ASIA
Cooperation
Dialogue:
Workshop on
e-Education

29-30 April
2004

Kuala Lumpur

Blending the "e" in Open Distance Learning
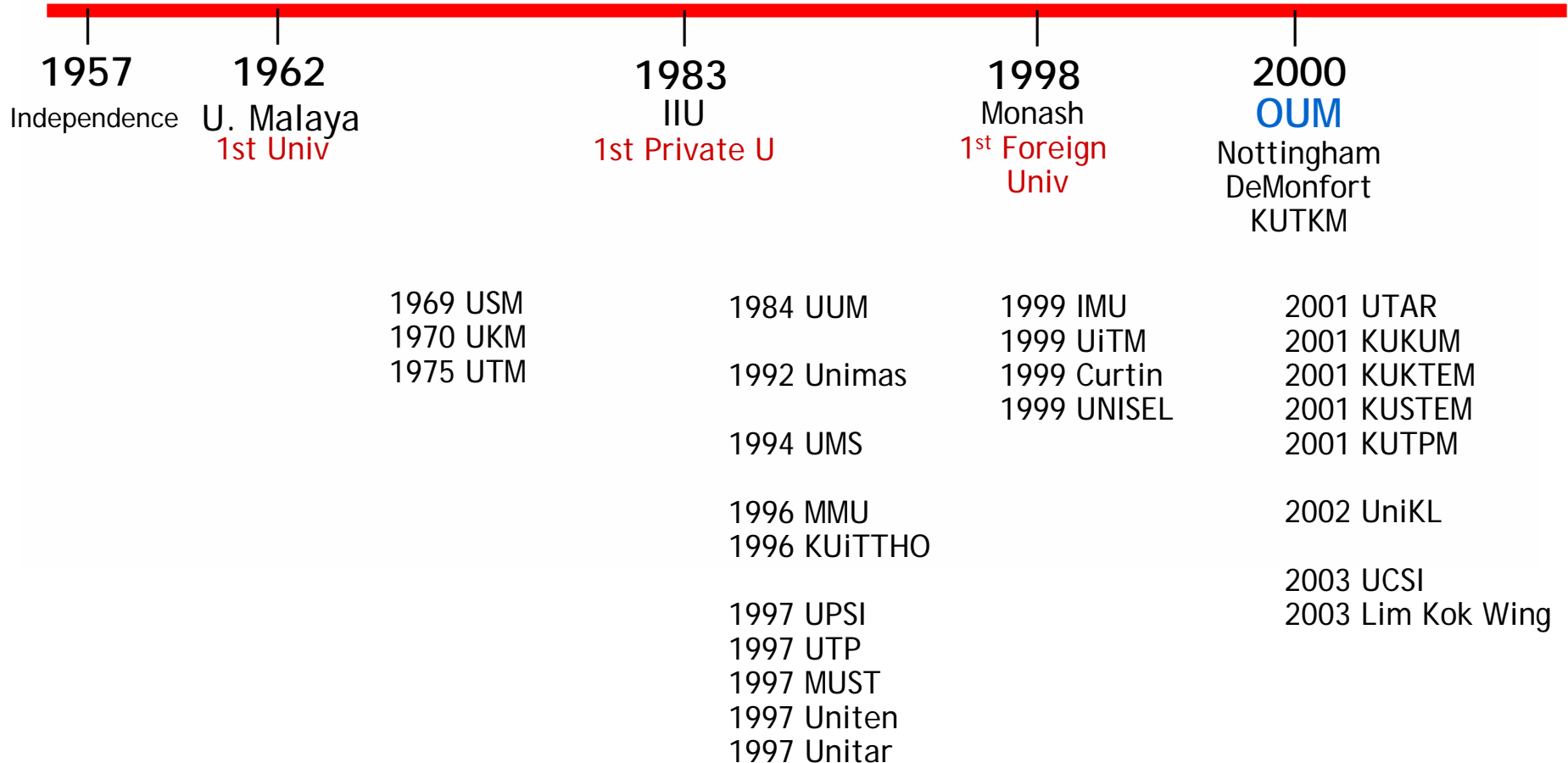
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Outline

