Sleepless in Higher Education

New roles, forms, and urgency

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It’s no fun to be sleepless
Well-funded competition

Education technology startups attracted $1.25 billion in funding in 2013, and more in 2014: Duolingo; Renaissance Learning; News Corps’ Amplify; and Pearson, because states are shifting the billions spent on text books to digital media.

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Dwindling dollars for higher ed and emergent expectations

The Gates and Lumina Foundations lobby successfully to link public dollars and colleges' budgets to metrics like graduation rates, even employment figures.

[http://chronicle.com/article/The-Gates-Effect/140323/]
Major figures step forward

“Families and taxpayers can’t just keep paying more and more and more into an undisciplined system where costs just keep on going up and up and up…. We’ve got to get more out of what we pay for,” Obama said.
“How can we use technology as a tool to recreate the entire college experience? How can we provide a better education to more people for less money?”
Half will disappear

“In 50 years if not much sooner, half of the 4500 colleges and universities now operating in the USA will have ceased to exist.... the bachelor’s degree will become increasingly irrelevant; and ten years from now Harvard will enroll ten million students...
The college classroom is about to go virtual.”

[http://www.the-american-interest.com/article.cfm?piece=1352]
Not just an American story—reform pressure is here too.

“The vision of student-centric, values-driven education is primarily about nurturing the children of Singapore to be equipped with the core skills and competencies to be economically productive and to flourish in the VUCA (volatile, uncertain, complex and ambiguous) world, as well as to be imbued with the Singaporean values to be successful, moral and committed citizens of the country.”

In the USA, concern about this too, expressed by William Deresiewicz who calls elite students: “really excellent sheep.”
“We’re producing a generation of students that are very highly structured, but entering an increasingly ambiguous world—the world of Ebola and ISIS and climate change and data security breaches.”
What does all this mean for higher learning?
1/ Sleepless profs

2/ Sleepless administrators

3/ Sleepless students
http://www.washington.edu/teaching/teaching-resources/flipping-the-classroom/
The March of the MOOCs: Monstrous Open Online Courses

Udemy
Minerva Project
Code Academy
Futurelearn
Iversity
NovoEd
Peer2Peer
PIER
Straighterline
Creative Live
Skillshare
Skillshare
Grovo
Treehouse
Lynda
Mohammad H. Qayoumi

"How different is the basic algebra course taught in Boston or California or wherever?"

SJSU tested a MOOC on “Circuits & Electronics” from EdX. Taught by SJSU prof and relying heavily on pre-recorded materials from MIT, students passed at a much higher rate than those in traditional sections.

Qayoumi then attempted to add another MOOC, this one in philosophy, taught by Harvard’s Michael Sandel.
Throwing out the first pitch in Korea.

Twenty million viewers in China.

Professor Michael Sandel is afforded stardom in Asia equivalent to Tiger Woods and Lady Gaga.

"Let's not kid ourselves; administrators at the CSU are beginning a process of replacing faculty with cheap online education," SJSU philosophy profs wrote.

http://www.nytimes.com/2013/03/06/opinion/friedman-the-professors-big-stage.html
"In spite of our admiration for your ability to lecture in such an engaging way to such a large audience," the SJSU philosophy professors wrote to [Harvard professor] Mr. Sandel, "we believe that having a scholar teach and engage with his or her own students is far superior to having those students watch a video of another scholar engaging his or her students."
San Jose State Provost Ellen Junn said disappointing student performance will prompt the university to stop offering online classes with Udacity this fall as part of a "short breather."

Why do many faculty sleep poorly?

1. ?
2. ?
3. ?
Why do faculty sleep poorly?

1. Shifting expectations
2. Loss of security
3. Loss of confidence and control
4. Concerns about quality
5. Reduction in connections with students, peers, campuses
6. Fewer jobs and less career mobility

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1/ Sleepless profs

2/ Sleepless administrators

3/ Sleepless students
With alternatives emerging, the institution is threatened by---

- soaring costs
- skepticism about lecture methods
- skepticism about requirements
- skepticism about link to careers
- skepticism about results

[http://www.deseretnews.com/article/865562140/Changes-loom-for-higher-education-Pew-InternetElon-University-research-says.html?pg=all]
Richard Arum and Josipa Roksa concluded that a significant percentage of undergraduates are failing to develop the broad-based skills and knowledge they should be expected to master.
"I think you should be more explicit here in step two."
The public & universities see it differently

A survey of 1,000 American adults and 540 senior-level administrators released last fall by Time magazine and the Carnegie Corporation of New York bears this out. While 62 percent of the administrators included "to learn to think critically" as either the most-important or second-most-important reason people should go to college, only 26 percent of the public ranked it as such. Likewise, 80 percent of the adults said that at many colleges, the education students receive is not worth what they pay for it. Only 41 percent of the administrators agreed with them.
“People are our only resource,” said Lim Chuan Poh.

