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
Independence

1962
U. Malaya
1st Univ

1969 USM
1970 UKM
1975 UTM

1970

1969

1983
IIU
1st Private U

1984 UUM
1992 Unimas
1994 UMS
1996 MMU
1996 KUiTTHO
1997 UPSI
1997 UTP
1997 MUST
1997 Uniten
1997 Unitar

1998
Monash
1st Foreign Univ

1999 IMU
1999 UiTM
1999 Curtin
1999 UNISEL

1999

1999

2000
OUM
Nottingham DeMonfort
KUTKM

2001
UTAR
2001 KUKUM
2001 KUKTEM
2001 KUSTEM
2001 KUTPM

2002
UniKL

2003
UCSI
2003 Lim Kok Wing

April 30, 2004
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

Year

2000 2001 2002 2003 2004

No. of students

0 753 6300 20000 24000

24000 21000 18000 15000 12000 9000 6000 3000 0
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
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.

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.

What’s in a Blend?

<table>
<thead>
<tr>
<th>Live face-to-face (formal)</th>
<th>Live face-to-face (informal)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Instructor-led classroom</td>
<td>• Collegial connections</td>
</tr>
<tr>
<td>• Workshops</td>
<td>• Work teams</td>
</tr>
<tr>
<td>• Coaching/mentoring</td>
<td>• Role modeling</td>
</tr>
<tr>
<td>• On-the-job (OTJ) training</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Virtual collaboration/synchronous</th>
<th>Virtual collaboration/asynchronous</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Live e-learning classes</td>
<td>• Email</td>
</tr>
<tr>
<td>• E-mentoring</td>
<td>• Online bulletin boards</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Self-paced learning</th>
<th>Performance support</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Web learning modules</td>
<td>• Help systems</td>
</tr>
<tr>
<td>• Online resource links</td>
<td>• Print job aids</td>
</tr>
<tr>
<td>• Simulations</td>
<td>• Knowledge databases</td>
</tr>
<tr>
<td>• Scenarios</td>
<td>• Documentation</td>
</tr>
<tr>
<td>• Video and audio CD/DVDs</td>
<td>• Performance/decision support tools</td>
</tr>
<tr>
<td>• Online self-assessments</td>
<td></td>
</tr>
<tr>
<td>• Workbooks</td>
<td></td>
</tr>
</tbody>
</table>
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?

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

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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 frequently?

**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 available?

**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
- Web-based courseware
- CD-ROM-based courseware
- Live virtual classes
- Webinars
- Conference calls
- Virtual labs
- Simulations
- Text-based job aids
- EPSS
- Portals
- Communities of practice
- Mentors

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

- myLMS
- Digital Collection
- Printed Modules
- Text Books
- CD-ROMs
- Faculty
- Lead Tutors
- Tutors
- SMEs
- Online Discussions
- Self-Managed Learning
- Face-to-face Tutorials
The Blended Learning Process

1. Identify Business Challenge
2. Characterize Audience
3. Implement Infrastructure
4. Launch Program

Define Learning Challenge
Develop Learning Plan
Develop Measurement Strategy
Develop or Buy Content
Track Progress
Measure Results

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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