

Emerging Technologies: How Do We Define and Accomplish IT?

Jack M Wilson, CEO
UMassOnline.net



- www.UMassOnline.net
- Virtual University for the State of Massachusetts
- 6800 Enrollments in 2001
- Intellectual capital of the UMass system.
 - Amherst-Boston–Dartmouth-Lowell-Worcester (Medical)
- Collaborative Non-Profit model
- Financed by \$15 M loan at 7.5%
- Grant of \$ 2.25 M this summer for platform

Investing and Developing Programs



- Twenty five degree and certificate programs
 - Bachelor's, Master's, and Certificate programs
 - Many more coming this summer
- Three of our programs have been recognized by US News and World Report as top on-line programs in the October 15, 2001 issue.
 - MBA – UMass Amherst
 - MEA – UMass Lowell – Ed. Administration
 - MPH – UMass Amherst- Public Health

Serving Community Needs



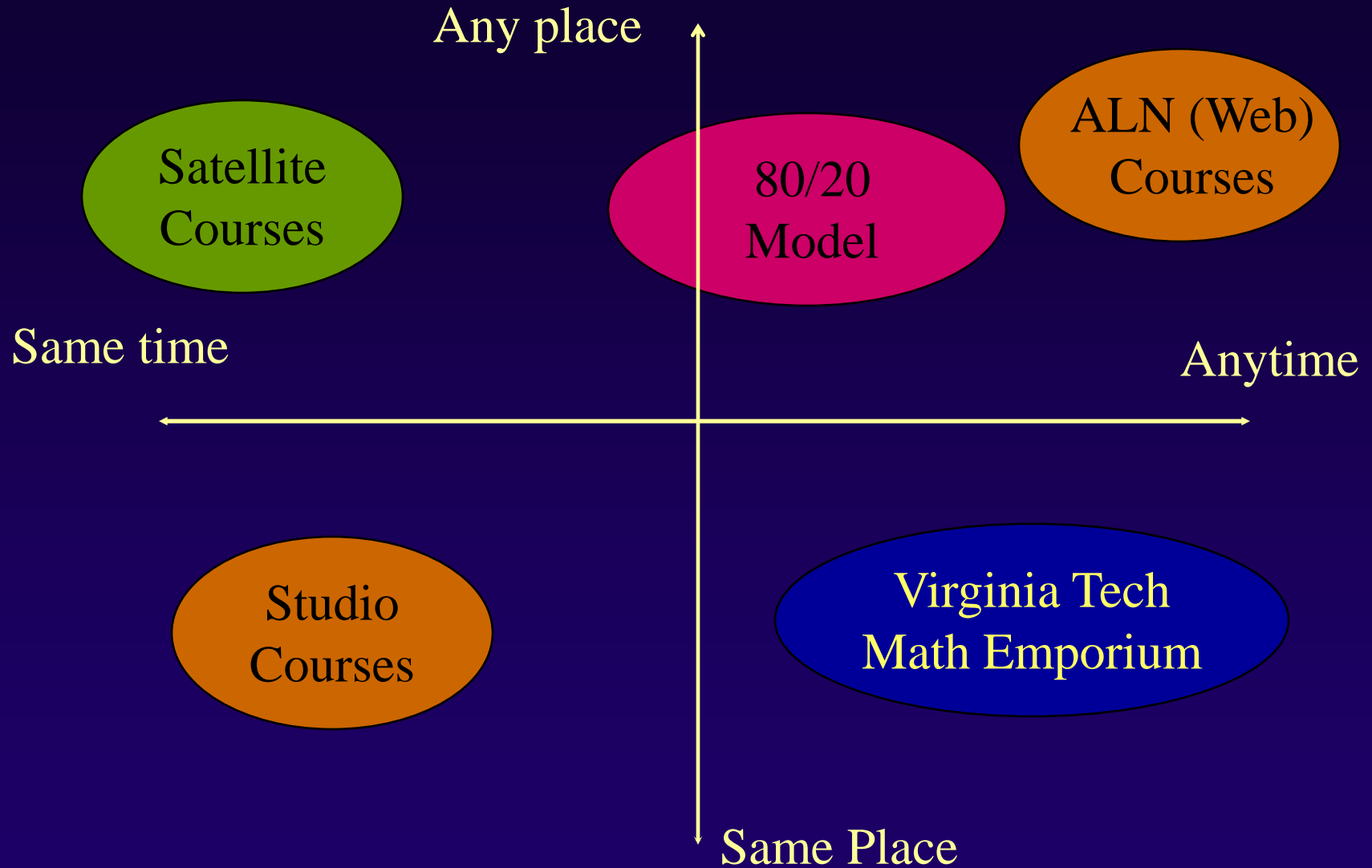
- BSIT *
- MSIT
- Nursing *
- MBA *
- Techno-MBA
- MPA
- MPH *
- MS Substance Abuse Professionals
- BLA – Liberal Arts *
- Degree Completers

