



**Council for Higher  
Education Accreditation**  
One Dupont Circle NW  
Suite 510  
Washington, DC 20036  
(tel) 202-955-6126  
(fax) 202-955-6129  
[chea@chea.org](mailto:chea@chea.org)

# **COUNCIL FOR HIGHER EDUCATION ACCREDITATION**

**January 28-31, 2013**

**CHEA 2013 Annual Conference**  
*Accreditation, Higher Education and the  
Innovation Environment: Moving Beyond the Present*

**and**  
**CHEA International Quality Group (CIQG)**  
**Annual Meeting**

**Washington Marriott Hotel - Washington, DC**

Council for  
Higher Education  
Accreditation



**CIQG Annual Meeting**  
January 30 – 31, 2013



# **The Open Education Movement: Challenges and Opportunities for Quality Assurance**

Stamenka Uvalić-Trumbić

Senior Advisor on International Affairs – CHEA  
& Sir John Daniel

# PLAN

- New Dynamics of HE

# PLAN

- New Dynamics of HE  
UNESCO 2009 World Conference



# PLAN

- New Dynamics of HE
- Three examples of changing times

# PLAN

- Three examples of changing times
  - Open Educational Resources



# PLAN

- Three examples of changing times
  - DeTao Masters Academy





**Four Barriers That MOOCs Must Overcome To Build a Sustainable Model**

**Coursera and MITx - sustaining or disruptive?**

**'There's Something Very Exciting Going On Here'**

## The (Eventual) Downfall of MOOCs

Posted by *Justin* on September 12, 2012



Massive Open Online C-

legitimate pro-

from

u.

MI

bar

process.

Participants in MC

tier one institution:

themselves into a

**Why We Shouldn't Talk MOOCs as Meritocracies**  
Posted on September 1, 2012 by *Mike Caulfield*

... spreading their

**MOOCs: a massive opportunity for higher education, or digital hype?**

... the MOOCs ...

# PLAN

- New Dynamics of HE
- Three examples of changing times
- Challenges of Quality Assurance

# Catherine Ngugi: OER and quality



# The World Conference on Higher Education Paris - July 2009: *New Dynamics of HE*



# Massification

- Globally, age participation rates grown from 19% in 2000 to 26% in 2007
- 40% age participation rates = springboard for development
- Expansion: 97 million (2000) to 263 million (2025)

The weekly magazine for higher education



**Scholarly values lurch from Cudos to A Crisis** 36

[www.timeshighereducation.co.uk](http://www.timeshighereducation.co.uk)  
Twitter: @timeshighered

# THE

Times Higher Education

**The F-bomb**  
Labour ex-minister's plan to torpedo fees hike 8

**He's gonna blow**  
Time and productivity demands stress staff 11

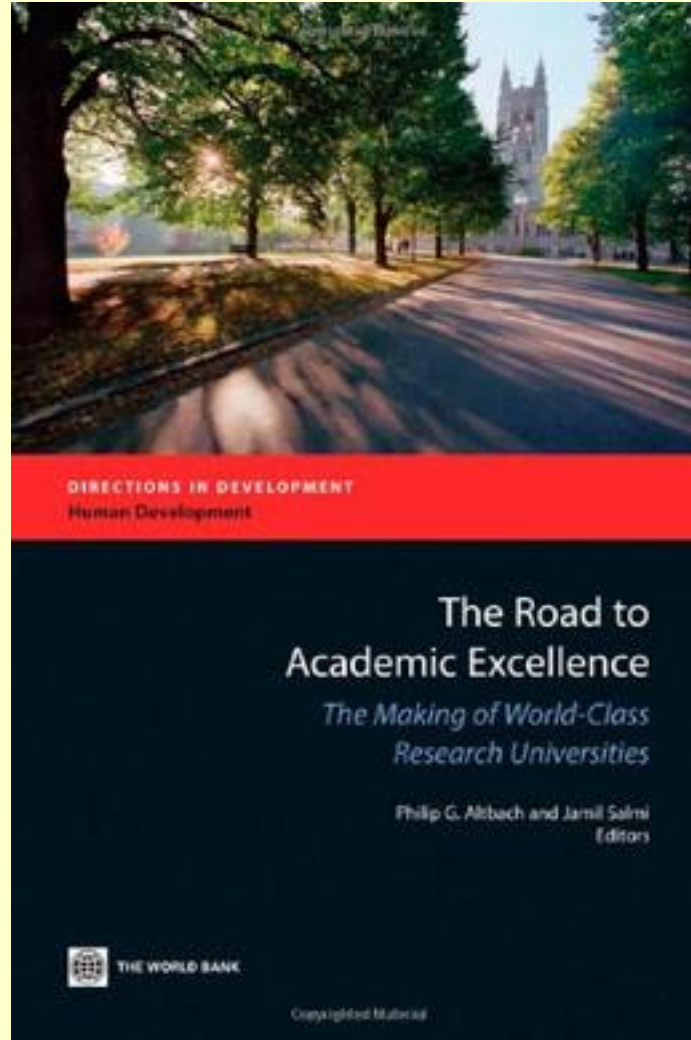
**Court out**  
Sciences Po king's regime tarnished 22

