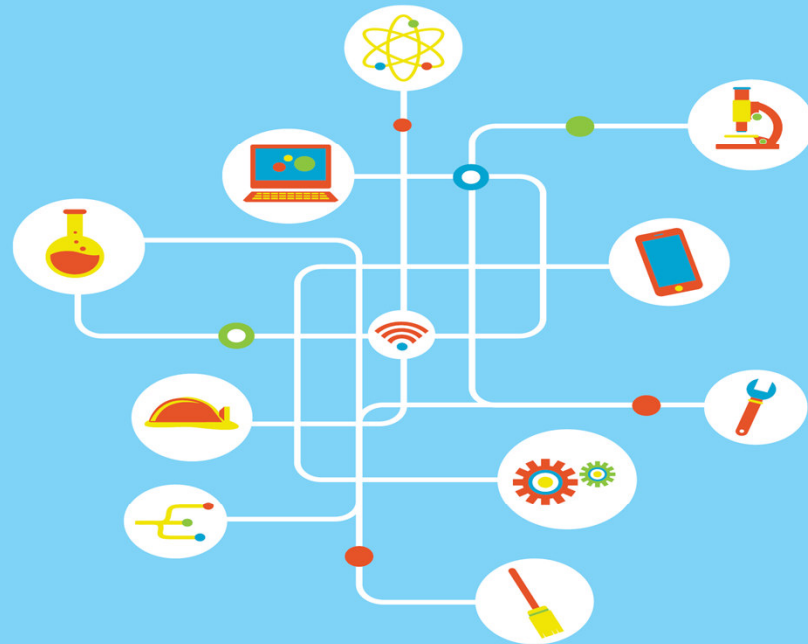




2016 ADB International Skills Forum Innovative Practices in Skills Development

19–21 September 2016 • ADB Headquarters, Manila, Philippines



Overview:

Innovations in eLearning and Blended Learning

Marito Garcia, PhD

21 September 2016

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Darden School of Business, University of Virginia,
and Lead Economist, World Bank (2000-2014),
Washington DC

***Overview:
Innovations in eLearning and
Blended Learning***

(Forum Session No. 9)