The horrible mismatch

- People change very slowly
 - Both a comfort and irritant!
- Technology changes very rapidly



Models of Distance Learning

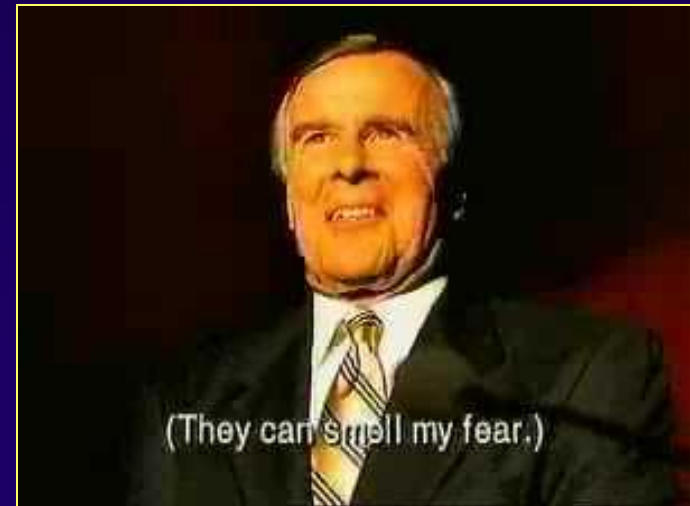


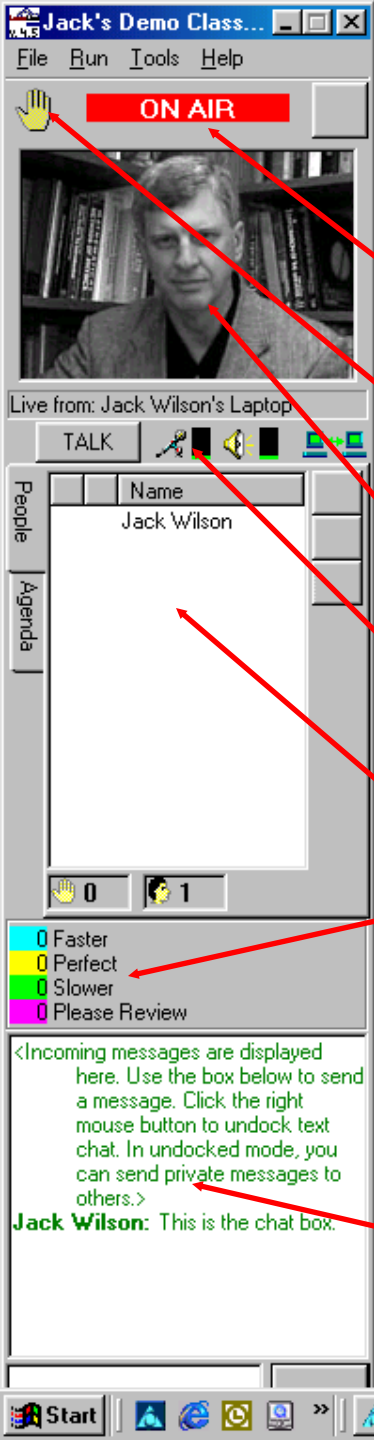
Introduction to eBusiness



The hope, the hype the power, the pain

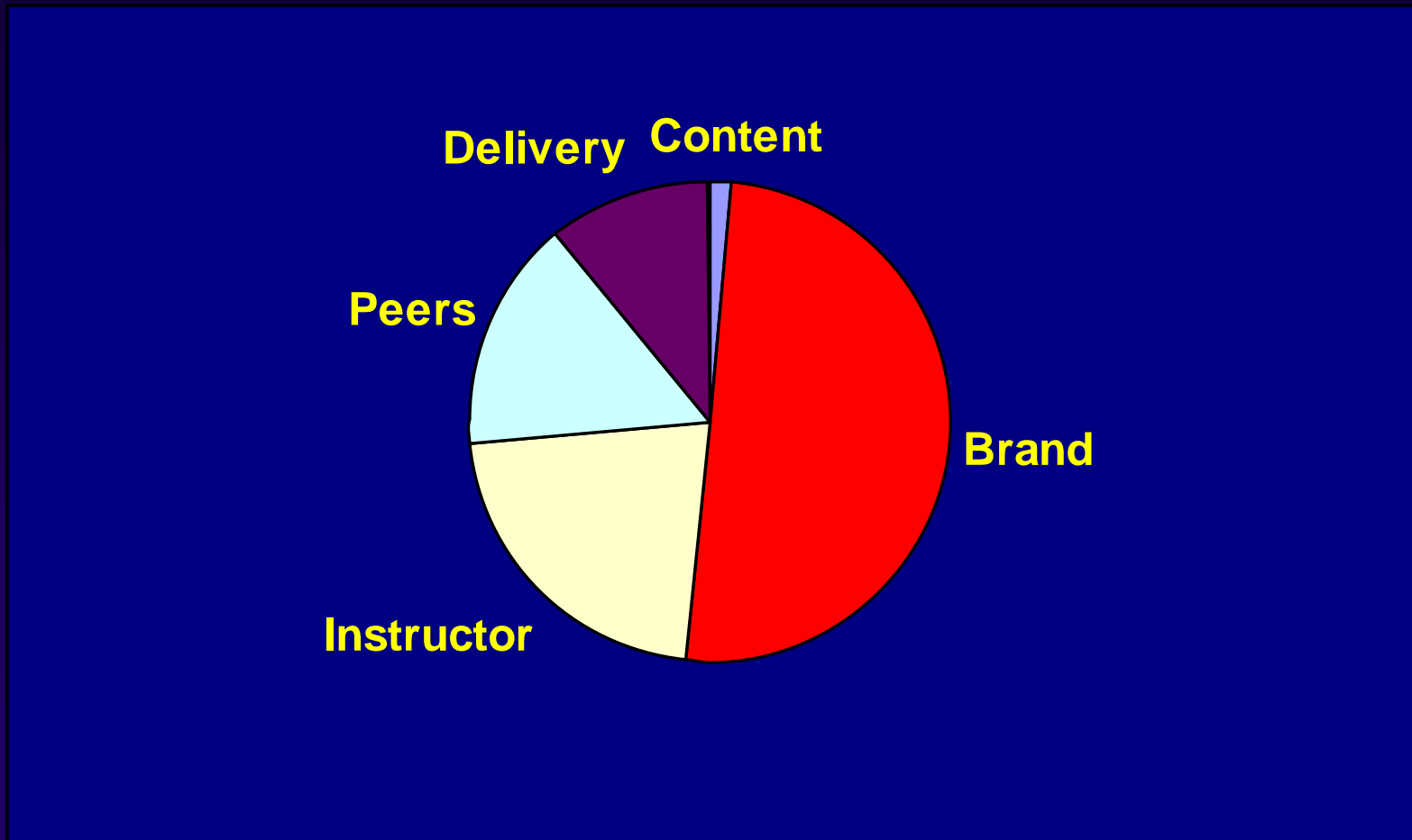
- Live Online Learning
- Fall 2000: 125 (50 on/75 off) campus students
 - IBM, Ford, GE, Lockheed Martin, Pratt and Whitney, Ford, Consolidated Edison, NY Power, J. P. Morgan, Carrier, Otis, etc.
- Extensive Website:
 - <http://www.jackmwilson.com/eBusiness/Syllabus-Spring2001/>
 - MBA, MSIT, MS
 - On-line studio style miniLectures, Discussion, Student presented cases, & asynchronous interaction (ALN)





- On- Air indicator
- Raise your hand
- Picture or video of speaker
- Audio and Network controls
- Agenda or class roll
- Feedback section
 - (can be pace, agreement, T/F, Yes/No, etc.)
- Chat Window

Brand ~ Reputation



Is it over?



