

Desafios do Ensino a Distância nas Instituições de Ensino Superior presenciais

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(disponível online em <https://goo.gl/nhiUIX>)

eL@IES

Encontro de Instituições e Unidades de e-Learning do Ensino Superior

Leiria | 11 de dezembro de 2015

Contexto

Mercado dos LMS

<https://goo.gl/nhiUIX>

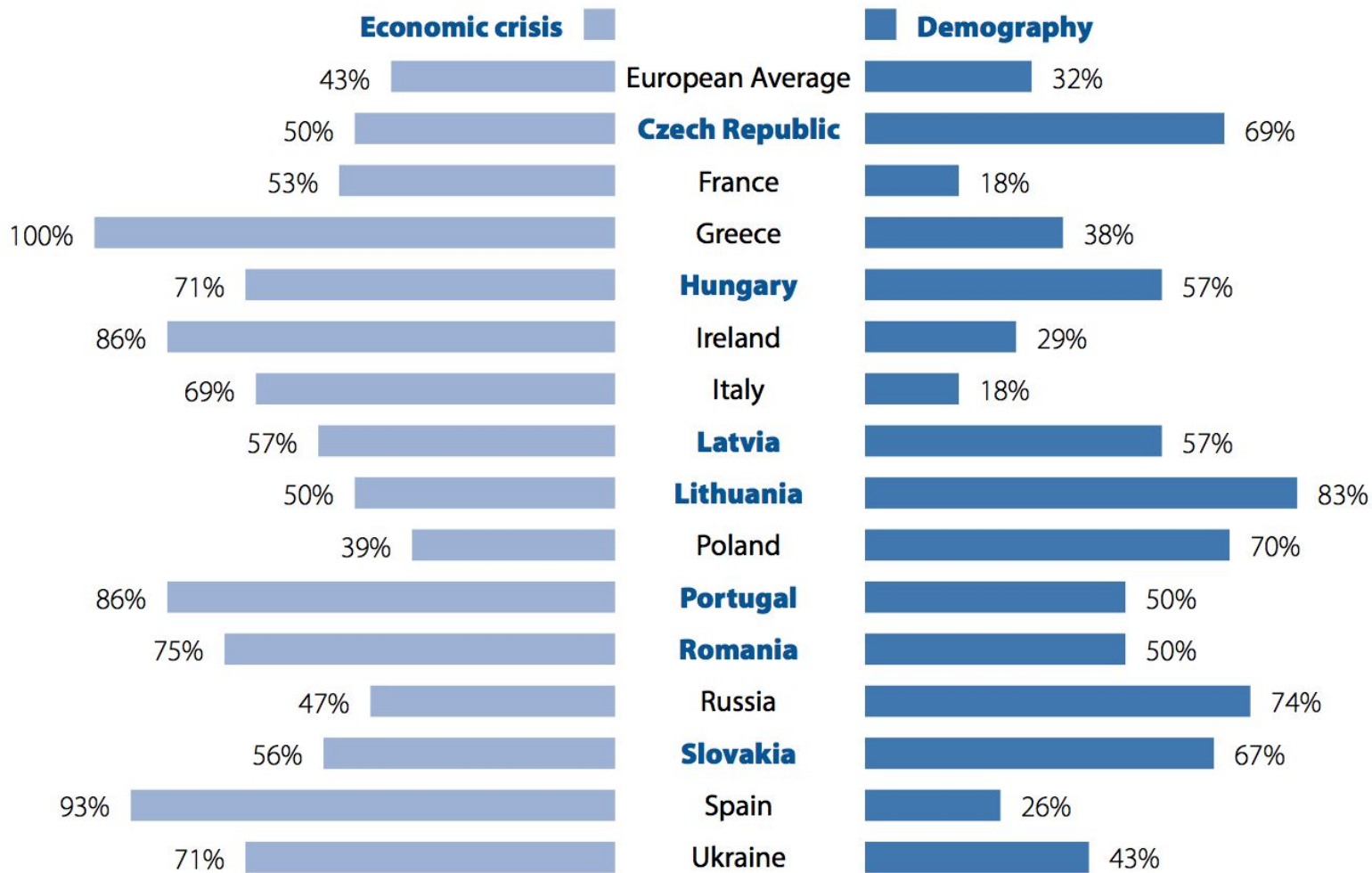
	ANGEL	BbLearn	Canvas	D2L	Moodle	Sakai	Other	None
Institutions	139	1167	502	299	678	131	548	159
	4.2%	35.4%	15.2%	9.1%	20.6%	4%	16.6%	4.8%
Enrollments	612,373	7,738,388	3,689,656	2,290,240	2,851,858	1,137,776	1,731,512	191,053
	3.6%	45.8%	21.8%	13.6%	16.9%	6.7%	10.2%	1.1%
Average Size	4437	6642	7365	7660	4206	8685	3160	1217
Median Size	2372	3742	3797	4730	1981	4375	1269	959

Fall 2015, 700+ FTE, www.edutechnica.com



LMS Data: 3rd Annual Update,
<http://goo.gl/Pru9Pk> (outubro 2015)

Figure 1: High importance of economic crisis and demography (Q10)