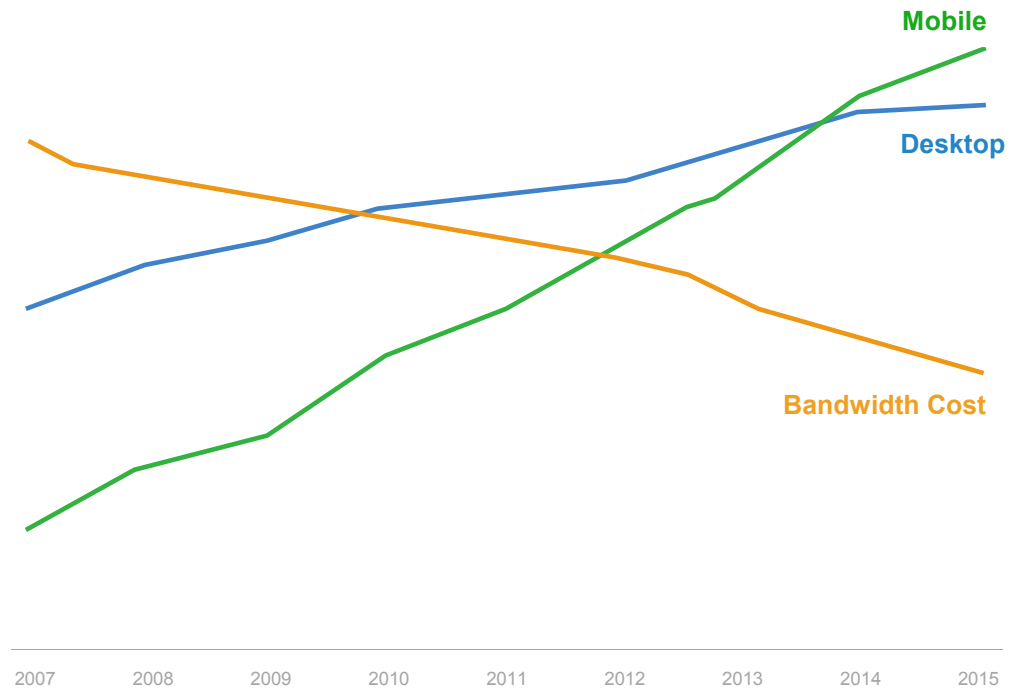


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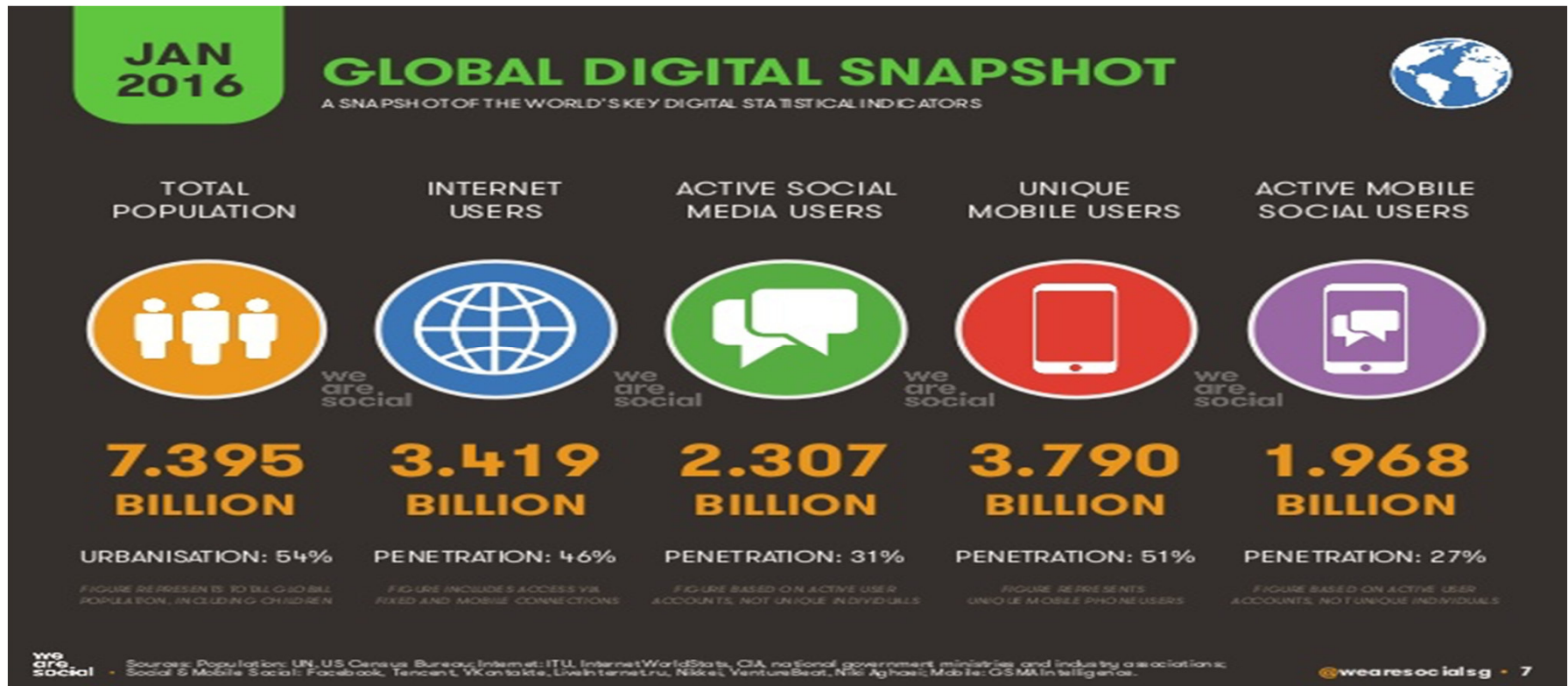
Market Trends

Now is the time to teach and learn online.



Sources: ComScore & @KPCB

INTERNET AND MOBILE USERS: NOW GLOBAL



The Higher Education, Continuing Education Online Learning Landscape v.3

Online U. (for profit & new model)



