Great Expectations: not a choice, a reality

Martin Bean

Vice-Chancellor

The Open University

Our collective challenge - 2010

"In….a world (in which information is everywhere), sense-making and the ability to assess the credibility of information are paramount.

Mentoring and preparing students for the world in which they will live, the central role of the university when it achieved its modern form in the 14th century, is again at the forefront."

Horizon Report 2010

Our collective challenge - 1982

**“We are drowning in information but starved for knowledge …….
Uncontrolled and unorganized information is no longer
a resource in an information society, instead it becomes the enemy.“**

John Naisbitt Megatrends 1982

Our collective challenge - 1945

“The summation of human experience is being expanded at a prodigious rate, and the means we use for threading through the consequent maze to the momentarily important item is the same as was used in the days of square-rigged ships.”

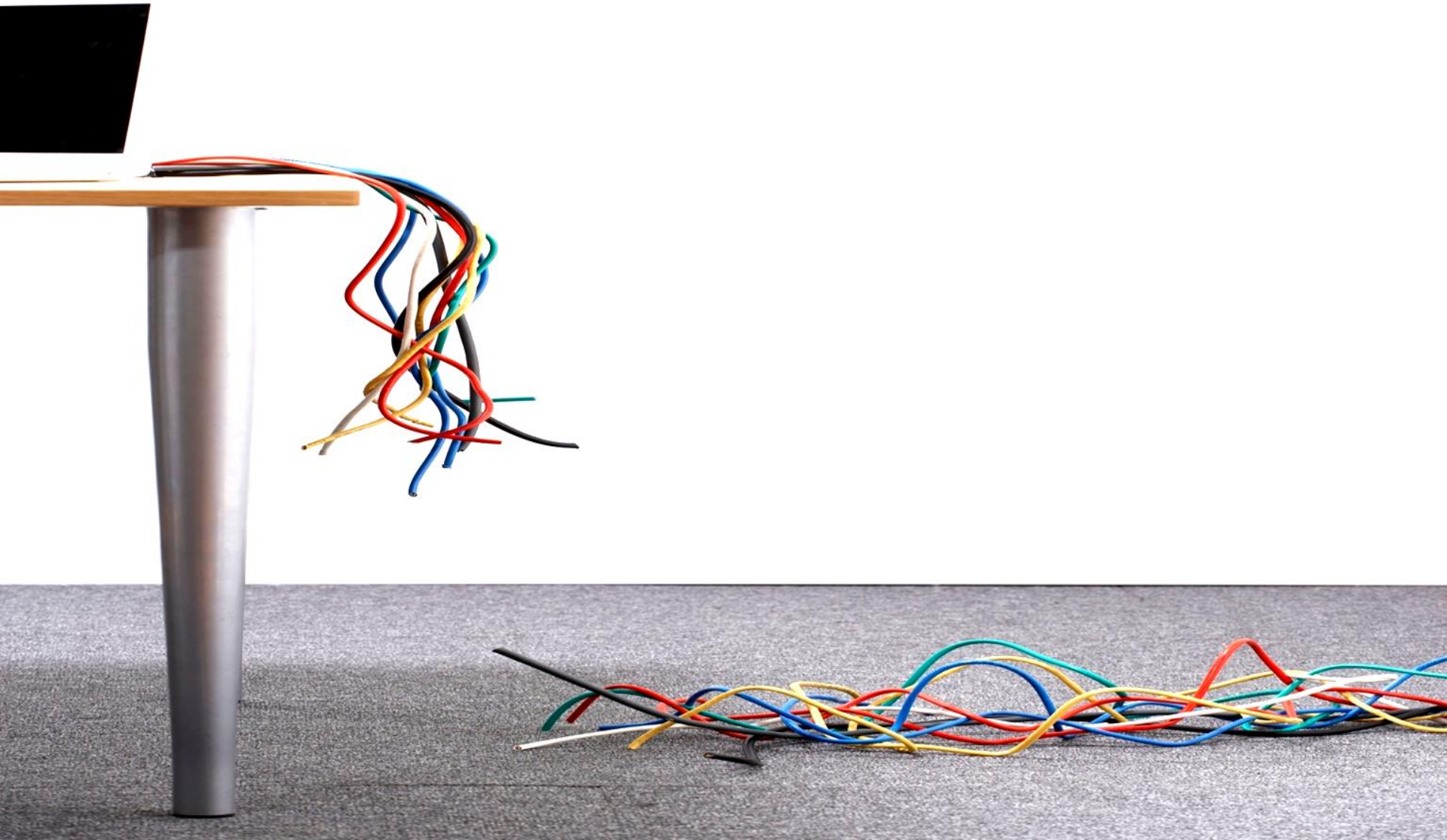
Vannevar Bush As We May Think 1945

Our collective challenge - 1755

“As long as the centuries continue to unfold, the number of books will grow continually, and one can predict that a time will come when it will be almost as difficult to learn anything from books as from the direct study of the whole universe. It will be almost as convenient to search for some bit of truth concealed in nature as it will be to find it hidden away in an immense multitude of bound volumes.”

Denis Diderot, "Encyclopedie“ (1755)

The new digital divide



Our collective challenge

Transforming

information

into

meaningful

knowledge

Student expectations

Many students have never known a world without:

What do they want?

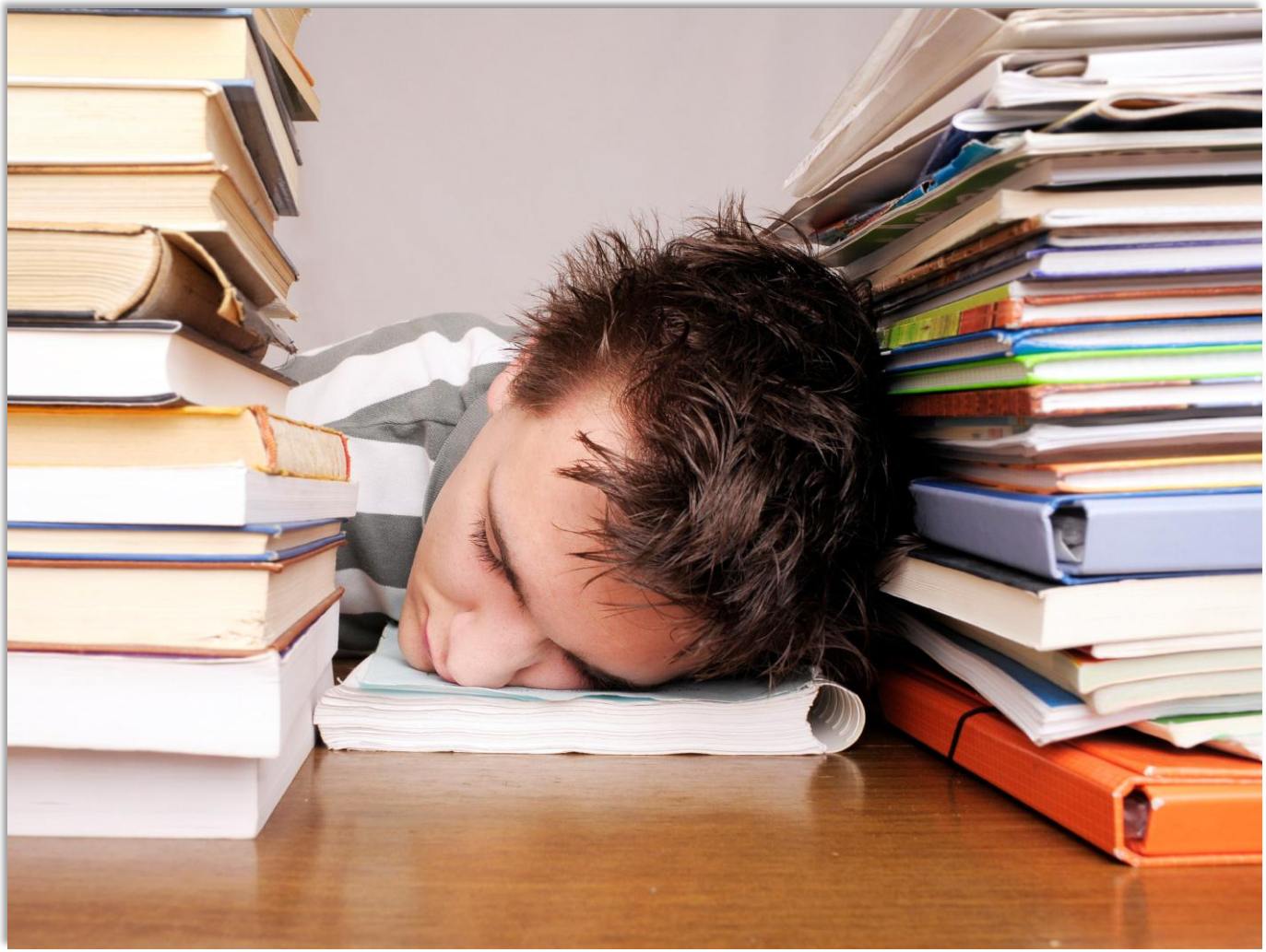
Understanding the needs of today's students