Trends: MOOC

https://goo.gl/nhiUIX

Google Trends

Explore topics

Worldwide 2004 - present All categories Web Search

Explore

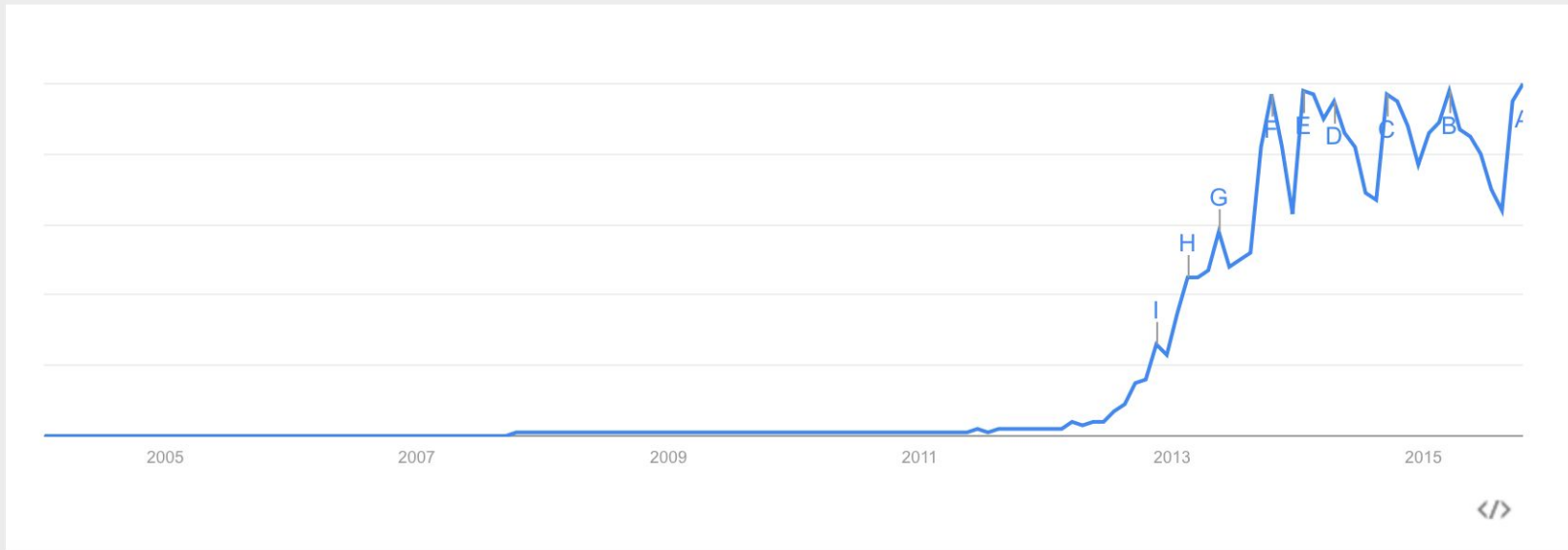
Compare Search terms

MOOC
Search term

+ Add term

Interest over time

News headlines Forecast



Global Employability University
Ranking 2015 results: <http://goo.gl/LQZ3uJ>

The 2015 Global University Employability Survey and Ranking

Press Release



Ranking 2015

75% of recruiters see higher education as a globalized market

48% of respondents have recruited candidates due to qualifications they acquired via MOOCs

THE 5TH ANNUAL GLOBAL UNIVERSITY EMPLOYABILITY SURVEY AND RANKING

- Global survey conducted by Trendence reveals Top 150 universities in the world for employability
- Rated by more than 4600 recruiters and managing directors in large businesses around the world

The Branding of Universities:

How employability fostered by stronger integration of universities, their students and the corporate world is becoming the main factor behind the branding of universities in a globalized higher education market:

What are the criteria used by recruiters to select young graduates? What are the main areas for improvement in graduate education? Which universities stand out in preparing graduates for the job market? Those are some of the questions answered by the top recruiters who participated in the study.

The formation of a global market place for higher education:

Nowadays students, whatever their nationality, are increasingly choosing to apply to universities with strong brands over electing a university because its in their own country or a specific other. That is to say a student

