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*FFWD INTO THE FUTURE
AN INCREASINGLY INTERNATIONAL AND ONLINE
EDUCATION SECTOR*

Edwin van Rest
StudyPortals

Tim Gore OBE
University of London
international programmes



AUDIENCE POLL

Are you already offering online education?

- MOOCS
- Some (paid) courses online
- Some full degree programmes online
- Many full degrees online
- Nothing yet
- Thinking about it

- Online towards international audience?

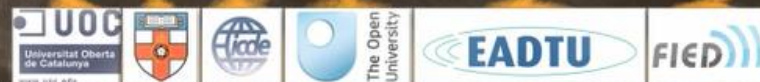
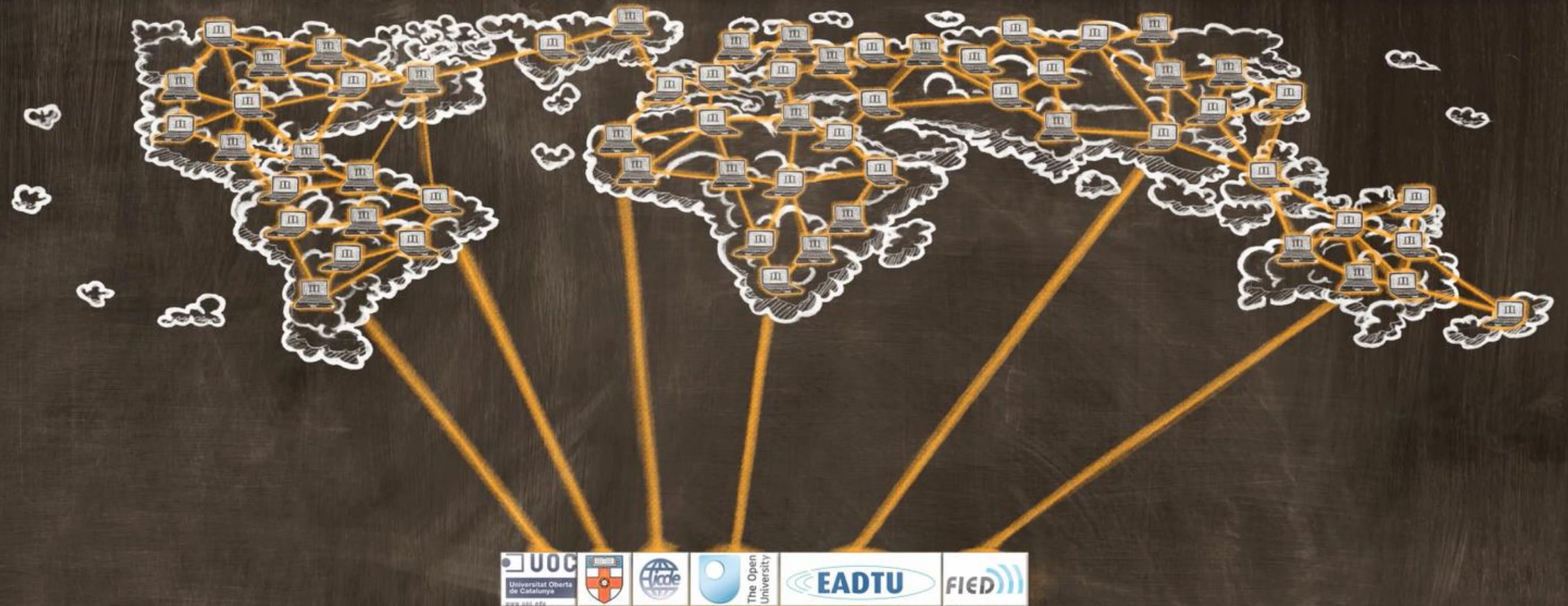
AGENDA

Edwin – StudyPortals platform, OHER, IDEAL research – data on the trends in online learning:

- University offer
- Student Demand

Tim – University of London International Programmes – institutional perspective

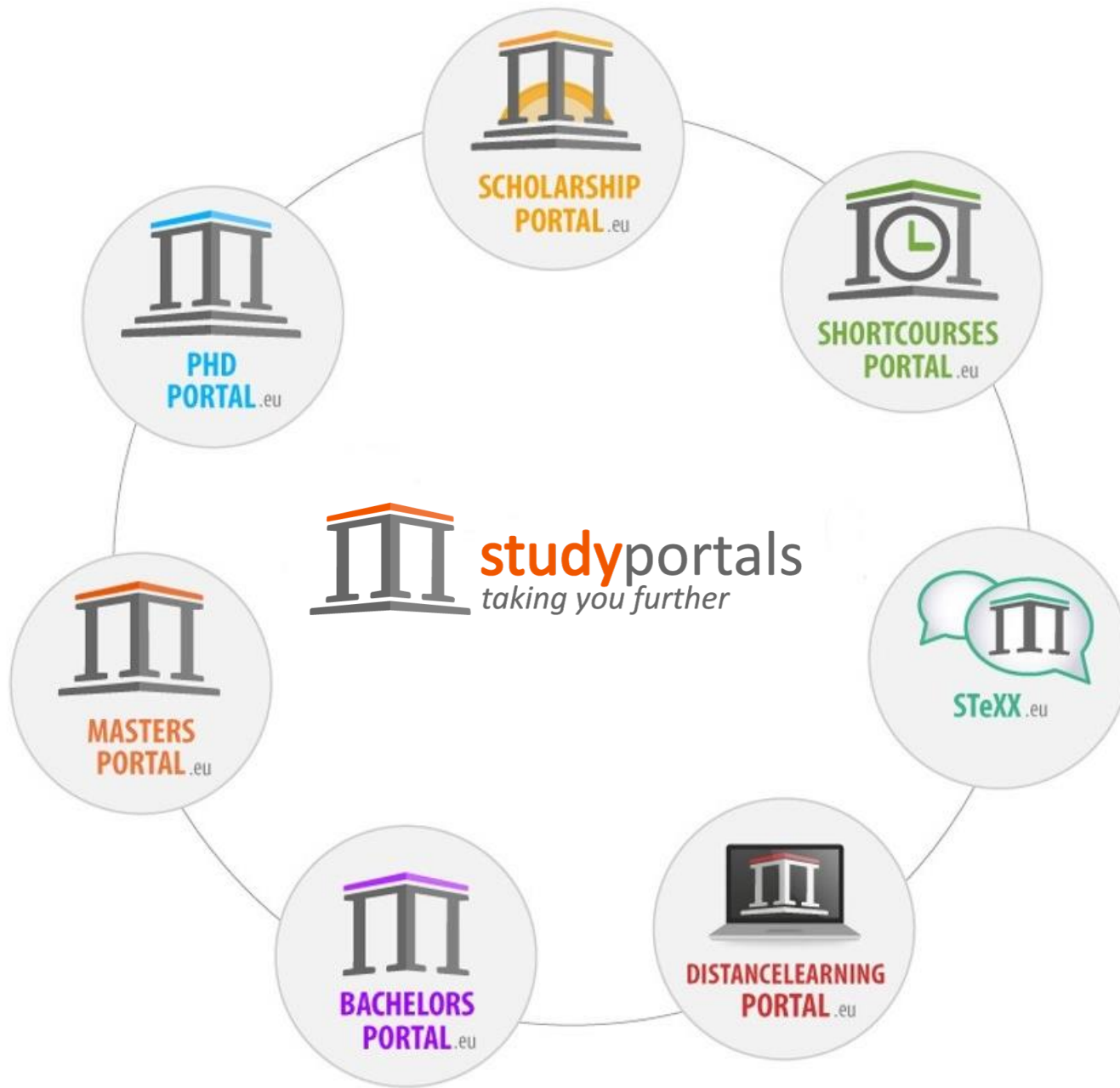
- Changes in global higher education environment
- Situating online learning within a strategic framework
- University of London as a case study.



<http://www.distancelearningportal.com/video/>



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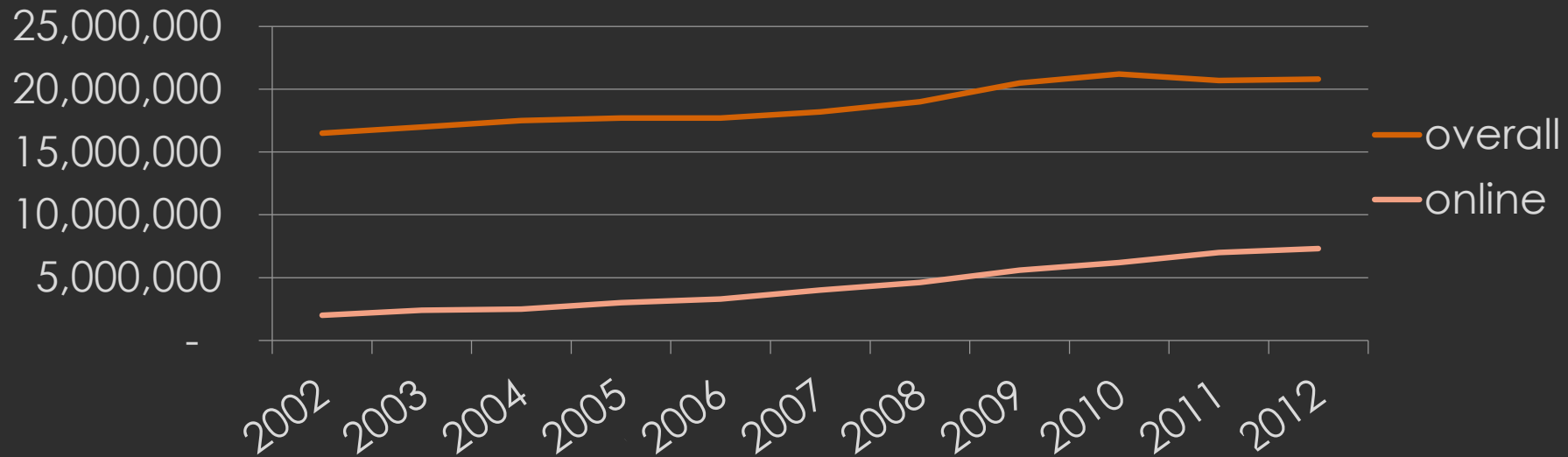
The **IDEAL** Project
Impact of Distance Education on Adult Learning