Beliefs	Desires
• Believe ICT improves their learning experiences • Want academics to use more ICT • Feel their lecturers need additional training in technologies	• Use latest technology • Part of the overall learning experience • Integration between the VLE, lectures and the entire learning experience

'Student perspectives on technology – demand, perceptions and training needs', Report to HEFCE by NUS 2010.

We need to find a balance

Blending digital lifestyles and digital work styles



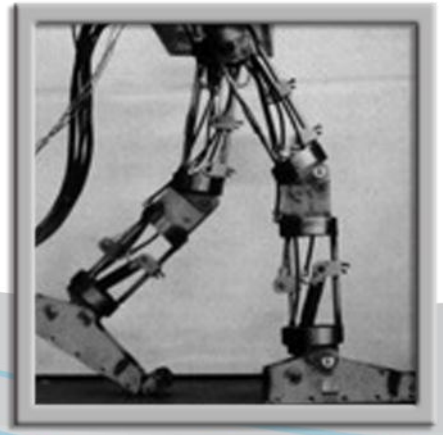
DISRUPTIVE INNOVATION

What would Steve do?

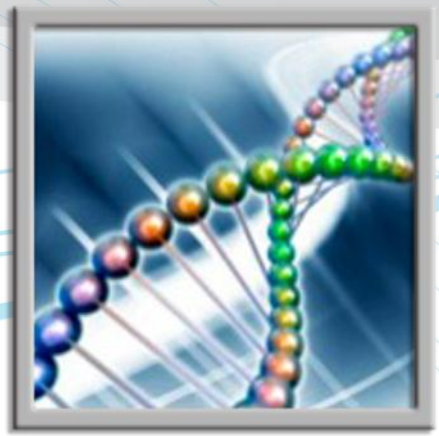
Are we
creating
rich experiences?

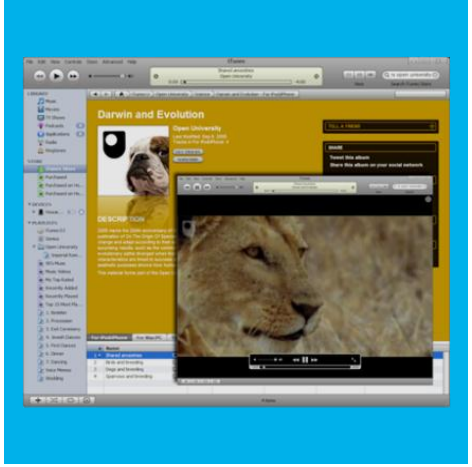
TECHNOLOGY

The Open University



People | **Places** | **Methods** | **Ideas**





Multi-channel

The opportunity for technology

Enabling relevant, personalised, engaging learning

frozen planet

Course: *The frozen planet* (S175)

Using specially-shot film from the BBC Frozen Planet team, the course investigates the ecosystems, plants and animals that prosper in the polar regions, the global climate, the influence of humans on the environment and the motivations of early explorers.

