Slide 1

Meeting Global Standards

Through Educational Partnerships

TAIWAN

Rick Van Sant, Ph.D.
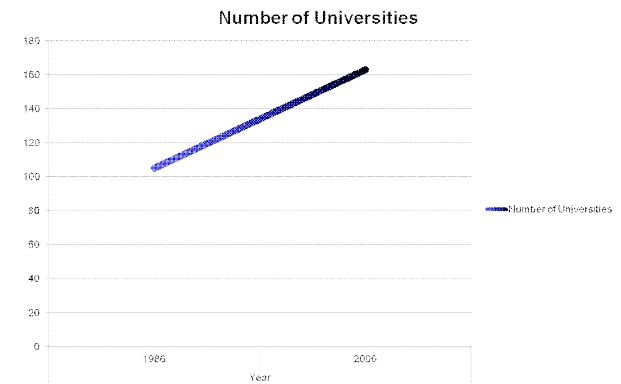
Blackboard

Slide 2

What Are Your Challenges ?

2

Slide 3

**Where Do You Want To Be
In 3 – 5 Years?**

3

Slide 4

Number of Universities in Taiwan

Number of Universities

Number of Universities

4

Number of Higher Education Students in Taiwan

- a 197% increase of the undergraduates,
- a 136% increase in masters students,
- a 125% increase of doctoral students,

5

Challenge

Enrollment Growth Stagnation

6

Solution for Higher Education in Taiwan

Increase Potential Enrollment

7

Challenges Facing Higher Education in Taiwan
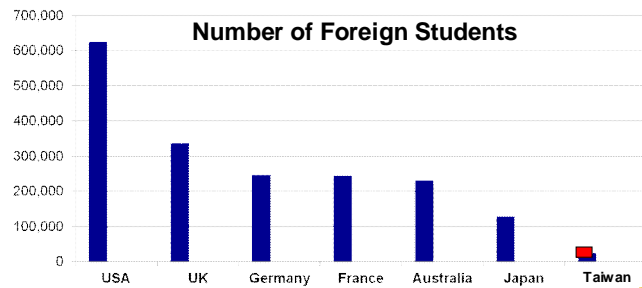
International Competition

- "Global demand for international Higher Education is growing enormously. By 2025, 8 million students are predicted to study outside of their home country."

8

Challenges Facing Higher Education in Taiwan

Increasing the number of Foreign Students

Number of Foreign Students

	USA	UK	Germany	France	Australia	Japan	Taiwan

(bar chart: y-axis from 0 to 700,000 in increments of 100,000)

9

Solution for Higher Education in Taiwan

Online Courses

Learn Anytime Anywhere

10

Challenges Facing Higher Education in Taiwan

Improve Performance

Academic Ranking of World Universities - 2012		China-Taiwan
Country Rank	**Institution**	**World Rank**
1	National Taiwan University	101-150
2-3	National Cheng Kung University	201-300
2-3	National Tsing Hua University	201-300
4-5	Chang Gung University	301-400
4-5	National Chiao Tung University	301-400
6-9	China Medical University	401-500
6-9	National Central University	401-500
6-9	National Sun Yat-Sen University	401-500
6-9	National Yang Ming University	401-500

* Institutions within the same rank range are listed alphabetically.

11

Solution for Higher Education in Taiwan

Expanded and Engaged Instruction

12

Slide 13

Challenges Facing Higher Education in Taiwan

Data

13

Slide 14

Solution for Higher Education in Taiwan

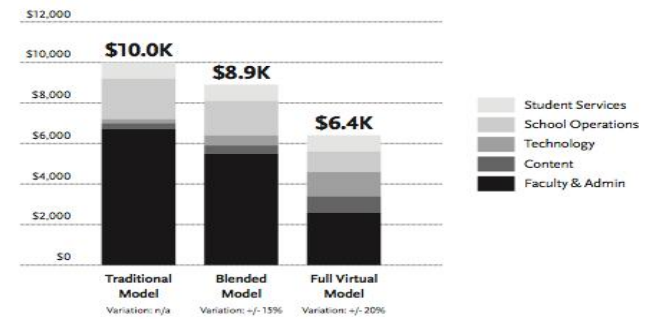**Data Driven Decision Making**

14

Slide 15

Your Solution

Blackboard

15

Slide 16

Blended and Online Efficiency

Figure 3.1: Estimated Per-Pupil Expenditures

	Traditional Model	Blended Model	Full Virtual Model
	$10.0K	$8.9K	$6.4K
Variation	n/a	+/- 15%	+/- 20%