**Paging unwary authors**  
The publishers that could hinder your career 42

# WORLD UNIVERSITY RANKINGS 2012-13

£2.90  
4-10 October  
2012  
No. 2,070





# The Road to Academic Excellence

# Competency-based institutions





# DeTao Masters Academy



智慧 采集 传承

北京德稻教育机构

Beijing DeTao Masters Academy

wisdom | collection | heritage

# Cross-border Higher Education

- CBHE global trend
- CBHE: branch campuses; franchises, twinning, eLearning
- International Branch Campuses distinct form of CBHE
- IBCs growth 43% since 2006

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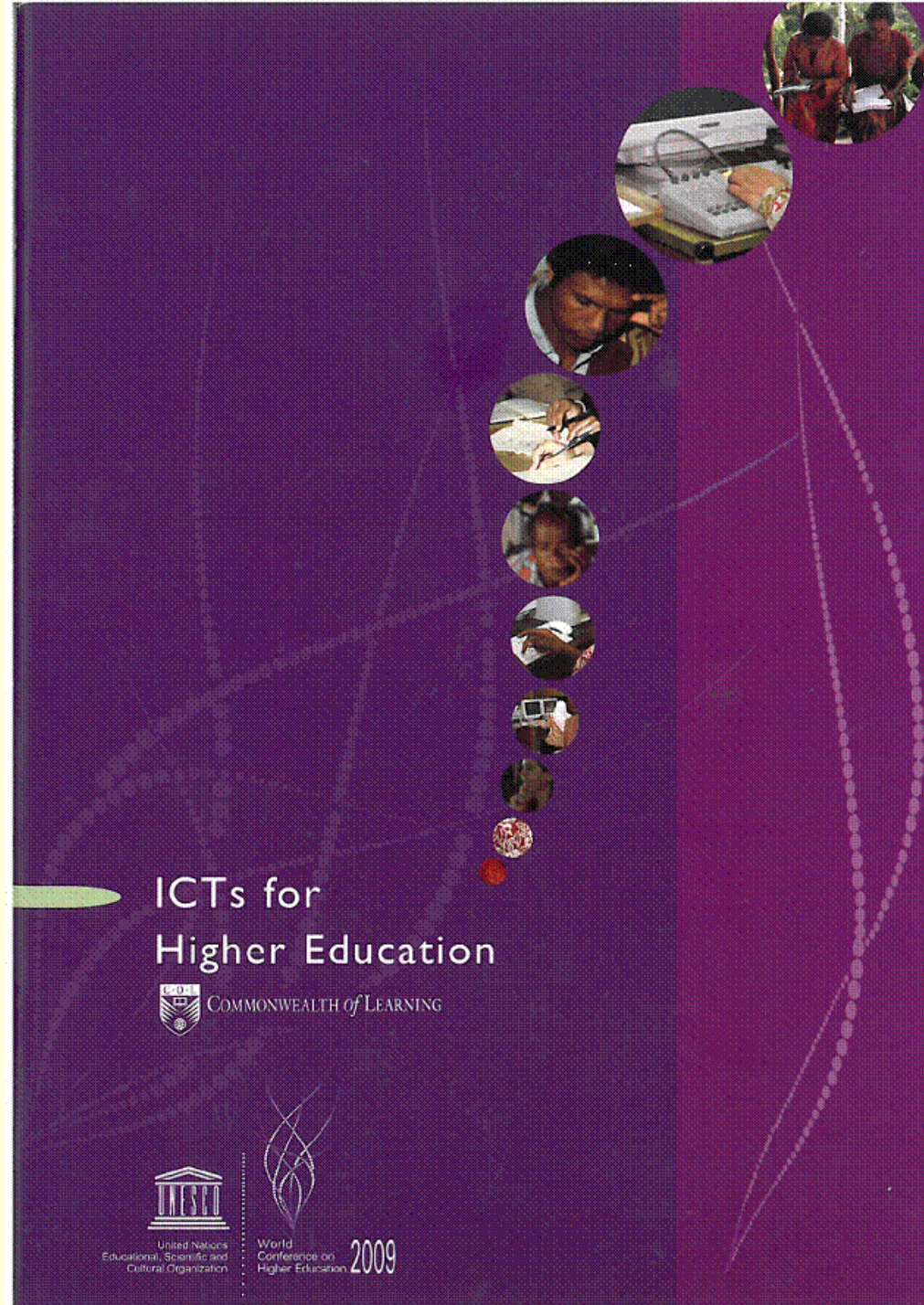
... spreading their

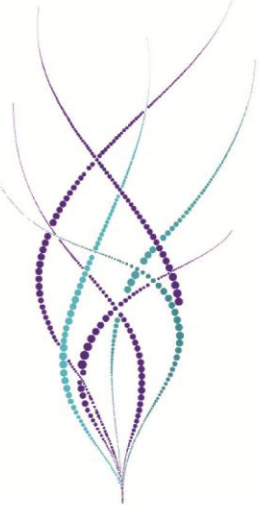
**MOOCs: a massive opportunity for higher education, or digital hype?**

... the MOOCs ...

