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

EUA

- 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
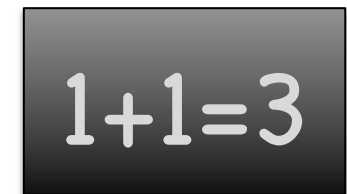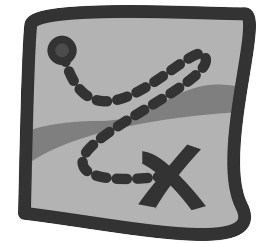
EADTU

- 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?

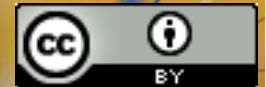# Opening up Education in the EU and OpenupEd MOOCs

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

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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

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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 **<**

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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 <

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EU: *'Opening up Education'*

To be launched after Summer 2013

Fully exploit the **potential** of **OER** and **ICT** …

… for futureproof **Education**, **Skills**, and **Jobs**

> *Learning & Teaching* >
> *Content* <
> *Infrastructures* <

Substantial budget for 2014-2020

(Part of Erasmus for All, Horizon 2020)

YES, also about MOOCs
BUT is much broader
Solid & Mature(d)

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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 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*

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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

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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

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OpenupEd: benefits for partners

Strong and distinctive *quality brand*

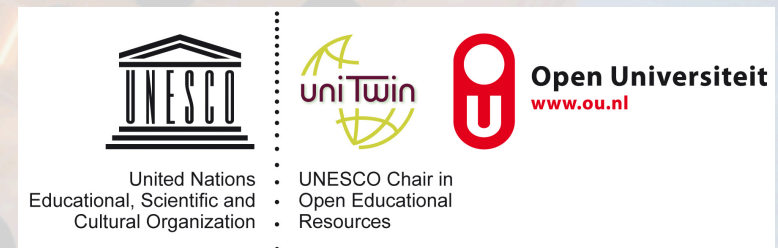Collective *exposure beyond* national borders

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

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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
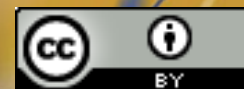
6 Payment of a *moderate annual fee*

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This is just a start
of an exciting expedition …
www.openuped.eu

THANK YOU!

fred.mulder@ou.nl

EUA
European University Association

- 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, hierachy?
- 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?
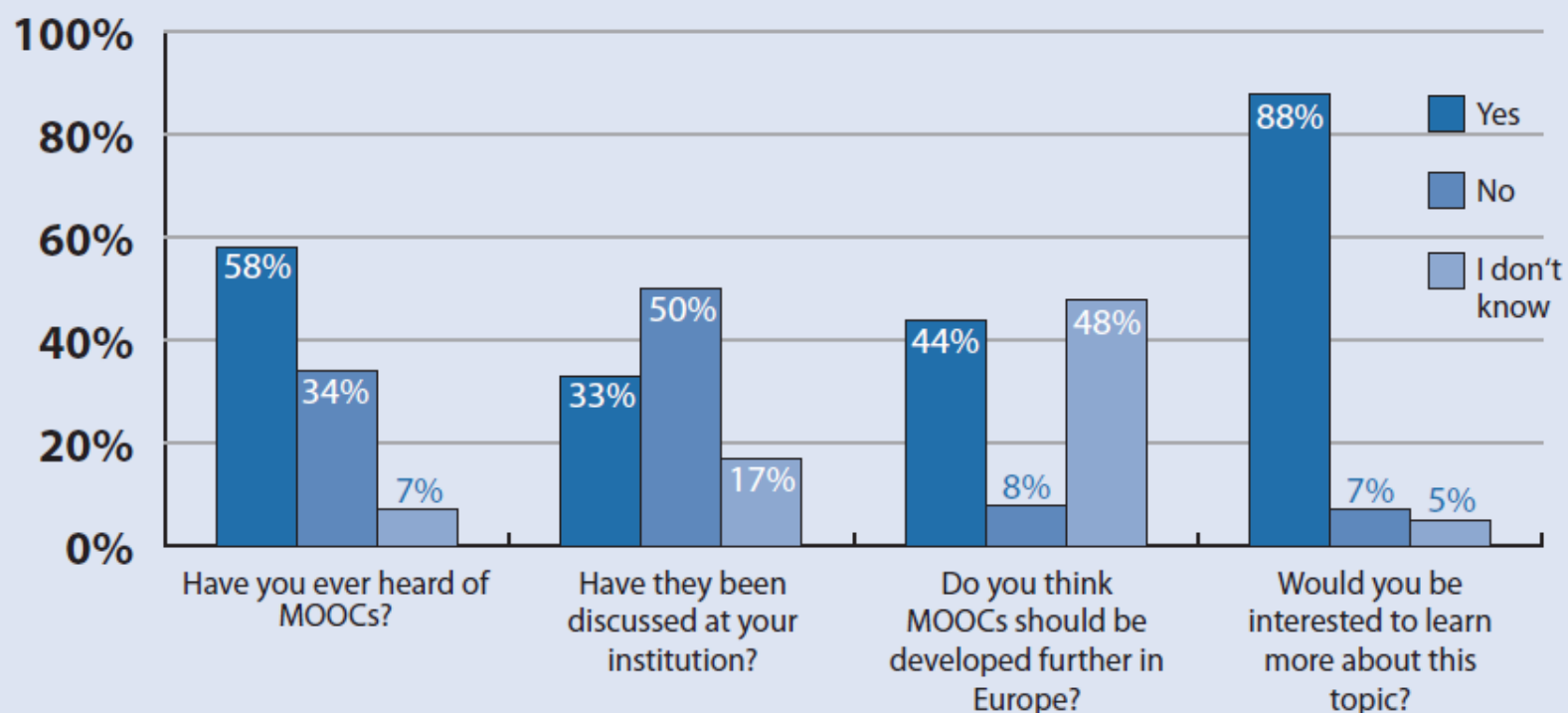- Higher education staff – professors?

…3…

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).

Legend:
- Yes
- No
- I don't know

Data:

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

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

European UNiversities Information Systems

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.