Legend: Student Services, School Operations, Technology, Content, Faculty & Admin

Battaglino, T. B., Haldeman, M., Laurans, E. (2012). The Costs of Online Learning. In Finn, C. E., & Fairchild, D. R.. Education Reform for the Digital Era (pp. 55-76). Thomas B. Fordham Institute

16

Slide 17

Blended and Online Learning, Done Right, Can Produce Better Learning Outcomes than Traditional Face-to-Face

- "*Students in online conditions performed better, on average, than those learning the same material through traditional face-to-face instruction.*"
- "*The effectiveness of online learning approaches appears quite broad across different content and learner types*"   (undergraduate & graduate)

Means, B., Toyama, Y., Murphy, R., Bakia, M., Jones, K. (2010). *Evaluation of evidence-based practices in online learning: A meta-analysis and review of online learning studies.* U.S. Department of Education: Office of Planning, Evaluation, and Policy Development Policy and Program Studies

17

Slide (Southern Mississippi)

THE UNIVERSITY OF SOUTHERN MISSISSIPPI

CONTACT US   - Quick Links -

Eagle**Learning**Online

HOME
ADMISSIONS
BOOKSTORE
FINANCIAL AID
REGISTRAR
PROGRAMS AND COURSES
SUPPORT

ELO COURSE LOGIN

COURSE LOGIN

List of current online courses »

SEARCH ELO

Search

EARN A DEGREE FROM SOUTHERN MISS FROM ANYWHERE.

ONLINE PROGRAMS

CONSTRUCTION ENGINEERING TECHNOLOGY

160% enrollment growth across web enhanced and fully online sections…in one year.

Slide (SENA bus)

www.sena.edu.co

**6 million students in 2012
Employability & Prosperity**

Slide 20

37,700
global clients

Higher Ed   K-12   Corporate, Government, Associations

20

72% of the world's top universities use Blackboard solutions.

21

Some of our Clients

22

Education Now

23

24

Vision & Strategy	Program Design	Solution Design & Development	Prospective Student Outreach	Enrollment
Opportunity & Capabilities Analysis	Faculty Training & Development	Learning Platform & Partners	Online Brand Strategy	Registration & Orientation Support
Business & Financial Modeling	Instructional Design	Social Learning & Collaboration	Creative Development	24X7 Help Desk
Operations Design & Reporting	Course Development & Delivery	Systems Integration	International Relations	Retention & Student Success
Management & Governance	Faculty Support	Security & Compliance	Admissions Support & CRM	Career Placement

25

Making It Happen

26

The End

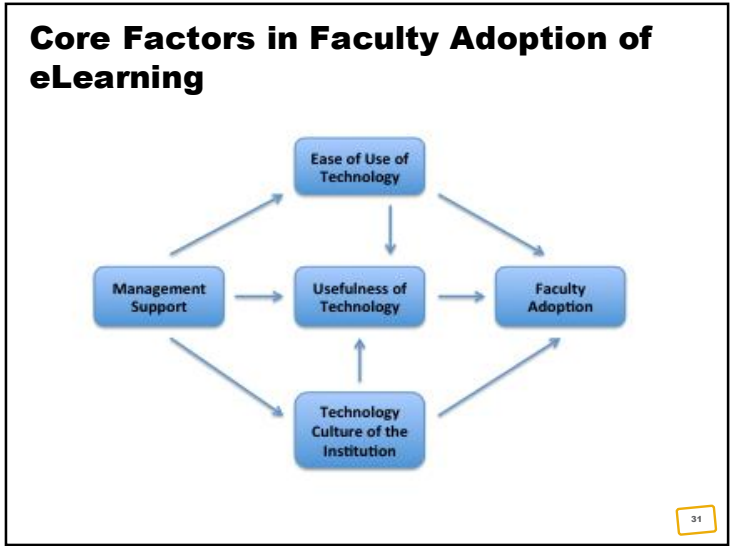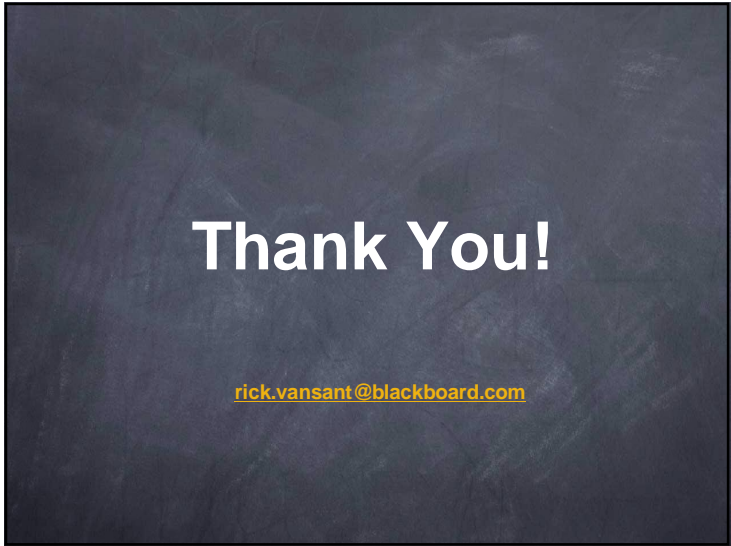What are the two websites that students cannot live without at school?