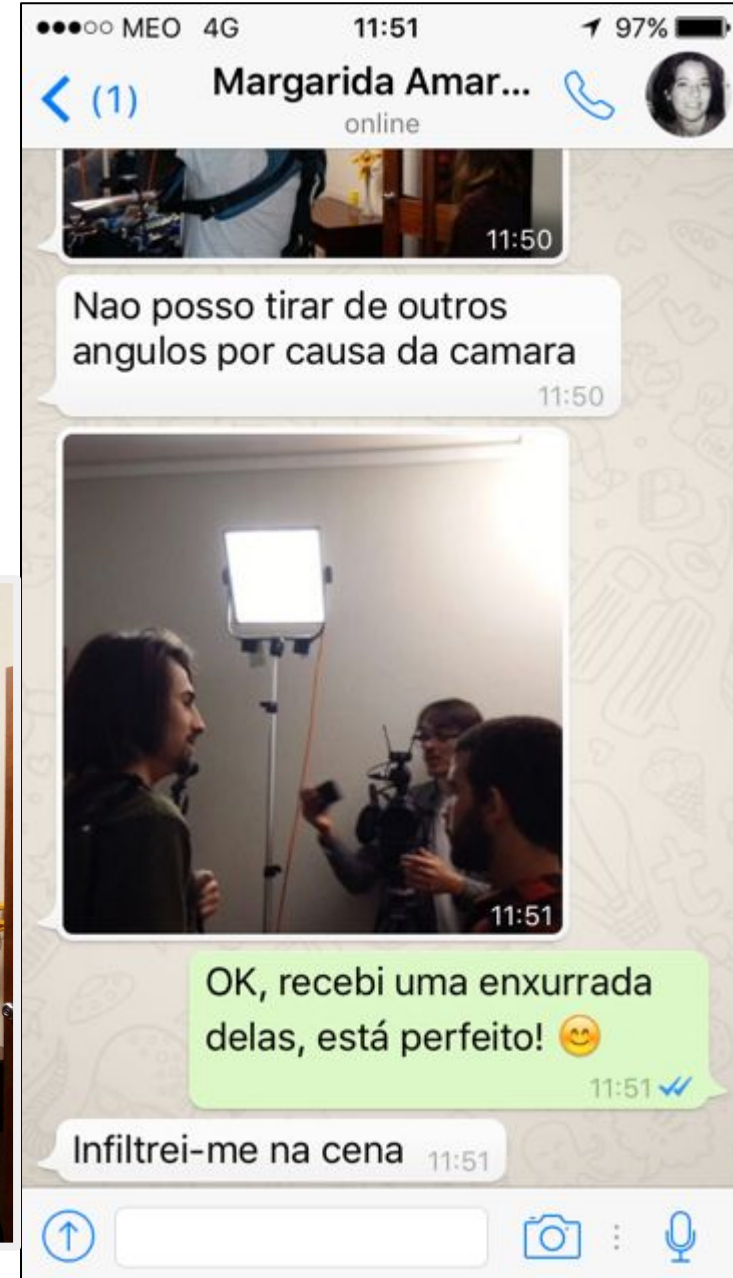
Suscetibilidade das IES à inovação disruptiva

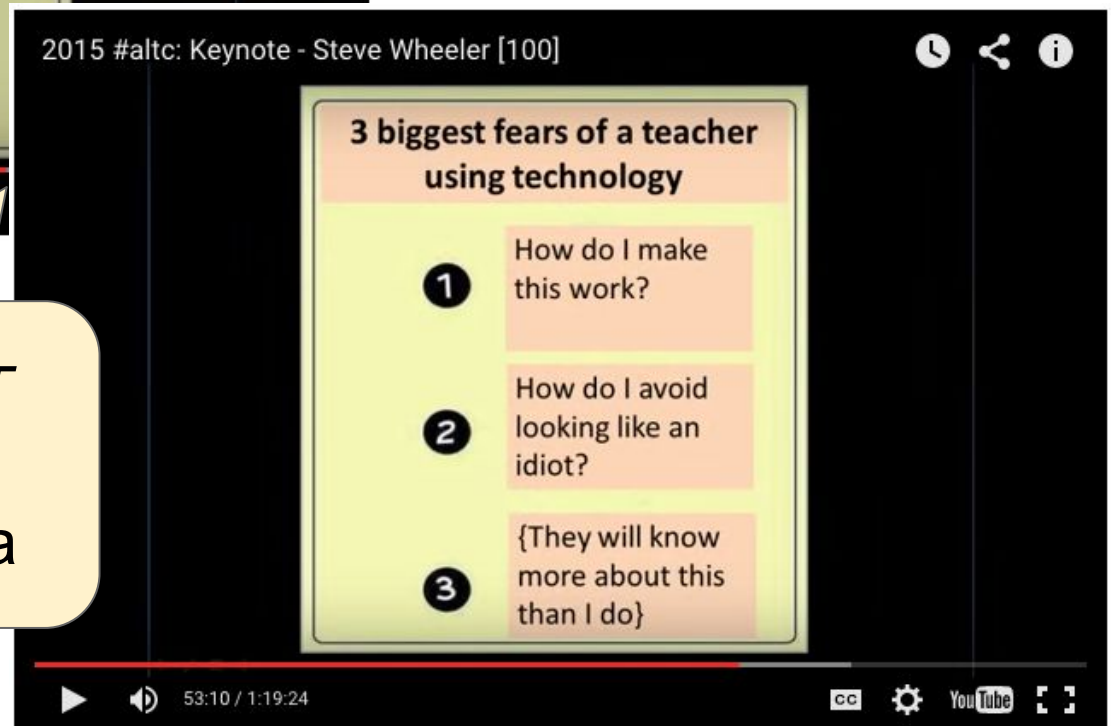
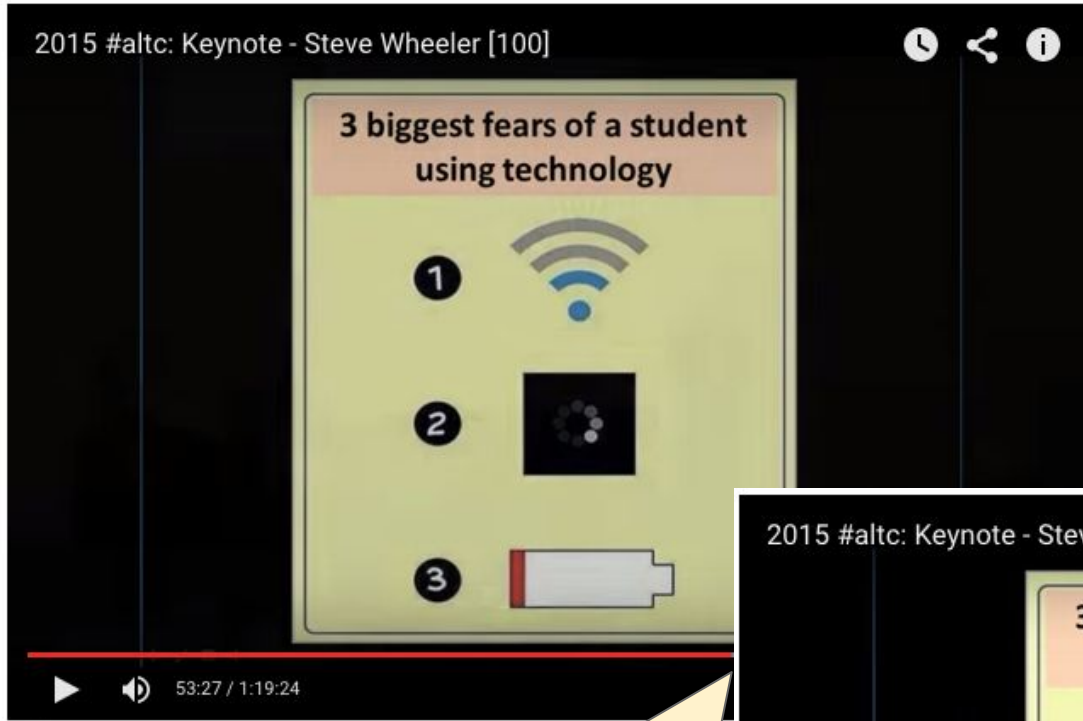
- “The economic urgency around HE is undeniable: the price of tuition has soared; student loan debt now exceeds \$1 trillion”
- “Employers are (...) increasingly vocal about their dissatisfaction with the variance in quality of degree holders”

