LUND UNIVERSITY

Community outreach-Alpine project Dissemination

Ossiannilsson, Ebba

2004

Alpine Project Dissemination
Seminar
Ebba Ossiannilsson,
Lund University, Sweden

Community Outreach?

- **University (or HEI) is doing something...**
  - outside it's traditional geographical working area
  - for people who are not traditional students
  - with organisations which are not usually it's partners
  - something ... ... ionally considered

Breaking traditions?

Adults Learning
& Participating
in Education

alpine

A Higher
Education Project

Breaking traditions...

- **"outside it's traditional geographical working area"**
  - extra mural units; local study groups
- **"for people who are not traditional students"**
  - adults, older people, university graduates, Alumni
- **"with organisations which are not usually it's partners"**
  - Enterprises; SME's; Workers' Educational Associations
- **"something which is not traditionally considered as it's task"**
  - Action research; community & regional

Community outreach - basic definitions

- **CO offers a University the opportunity to provide services and activities to community members who are not the organization's usual (traditional) audience**
- **Active:**
  – establishment of regional units, Distance education..
- **Passive:**
  – development of expertice and economical growth..

Means (examples)

- **Establish single entry-points or front-door mechanisms**
  - External Liaisons Offices, Research and Development Offices, Regional Offices, City Offices
- **Create local support units for Open university students**
- **Organise regional development projects and programmes**

Key players

- **"Organizations and/or individuals who interact or have the potential to interact with a university"**
  - public/private schools and other training institutions + supervising institutions
  - business and industrial community
  - support organizations (chambers of commerce, trade unions,…)
  - local and regional governments
  - educational users (full & part-time students)

ICT?

- Information technology (IT) **is the term used to describe the items of equipment (hardware) and computer programs (software) that allow us to access, retrieve, store, organise, manipulate, and present information by electronic means**

- Communication technology (CT**) is the term used to describe telecommunications equipment through which information can be sought and accessed, for example, phones, faxes, modems, and computers'**

http://education.massey.ac.nz/lt/NETerm.asp

- **Computer-mediated communication (CMC) is the set of possibilities which exist when computers and telecommunications networks are used as tools in the communications process: to compose, store, deliver and process communication. Such systems rely on a basic configuration of a main-frame computer with appropriate software, connected via telephone and data networks to users with terminals or micro-computers.**

  - electronic mail, which allows messages to be sent to electronic letter-boxes for named individuals, which can be accessed when the named user logs on;

  - computer-conferencing, which allows messaging to be shared 'openly' by all 'members' of a conference;

  - (Chat, synchronous online messaging; added by JM)

Information and communication technologies (ICT) in Higher Education:

- **Telephone, video, audiocassette, television, radio**
- **Videoconferencing, audioconferencing, audiographics**
- **Computer based learning programmes, CD-Rom**
- **Internet-based communication tools (chat, e-mail, computer conferencing, groupware)**
- **WWW-based resources, interactive materials**
- **(WWW-based) learning platforms (WebCT, First Class, FLE, Luvit, Studium, etc.)**
- *Virtual training organisation* **(eg. Virtual Open University; include course- and student management services and tools)**

integrated to face-to-face learning

Overheads in web   email
additional material   chat
links to Internet-res.   discussion forums

Text
pictures
sound

Web-based course

Human commu-
cation & inter-
action

Self-study materials   conferencing systems
Interactive tests   discussion forums
hypertext & multimedia   chat, email

Web-based only

The Swedish Netuniversity

- **The Swedish Netuniversity**

www.netuniversity,se

35 universities

2500 courses

global

The Swedish Netuniversity

The Swedish Net University

The Swedish Net University mainly aims at widening the distance education market in Sweden.

The Swedish government recently decided to set up the Swedish Net University as a dual or multi-modal university based upon the courses and education already given by the Swedish universities and university colleges. As an initial incentive, these institutes of higher education will be given an extra disbursement (totally 100 million SEK for year 2004) from the government, for courses given within the Swedish Net University. The disbursement was 211 million SEK, in 2002, and 160 million SEK last year. Participation within the Net University is voluntary for the universities and university colleges.