106,000 students from 195 institutions

27

"... but I will not quit!"

REACH

28

Thank You!

rick.vansant@blackboard.com

Appendix

xtra slides if we need it

30

Core Factors in Faculty Adoption of eLearning

31

RECOMMENDATIONS
For Success

1. Develop a blended-learning environment and reward innovation of scalable (successful) blended-learning practices.
2. Don't underestimate the importance of technology to students.
3. Look to established leaders (other institutions, other countries, other industries) for strategies.
4. Develop a plan to learn about your students' technology profile, experiences, and interests.

32

The time has come to move beyond thinking about individual platforms and devices.

- **Develop mobile IT strategies that allow for cross-platform compatibility**
- **Prioritize the development or improvement of mobile–friendly resources**
- **Bridge the gap between the technologies that have seen the greatest growth** (learning management systems. e-portfolios, e-books/e-textbooks, and web-based citation/bibliographic tools) **and students' attitudes about their importance.**
- **Don't assume all students know how to use the technology they own and use as academic tools.**
- **Use e-mail and the course and learning management system for formal communication with students.**

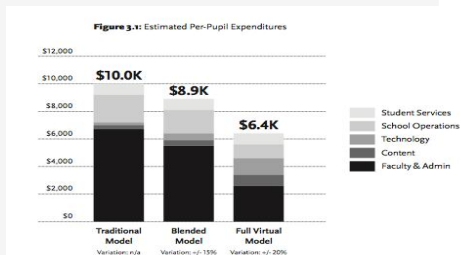---

5 Ways Technology Will Impact Higher Ed in 2013

---

5. Higher Ed Costs May Start to Decrease...But Not Quite Yet.

If faculty can reach a greater of number of students in their classrooms' it means the per unit cost of teaching a student could start to decrease, **but only if you can achieve similar or better learning outcomes.**

What fears will this provoke?

Figure 3.1: Estimated Per-Pupil Expenditures

$12,000
$10,000 — **$10.0K**
$8,000 — **$8.9K**
$6,000 — **$6.4K**
$4,000
$2,000
$0

Student Services
School Operations
Technology
Content
Faculty & Admin

Traditional Model — Variation: n/a
Blended Model — Variation: +/-15%
Full Virtual Model — Variation: +/- 20%

---

1. Growth in Online Education will be particularly strong In the Top Tier

So where will the growth be? Over the last two years, the number of top-tier Universities with at least some **online activity has more than doubled**.

What is the risk to Turkey?

Slide 37

2. Expect to See More Innovation Around "Flipping the Classroom"

By leveraging online platforms classroom time can instead be used to augment the lecture content, through higher level engagement.

What is the opportunity for Turkey?

FLIPPED

Slide 38

Many schools and classrooms have adopted the flipped classroom model. Here, we look at Clintondale High School near Detroit, which has employed the flipped classroom model to great success.

HOW IT WORKED

- Teachers created three videos a week.
- Students watched the 5- to 7-minute videos at home, or in school if they didn't have Internet access at home.
- Class time was spent doing labs or interactive activities to illustrate concepts.

Students receive instant feedback. Teachers have more time to help students and explain difficult concepts.

Students don't get as frustrated. Before, many students wouldn't complete homework if they got frustrated with it. Working on problems in class minimizes this problem.

Teachers revisit concepts students don't understand. After students watch lessons, they write down any questions they have. Teachers review those questions with students individually.

Teachers support students in class. Students who might not have technology or parents to help them outside of school now have teachers guiding them in class.

"It's about changing instructional models so the students can receive more instructional support in the classroom from the experts that Clintondale has on staff."