The Open University

BBC

British Antarctic Survey

JEKYLL

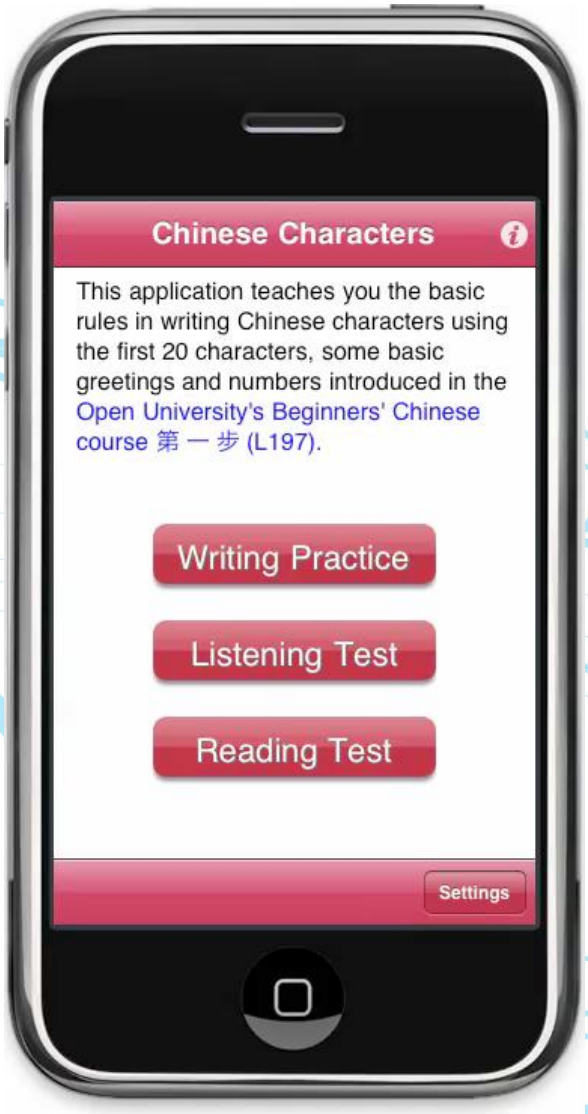
iTunes U

Key facts:

- Over 54 million downloads by over 6 million unique visitors
- Currently averaging over 270,000 downloads a week
- 91 % of visitors from outside the UK
- 1 in 33 downloaders go on to visit the OU website
- in January 2012 the OU became the first university in Europe to reach more than 1 million subscriptions through its 52 OU courses on the new iTunes U app