## Impact of ICTs in 4 HE Functions:

- Research
- Administration
- Community Service
- Teaching/Learning

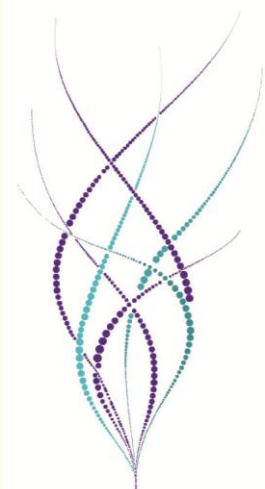




World  
Conference on  
Higher Education

# 2009 COMMUNIQUE

*“The application of ICTs to teaching and learning has great potential to increase access, quality and success. In order to ensure that the introduction of ICTs adds value, institutions and governments should work together to pool experience, develop policies and strengthen infrastructure” (Article 14).*



World  
Conference on  
Higher Education 2009



# The internationalisation of Quality Assurance

# PLAN

- Three examples of changing times
  - Open Educational Resources





## **UNESCO HQ Paris**

**2002 Forum on the Impact of Open CourseWare  
for Higher Education in Developing Countries**



# OPEN EDUCATIONAL RESOURCES (OER)

educational  
materials that may  
be freely accessed,  
reused, modified and  
shared



United Nations  
Educational, Scientific and  
Cultural Organization

# 2002 FORUM on the Impact of Open CourseWare for Higher Education in Developing Countries

## Declaration:

Participants expressed:

“their satisfaction and their wish to develop together a universal educational resource for the whole of humanity, to be referred to henceforth as **Open Educational Resources**”