Instructional Technology



Product Training



MOOC Sites



Skill Learning Sites



Mentoring & Community



Learner Data & Assessment



Search & Reviews



Paths & Career

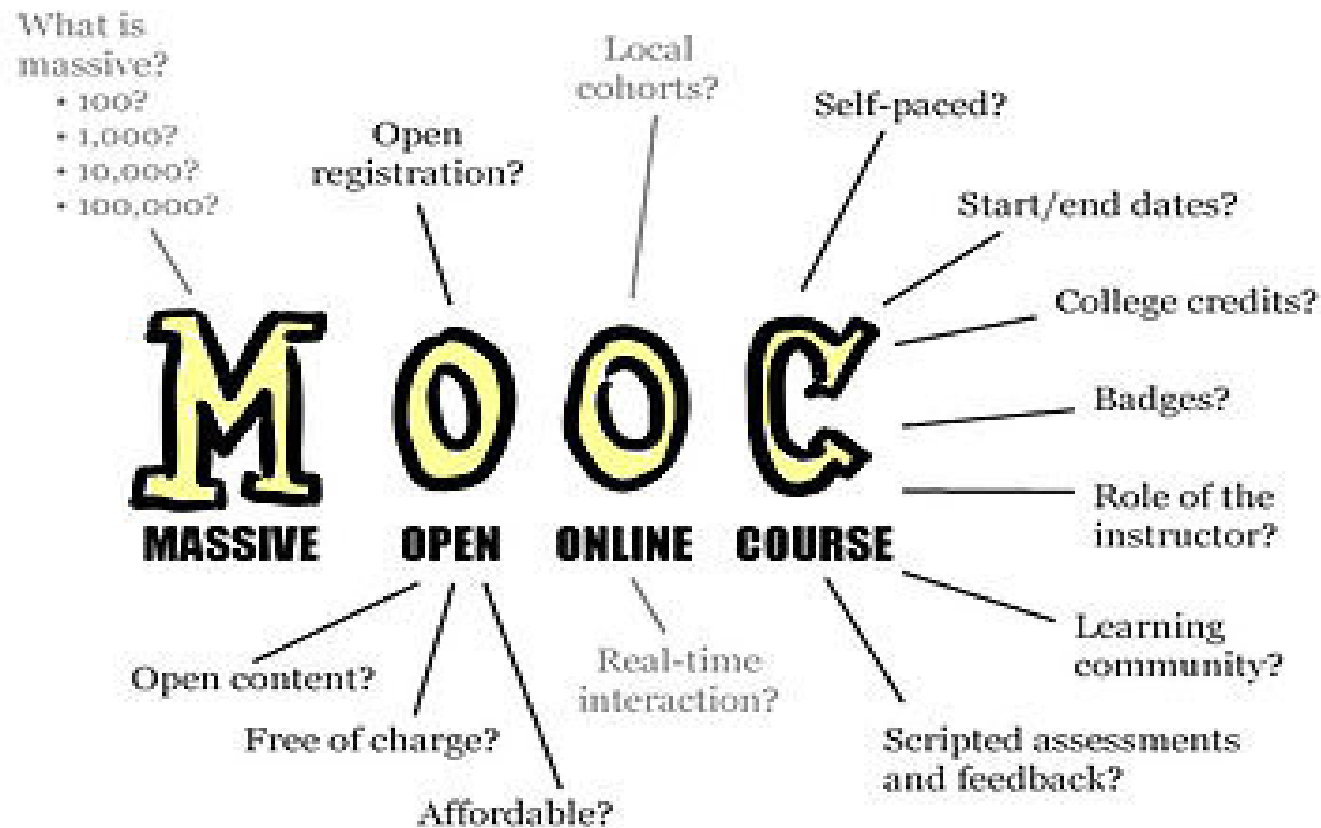


Send omissions or changes to info@athentica.com Latest version available at athentica.com/landscape/
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February 2014

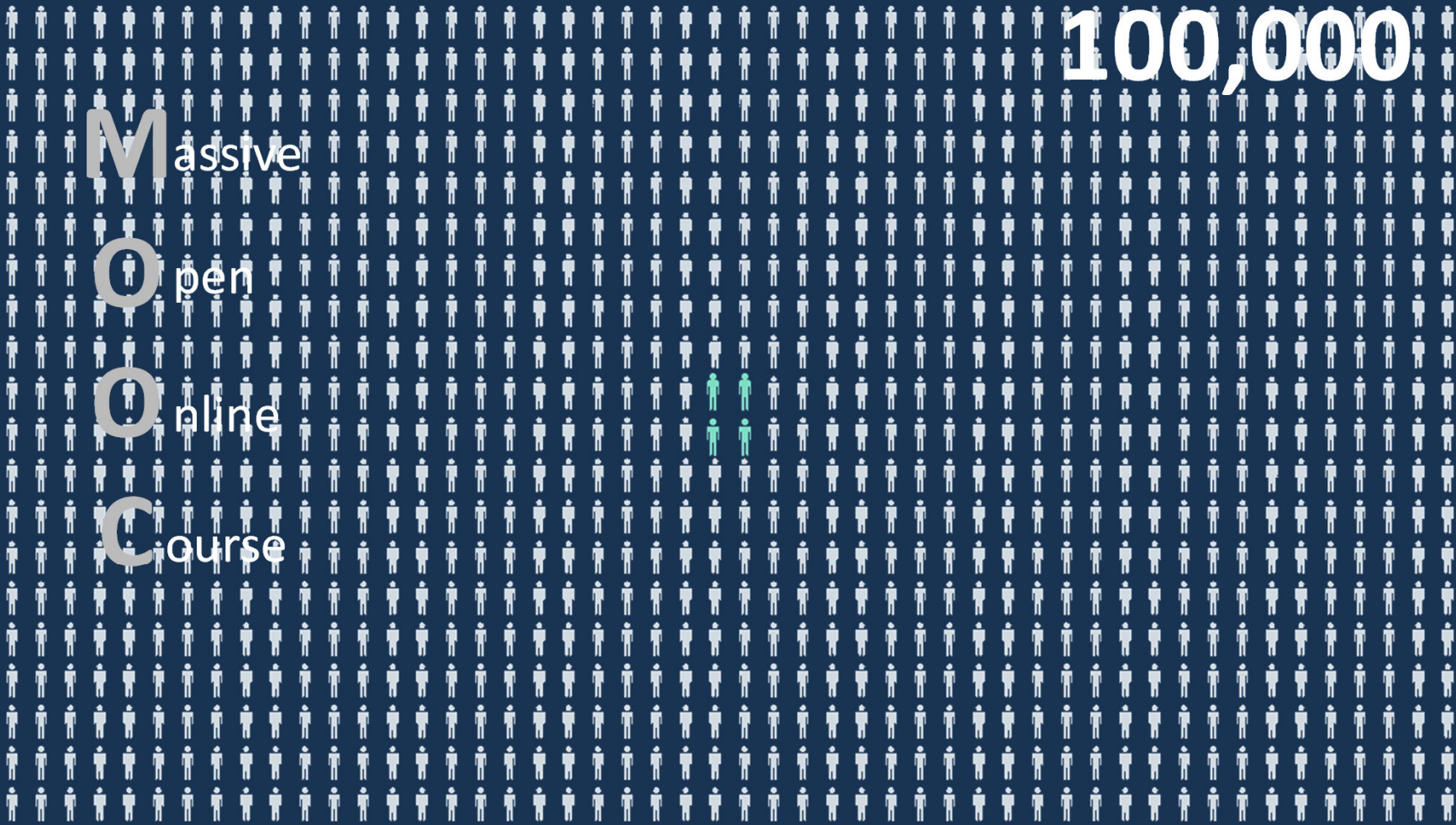
Source: Athentica.com

What is a MOOC?



