning 3.0 - Only complementary on campus.

Pure Online: Increasingly competitive! Hard with campus and research.

Student Chooses: Every course can be on campus or online

Work Simulator: Students study in an office with advanced learning technologies and lectures as webinars; collaborating on projects. Student belongs!

Residential Campus: Most students live on campus - enjoy culture and social

Franchised: Top academics create advanced programs and rest are franchisees

Lifelong: Programmes broken down into competency clusters that students acquire just-in-time as required.

Start on Campus: Students start with one induction year on campus then get a job or a placement, and study online or intensive mode.

End on Campus: Students start online, maybe on a MOOC, and if that works out they complete on-campus in blended or intensive mode.

Thank You 😊

Questions?