# The World Conference on Higher Education Paris - July 2009: *New Dynamics of HE*



# UNESCO General Conference



2009



United Nations  
Educational, Scientific and  
Cultural Organization

# Taking OER beyond the OER Community: Policy & Capacity for Developing Countries

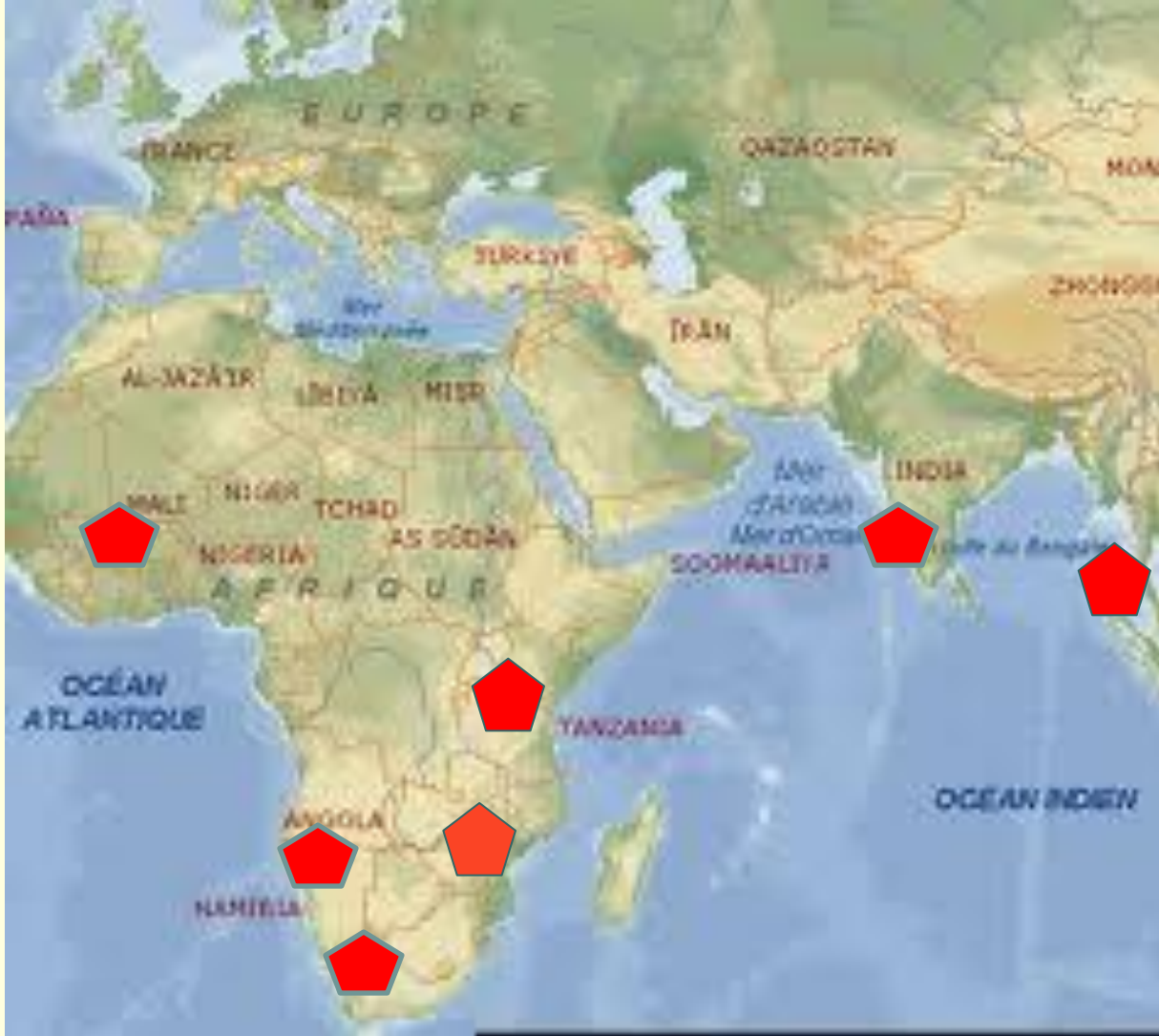


**Zeynep  
Varoglu**



**Trudi  
van Wyk**

# Workshops



South Africa

Namibia

Malaysia

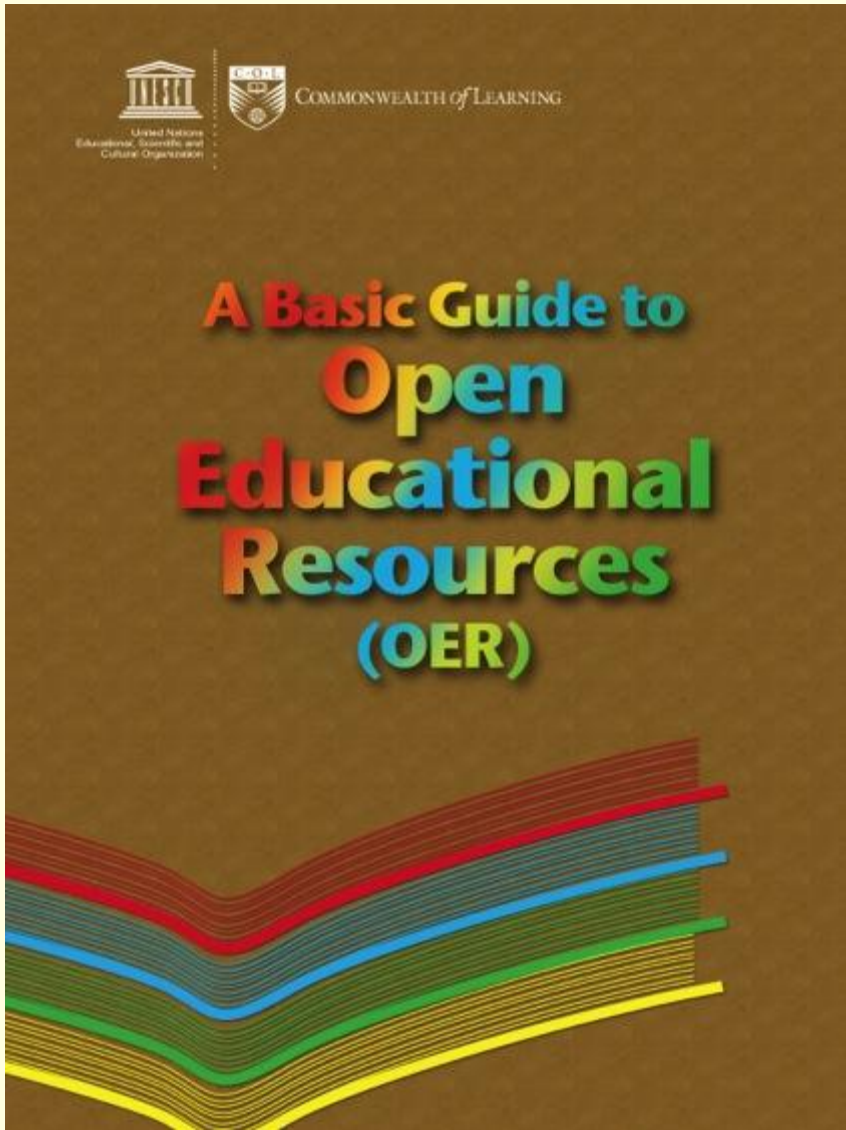
Mali

India

Tanzania

Mozambique

Plus three online forums



[col.org/resources](http://col.org/resources)



