Session 2
Supra-national strategies

• 16:30-16:50
Fred Mulder, OUNL & EADTU:
Opening up Education in the EU and OpenupEd MOOCs

• 16:50-17:45
Panel of Associations and Networks
Opening up Education

• Fred Mulder
  – Former Rector of OUNL (2000-2010)
  – UNESCO Chair in OER
  – Chair EADTU Taskforce on Open Education
Panel of Associations & Networks

• Michael Gaebel
  – European University Association
• Alfredo Soeiro
  – European Universities Continuing Education Network
• Olivier Küttel
  – Eurotech
• Yves Epelboin
  – European University Information Systems Organization
• Fred Mulder
  – European Association of Distance Teaching Universities
• Michael Gaebel
  – Head of the Higher Education Policy Unit (Bologna Process, LLL, Internationalisation)

• European University Association
  – www.eua.be
  – Membership organisation: 850 universities & 34 national rector conferences in 47 countries
  – Contributes to HE and research policy making
  – Consultative member for the Bologna Process
EUCEN

• Alfredo Soeiro
  – Member of Steering Committee,
  Link to VET
  – Professor at U Porto

• European Universities
  Continuing Education Network
  – www.eucen.eu
  – Largest European multidisciplinary association
    in university lifelong learning
Eurotech

• Olivier Küttel
  – Head of European Public Affairs at EPFL

• EuroTech
  – www.eurotech-universities.org
  – Brings together four leading European technical universities: DTU, TU/e, EPFL, TUM
EUNIS

• Yves Epelboin
  – Past President of EUNIS
  – Director of Multimedia Production Center at U P&M Curie

• European University Information Systems Organization
  – www.eunis.org
  – Brings together those who are responsible for the management, development and the policy for Information Technology in Higher Education in Europe
EADTU

• Fred Mulder
  – Chair EADTU Taskforce on Open Education
  – Former Rector of OUNL (2000-2010)
  – UNESCO Chair in OER

• European Association of Distance Teaching Universities
  – www.eadtu.nl
  – Its membership comprises the open and distance teaching universities, national consortia which connect conventional universities, and associate members from non-European countries
3 Questions

• 1) What are your plans in relation to MOOCs in Europe?
• 2) What and when will be your next action?
• 3) In which way could you complement other efforts in synergy taking into account your strengths?
Opening up Education in the EU and OpenupEd MOOCs

Fred Mulder
Chair EADTU Taskforce on Open Education
UNESCO Chair in OER at OUNL
(former Rector OUNL 2000 – 2010)

European MOOC Stakeholder Summit
6-7 June 2013
@EPFL, Lausanne
About Open …

Open Education

✓ Open Learning (1971 OU-UK; other OUs)
✓ Open CourseWare (2001: MIT)
✓ Open Educational Resources (2002: UNESCO)
✓ Open Education (2008: Cape Town Declaration)
✓ Massive Open Online Courses (2011: xMOOCs / 2008: cMOOCs)

Opening up Education (2012: EU)

Would need a dedicated presentation
Open(ing up) Education (OuE) seems a subtle change but is pretty relevant …

OuE underlines the dynamics and the process
(there is no fixed model for education over time)
OuE can adequately accommodate diversity
(there is no single ideal model for education)

brings in nuance and offers an umbrella for:
> Open Educationalists, MOOCers, and other devotees <
> Elite Universities, Open Universities, and the wider variety <
> Educational Institutes from primary through university level <
> Learners with their diversity in needs and circumstances <
European Union …

with ‘Opening up Education’ is preparing JIT for a **breakthrough** move

is in an **effective position** with its **tools**: policy guidance, EU regulation, EU funding schemes, exchange of good practices, innovative pilots, …

can **inspire, mobilize, facilitate, and support** EU **countries** and **educational institutes** in their OuE endeavours

can **harmonize, create synergies, underline diversity** (when appropriate) among EU **countries** and **educational institutes**

can **add value** in the **global educational market**
EU: ‘Opening up Education’

Perspective of OuE?

Successor of the remarkably successful ‘Bologna’ for HE, an innovation where top-down and bottom-up merged, with a shared feeling of momentum and a clear goal: contribute to mobility, quality, and harmonization.