Project Partners

- Erasmus+ 75 IMPACT
- UIL UNESCO Institute for Lifelong Learning
- studyportals taking you further

GLOBALOHER

RISING DEMAND FOR ONLINE EDUCATION



33.5% of students in the USA took at least one online course

Source: BSRG, Sloan-C, Pearson: Total and Online Enrollment in Postsecondary Institutions (USA) Fall 2002-Fall 2012

DEMAND FOR FULL ONLINE DEGREES

- 62,4% of institutions that offer a course online, also offer a degree program fully online [1]
- 15% of students that have taken at least one class online, have earned their degree entirely online. [2]

[1] <http://www.onlinelearningsurvey.com/reports/changingcourse.pdf>

[2] <http://www.pewinternet.org/2011/08/28/main-report-17/#fn-275-12>

GEORGIA TECH MS IN COMPUTER SCIENCE



100 students
\$ 66,000

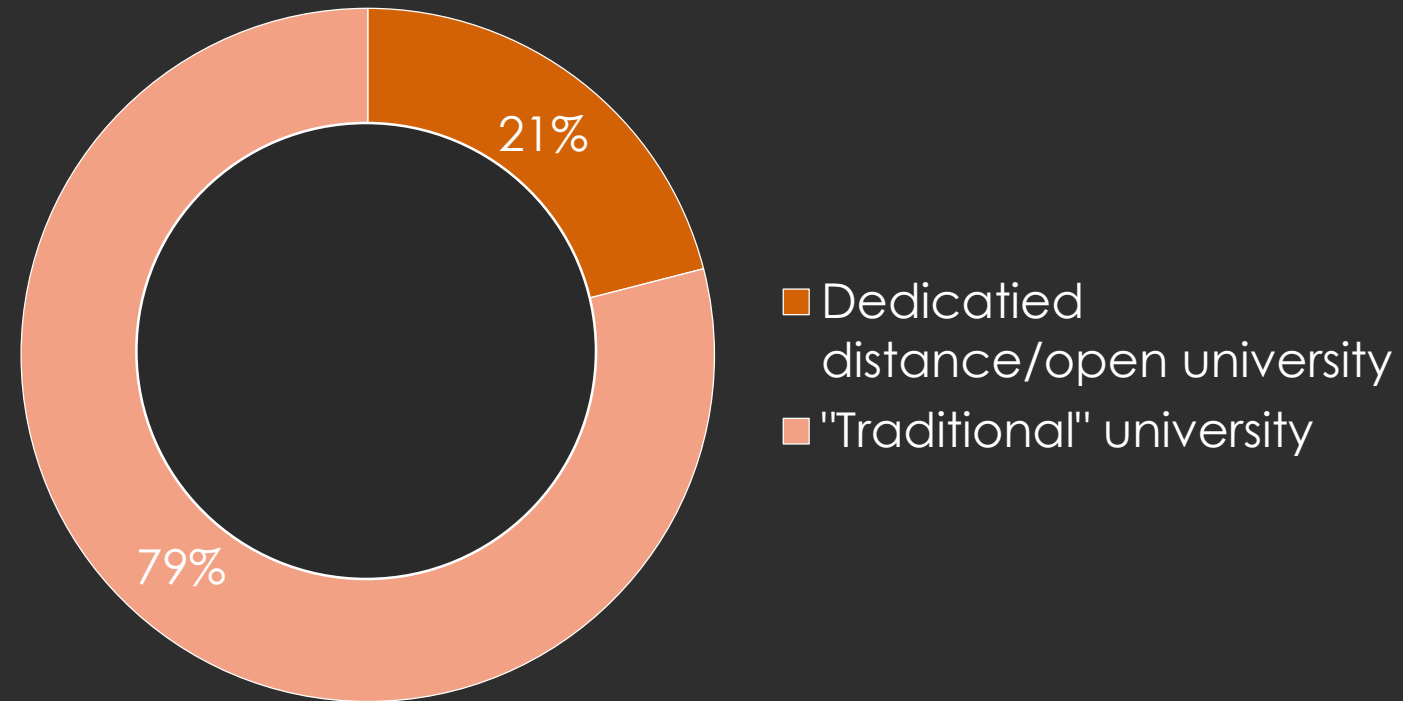
VS



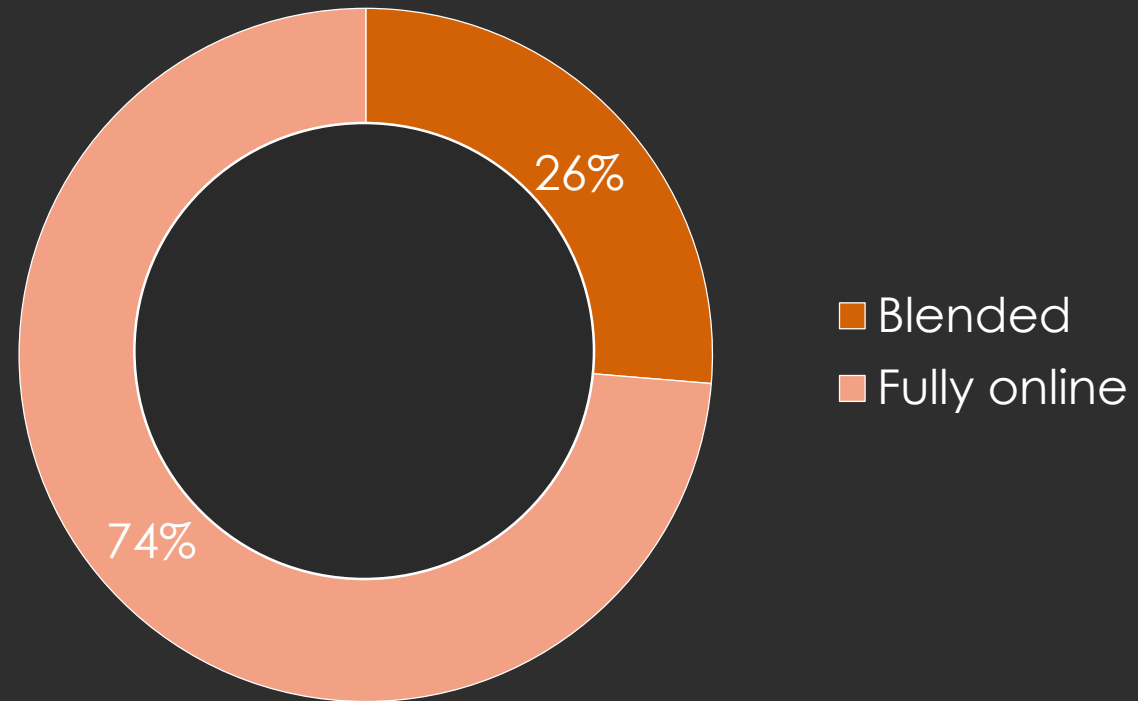
10,000 students (plan)
\$ 6,600



THE OFFER – TYPE OF INSTITUTION

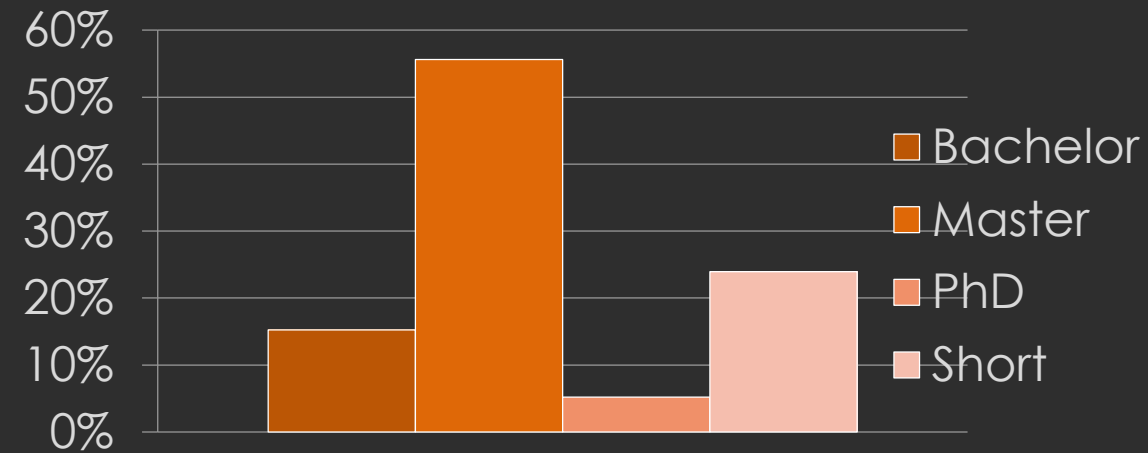


THE OFFER – DELIVERY MODE



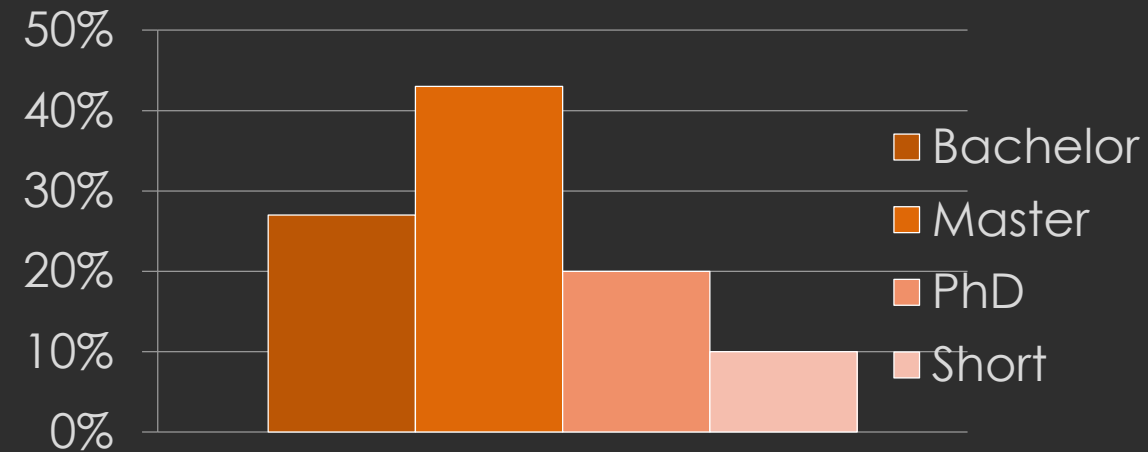
DEGREE LEVEL - OFFER

- 15% on Bachelor's level
- 56% on Master's level
- 5% on PhD level
- 24% short courses