Massive
Open
Online
Course

100,000



2012: MOOCs become mainstream

MOOC is highly celebrated because of its way of democratizing education, improving access to high quality education and skills development for all community through internet



Established 2012



Established 2012



Established 2012



Established 2013



Established 2013



Established 2014



IndonesiaX
Enriching Lives Through Education



Established 2015

2



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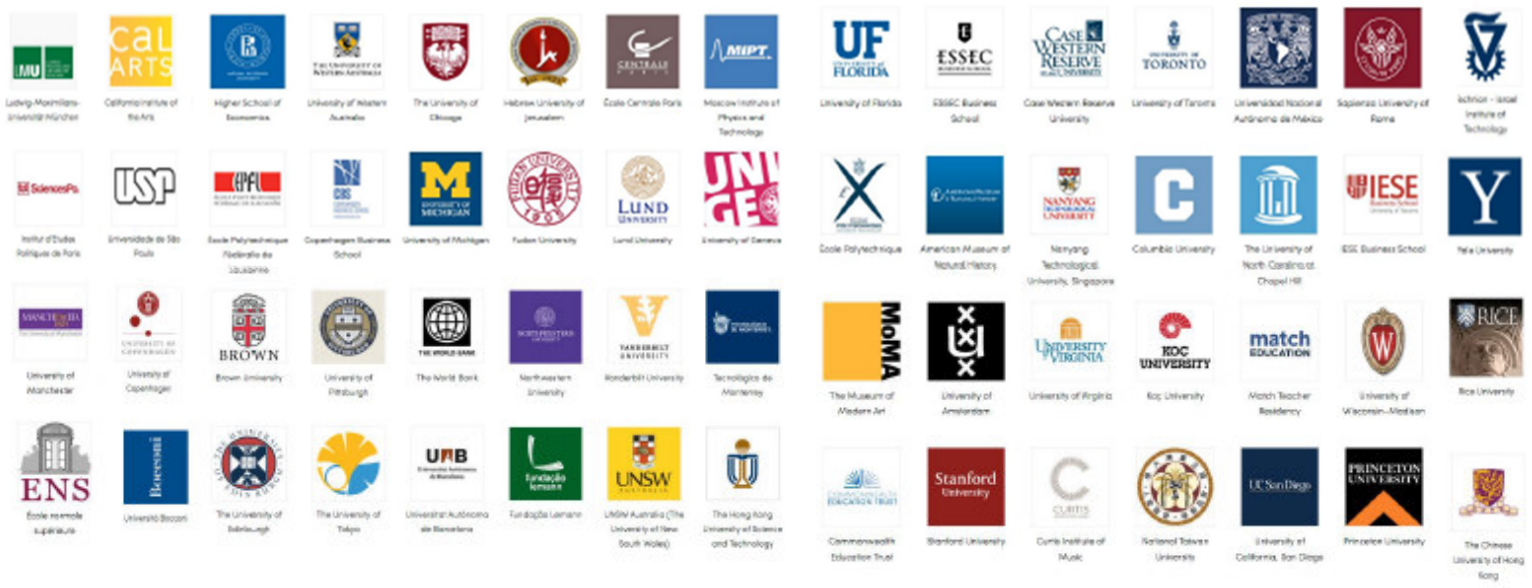


HIGH QUALITY COURSES & CREDENTIALS

Courses from top universities



From Yale and the Hong Kong University of Science & Technology, to Stanford and Wharton, Coursera partners with 140+ top global Universities dedicated to the production of best-in-class educational content.



At Scale



Coursera Example



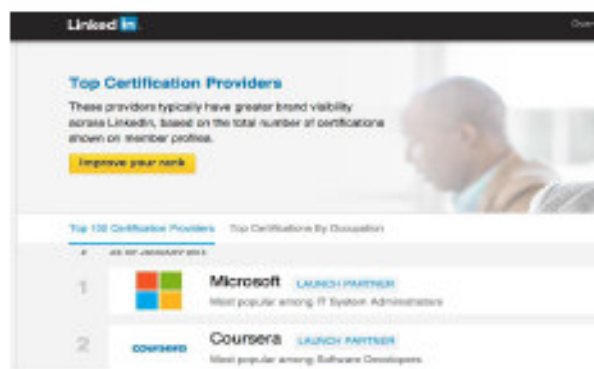
HIGH QUALITY COURSES & CREDENTIALS

Valuable credentials

Course and Specialization Certificates signal to employers that candidates have gained knowledge and skills from the world's most respected universities, and completed capstone projects serve as a portfolio of work



46% of course completers elect to earn a Course Certificate



Coursera credentials are the second most popular credentials on LinkedIn



Capstone projects showcase learners' work quality and skills to employers

Sample Specialization* Topics



Technology

- Python for Everybody
- Introduction to Java Programming
- Full Stack Web Development
- 3D Printing
- Cybersecurity
- Digital Manufacturing, *to be released Fall 2016*



Data

- Executive Data Science
- Data Science at Scale
- Excel to MySQL: Analytic Techniques for Business
- Data Warehousing
- Machine Learning
- Data Analysis & Interpretation



Business

- Entrepreneurship
- Business Foundations
- Hotel Management
- Digital Marketing
- Social Media Marketing
- Leading People & Teams
- Human Resource Mgmt



Career Skills

- Project Management
- Interviewing and Resume Writing in English
- Business English Communication Skills
- Career Brand Mgmt
- Conflict Management
- Career Success

...and many more

*A Specialization is a series of courses designed to help learners master a skill. Each Specialization includes 4-10 career-relevant courses and culminates in a hands-on Capstone Project.