- Is all the excitement over eLearning over?
 - Question from a reporter at the Chronicle of Higher Education.



Jack M. Wilson

<http://www.UMassOnline.net>

The End

www.JackMWilson.com/eLearning

www.UMassOnline.net

www.jackmwilson.com

What shapes my views?

- Service as:
 - 31 years as a professor, department chair, research center director, dean (4 flavors), and provost
 - RPI: J. Erik Jonsson '22 Distinguished Professor of Physics, Engineering, Information Technology, and Management.
- Founder, CEO, Chairman of LearnLinc
 - a successful eLearning Co
 - Now Mentergy Corporation (NASDAQ: MNTE)
 - Sold in February 2000.

What else shapes my views?

- Industry Consultant (IBM, AT&T, Lucent, Ford, GM...)
- Army TRADOC Advisory Committee
- Pew Center for Academic Transformation (\$8.8 M)
- One of founders of the Nat. Learning Infrastructure Init.
- Chair, NY State Task Force on Distance Learning
- Wash. DC: 8 yrs on Science Education: HS. and Univ.
- National Acad. of Science/National Research Council
 - Committees on Information Tech., Physics Decadal Overview Committee, and National Digital Library Committee
- Lots of visits, speeches, writing, reading, and visitors

A personal journey

- Began career as a research physicist
- Research required high performance computing
- Why are students not learning about this?
- How can this help learning?
- Restructuring physics education.
- Computing Communication Cognition -> The Studio Classroom
- Restructuring Undergraduate Program
- How can the studio experience work at a distance?

NY Times Midnight Question



- “Dr. Wilson, Governor Kean told me that all this technology emphasis was fine but the the best education was:

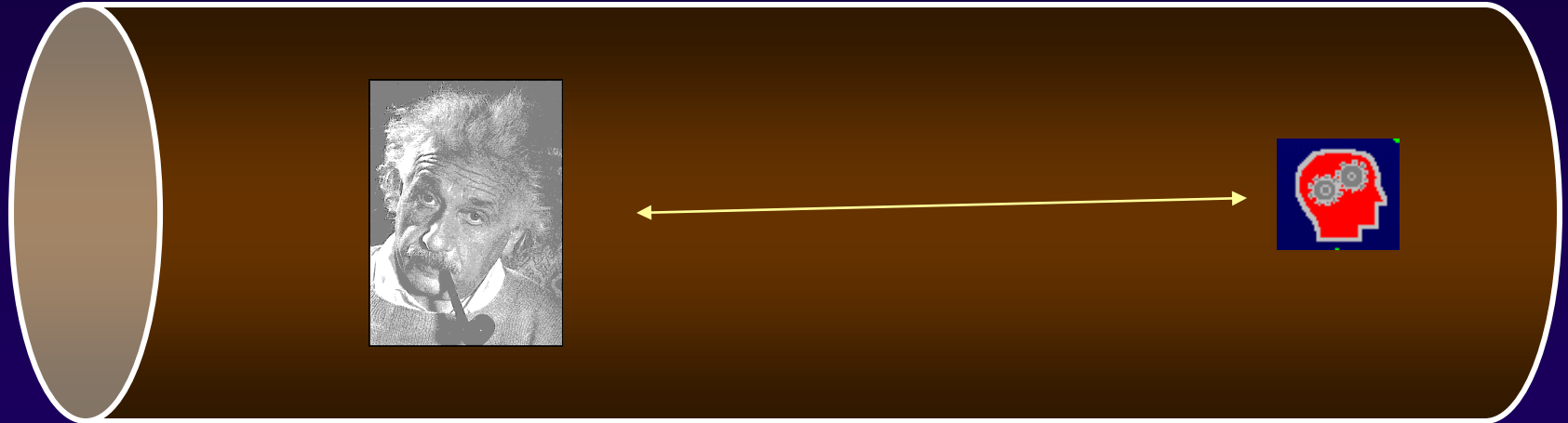
Mark Hopkins on one end of a log and the student on the other.”