Michelle R. Weise, Clayton M. Christensen, *Hire Education: Mastery, Modularization, and the Workforce Revolution* | <http://goo.gl/trhtLn> (2014)

Desafios

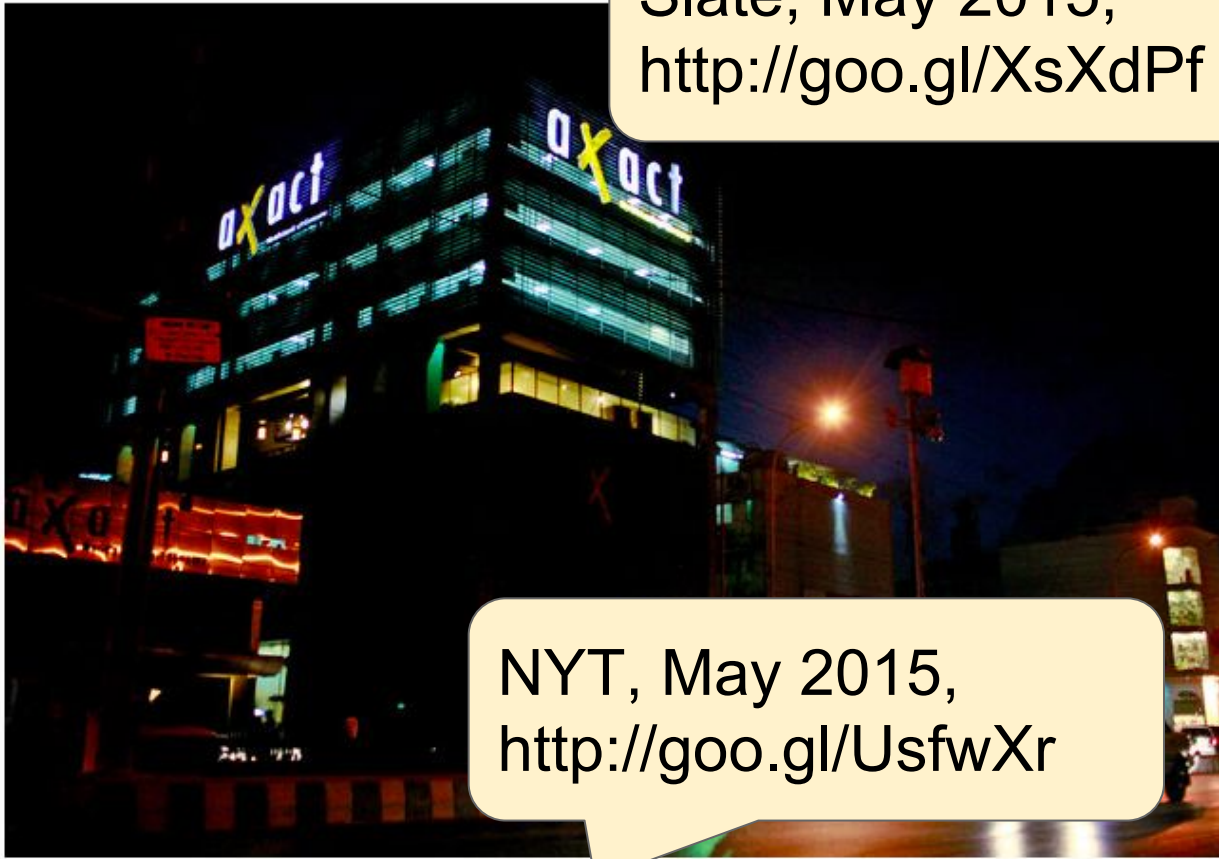
<https://goo.gl/nhiUIX>





Steve Wheeler, *ALT conference 2015*
<https://goo.gl/THsrra>

Fake Diplomas, Real Cash: Pakistani Company Axact Reaps Millions



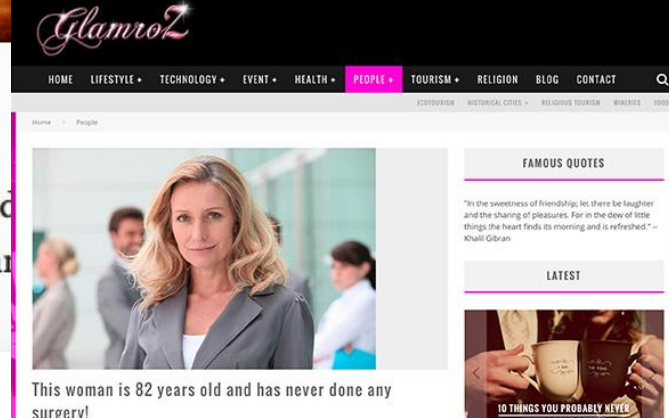
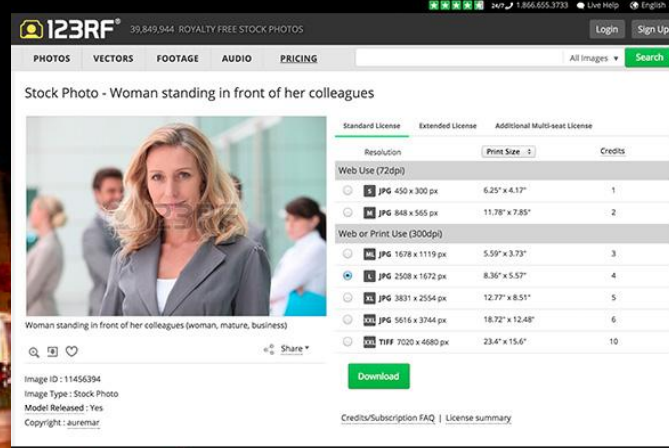
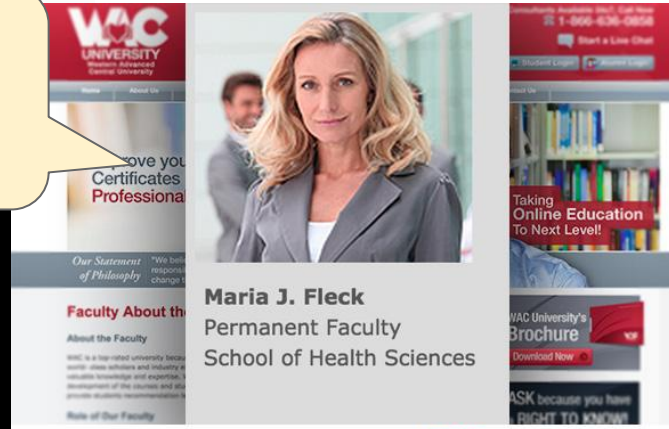
Slate, May 2015,
<http://goo.gl/XsXdPf>

NYT, May 2015,
<http://goo.gl/UsfwXr>

Axact, which has its headquarters in Karachi, Pakistan, ostensibly operates as a software company. Sara Farid for The New York Times

Seen from the Internet, it is a vast education empire: hundreds of universities and high schools, with elegant names and smiling professors at sun-dappled American campuses.

<https://goo.gl/nhiUIX>





U B E R

F A R F E T C H

coursera

Coursera provides universal access to the world's best education, partnering with top universities and organizations to offer courses online.