Entrepreneurship



Skill level: Beginner - no prior experience required.

Wharton's Entrepreneurship Specialization covers the conception, design, organization, and management of new enterprises. This four-course series is designed to take learners from opportunity identification through launch, growth, financing and profitability. With guidance from Wharton's top professors, along with insights from current Wharton start-up founders and financiers, participants will develop an entrepreneurial mindset and hone the skills they need to develop a new enterprise with potential for growth and funding, or to identify and pursue opportunities for growth within an existing organization.

- *Course 1: Developing the Opportunity*
- *Course 2: Launching your Start-up*
- *Course 3: Growth Strategies*
- *Course 4: Financing and Profitably*
- *Capstone Project*



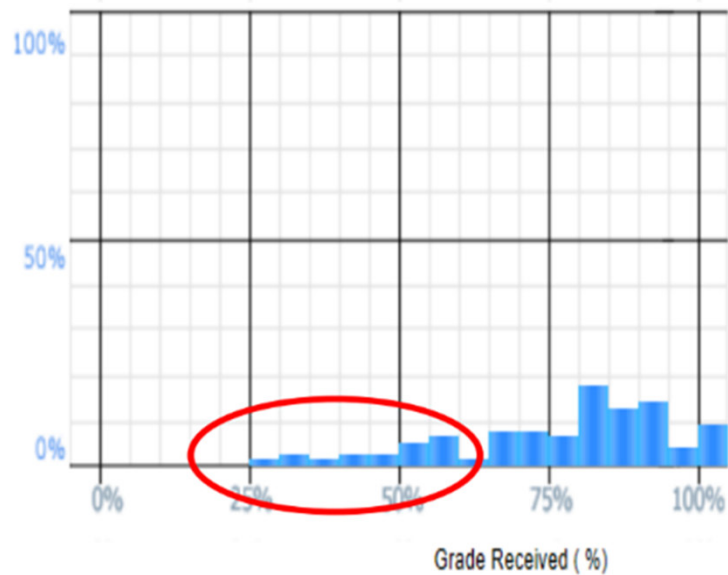
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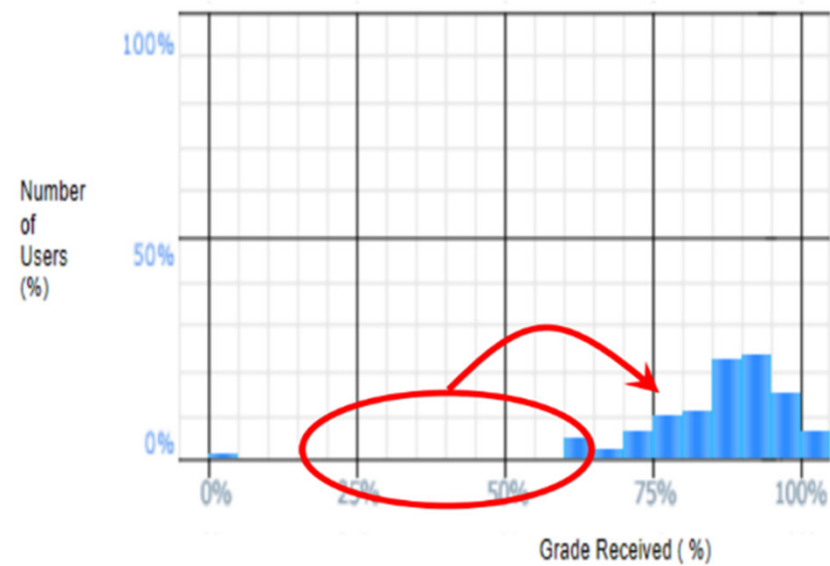
What is the impact on learning and employability?

Does online eLearning method improve learning?

Spring 2011 - Traditional



Fall 2012 – Blended Learning



Comparison of Early Childhood Education course, University of Wisconsin Madison

Impact on quality in online and blended learning



HIGH QUALITY COURSES & CREDENTIALS

Trusted by employers

A new Deloitte survey reports:

