

Digital University Strategies in UK -Where are we up to?

Mel Collier

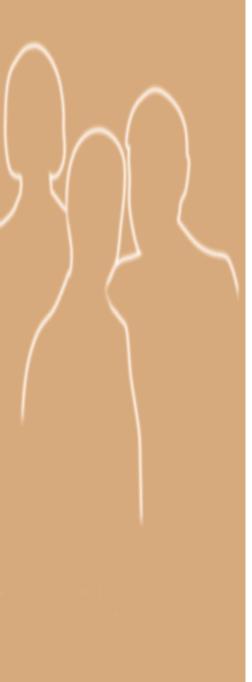
Univ. Northumbria

Fiesole 2001



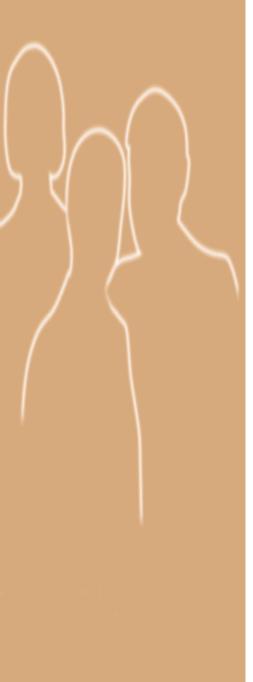
Origins

- MacFarlane Report
- Teaching and Learning Technology Programme
- Technology Applications
 Programme
- University for Industry (Learn direct)
- E:University



Some UK initiatives- or involving UK

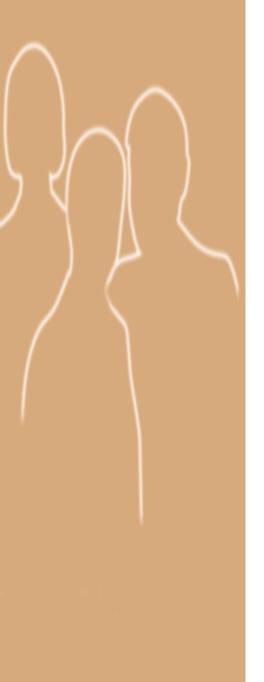
- Universitas 21
- Scottish Knowledge
- Fathom
- Pearson





Some other initiatives

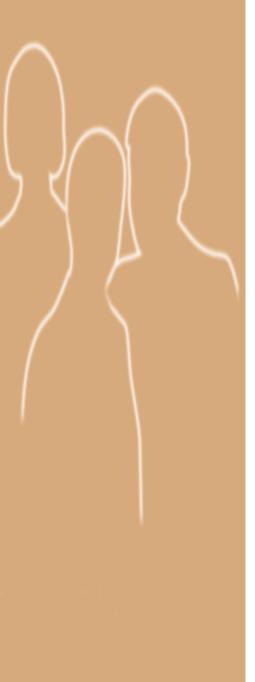
- UNext
- Open University of Catalonia
- Swiss Virtual Campus
- NextEd





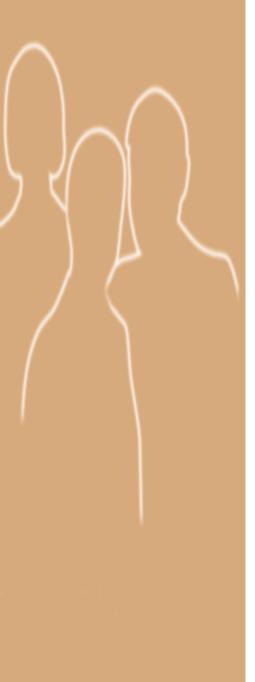
Infrastructure

- Learning Environments
- IMS at Bangor
- Metadata for Education Group (MEG)
- Technology Integration Centre at York



Individual university strategies

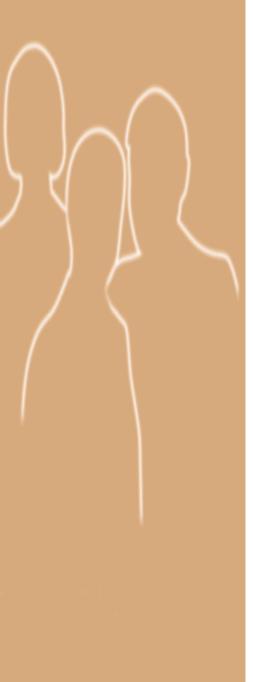
- Digital courses buried in websites
- Few virtual campuses
- VU missions and strategies not evident





Some UK universities

- Robert Gordon University
- University of Bath
- Glasgow caledonian
- Clyde Virtual University
- University of the Highlands and Islands
- Open University



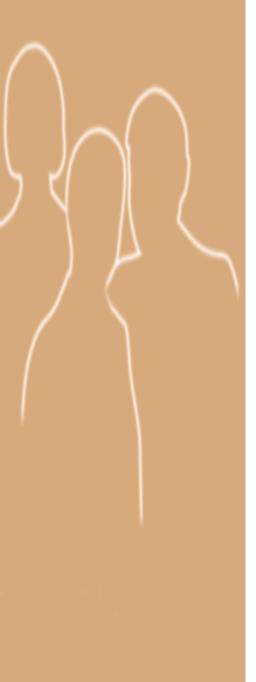
Why are VU strategies not evident ?

- We're watching and waiting
- We're working on it
- It's part of our overall teaching and learning strategy
- That's not the right question!
- We use another shop window
- Not part of our mission



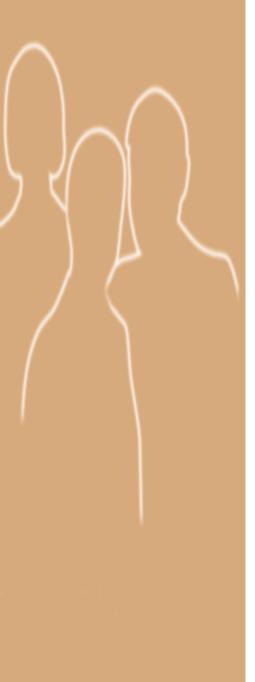
E:University - Business model

- Procurement/contracts
- Commissioning
- Quality assurance
- Technical platform
- Navigation facility
- Branding and marketing for itself and universities
- Administrative support



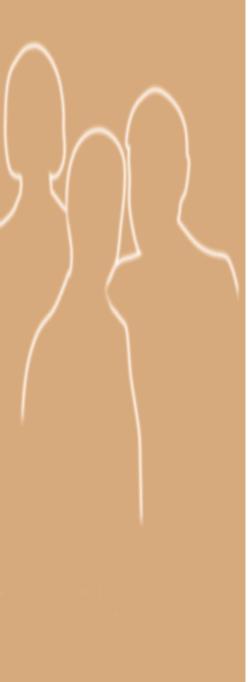
E:University -Technology model

- Learning management system
- E:commerce
- Administrative software
- Content
- Content asset management



E:University - Revenue

- Student fees
- Use of design tools
- Communication services
- Content management services
- E:commerce merchandising advertising etc.



Where are we up to?

- HE is still an emerging market for digital
- High entry cost, high risk
- Developing standards
- Many players
- Confusion of strategies
- Opportunities for content developers
- More turmoil for libraries