THE RESULTS

BEFORE THE FLIP
+50% of freshmen failed English
44% of freshmen failed math
736 discipline cases in one semester

AFTER THE FLIP
19% of freshmen failed English
13% of freshmen failed math
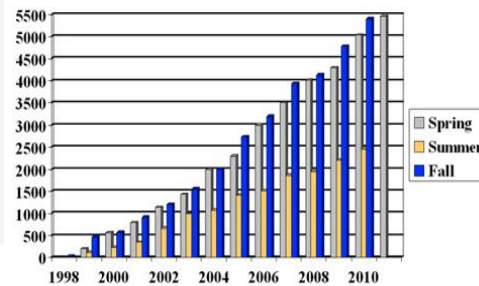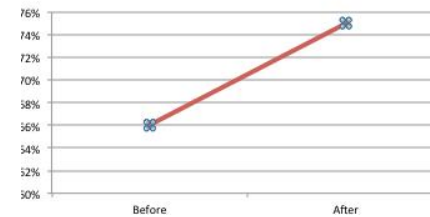249 discipline cases in one semester

Slide 39

3. This Year's Buzz Word is 'Blended Program'

The blended model is growing rapidly. For adult and working professional students, this model provides even greater flexibility as students can access course material as their schedule permits.

Where is Turkey at right now?

Legend: Spring, Summer, Fall (years 1998–2010)
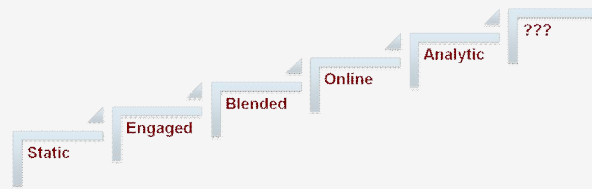
Slide 40

Pass Rates

Before — After

At Arizona State University, a total of 5,000 freshmen enrolled in Blackboard delivered Knewton remedial math courses last fall. After just one semester of use, course withdrawal rates dropped by 50% and pass rates increased from 66% to 75%.

Slide 41

4. **The Race Will Be On For A New Instructional Model.**

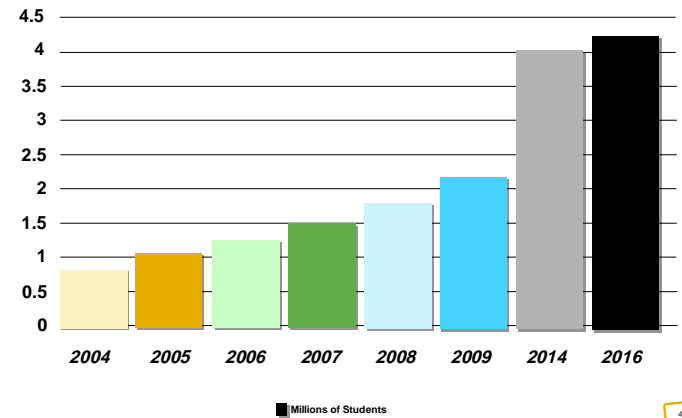There is a huge opportunity for instructors to create a more in-depth learning experience,

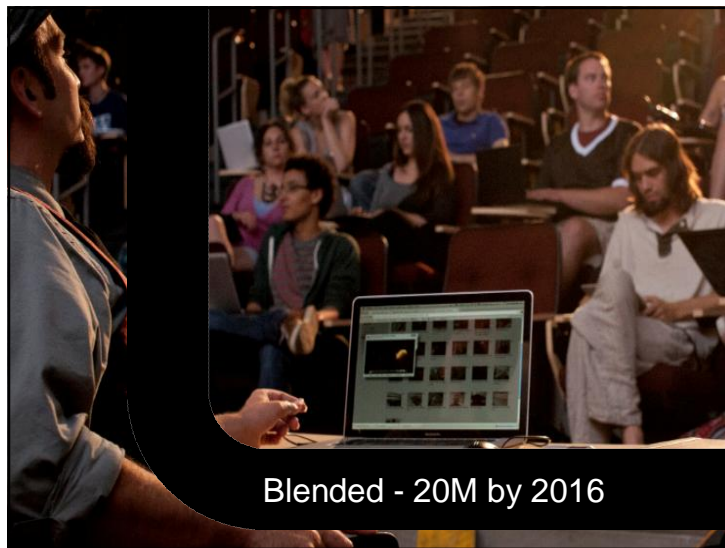**What does your most advanced instructional model look like?**

Static → Engaged → Blended → Online → Analytic → ???

41

Slide 42

Exponential Growth
Forecasted Growth Online-Only US Higher Ed Enrollment

| 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2014 | 2016 |

■ Millions of Students

42

Slide 43

Blended - 20M by 2016

Slide 44

Why Students Like eLearning

"We want more"