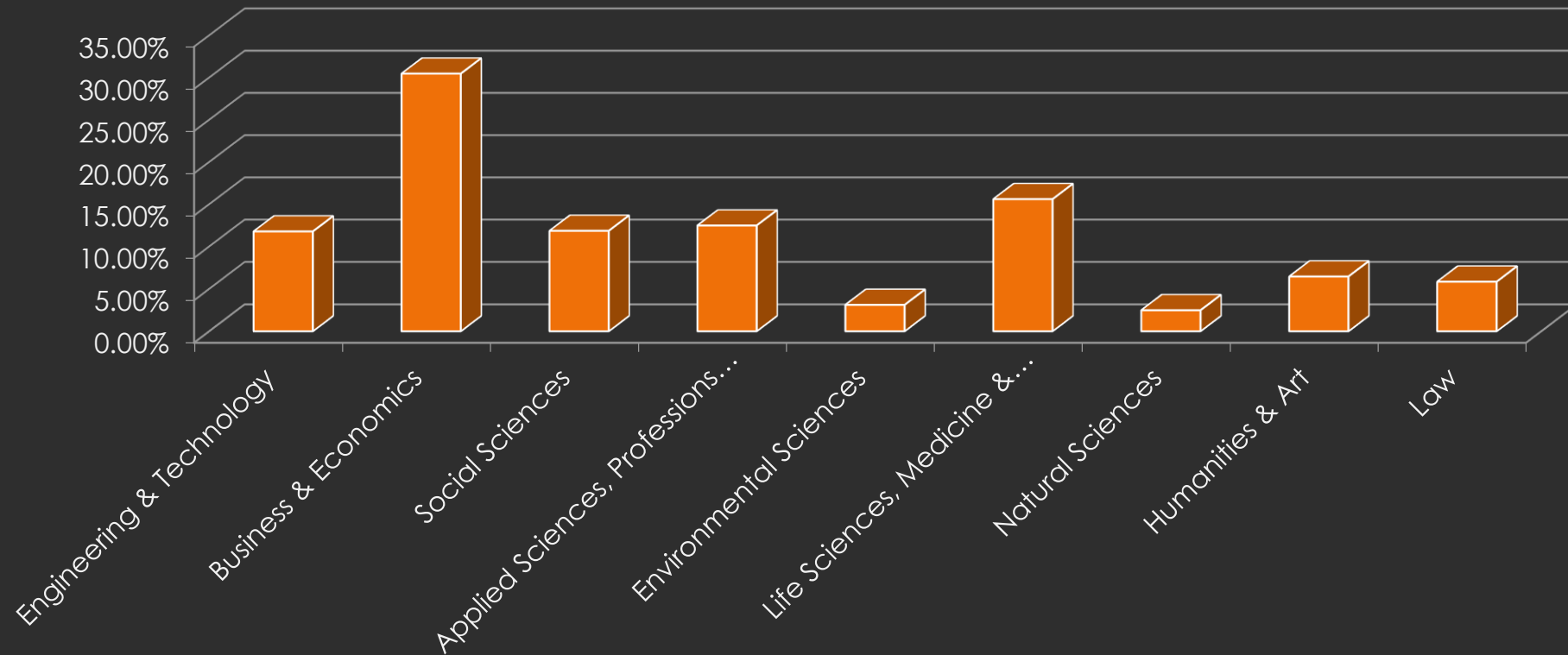


DEGREE LEVEL - DEMAND

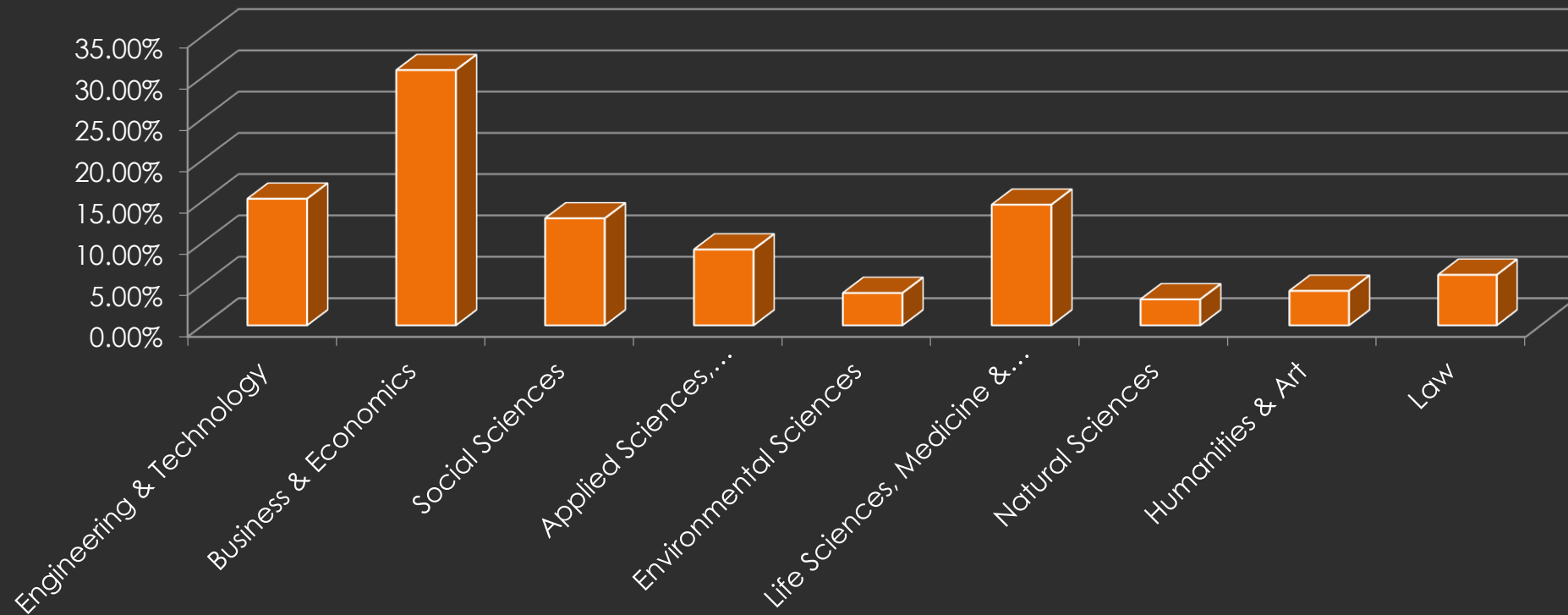
- 27% are looking for Bachelor
- 43% are looking for Master
- 20% are looking for PhD
- 10% are looking for short courses