‘Opening up Education’, significant for all educational sectors, an innovation where top-down and bottom-up are merging, with an upcoming feeling of momentum and a clear goal: contribute to accessibility, quality, efficiency, and innovation.

Joint Initiative of
> Education and Culture <
> Digital Agenda <
EU: ‘Opening up Education’

To be launched after Summer 2013

Fully exploit the potential of OER and ICT …

… for futureproof Education, Skills, and Jobs

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> Learning & Teaching >
> Content <
> Infrastructures <

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Substantial budget for 2014-2020

(Part of Erasmus for All, Horizon 2020)

YES, also about MOOCs

BUT is much broader

Solid & Mature(d)
Going pan-European … with OpenupEd MOOCs

**MOOCs: predominantly US**
where it all started as of 2011
and … *expanded massively* (Coursera, Udacity, edX)
some *EU universities* have joint US initiatives
new launches in *UK, Australia, Germany, Spain*

**TIME for a European initiative!**
nice umbrella: the EC launch ‘Opening up Education’
that’s why OpenupEd is our name
first pan-European MOOCs initiative
OpenupEd MOOCs

Launched April 25

Joint press release EADTU & European Commission

European values: Equity, Quality, and Diversity

> Learner at the Centre <
> High-quality Learning Materials <
> Self-study Model <
> Diversity in Language and in Culture <

In Tradition of acclaimed Open Universities model:

EADTU initiative (thought about the term MOUCs)
OpenupEd partnership (EADTU)

At the launch, from the EU:
France, Italy, Lithuania, the Netherlands,
Portugal, Slovakia, Spain, the UK

Outside the EU, from:
Russia, Turkey, Israel

Planning to join, from:
Cyprus, Denmark, Estonia, France,
Greece, Poland (2x), Slovenia, Spain

Open to other potential partners
OpenupEd courses

Around 60 at the start

Wide variety in subjects and level

12 Languages

Scheduled or self-paced

20 to 200 hours of study

Recognition options
OpenupEd common features

- Openness to learners
- Digital openness
- Learner-centred approach
- Independent learning
- Media-supported interaction
- Recognition options
- Quality focus
- Spectrum of diversity

*Not meant to be a strict order but rather to give general guidance*
OpenupEd: some stats

For April (≥ 25) and May:
5.5 million hits
65,000 unique visitors
6600 newsletter registrations

Top-5 April: Portugal, Spain, Germany, Bulgaria, Greece
Top-5 May: Portugal, Spain, Italy, Bulgaria, US
Top-5 June: Spain, Portugal, Netherlands, US, Italy
OpenupEd, a decentralized model

Institutions themselves are leading
OpenupEd central communication portal, a referatory to the institutional platforms
Driven by service to learners & society (rather than by revenue)
Positioned in the public domain (not-for-profit) (rather than the private sector)

BUT … commonality in our eight features
OpenupEd: benefits for partners

Strong and distinctive quality brand
Collective exposure beyond national borders
Visibility and marketing potential

Opportunity to join cross-national projects with external funding
Opportunity to engage with the expertise and experience in the OpenupEd partnership: (i) development of MOOCs (ii) operate on a partner’s platform (iii) institutional evaluation & monitoring

Annual state-of-the-art meeting (part of EADTU Conference)
Explore further extension of ‘opening up education’ at institution
OpenupEd: six conditions to join

1. Position in national HE structure including QA & Accreditation
2. Institutional endeavour with evidence of QA for the MOOCs
3. Endorsement of the eight common features and evidence of how these are applied to the MOOCs; crucial are ‘openness to learners’ & ‘digital openness’
4. E-xcellence MOOC label required at entry & periodical renewal
5. The MOOC operation must be evaluated and monitored; data and results must be shared within OpenupEd partnership
6. Payment of a moderate annual fee
This is just a start of an exciting expedition ...

www.openuped.eu

THANK YOU!
fred.mulder@ou.nl
EUA MEMBERSHIP MAP AS OF 18 APRIL 2012

- close to 900 members in 47 European countries (universities, rectors’ conferences)
- development of institutional good practice
- European research & education policy making
- collaboration with partner organisations in Europe/internationally
MOOCs - EUA response

- Need for more information among our membership
- Task Force: Monitoring – updates – possibly events
- Stimulating debate at the EUA Council
- a catalyst for debate
  - more focus on learning and teaching
  - massification, quality, flexibilisation, internationalisation
  - technical possibilities, OER, delivery modes ...
  - probes the concept of the university (unique, sustainable, knowledge creation, research based learning, etc).
To be ... or to not to be ... or to change ...?