Multi-device

More than a podcast but a learning application



eBooks

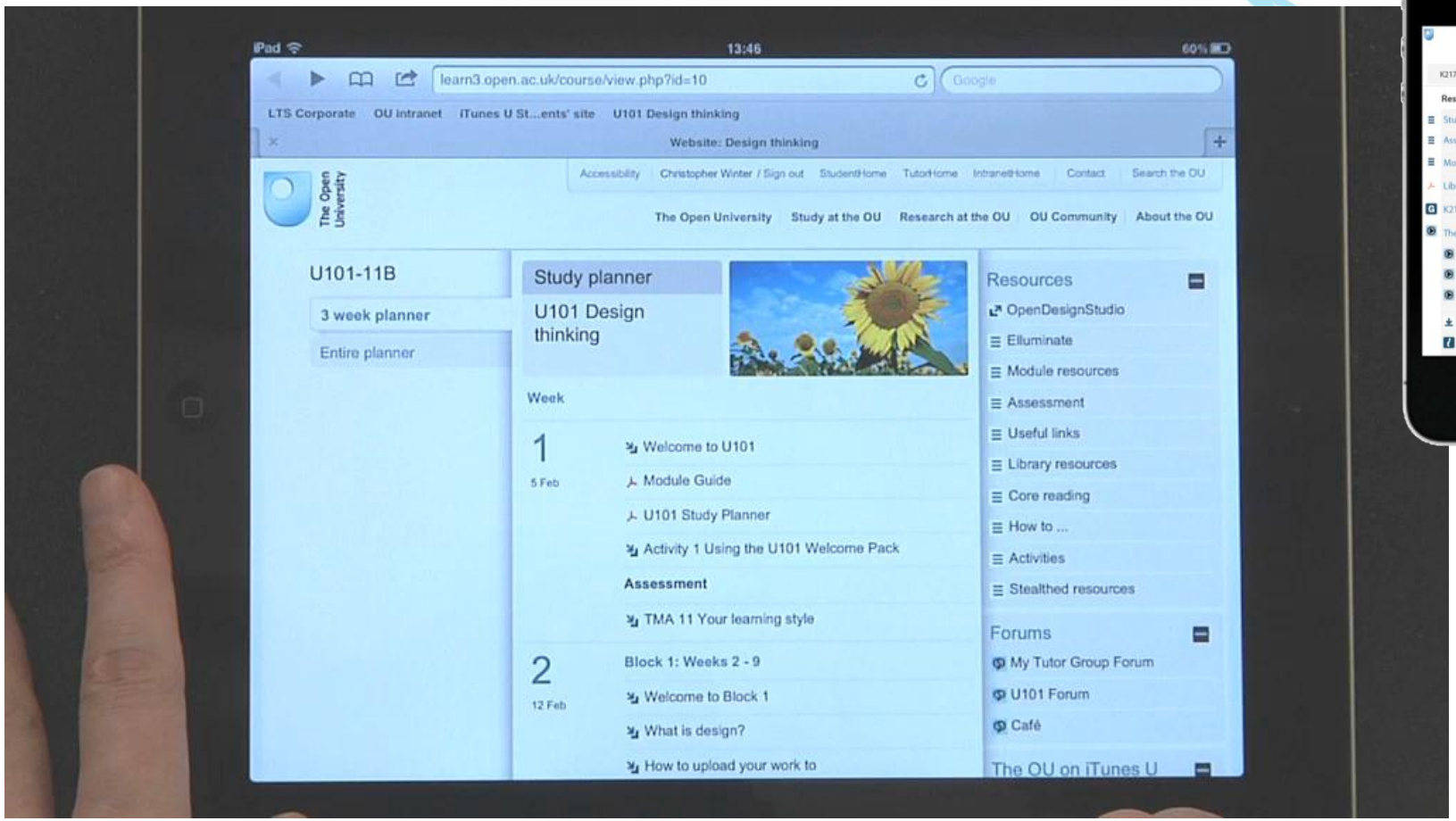
frozen planet
Course: The frozen planet (S175)
Website
ARCTIC
Poster
OpenLearn
Explore | Try | Study
Free Courses
Sign up
Welcome back Andrew Law - You are here: Home
Body & Mind
Education
History & The Arts
Languages
Money & Management
Nature & Environment
OU on the BBC: Frozen Planet
Newsletter
eBook
Climate change
Science
Interactive
FROZEN PLANET
Arctic
Antarctic
Sample
LearningSpace
The frozen planet
Learning Tools
Related educational resources
Rate and Review
Study
The frozen planet
Course facts
About this course:
Course code S175
Credits 10
OU Level 1
SCQF level 7
FHEQ level 4
Course work includes:
End-of-module assessment
No residential school