- Higher education in Malaysia
- The OUM
- Blending the "e" or Blended Learning
  - Definition
  - What's in the blend?
  - Why the "e"?
  - How best to blend the "e"
  - When do you blend?
  - What combination of tools and media?
- Blended Learning at OUM
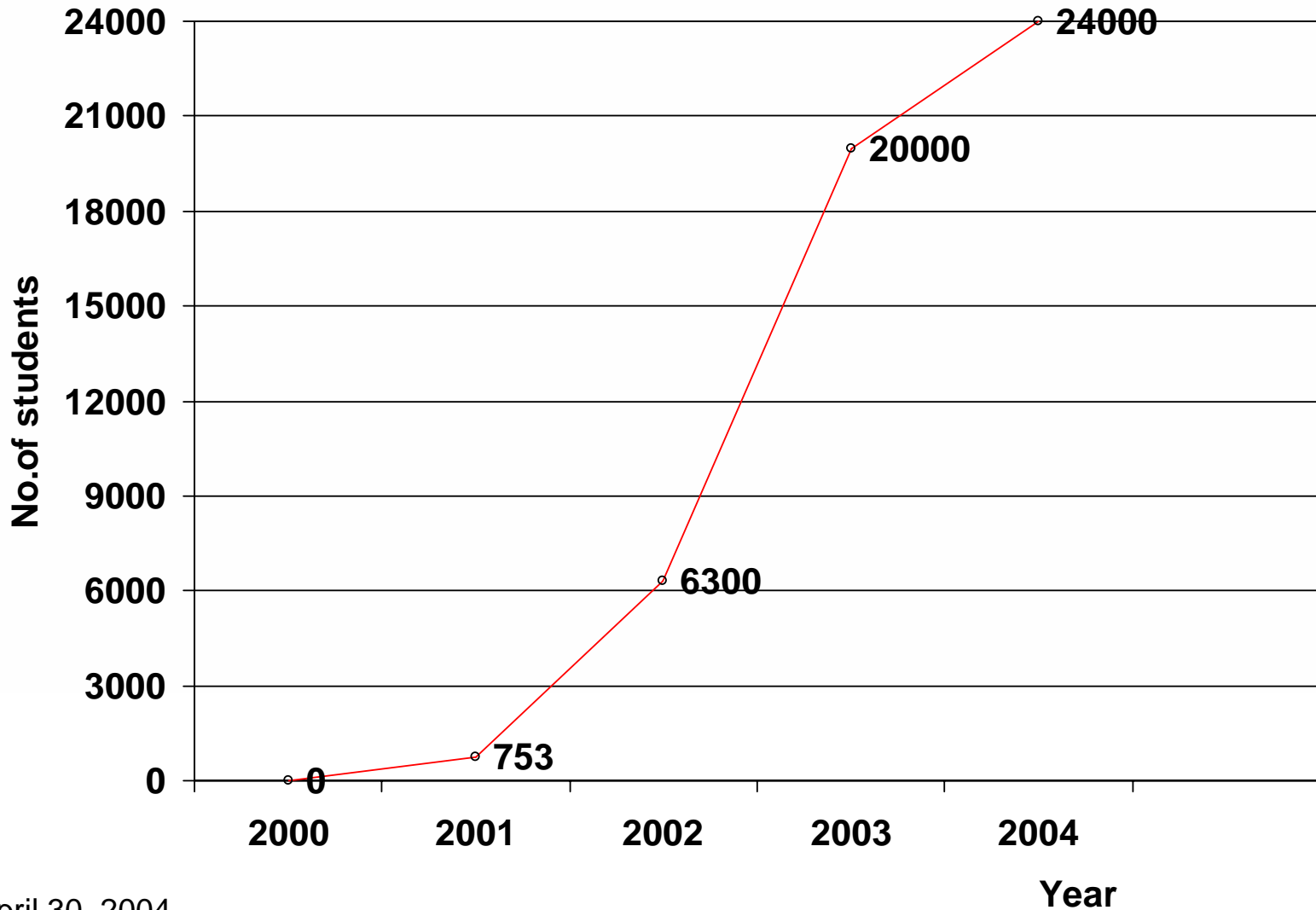- Challenges
- Recommendation

Higher Education in Malaysia: Selected Milestones

1957	1962	1983	1998	2000
Independence	U. Malaya	IIU	Monash	OUM
	1st Univ	1st Private U	1st Foreign Univ	Nottingham DeMonfort KUTKM

	1969 USM	1984 UUM	1999 IMU	2001 UTAR
	1970 UKM		1999 UiTM	2001 KUKUM
	1975 UTM	1992 Unimas	1999 Curtin	2001 KUKTEM
			1999 UNISEL	2001 KUSTEM
		1994 UMS		2001 KUTPM
		1996 MMU		2002 UniKL
		1996 KUiTTHO		
				2003 UCSI
		1997 UPSI		2003 Lim Kok Wing
		1997 UTP		
		1997 MUST		
		1997 Uniten		
		1997 Unitar		