DISCIPLINE BREAKDOWN – OFFER



DISCIPLINE BREAKDOWN – DEMAND

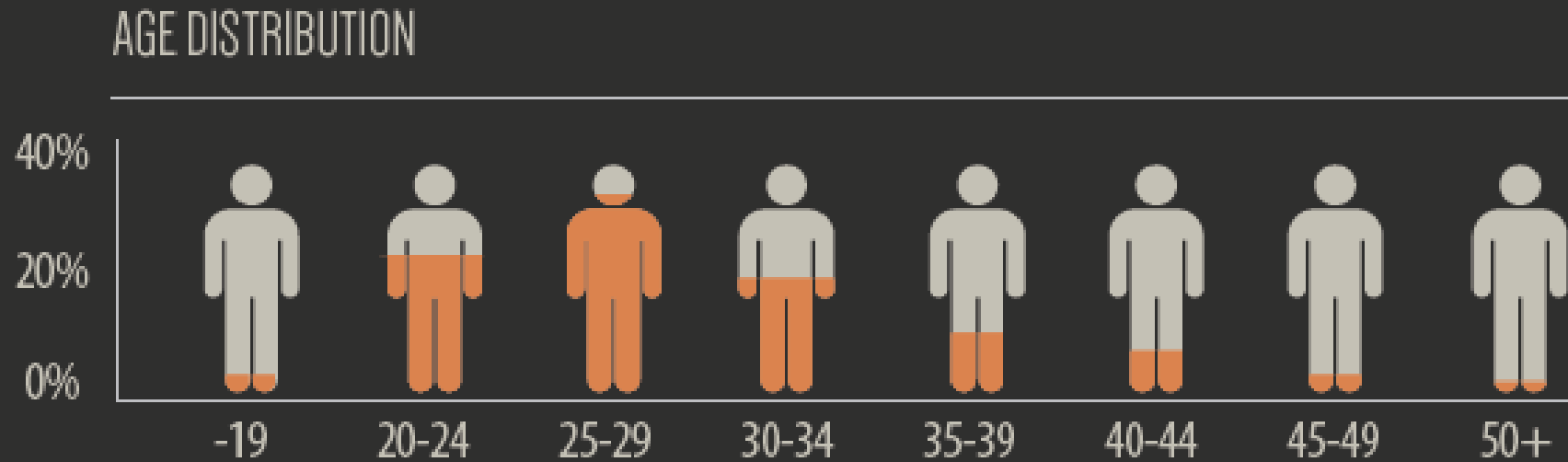




STUDENT DEMOGRAPHICS

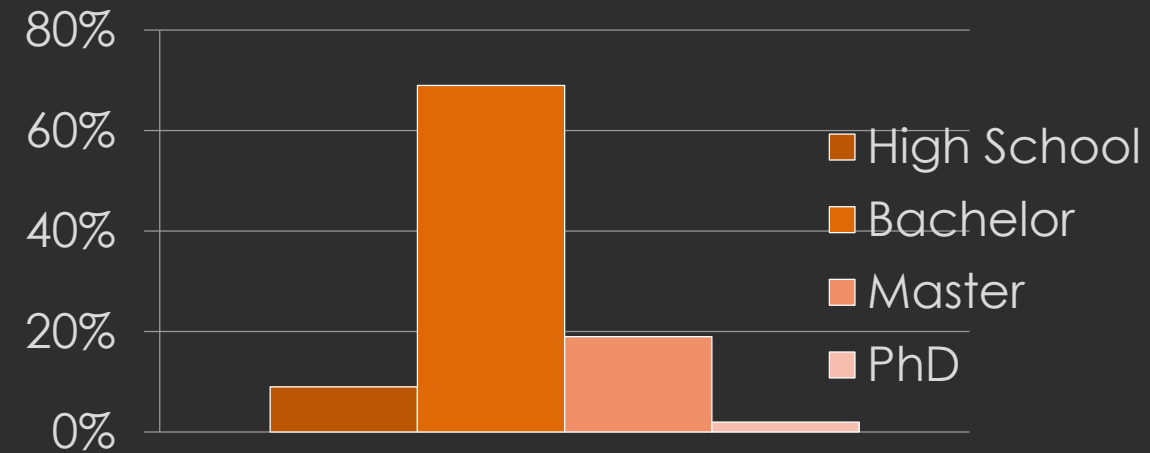
- More 'adult learners'
- From truly global to just as local as on campus
- From 0 to about 30% 'cannibalization'
- Higher or lower fees?

AGE DISTRIBUTION



EDUCATION LEVEL

- 9% highest degree: High School
- 69% highest degree: Bachelor
- 19% highest degree: Master
- 2% highest degree: PhD