Neil Butcher



Stamenka  
Uvalić-  
Trumbić



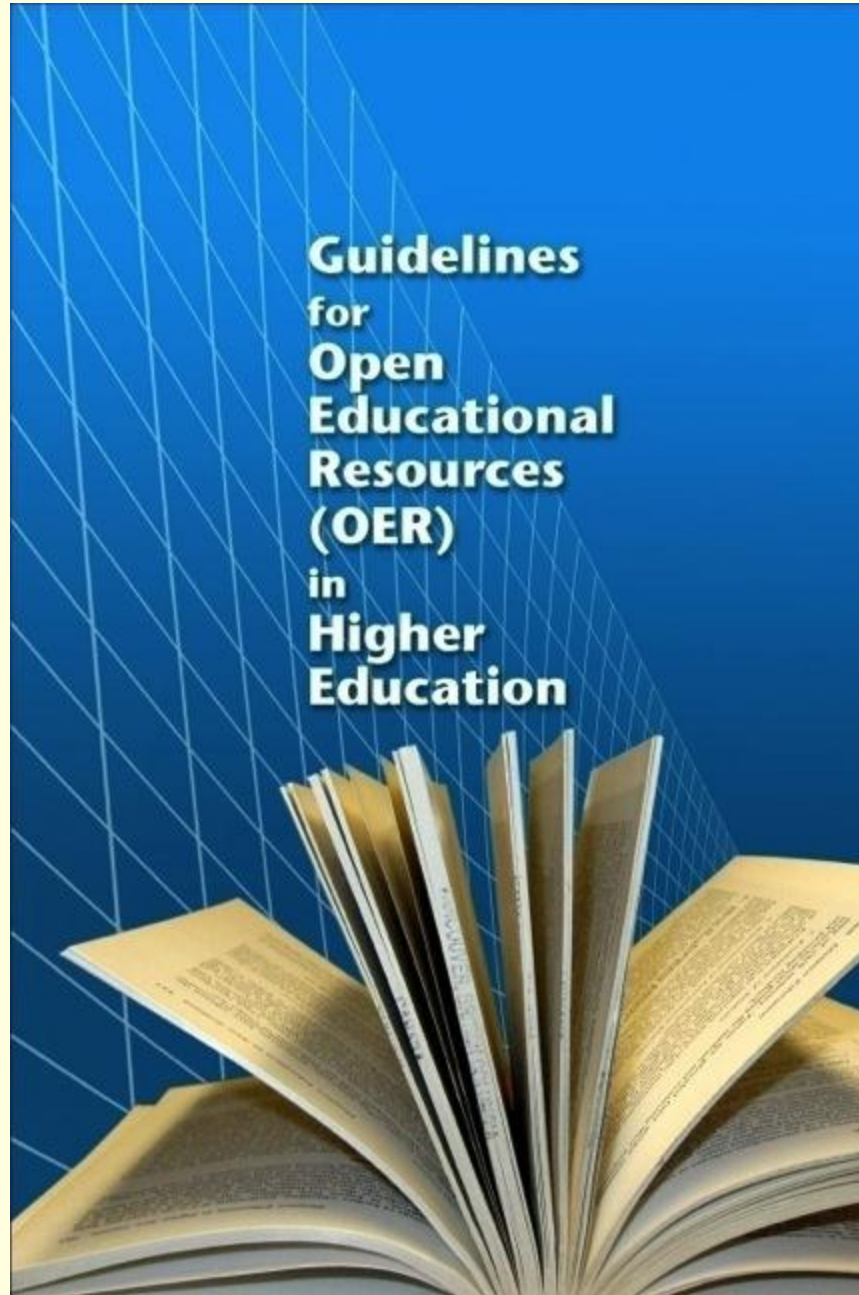
Asha  
Kanwar



United Nations  
Educational, Scientific and  
Cultural Organization



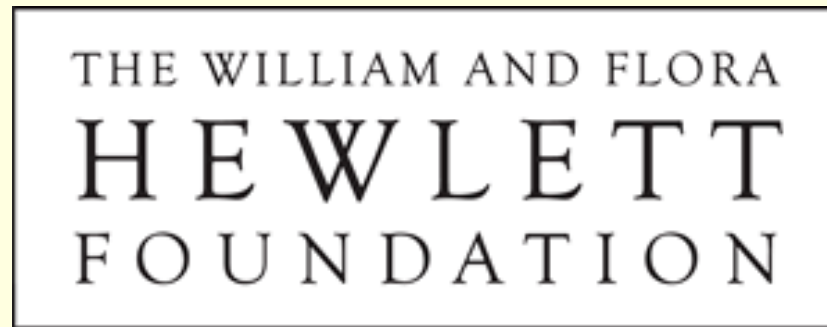
Zeynep  
Varoglu



Trudi  
van Wyk



# Fostering Governmental Support for Open Educational