The Open University Malaysia

- 1st ODL institution in Malaysia - established Aug 2000
- "University for All"
- 5 faculties
- 31 learning centres
- 20,000 students
- 1,200 tutors

- 16 academic programmes
  - 13 Bachelor's
  - 3 Master's
- 12 new academic programmes
  - 1 Diploma
  - 7 Bachelor's
  - 3 Master's
  - 1 PhD

Growth of OUM Student Population

Blending the "e" (Blended Learning)

Recipe for blended learning

Start with a few online tutorials, add one synchronous event and a pinch of discussion forums for flavor, and stir.

ASTD
(http://www.learningcircuits.org/2001/apr2001/hofmann.html)

Blending the "e" (Blended Learning)

. . . (A) method of educating at a distance that uses technology (high-tech, such as television and the Internet or low-tech, such as voice mail or conference calls) combined with traditional (or, stand-up) education or training.

http://www.gwsae.org/Executiveupdate/2001/March/blended.htm

Blending the "e"
(Blended Learning)

*Blending involves a planned combination
of approaches, such as
coaching by a supervisor;
participation in an online class;
breakfast with colleagues;
competency descriptions;
reading on the beach;
reference to a manual;
collegial relationships; and
participation in seminars, workshops,
and online communities.*

http://www.learningcircuits.org/2003/jul2003/rossett.htm

What's in a Blend?

Live face-to-face (formal) • **Instructor-led classroom** • **Workshops** • **Coaching/mentoring** • **On-the-job (OTJ) training**	**Live face-to-face (informal)** • **Collegial connections** • **Work teams** • **Role modeling**
Virtual collaboration/synchronous • **Live e-learning classes** • **E-mentoring**	**Virtual collaboration/asynchronous** • **Email** • **Online bulletin boards** • **Listservs** • **Online communities**
Self-paced learning • **Web learning modules** • **Online resource links** • **Simulations** • **Scenarios** • **Video and audio CD/DVDs** • **Online self-assessments** • **Workbooks**	**Performance support** • **Help systems** • **Print job aids** • **Knowledge databases** • **Documentation** • **Performance/decision support tools**

http://www.learningcircuits.org/2003/jul2003/rossett.htm

Why Blend the "e"?

- Humanization of education
  - Variety of media and tools for a diversified learning
- Democratization of education
  - No learner will be shortchanged as a variety of media will be used
- Optimization of resources
  - Best use of the media based on its characteristics and potential effectiveness
- Efficiency (to "reduce" the distance and hasten the process)
  - Delivery of content
  - Last minute announcement
  - Administrative matters
  - Online socialization

Why Blend the "e"?

- Effectiveness (to increase learner engagement & depth of learning)
  - Improved communication
    - e-mail
    - e-forums
  - Enhanced pedagogy
    - deeper, insightful and meaningful learning
  - Supports an online community of learners

What is the best way to blend the "e" and the non-"e"

- General guidelines when blending different media
  - Meet learners' needs
  - Cater to various learning styles
  - Achieve learning objectives
  - Make it affordable
  - Make it flexible
  - Make it convenient
  - Ensure learning is fun and a joy

What combination of tools and media?

Media Selection Guide

Media Type	Instructional value	Scalability	Development Time	Development Costs	Deployment Costs	Assessment Capable	Trackable
CBT	High	Low	3-6 weeks	Medium	High	Medium	Low
WBT	High	High	4-20 weeks	High	Low	High	High
CD-ROM	High	High	6-20 weeks	High	Medium	High	Low
Conference calls	Low	Medium	0-2 weeks	Low	Low	No	No
Webinars	Medium	Medium	3-6 weeks	Low	Medium	Low	Low
Simulations	Very high	Medium	8-20 weeks	High	Medium	High	High
Lab simulations	Very high	Low	3-6 weeks	High	High	Medium	Medium
Job aids	Low	High	0-3 weeks	Low	Low	No	No
Webpages	Low	High	1-8 weeks	Low	Low	No	No
Websites	Low	High	1-8 weeks	Low	Low	No	No
Communities	Medium	Low	2-3 weeks	High	High	Low	Low
Mentors	Medium	Low/medium	4-6 weeks	Medium	Medium	No	Low
Video	High	Medium	6-20 weeks	High	High	No	Low
EPSS	Medium	Medium	8-20 weeks	Medium	Medium	No	Medium

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April 30, 2004   http://www.learningcircuits.org/2003/jul2003/bersin.htm   13

How to Select the Right Blend

Audience
-What is the skill level?
-How much time to do they have?
-Are they motivated?