COMPARAÇÃO COM HOTÉIS

Nos hotéis usa-se a capitalização bolsista. No Airbnb a avaliação, pois a empresa não está cotada. Em mil milhões de euros

		VALOR	HOTÉIS
1	Airbnb	23,9	-
2	Hilton	22,5	4500
3	Marriott	17,8	4300
4	Starwood	11,2	39
5	Intercontinental	8,4	4900

Jornal Expresso,
<http://goo.gl/Dj0NAX>

Views

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UberEd

October 5, 2015

By **Terrell Halaska**

UberEd, Inside Higher Ed (October 2015), <https://goo.gl/Fo3Vfb>

For more than 100 years, taxicabs were the kings of the road. They were the only way to get from point A to point B, and they were the only way to help them keep the meters running. Then, in 2009, an app appeared that changed the game. It put the passenger in charge of the ride, and the taxicab driver in the driver's seat. Similarly, in a field where policy makers currently sit in the driver's seat, we should anticipate that one day soon higher education will face a similar disruption. Make no mistake, innovation is already alive and well in the education sector. Lynda.com has raised more than \$2.57 billion from investors so far in 2015, and is on track to potentially double the \$2.42 billion total invested last year. As Carl Straumsheim observes in *Inside Higher Ed*, leading the charge is the sale of Lynda.com to LinkedIn -- a marriage

“I believe there is someone out there who is on the verge of creating a sort of UberEd, and it is almost certainly not a university president or federal lawmaker. Instead, it’s an entrepreneur who grasps the importance of putting students first who stands to start making waves in higher education.”

The background of the slide features a large, faint watermark of the seal of the University of Porto. The seal is circular and depicts a seated female figure, likely a personification of Wisdom or Truth, holding a book. The text around the seal includes '1911' on the left, '1762' on the right, and 'VIRTUS UNTA' at the bottom. The main text of the slide is overlaid on this seal.

Obrigado pela vossa atenção

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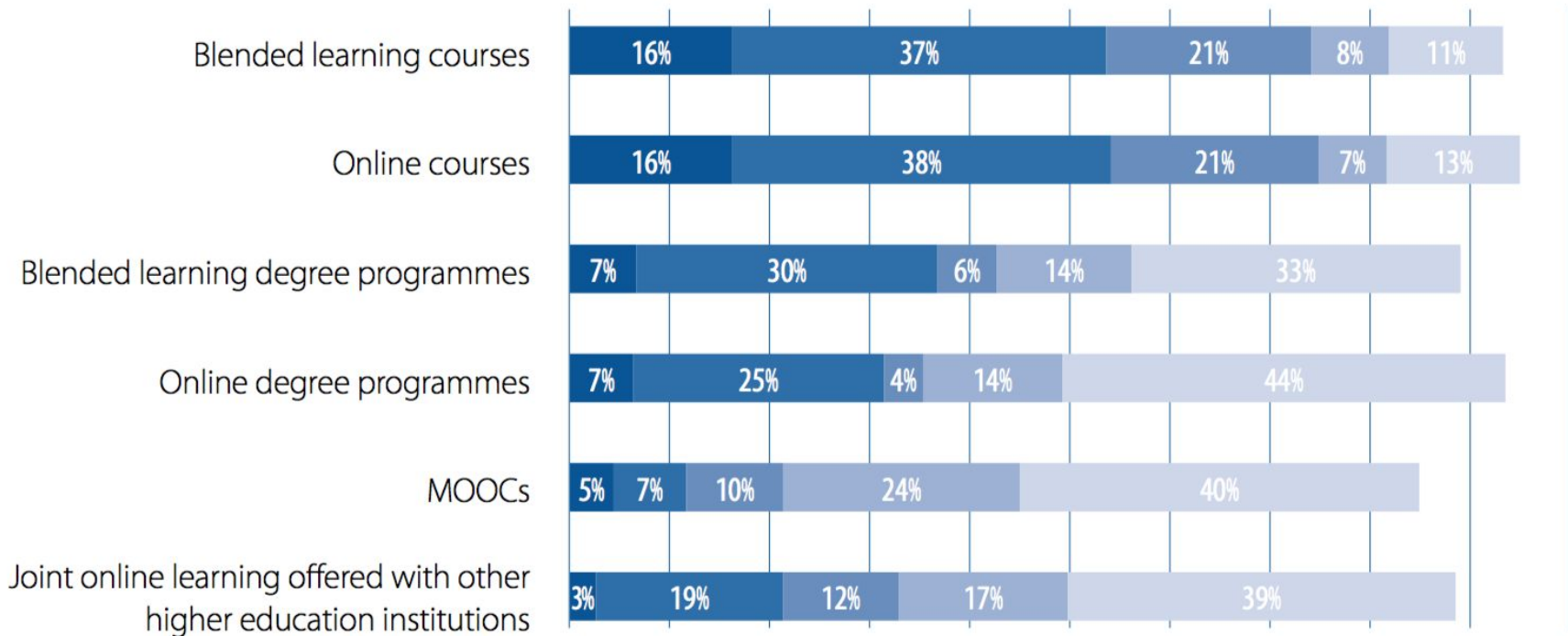
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Figure 20: Does your institution offer any of the following? (Q43)

E-learning offer



■ Yes, across the institution
 ■ Yes, in some faculties
 ■ Yes, by some teachers
 ■ Not yet, but we are planning to offer this
 ■ No

EUA, *Trends 2015*
<http://goo.gl/QGx7Ky>

Figure 18: What is your institution's most important objective regarding the development of e-learning in the future? (Q44)