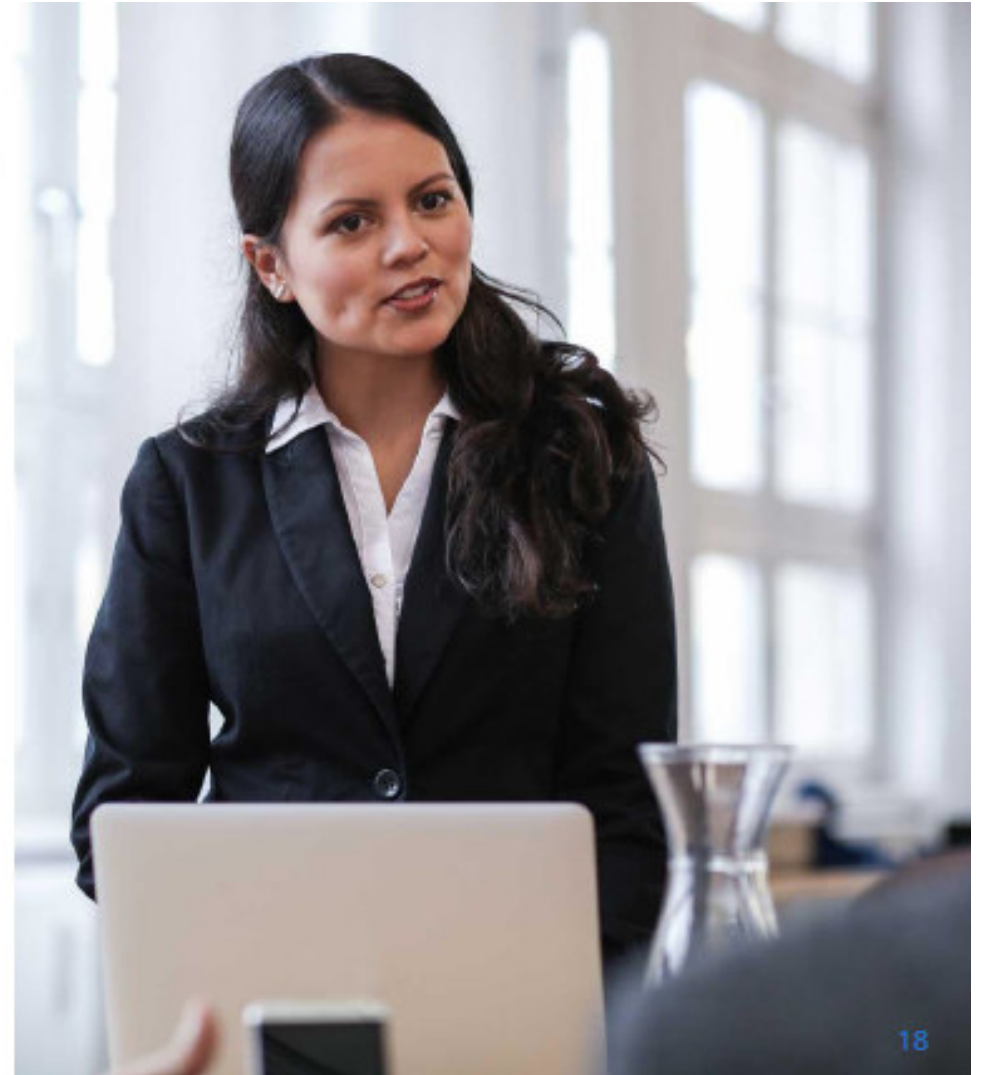
- **43%** of companies feel comfortable incorporating MOOCs into their learning platforms, up from 30% last year

A recent Career Advisory Board survey of about 500 US hiring managers reports:

- **25%** of hiring managers strongly value micro-credentials such as online course certificates
- **87%** are at least somewhat likely to consider micro-credentials in hiring decisions

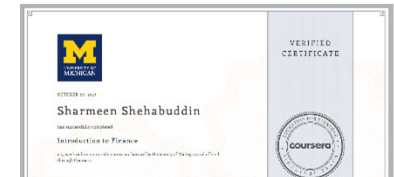
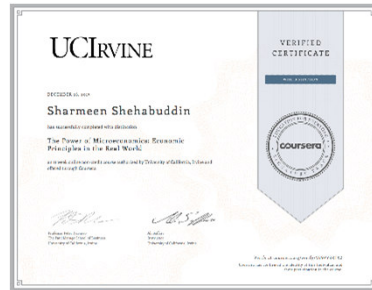
A 2014 study by Duke and RTI International found:

- **75%** of employers appreciate seeing related online courses on a job candidate's resume





Sharmeen Shehabuddin
Bangladesh
Social Activist & Baker



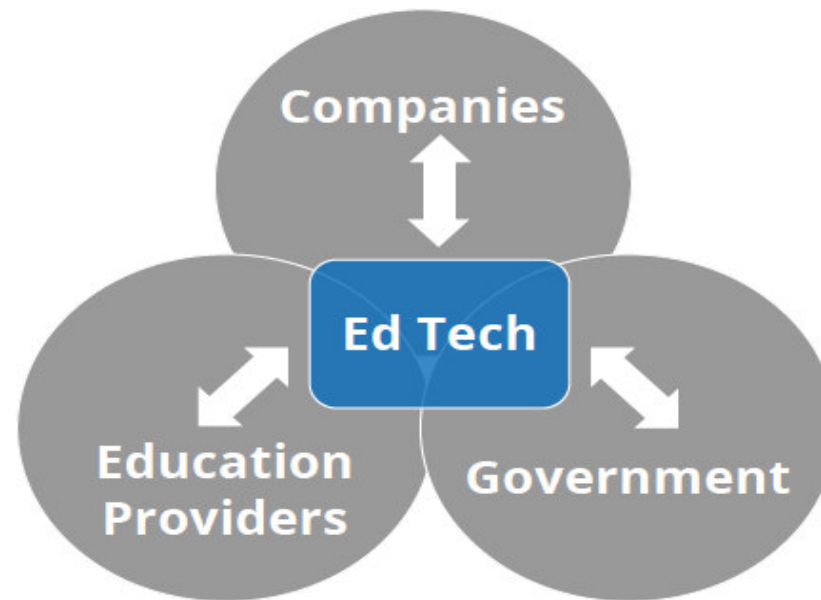
Transforming Lives

Source: Koller 2015. Coursera

Companies and governments around the world are working with Coursera to upskill their workforce