Strong brand name

However, most universities will participate, and offer a wider range of courses than those supported by the extra stimulation resources. The Swedish Net University is planned to be a strong brand name for Swedish distance education provided by Swedish universities.

A co-ordinating agency

In order to run the project, the Swedish Net University Agency (located in Härnösand in the geographical middle of Sweden) has been started. The primary task for the agency is to co-ordinate the different courses and education given by the various Swedish universities. The agency has an annual budget of about 30-35 million SEK.

Stimulate improvements

Most of this funding will be used for different purposes such as stimulating improvements in skills and competence among distance education teachers and other personnel. It will also be used to identify topics and areas that would benefit from more distance education. Furthermore the agency runs and develops this web-based platform where the Swedish Net University and its courses are presented.

- utbildningar
- Sök utbildning med fritext   ? Här kan du söka efter utbildningar i vår kursdatabas. Hjälp om hur man söker och mer information om kursdatabasen hittar du här. Ämnen ? Start ? flexibel vår 2004 sommar 2004 höst 2004 vår 2005 Takt ? Individuell studietakt Deltid Heltid   Nivå ? Grundkurser
 Fortsättningskurser
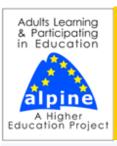 Vidareutbildningskurser
 Program
   Utbildningar som enbart kräver grundläggande behörighet [?] Ortsoberoende [?]   Universitet/högskolor ? Ort för obligatoriska fysiska sammankomster ? Undervisningsspråk ?

Good example EGIS

- **http://www.e-gis.org**

EGIS Luvit

- http://egis.luvit.se/Luvit/entrance/entrance.asp?cid=3

- **LUVIT, Lund University**
  - Web-based courses for Continuing education (Öresund region, world-wide, China, BSVC)
- **Open University, Åbo Akademi University, Turku**
  - web-based courses for minority population
- **Tarto University**
  - ICT support for Open University students during their independent study time via e-mail lists and WebCT
- **University of Helsinki, Palmenia Centre for Continuing Education**
  - regional offices (9) & regional development policy

The development of ICT and web-based courses can reach new groups of adult learners especially through the eWorld.

Although ICT courses   are time consuming   and costly to prepare and support, they can bring new groups of adult learners into universities.

KEY messages ICT-Community Outreach

Research and practice in ICT-based teaching in universities show that it is an especially suitable learning method for adult learners, providing better access and qualitatively better learning results.

Delivering courses in regions provides opportunities for co-operation with local training institutions.

Web-based learning based solely on self-study is not the only option. Combining CO activities with ICT-based teaching (or blended learning) is also an alternative. Many adult students like face- to -face teaching and are happy to find time to travel to meet fellow students. .

In deciding whether or not to offer ICT-based courses to adult students, the opportunity for the learner to use the appropriate technology should be considered.

Neither ICT nor CO can overcome attitudinal problems related to adult participation.

Offering ICT courses may help reduce the fear that some adults have about universities. Introductory HE courses and a good online service provision can provide opportunities for overcoming problems or attitude.

ICT and CO can be effective delivery methods, especially in isolated regions and for language minorities living over a wide geographical area.

The 5th generation of eLearning focuses *on what, where and when* together with a flexible learning model which is characterised by *time, pace and space*. Materials which encourage interactive delivery can provide an opportunity to overcome obstacles bringing adults into HE.

Conclusions

Improving adult education provision in Europe
Common understanding/greater integration in Europe

Conclusions –obstacles or possibilities

Language and culture
Level of development within individual countries
Appropriate funding to carry out the tasks

Conclusions –the task for the future

To further develop new technology to enable teachers and adult learners to benefit more full from experiences across Europe

Thank you very much for your attention
Ebba.Ossiannilsson@fov.lu.se