- “Could you comment on that?”
 - Rosalie Stemer, New York Times in a late night call

The Electronic Log?

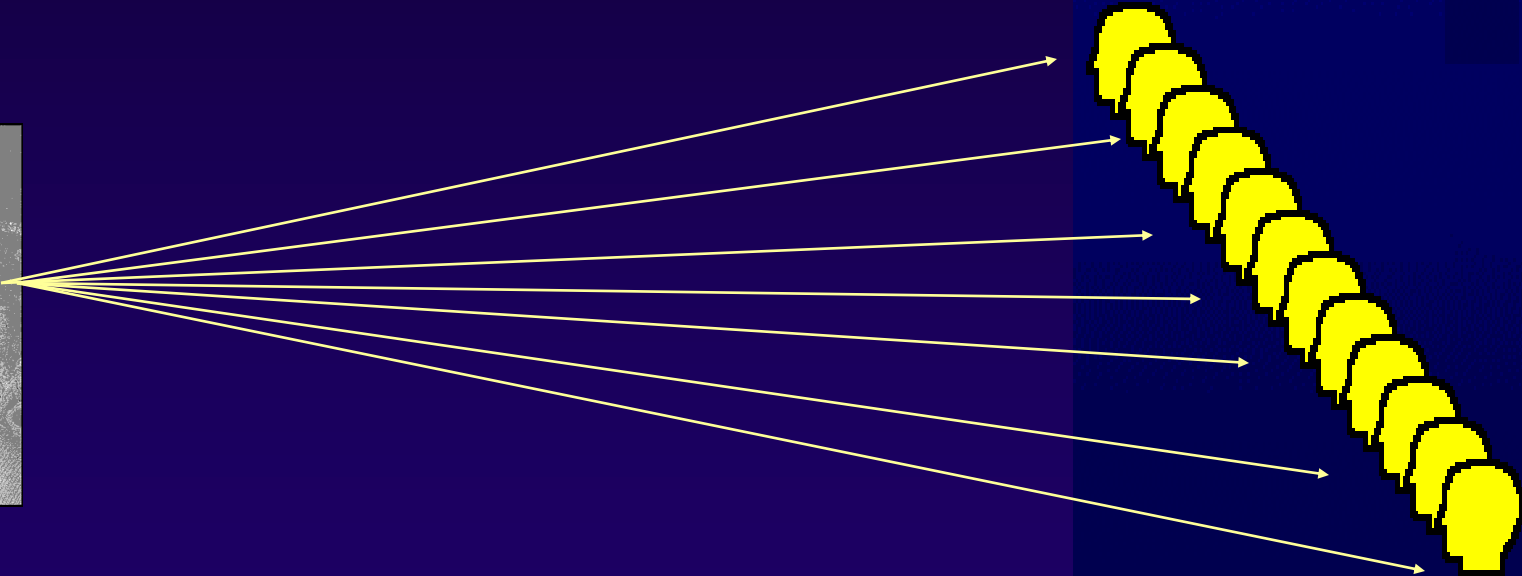
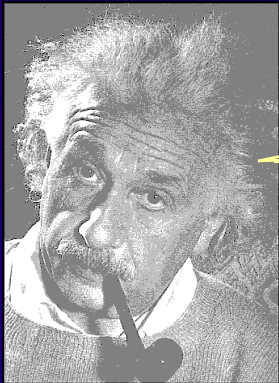
- “Rosalie, I couldn’t agree more..... as long as you will allow me to make it an **electronic log.**”
 - A sleepy Jack Wilson:
- This became the lead for the NY Times piece.
- My other hours of interviewing at other times did not appear.
 - **NY Times:** The Virtual Classroom: Colleges face tough questions about using technology to teach more students. Can video lectures and E-mail offer the give-and-take of real learning? By Rosalie Stemer; The New York Times, Sunday, January 8, 1995