Bridge the Gap



Source: Taber 2016. Coursera



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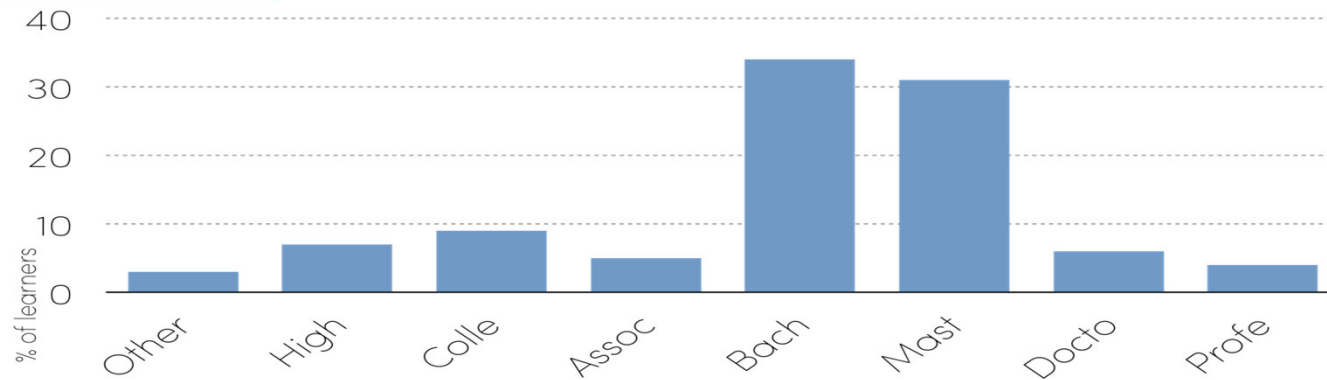
Who are the learners?

What do they want?

Learners



	Aspiring Students	Enrichment Learners	Business Focused Career Changers	Technical Skill Builders
Age	Late Teens - Early 20's	Mid 20's and 50's (bimodal age distribution)	Mid 30's	Late 30's
Most popular type of content consumed	Physical Sciences Engineering	Humanities Education Environmental Sciences	Business Entrepreneurship Economics	Math Computer Science