What could possible changes through MOOCs mean for universities?

- will it put (some of) them out of business?
- concentration, new types of institutions, hierarchy?

Public funding - privatisation/ commoditisation of HE - partnerships?

- Multinational knowledge & learning providers?
- ‘costs to cut in the public sector and dollars to be made in the private sector’

- Degrees, competences, credentials?
- Learning & learning culture?
- Higher education staff – professors?
What can we do with the MOOCs?

- quality of learning and teaching
  - online / blended learning
  - learning methods
  - assessment – testing
  - flexibilisation of learning
  - learning content

- internationalisation
  - European learning offer
  - Joint provision with partners around the globe?

- collaboration – learning & research
  - University, non-university partner
  - E.g. response to learning needs and challenges in a region, a city

- European approach(es)?

- meaningful education” – Alex Usher
2013 membership consultation:
175 responses: university leadership & IRO

Massive Open Online Courses (MOOCs)

Figure 15: Institutional awareness and interest in Massive Open Online Courses (MOOCs).

- Have you ever heard of MOOCs? 58% Yes, 34% No, 7% I don't know
- Have they been discussed at your institution? 50% Yes, 33% No, 17% I don't know
- Do you think MOOCs should be developed further in Europe? 44% Yes, 48% No, 8% I don't know
- Would you be interested to learn more about this topic? 88% Yes, 7% No, 5% I don't know
EUCEN as Association

• EUCEN is an association (not-for-profit) based on Belgian law – founded 1991

• Currently more than 191 members (institutional membership) from 36 countries including 16 national ULLL Networks

• Mission: the promotion and advancement of LLL within HE institutions in Europe and elsewhere; to foster universities’ influence in the development of LLL knowledge and policies throughout Europe
MOOC´s Actions

• Support EUCEN members and finding solutions for developing a MOOC strategy for ULLL

• Developing provisions (research) supporting quality assurance of MOOC in ULLL

• Working with other players to promote the use of MOOC in ULLL

• Participate in debates and events in all levels to share experiences and research with MOOC

• Disseminate among members and stakeholders (regions, stakeholders, ...) the evolution of MOOC in ULLL
EUCEN answers

• 1) What are your plans in relation to MOOCs in Europe?
Cooperate with stakeholders to provide MOOCs with quality

• 2) What and when will be your next action?
Prepare a newsletter to introduce EUCEN members to use MOOCs

• 3) In which way could you complement other efforts in synergy taking into account your strengths?
Work with stakeholders to support an European MOOC platform
IS managers in European HE&R institutions

- 130 Universities from 29 countries
- Different languages & cultures. English is the common language
- Each country often centered on itself.
- Strong national associations: strategy, professional development, …
- Need of an organization to exchange
Main activities

- Annual congresses since 1995
- Task forces:
  - E-Learning Task force
  - RS3G group (middleware: SIS…)
  - MIS group (National software providers, BIS…)
  - Bencheit (Benchmarking)
- Rectors conferences about every 3 years:
  - 69-80 rectors and pro rectors from European universities
- See www.eunis.org
MOOCS

EUNIS has a keen interest in these developments but remains skeptical about the fact that much current MOOC activity is US-centric with its roots firmly in the commercial sector that is currently underwriting much of the development activity. There are also contrasting pedagogic models being labeled under the same banner. Europe needs to analyze the lessons learned from these developments and look at how best to apply them to improve the educational experience in a diverse range of educational contexts. EUNIS sees opportunities to improve pedagogic practice by incorporating more online learning (especially effectively designed peer interactions) in traditional courses. There are also some opportunities for widening participation bearing in mind the digital literacies (and indeed cultural attitudes to learning) required by students before they can become effective learners in this type of context.

European MOOC Summit, EPFL, June 2013  Yves Epelboin, UPMC-Sorbonne Universités