The (electronic) Log

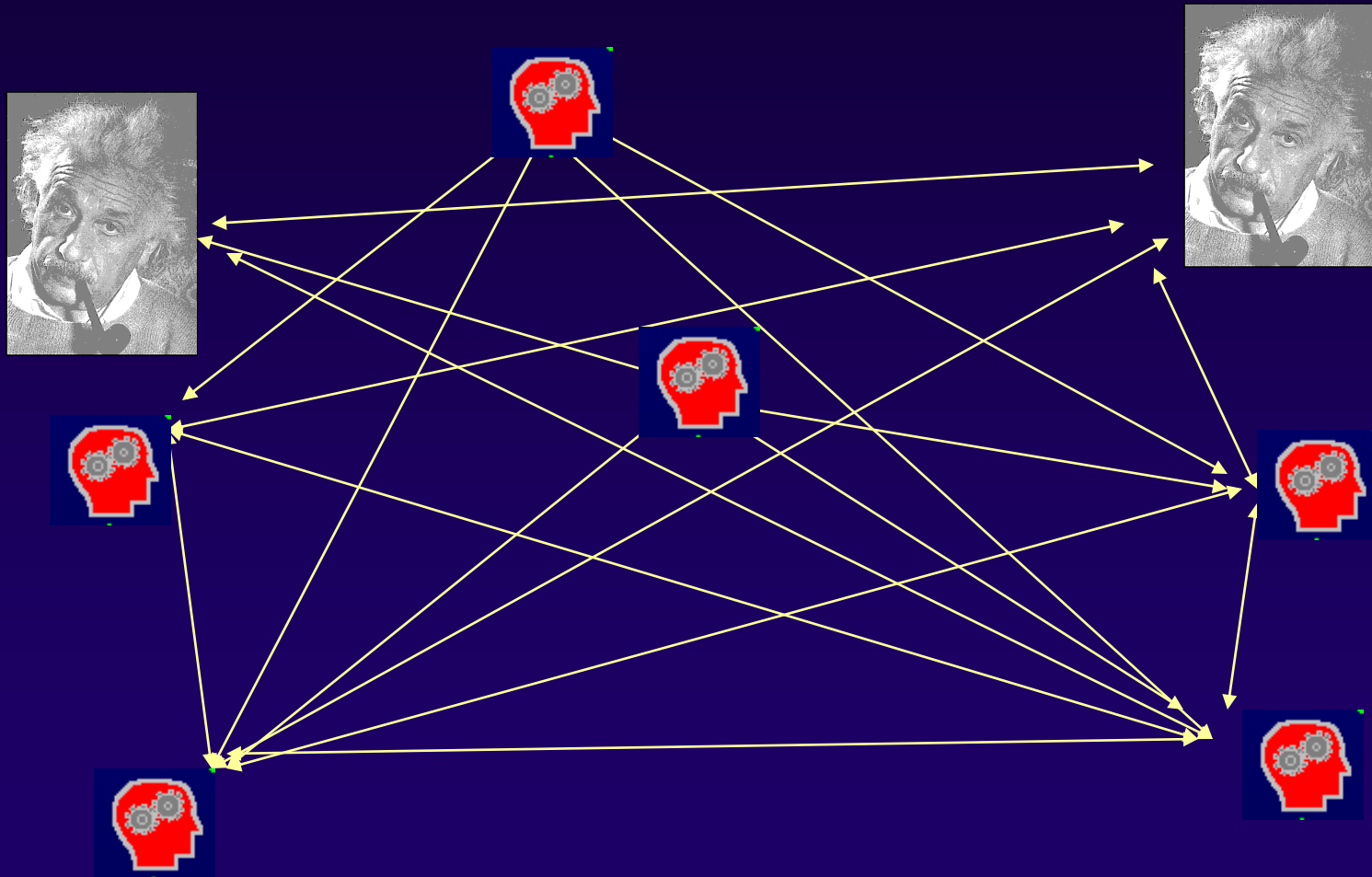


The transmission model

- The mainframe approach
 - Face to Face: The Lecture
 - Distance: TV (Cable or Satellite)
 - Pushes the back wall out a few thousand miles