Time
-Time to develop?
-Time to roll out?
-Time to complete?

Scale
-What is the audience size?
-Will you update content requently?

Resources
-What is the budget?
-Can you use SMEs?
-Do you have media developers?

Content
-Are SMEs available?
-What's the shelf-life of content?
-Are labs avalaible?

Business application
-What is the skill level?
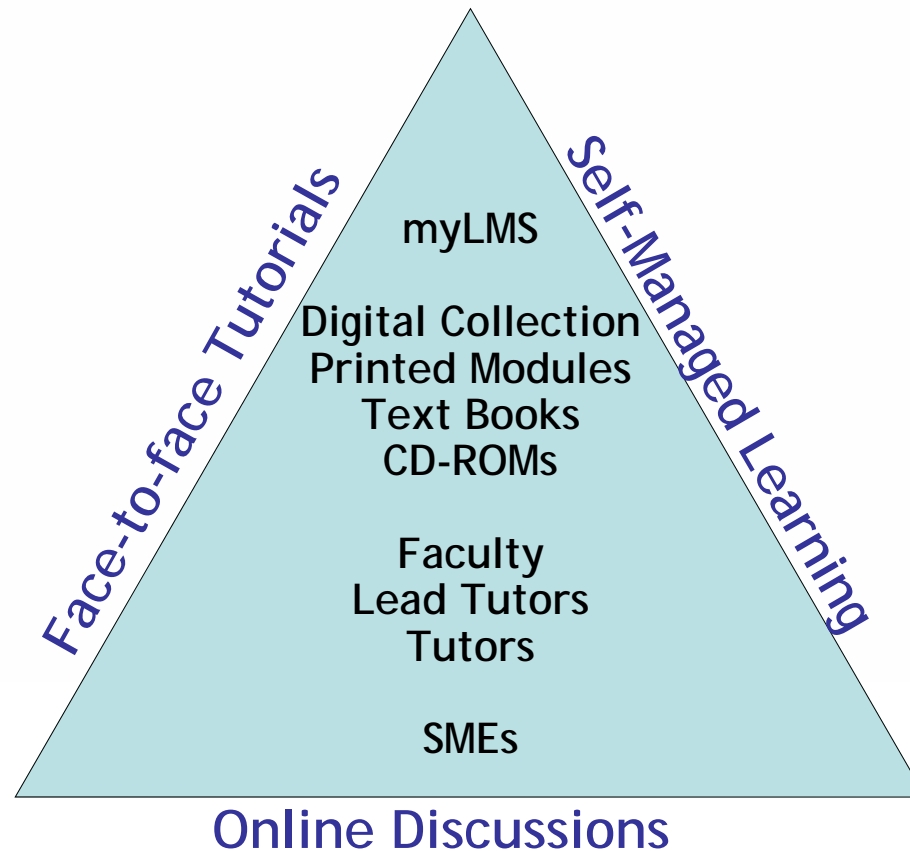-How much time to do they have?
-Are they motivated?

The Right Mix
2 or 3 of these ingredients:

classroom instruction
Wb-based courseware
CD-ROM-based coursware
live virtual classes
Webinars
conference calls
virtual labs
simulations
text-based job aids
EPSS
portals
communities of practice
mentors