TOP 15 COUNTRIES

United Kingdom



United States



India



Germany



Unknown



Greece



Canada



Nigeria



Italy



Pakistan



Netherlands



Ireland



Spain



France

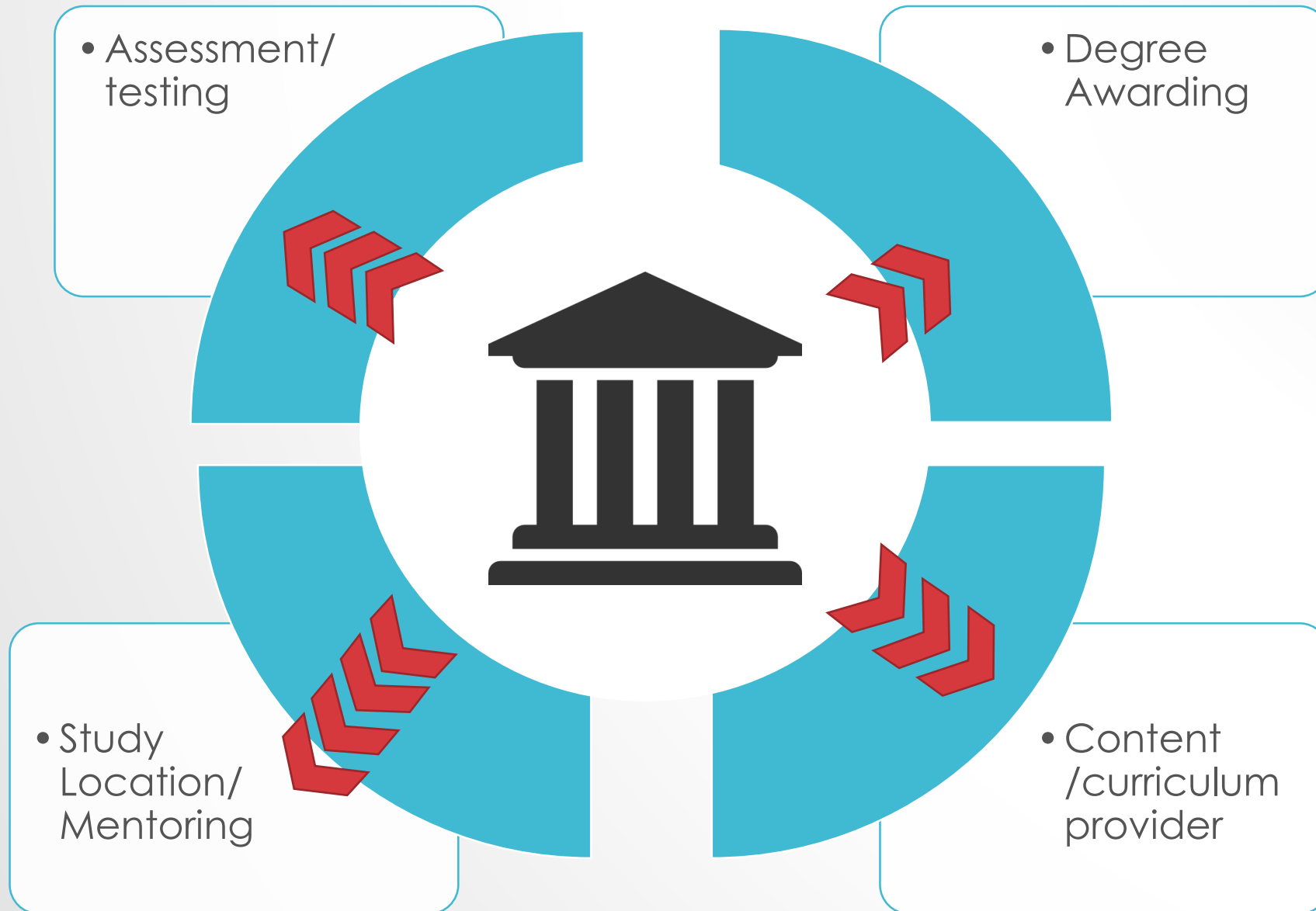


Australia



ON THE HORIZON

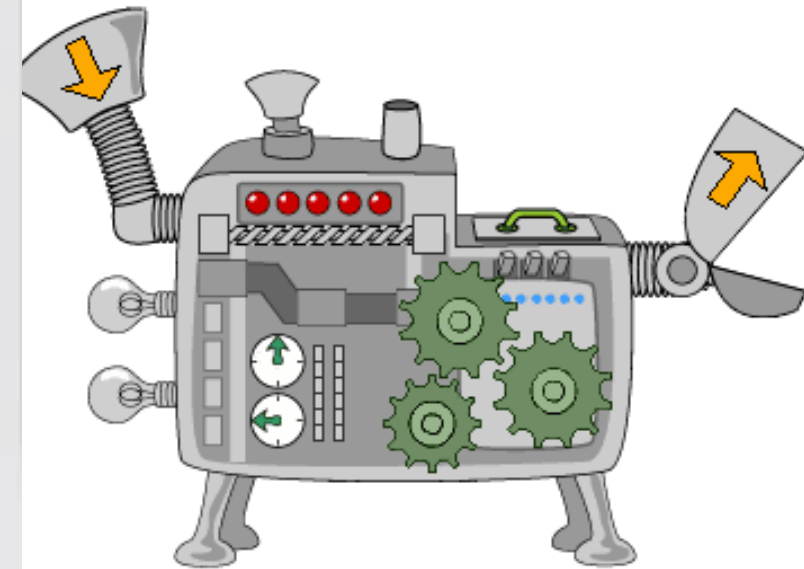
Dissecting University's functions



ON THE HORIZON II



What is
Competency-Based
Learning?



TAKE HOME MESSAGE

- Online education is happening all around. It gives access to a new student populations (economic, social, international) and helps to serve the existing ones better.
- Marcom and student numbers becoming more important
- Traditional universities bring their programmes online
- Make use of existing data – understand the segment!
- Universities might have to re consider their long term positioning
- Think beyond national borders.

Thank you!



Edwin van Rest

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