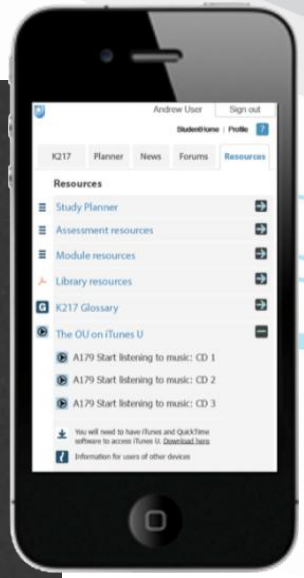
The opportunity for technology

Agile, efficient and connected learning systems

Private iTunes U

In our Moodle VLE, 2012





The opportunity for technology

Extending the reach of high quality education to all

The Open University

Open Educational Resources

OpenLearn

Free learning from The Open University

YouTube

amazon

audioBoo

The opportunity for technology

Nurturing powerful communities of learning

Education meets social networking

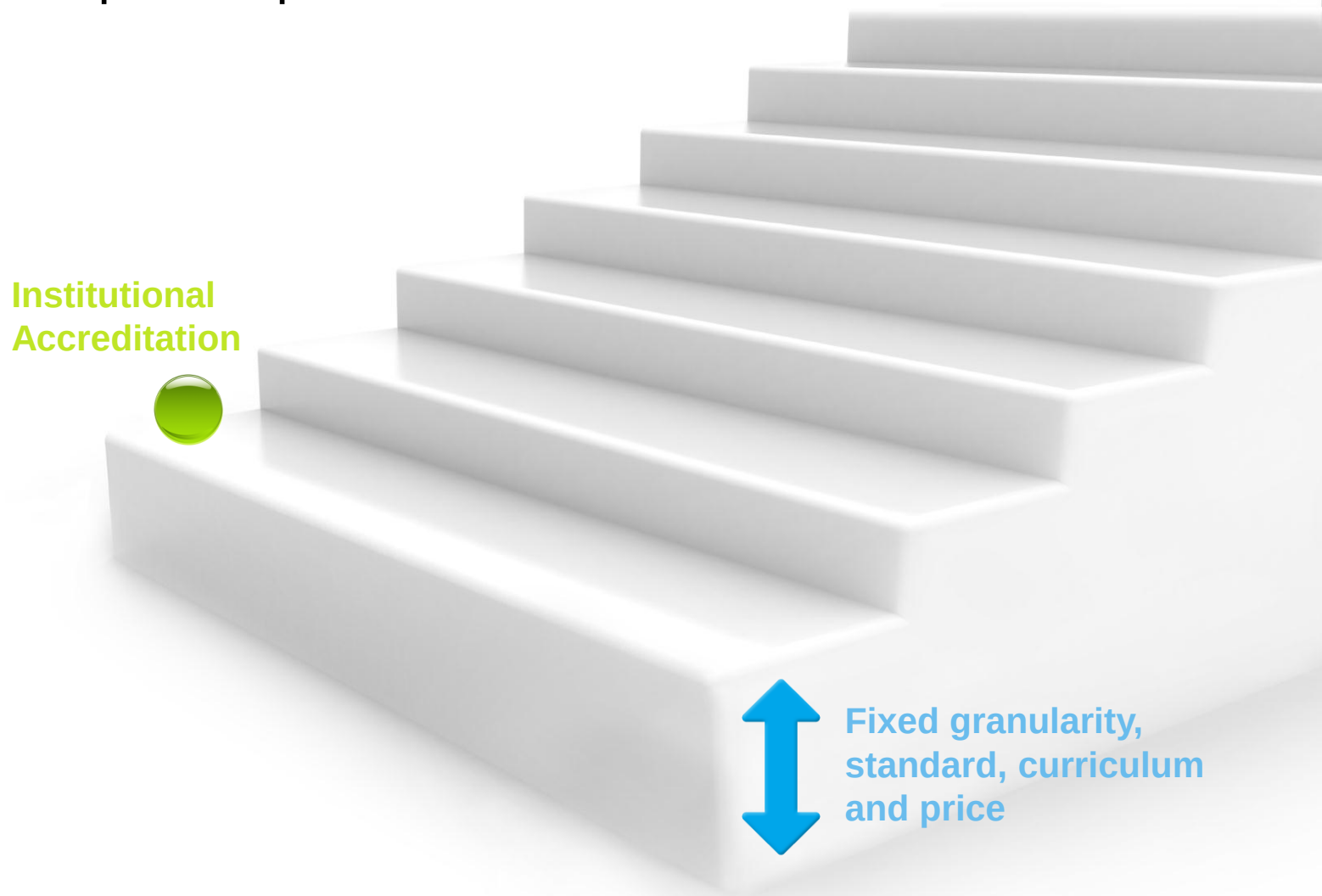
Exciting | Fast | Disruptive | Social

Social networking

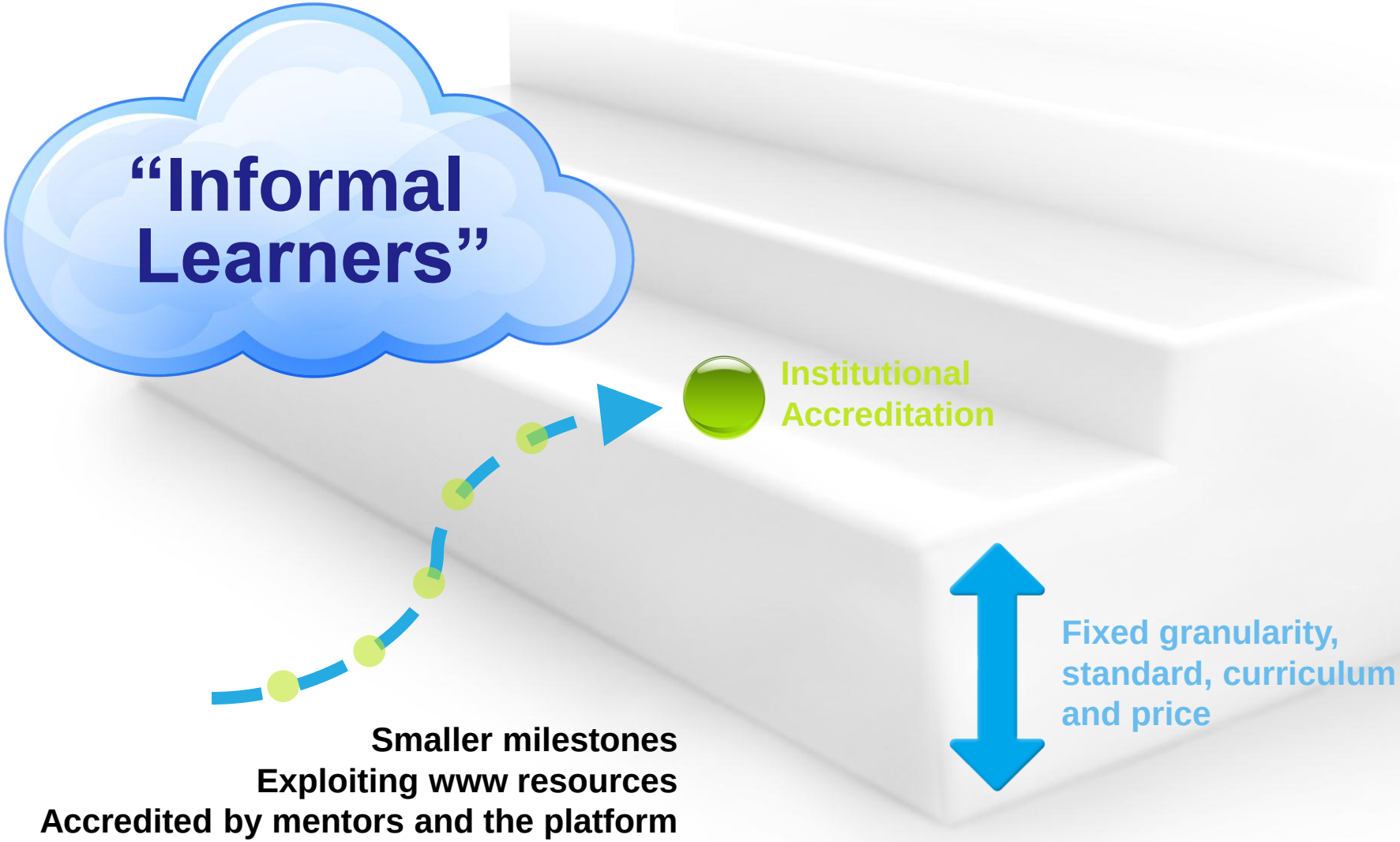