Resources Internationally

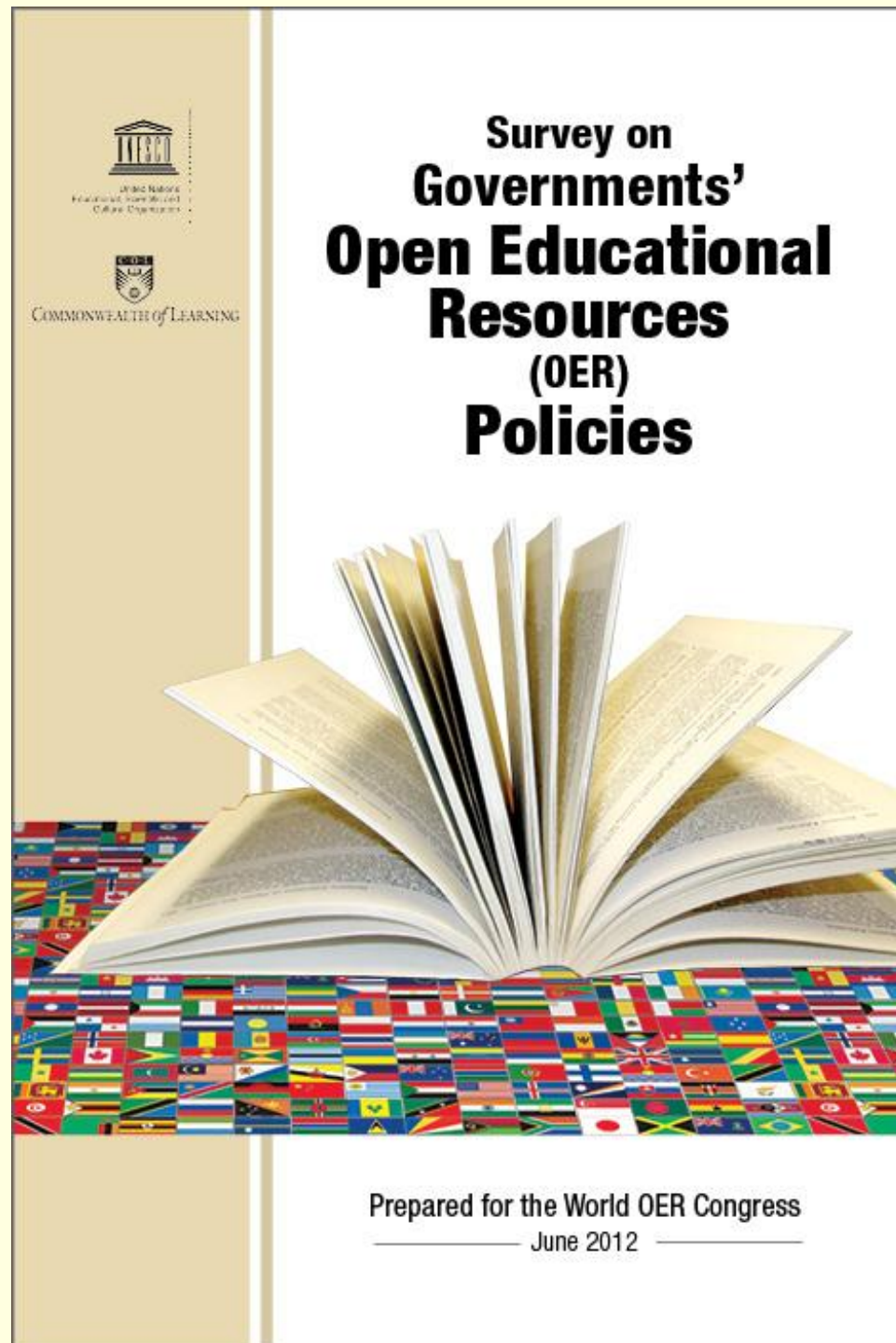


# **QUESTIONNAIRE SURVEY**

Responses from ~ 100 countries



Sarah  
Hoosen



Survey on  
**Governments'  
Open Educational  
Resources  
(OER)  
Policies**

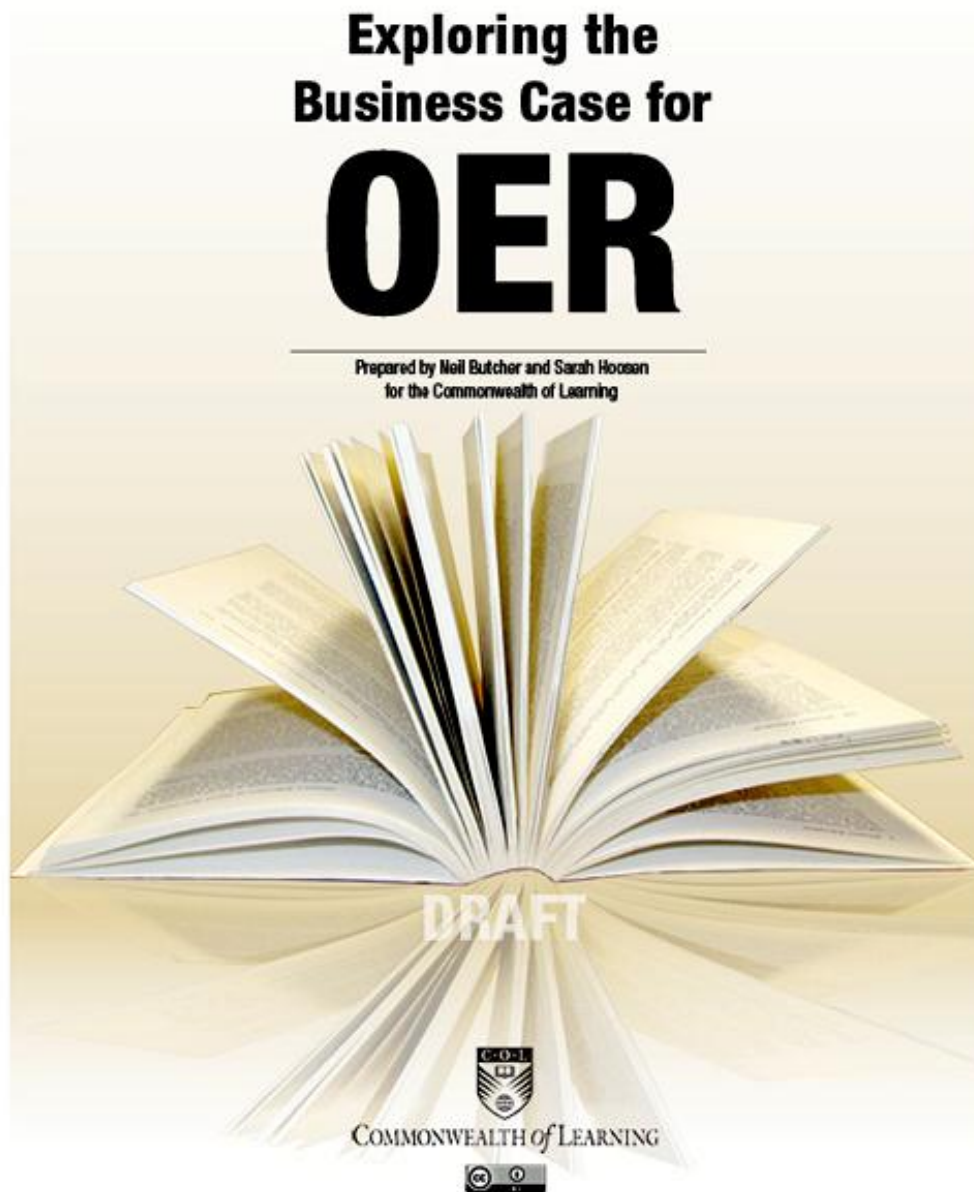
Prepared for the World OER Congress  
June 2012