Top five objectives regarding the future development of e-learning

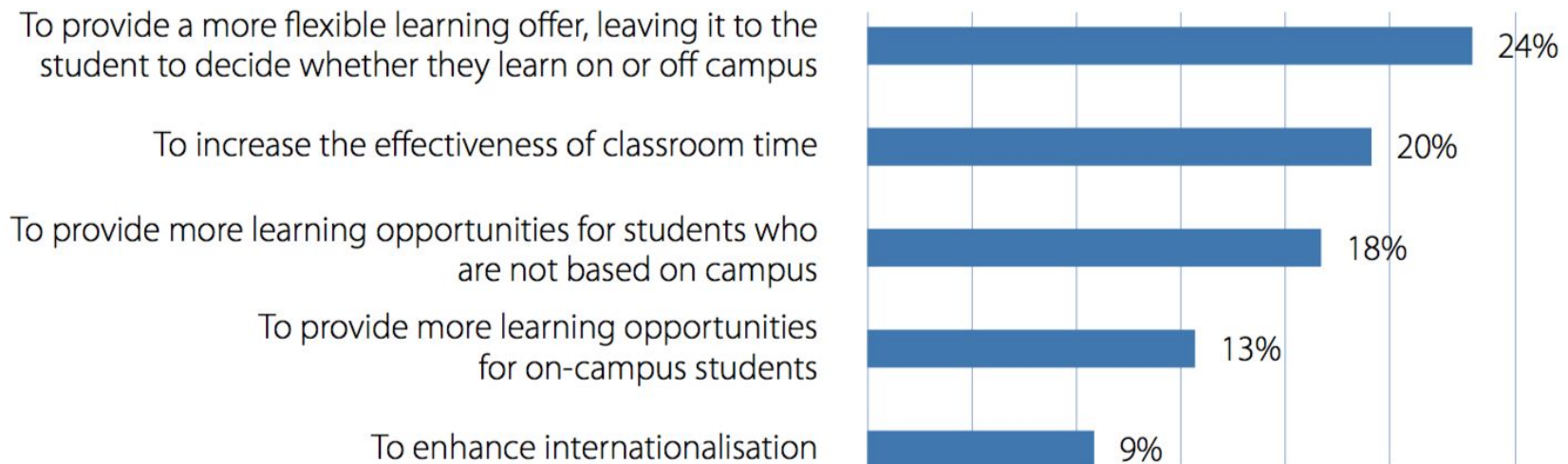
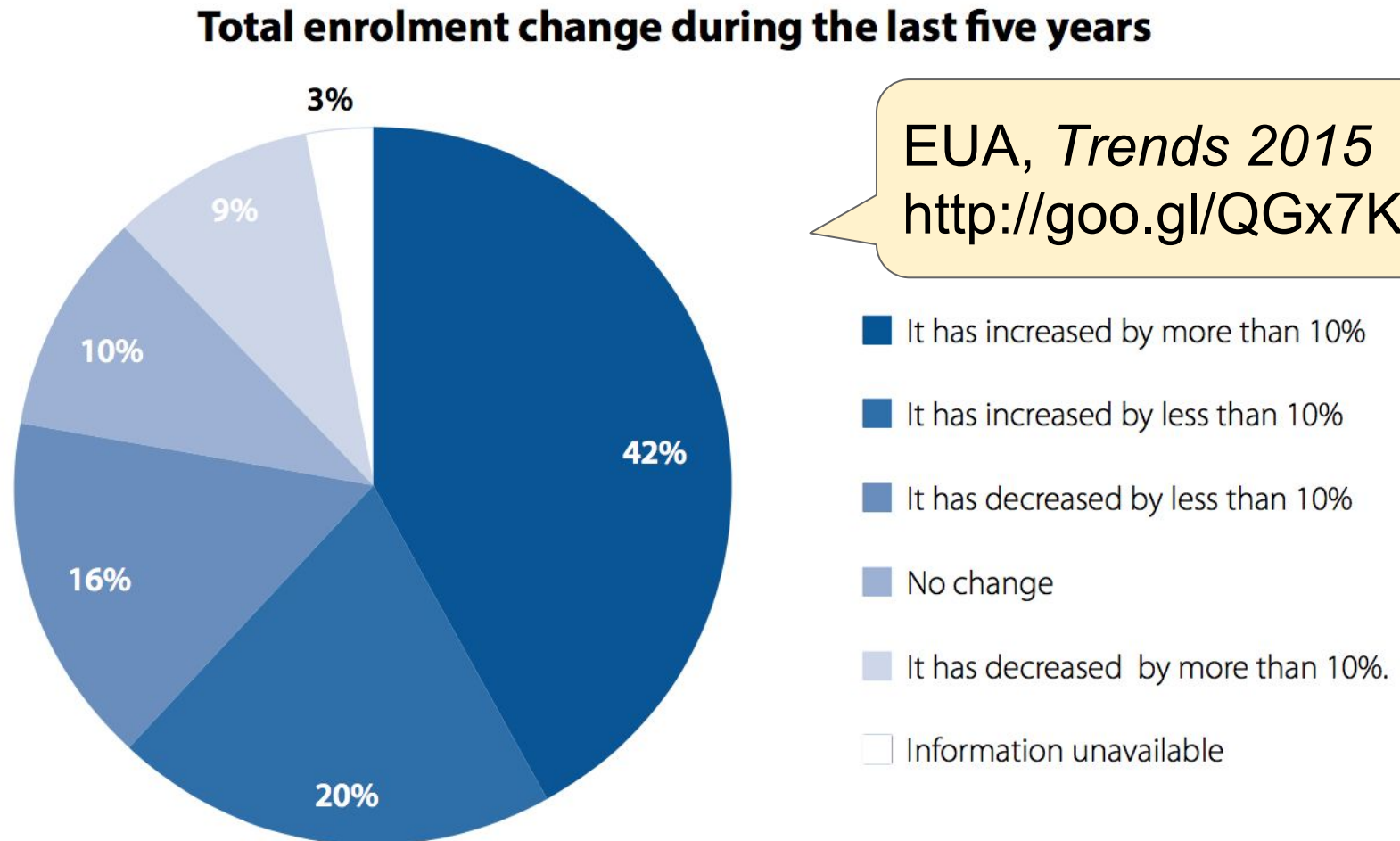
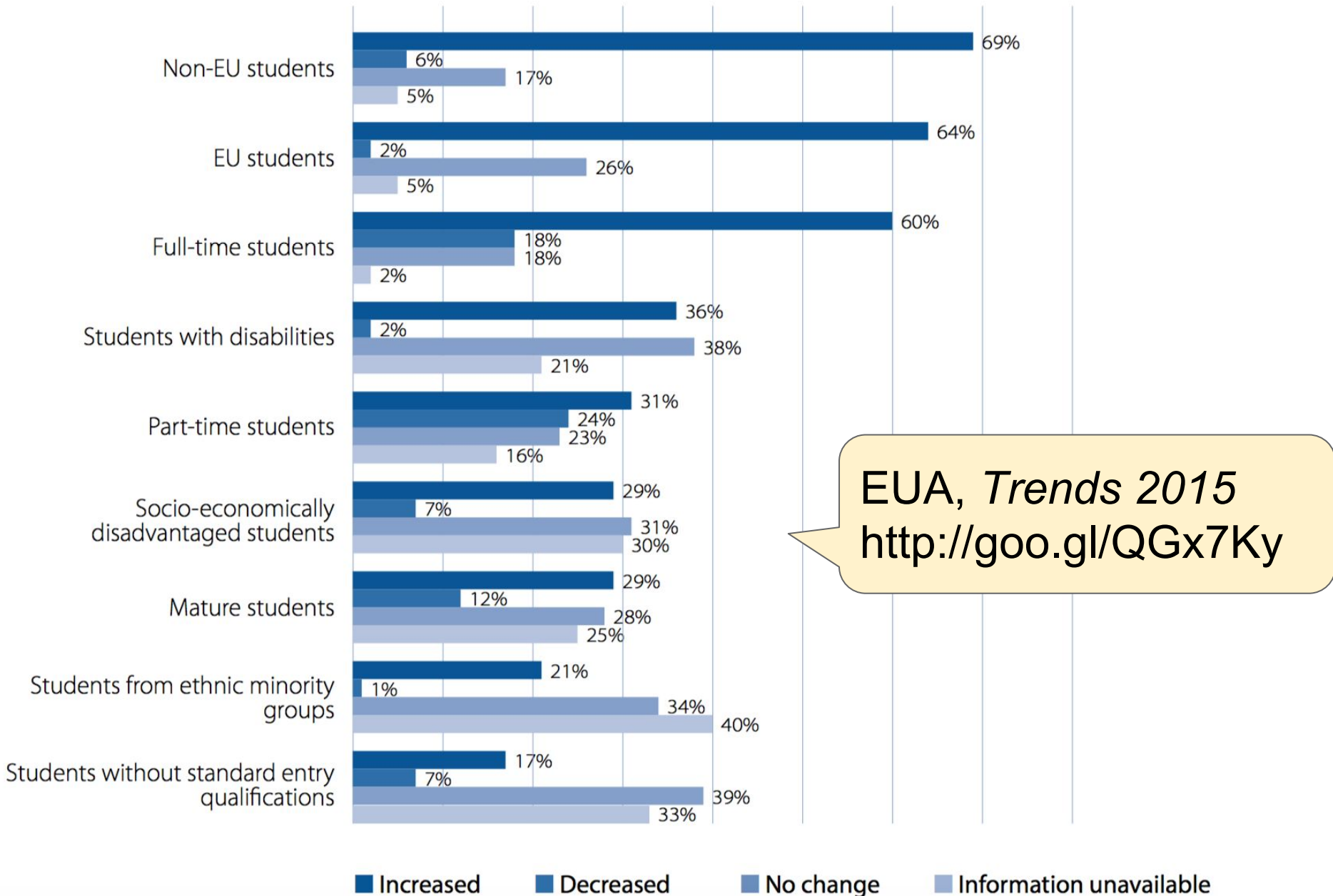


Figure 11: How has the total enrolment at your institution changed during the last five years? (Q18)



Changing composition of the student body

<https://goo.gl/nhiUIX>



EUA, Trends 2015
<http://goo.gl/QGx7Ky>