Tuned in for learning…

Institutionally accredited learning

Predefined steps and paths

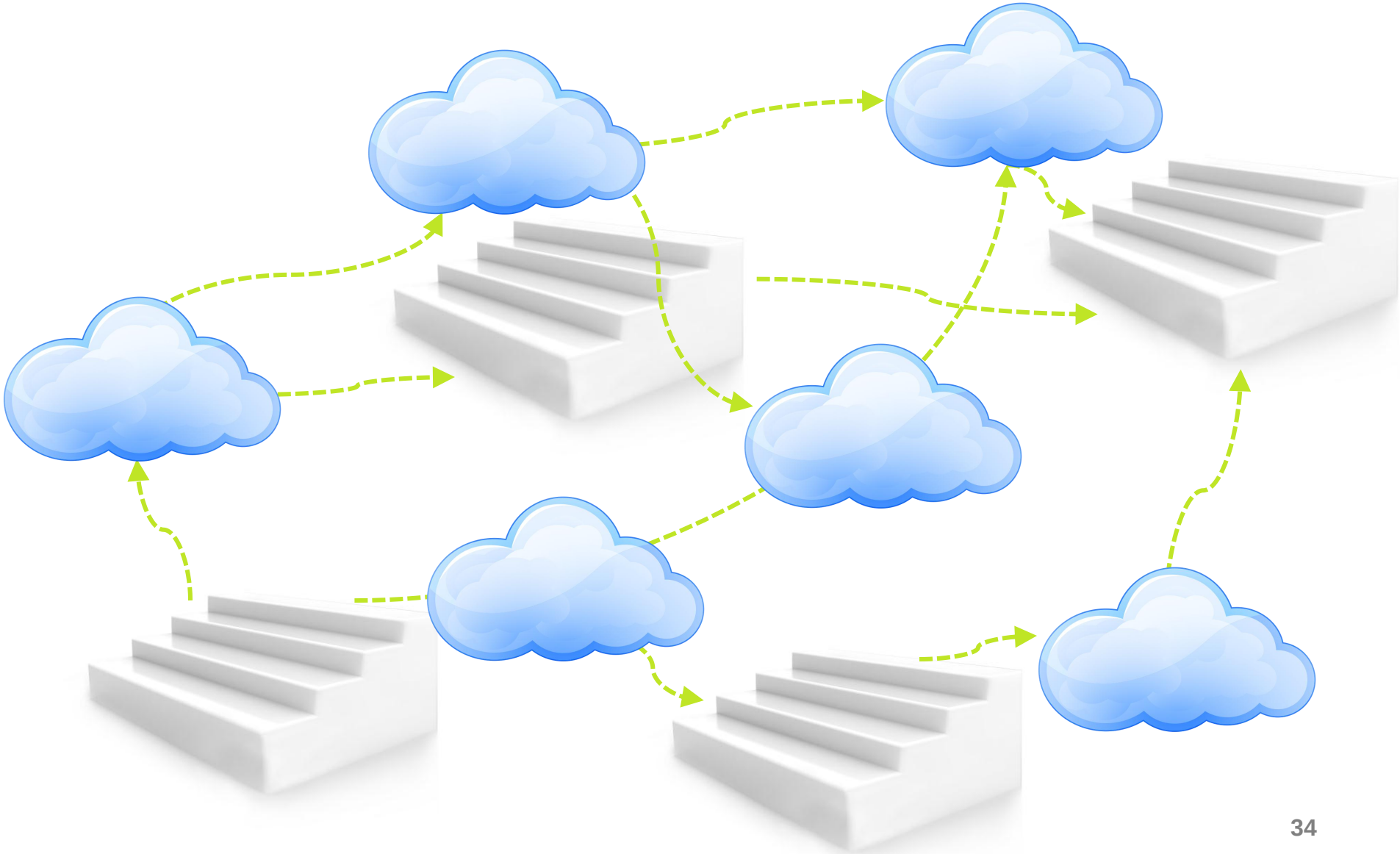


Gentler, more open slopes



Smaller milestones
Exploiting www resources
Accredited by mentors and the platform

An open, social cloud environment



Thank you….

Icon Source: www.Iconshock.com