**200 million will use online learning in 2018
compared to 60 million in 2013***

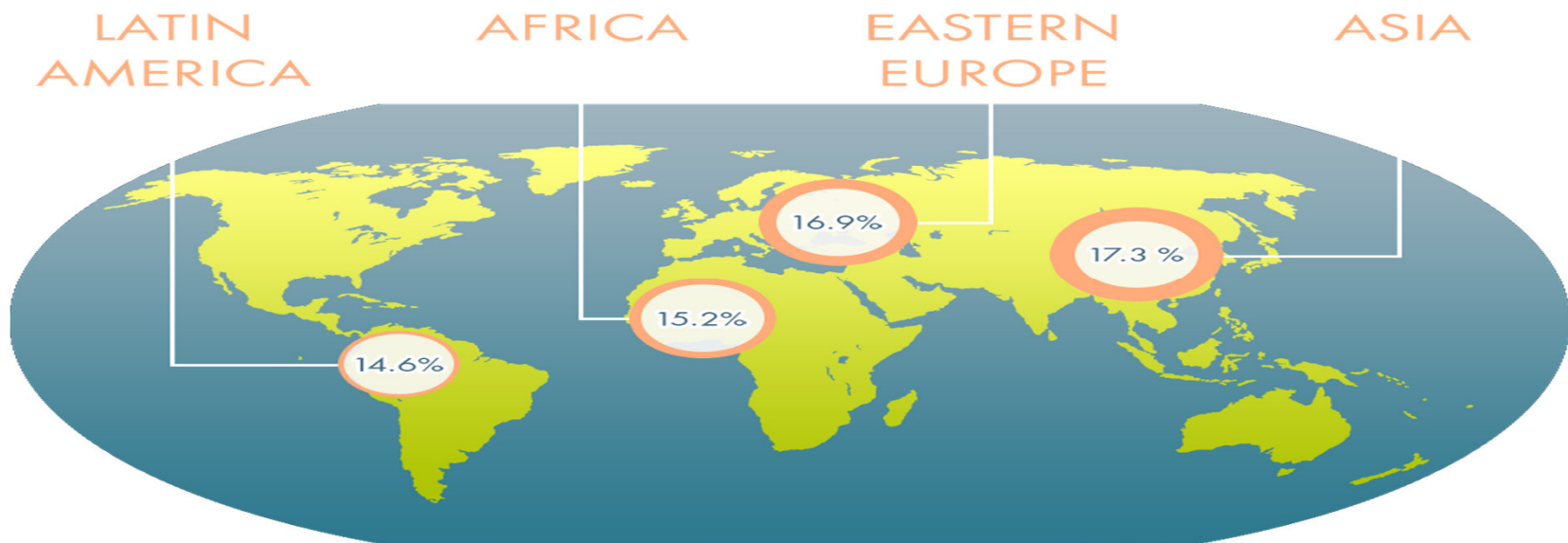
*Source: Bichsel, Educause 2013



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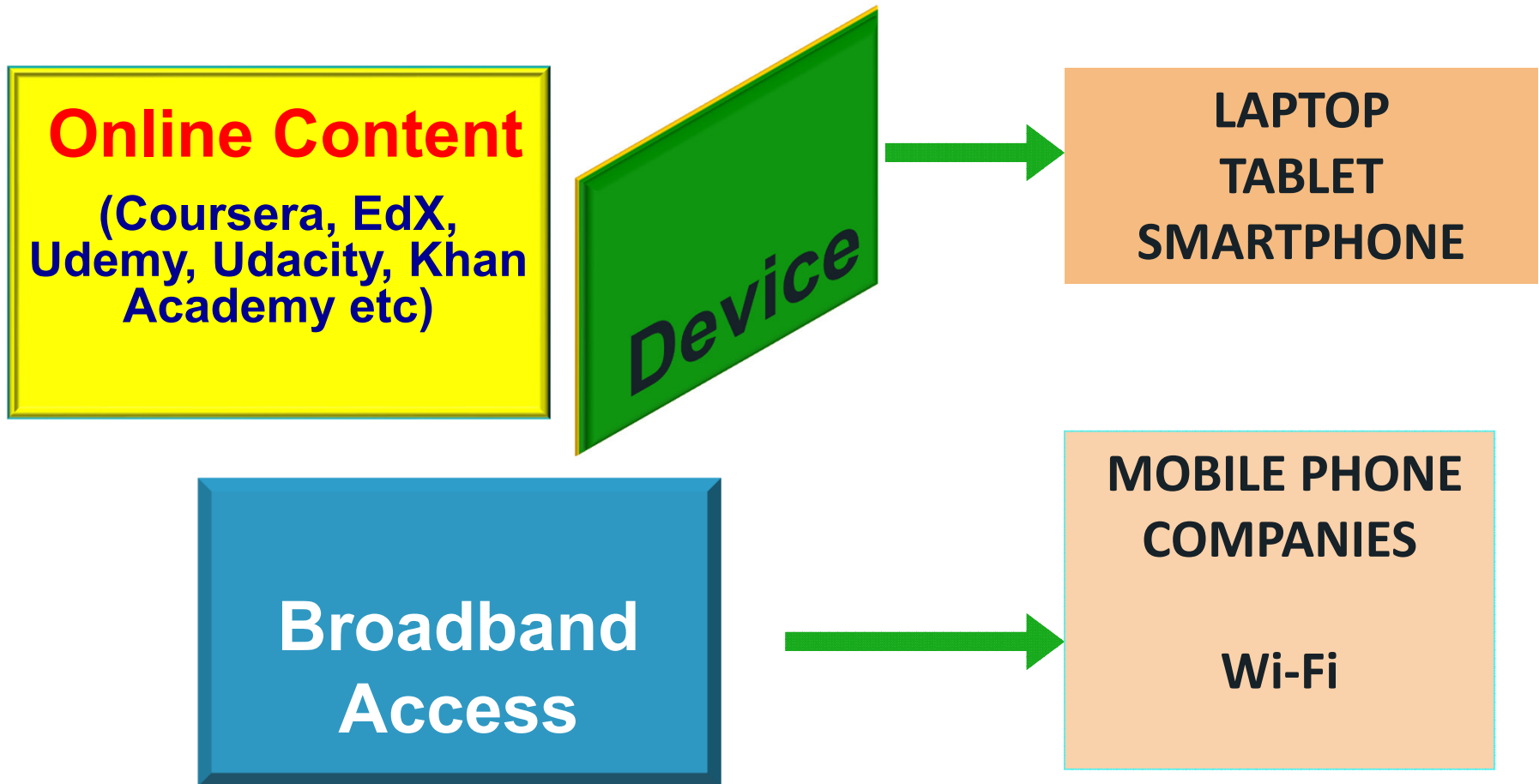
Highest yearly growth rates 2015-2020 in online learning will be in Asia (*Industry forecast)



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KEY CHALLENGES IN eLEARNING DELIVERY SYSTEM



Case Study: Singapore Government



Singapore Government
Integrity · Service · Excellence

Issue:

- Singapore was facing a shortage of data scientists, but had a surplus of underemployed individuals. They needed a scalable and affordable way to upskill their workforce.

Coursera Partnership:

- Coursera recommended the Johns Hopkins Data Science Specialization and provided resources and support to develop and implement the cohort training model
- The Singapore Infocomm Development Authority (IDA) provided reimbursement, completion bonuses, and meet-ups for participants

Curated Content:

- Data Science Specialization: 9 courses + Capstone project developed by Johns Hopkins University in partnership with Yelp & SwiftKey
 - No prerequisites
 - Prepares learners for careers in data science in 3 to 6 months

Results:

- Over 200 participants per year
- 78% paid learner course completion rate
- Highest ROI training program according to government administrators
- Partnership renewed every year beginning in 2014 and likely expanding to 2,000+ participants in the coming months
- In 2016, Singapore approved 607 courses and 82 Specializations on Coursera for inclusion in the SkillsFuture program, giving S\$500 to every citizen age 25+ to access approved content

Singapore's SkillsFuture Credit Program



Singapore Citizen



Aged 25 years and above



Receive S\$500 initial credit

- Represents a \$1B investment to keep Singaporean's competitive
- Program is getting top coverage in all major news outlets
- Udemy is highlighted in this *Sunday Times* article



OBJECTIVE:

***Universal
access to skills and
education
at scale!***



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Thank you!

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