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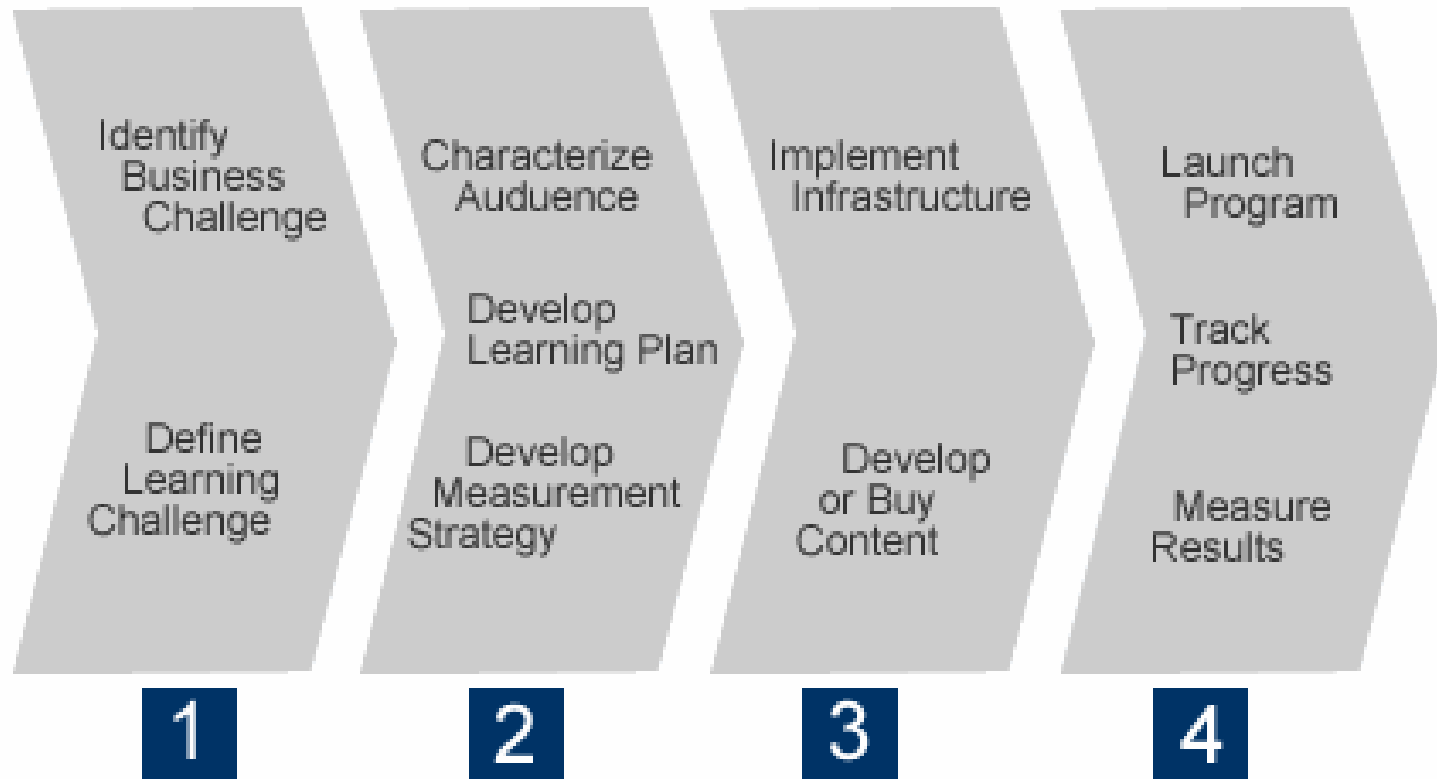http://www.learningcircuits.org/2003/jul2003/bersin.htm

When do you blend?

- Throughout the program, the course and in the classroom

- No one media or technology is the best all the time

- Need a mix to ensure that the best of each technology or media is reaped for the learner's benefits

Blended Learning at OUM

Face-to-face Tutorials

Self-Managed Learning

myLMS

Digital Collection
Printed Modules
Text Books
CD-ROMs

Faculty
Lead Tutors
Tutors

SMEs

Online Discussions

The Blended Learning Process

Identify
Business
Challenge

Define
Learning
Challenge

1

Characterize
Auduence

Develop
Learning Plan

Develop
Measurement
Strategy

2

Implement
Infrastructure

Develop
or Buy
Content

3

Launch
Program

Track
Progress

Measure
Results

4

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Challenges

- "University for All"

- Technology

  - Bandwidth

  - Digital divide

- High learning curve

- Funding

- Time

- Resources

Recommendation

- To help one another establish best practices in e-Education

  – Information exchange

  – Sharing of expertise

  – Sharing of resources (e.g. RLOs)

  – Sharing of experiences

  – Collaborative research

  – Faculty and staff exchange

Recommendation

- To help one another establish best practices in e-Education

- Centre for the Development of e-Education
  - To realize objectives, tasks and functions towards the development of best practices in e-Education
  - Organize regional conferences (member countries take turns to host)
  - Organize online seminars/training
  - Maintain and manage informative and interactive Web site
  - Seed funding from the M'sian government and OUM
  - A Not-for-Profit organization

"The magic is in the mix!"
"The beauty is in the blend!"

http://www.e-learningcentre.co.uk/eclipse/Resources/blended.htm