*“There appears to be great interest in OER across all regions of the world, with several countries embarking on notable OER initiatives. Indeed, the survey itself raised interest and awareness of OER in countries that may not have had much prior exposure to the concept.”*

Hoosen Report



Neil  
Butcher



Sarah  
Hoosen

# WHY OER?

- Idealism
- Economics

# Regional Policy Forums

- Dialogue between governments and practitioners
- Promote World OER Congress
- Consult on Paris Declaration

# Regional Policy Forums

- Caribbean – Barbados
- Africa – South Africa
- Latin America – Brazil
- Europe – UK
- Asia & Pacific – Thailand
- Arab States - Oman



World Congress on  
**Open Educational Resources**  
Paris – June 20-22 – 2012



# The Paris Declaration

Online version of  
this document:



# PROGRAMME



United Nations  
Educational, Scientific and  
Cultural Organization



Open  
Educational  
Resources

2012 World  
Open Educational Resources  
Congress

Paris  
20-22 June

UNESCO Headquarters  
Paris, France

# Paris Declaration on OER

**10. Encourage open licensing of educational material produced with public funds**



# The Paris Declaration

Is not legally binding but governments use such declarations as a guide to policy making and this is already happening with this Declaration on OER

# THE AIM

“to encourage governments to promote OER and the use of open licences...

(because)

...governments will be major beneficiaries thanks to the potential of OER to improve the cost-effectiveness of their large investments in education.”



北京德稻教育機構

**Beijing DeTao Masters Academy**

wisdom | collection | heritage

Meeting Hand Book



# DeTao Masters Academy:

## A new model that blends tradition and innovation



**One Hundred Masters from the Whole World**

# Chairman George Lee



Unique Pool  
of Global  
Talent





**One Hundred Masters from the Whole World**



上海视觉艺术学院

Shanghai Institute of Visual Art

2010级新生开学典礼暨五周年校庆

Opening Ceremony of Fall 2010

& Celebration of the 5th Anniversary of the Founding of  
Shanghai Institute of Visual Art, Fudan University



# Cinematography: Nathan Wang & Sing Choong Foo



Hollywood & China

Tacit knowledge &  
Apprentices



**Anthony De Ritis**

Composition

Electronic Music

Chinese  
Instruments

# Haim Dotan: Poetry and Architecture



Most  
Beautiful  
Book of  
the Year  
2011



Matias del Campo  
Architect

*“DeTao:  
Epicentre of an  
earthquake”*

# Rainer Maria Latzke



Frescography using 3D techniques

# Roger Fidler: journalist, designer, technologist



Conceived tablet 30 years ago...





**Steve Jobs with  
the iPad**



**The iPhone**

# Timothy Jacob Jensen:

## Design combining light and darkness



Peacefulness, Harmony, Beauty

# DeTao Masters Academy



智慧 采集 传承

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**Four Barriers That MOOCs Must Overcome To Build a Sustainable Model**

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## The (Eventual) Downfall of MOOCs

Posted by *Justin* on September 12, 2012



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... spreading their

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... the MOOCs ...

# What is a MOOC?

Massive Open Online  
Course

# Possibility

Myth



Paradox

# The MOOC Maze



## Course x6002 *Circuits and Electronics*

**155,000 registrations**

23,000 tried first test

9,000 passed mid-term

**7157 passed = < 5%**



Anant Agrawal

Exam = 'very hard'

Attrition high but "if you look at the number in absolute terms, it's as many as might take the course in 40 years at MIT"





The Coursera logo, featuring a stylized infinity symbol followed by the word "coursera" in a bold, blue, sans-serif font.

2.4 million students

33 partner institutions

214 courses



**course**era

Very high drop out rates in  
all MOOCs

The Coursera logo is displayed in a bold, blue, sans-serif font. The letter 'c' is stylized with a circular shape that loops back to touch the top of the letter. The background behind the logo is a light blue gradient.