Distributed Collaborative Model

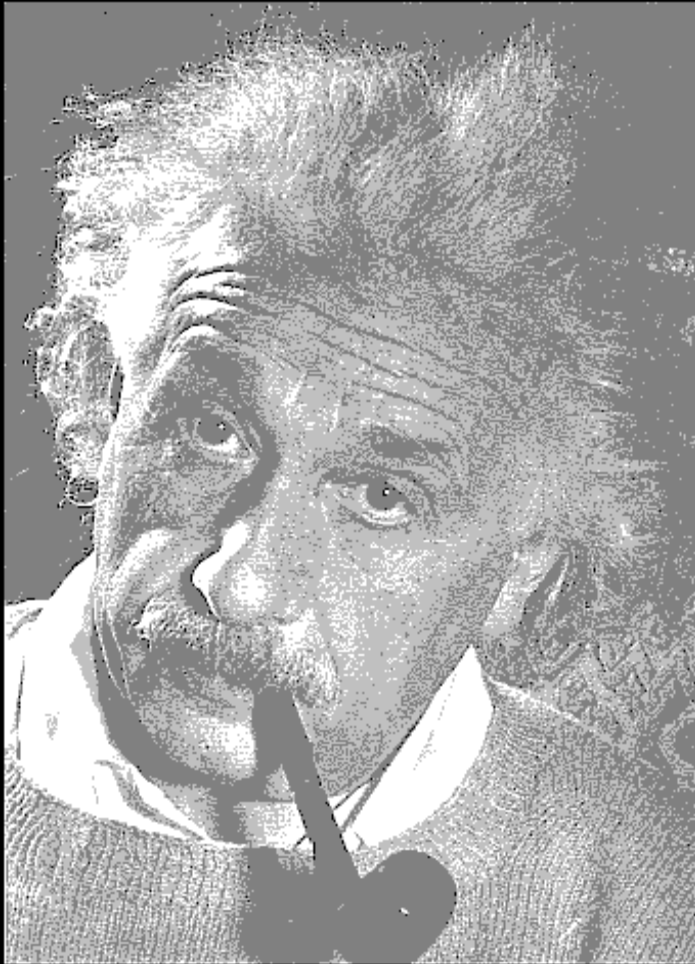


Faculty fears and legislators hopes

- Prism: "If a student can zoom the best professors into his or her living room, then what is to happen to the rest of the countries professors?" (the mainframe model!)
 - In a word: hogwash.
- Presenting is not teaching!

What happens to me?

- Will a



Web site
or a CD-ROM
(or a videotape)

replace your <Blank>
Instructor?

High hopes for eLearning



- Pensare teamed up with Duke.
- Click2Learn teamed with NYU Online.
- Fathom teamed with XanEdu.
- U. of Penn Wharton School teamed with Caliber, a spin-off from Sylvan Learning.
- Cornell spun of eCornell
- UNext created Cardean University and partnered with Columbia, the London School of Economics, Stanford, and the University of Chicago.
 - Reportedly Cardean had pledged to pay Columbia, and perhaps the others, \$20 million dollars if they failed within five years.
- North Carolina, Harvard, and USC went to University Access for help in getting online.
- Harcourt Higher Education was launched as a college in 2000 and confidently predicted “50,000 to 100,000 enrollments within five years.”

And Now?



- Pensare is gone.
- Fathom had to obtain \$20 million in financing internally.
- Cardean laid off over half its work force and asked universities to restructure arrangements.
- Temple University quietly closed its spin-off without really ever activating it.
- Harcourt is gone after enrolling a total of 32 students in 2001.
- eCornell is open now, but with very small programs and drastically reduced expectations.
- Caliber has filed for bankruptcy.
- University Access has changed its name and withdrawn from higher education.

Models for Virtual Universities



- For Profit Universities
 - Pure plays: Phoenix, Capella, etc.
 - Joint Ventures: Cardean, Caliber, Pensare, U21
 - Internal: UMUC, eCornell, etc.
 - Outside VC (Original Fathom plan) versus internal
- Not for Profit
 - Internal Collaborative (UMassOnline etc.)
 - Independent (WGU, etc)
 - Can choose Solo or Consortia

Questions



- What are the advantages and disadvantages of various financial models?
- Are joint ventures between universities and for-profits viable (Pensare, Caliber, NYUOnline, U21 Global, etc)
- Can one borrow brand equity (reputation) from one institution to another: (Cardean, Pensare)
- Can one transfer brand equity (reputation) from a different business to eLearning (Harcourt)
- Given that content is a commodity, how much to invest in content?