

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

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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 model

- 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