‘some classes were so rife with plagiarism that professors have had to plead with their students to stop plagiarizing’  
*(Students mark each others’ work)*

# Possibility

Myth



Paradox

# The MOOC Maze

# Myths and Paradoxes

## Quality

- MYTH: Brand = Quality
- HIGH DROP OUT IS NOT QUALITY

These universities  
used to have  
**scarcity**  
at the heart of their  
business model

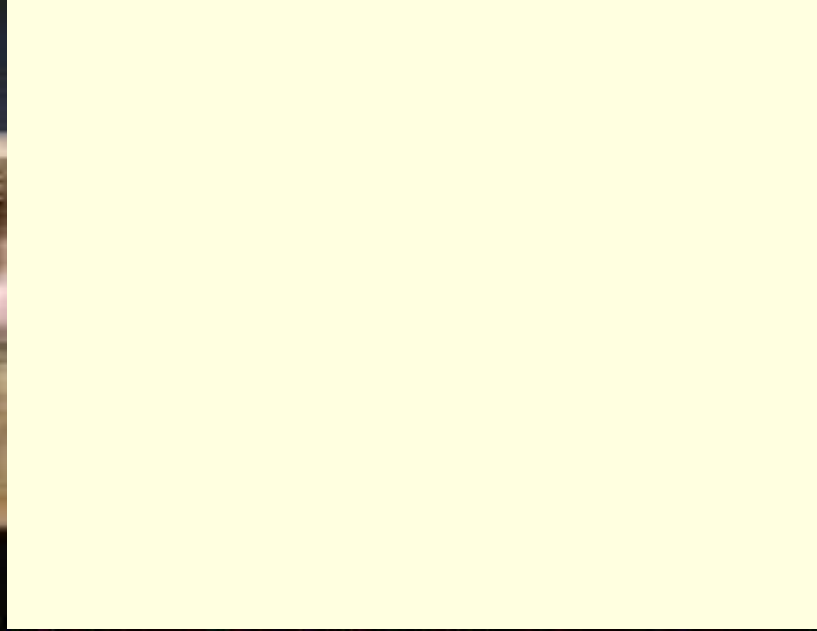
# Myths and Paradoxes

## Certification

➤ SUCCEED = CERTIFICATE

➤ ADMISSION = DEGREE





Good little piggies in  
make good bacon out!

Dan Coldeway

The Coursera logo is displayed in a bold, blue, sans-serif font. The letter 'c' is stylized as a continuous loop. The background behind the logo is a light blue gradient with a subtle pattern of small white dots.

‘it seems pretty obvious that no one who had any working knowledge of research in pedagogy was deeply involved in the creation of the course’



## Tony Bates

‘an old and out-dated behaviourist pedagogy, relying primarily on information transmission, computer-marked assignments and peer assessment’.

# Myths and Paradoxes

## Why MOOCs?

➤ PARADOX:

BE OPEN

but

MAKE MONEY

**MOOCs:  
the answer  
to expanding  
higher education in  
developing countries?**



Stampede at the University of Johannesburg



# Tony Bates

‘these elite universities continue to treat xMOOCs as a philanthropic form of continuing education, and until they are willing to award credit and degrees for this type of programme, we have to believe that they think this is a second class form of education suitable only for the unwashed masses’



# ACADEMIC PARTNERSHIPS™

## Academic Partnerships

We assist leading universities around the world in the development and marketing of their online degree programs



AP

Transforming Higher Education  
for the 21st Century



# Possibility

Myth



Paradox

The MOOC Maze



**coursera**

# Rankings of MOOCs

‘to pay more than lip  
service to importance of  
teaching and put it at the  
core their missions.  
This is the real revolution  
of MOOCs.’

# WCHE New Dynamics



**Turbulent times for higher education**

# PLAN

- New Dynamics of HE
- Three examples of changing times
- Challenges of Quality Assurance



Judith Eaton

President

Council for Higher  
Education  
Accreditation (US)

“the spread of the familiar”

# PLAN

- Three examples of changing times
  - Open Educational Resources
  - DeTao Masters Academy
  - MOOCs (Massive Open Online Courses)

# Paris Declaration on OER

**Promote quality assurance and peer review of OER. Encourage the development of mechanisms for the assessment and certification of learning outcomes achieved through OER**





Beijing DeTao Masters Academy

智慧 采集 传承

Certification and assessment  
models adapted to its needs



**One Hundred Masters from the Whole World**



Beijing DeTao Masters Academy

智慧 采集 传承

Certification and assessment  
models adapted to its needs

Open Badges?

# What is a MOOC?

Massive Open Online  
Course

OER with test material?



**course**era

Very high drop out rates in  
all MOOCs

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Can the QA systems  
in place adapt to  
these new demands  
and, if not, how can  
we develop systems  
that do?

te the membership  
n form, visit  
Website.



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Stamenka Uvalić-Trumbić & Sir John Daniel

**THANK YOU**

# THANK YOU

[suvalictrumbic@gmail.com](mailto:suvalictrumbic@gmail.com)

[odlsirjohn@gmail.com](mailto:odlsirjohn@gmail.com)

For text and slides:

[www.sirjohn.ca](http://www.sirjohn.ca)