GLOBAL OUTREACH IN OPEN & DISTANCE LEARNING: THE INTERNATIONALISATION OF OPEN UNIVERSITY MALAYSIA

PROFESSOR EMERITUS ANUWAR ALI
President/Vice-Chancellor
Open University Malaysia

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GLOBALISATION:

→ Impact on political, economic & social facets
→ Transformation & internationalisation of higher education (HE)

INTERNATIONALISATION OF HE:

→ Cross-border activities (students, programmes, etc)
→ Encouraged by:
  • Technological progress
  • Newfound global market
  • Education: export commodity & democratisation
  • Enforcement of WTO’s GATS
FEATURES OF HE INTERNATIONALISATION:

→ Student *mobility*

→ *Branch* campuses & *franchise* arrangements

→ Development of *ODL*

FOR MALAYSIA & OUM:

→ Important for *national agenda*: Malaysia as centre for educational excellence

→ Means to develop an *international presence*
GLOBALISATION & ODL

IMPACT OF GLOBALISATION ON HE:
→ Increasing demand for places
→ Greater role of universities in national agenda
→ New & non-traditional learners

ADVANTAGES OF ODL:
→ Flexible nature with blended pedagogy
→ Leverage of ICTs
→ Focus on industry-driven fields

GLOBAL OUTREACH OF ODL:
→ Many examples already, e.g. IGNOU, OUM
OUM’S GLOBAL OUTREACH (1/2)

OUM – SOME ACHIEVEMENTS IN THE PAST DECADE:

- >96,000 Learners
- >30,000 Graduates
- Prominent Partners

COLLABORATING WITH FOREIGN PARTNERS:

→ Continuous exploration
→ Locating our activities overseas
→ 1,600 international learners (as at 2010)
→ Various benefits:
  - Sharing of ICT facilities, academic staff, learning materials & support services
  - Curriculum development
  - Research collaboration
OUM International Collaborations:

1. AOU, Bahrain
2. USTY, Yemen
3. NeLC, Kingdom of Saudi Arabia
4. Villa College, The Maldives
5. IIHS, Sri Lanka
6. AIT, Ghana
7. Eszterházy Károly College, Hungary
8. Trent Global Educational Group, Singapore

Other areas of collaboration:
- Nestlé
- Master of ASEAN Studies
- AJODL
- Research on learner retention
OUM’S ENABLING FACTORS (1/2)

→ Leverage on past experiences
→ Formulate best practices
→ Develop matrix of responsibilities
→ Positive relationship & all-round support
→ Learner-centredness as a guiding principle
OUM’S ENABLING FACTORS (2/2)

- Effective costs & importance of CSR
- QA: audit, assess, review & improve
- Use of technologies, e.g. myVLE
- Reputation of partnering institutions
INTERNATIONALISATION IN A GLOBAL OUTREACH:

- Cultivating a *global learning audience*
- Means for *growth & progress*
- Fundamental component in *HE transformation*
- ODL can provide the necessary *boost*
THANK YOU

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