Singaporeans higher education--
• Sharp peaks of excellence
• A university system devoted to serving the economy
• Explaining his departure for Singapore from the European Science Foundation, De Meyer jokes that “maybe in Europe we talk too much and in Singapore they act...it’s do, do, do, do, do all the time”.
Don’t call them students. They’re “customers.”

That’s what Southern New Hampshire President Paul LeBlanc says.

He wants to explode the 3-unit course and focus instead on metrics that assess competency in key career areas.

You are right if you are thinking that LeBlanc is popular with Gates and Lumina Foundations.

And he is popular with the public because he promises links to jobs.
Tom Friedman put it this way

“Harvard Business School doesn’t teach entry-level accounting anymore, because there is a professor out at Brigham Young University whose online accounting course “is just so good” that Harvard students use that instead. When outstanding becomes so easily available, average is over.”
Why do many administrators sleep poorly?

1. ?
2. ?
3. ?
4. ?
Why do many administrators sleep poorly?

1. Halting academic culture
2. Dwindling resources
3. New competitors
4. Uncertainty about strategy—how to survive, how to thrive
5. Worry about preparedness for this new world

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The price is not right

The average amount owed by students at graduation has grown.

Graduate students, including undergraduate debt

Bachelor’s degree students

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"The net benefit from a bachelor’s degree has shrunk every year of this century, with nothing today suggesting a reversal of that trend. This is the environment in which MOOCs have appeared, and the context in which they challenge traditional education."

Clay Shirky: For as long as students and their parents have nervously scanned tuition bills, they’ve asked themselves “Isn’t there another way to do this?” And for that long, the answer has been “no.” Now, for the first time, the answer is “maybe.”
While students and faculty seem to agree on the importance of technology in education, the two groups do not agree on how well it's being implemented. .... only 38 percent of students indicated that their instructors "understand technology and fully integrate it into their classes."

and now, let's dim the lights, so I can show you computer slides and read the exact text of the slides to you.
In the future, the primary platform for higher education may be a third-party website, not the university itself. ... a global marketplace where courses from numerous universities are available on a single website. Students can pick and choose the best offerings from each school; the university simply uploads the content.

(c) 2009 Allison Rossett
Forbes on a more personalized student experience

• Students now enjoy access to leading faculty from elite institutions, via hybrid classes more than MOOCs

• “Gone are days when students need to pile into large auditoriums just to hear a lecture.”

• More access to online certificate programs that target career advancement

• More analytics that track student activity, participation, engagement and progress

Khan Academy advances personalization

It started with videos—videos where you never see the instructor.

Now, it’s about the quizzes and assessments too.

Khan’s goal: a series of micro-assessments, on demand, nailing who knows what, and who needs what.

Guide to Earning Propero Credit
IS COLLEGE DOOMED?

Traditional universities are in trouble. How for-profit insurgents are trying to tear down higher ed—in order to rebuild it.
What Edward Deming told US auto manufacturers when they were still dominant globally applies to higher education institutions,

"It is not necessary to change. Survival is not mandatory."
For the sleepless....
LIFE BEGINS AT THE END OF YOUR COMFORT ZONE.

-Neale Donald Walsch-
Time for ME to move classes online

1. The status quo was fine and dandy.
2. I had no time.
3. I didn’t have to.
4. My classes are special, unique.

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Dr. Allison Rossett, long time professor of Professor of Educational Technology at San Diego State University, served on the ASTD Board, is in the Training magazine Hall of Fame, and now on the CLO Advisory Board, recipient of ISPI’s Thomas Gilbert award and an ISPI Member-for-Life. She is author of six books, including a recent edition of her classic, First Things Fast: a handbook for performance analysis. Allison consults on technology-based learning, performance and metrics.