

**From Carey Hatch – Office of Library and Information Services  
Presentation at Cornell Plenary – January 27, 2012**

This document provides an annotated set of web links that point to disruptions within the context of higher education and the SUNY System that SUNY Faculty should be aware of. A majority of these web pages were presented at the January 28<sup>th</sup>, 2012 Faculty Senate meeting. Not all of the sites in this document were shown during that meeting, due to time constraints.

This presentation starts with the basic concept of disruptive innovations, how online education is the disruptor for higher education, how students are dissatisfied with traditional higher education, how online education is abundant, low cost and sometimes free, and how the Chancellor's State of the University address sets a course for how we tackle this environment as a University.

**General concepts of Disruptions in Higher Education**

Clayton Christensen is the author of a book called *The Innovator's Dilemma* where he looked at how large companies are often disrupted, not by large competitors, but by competitors that come in at the bottom or periphery of a market offering a lower quality, but cheaper or more convenient service that evolves to impact the market significantly. His new book, *The Innovative University*, makes a case for online learning as the major disruptor for higher education.

The link below takes you to the Amazon web page for *The Innovative University*. Watch the video of the authors discussing the book.

[http://www.amazon.com/Innovative-University-Changing-Higher-Education/dp/1118063481/ref=pd\\_rhf\\_p\\_t\\_1](http://www.amazon.com/Innovative-University-Changing-Higher-Education/dp/1118063481/ref=pd_rhf_p_t_1)

The book above is long and dense. Ken O'Brien has a copy that he will share when he is finished reading it. The link below is to a paper entitled "Disrupting College". The paper includes the same concepts and is a much shorter read. It provides a good perspective on the need for new business models aligned with new technologies to lower the costs of education.

[http://www.americanprogress.org/issues/2011/02/pdf/disrupting\\_college.pdf](http://www.americanprogress.org/issues/2011/02/pdf/disrupting_college.pdf)

**Funding that one great course**

Most people don't understand that many of the major higher education funding organizations are focused on helping to create "one great" online course that can be used by many. This 2010 letter from the Gates Foundation states this concept very clearly:

<http://www.gatesfoundation.org/annual-letter/2010/Pages/education-learning-online.aspx>

### **Students questioning the value of a degree and identifying alternatives**

Today's college-age students are increasingly concerned about the high cost of a college degree, especially in an era where there are so many free or lower cost alternatives available.

Anya Kamenetz is a writer who has achieved celebrity status as a proponent for "self-directed higher learning." Her book *DYIU: Edupunks, Edupreneurs, and the Coming Transformation of Higher Education* claims that the future lies in personal learning networks and free and open-source educational models. The author has received funding from the Gates Foundation and the Mozilla Foundation's Badges Project to document how individuals can take advantage of non-traditional learning opportunities.

<http://diyubook.com>

<http://www.scribd.com/doc/60954896/EdupunksGuide>

<http://learningfreedomandtheweb.org/>

### **Credentialing/Self Learning**

The Internet is beginning to form an entire ecosystem for teaching and crediting human knowledge and skill, one that exists completely outside traditional colleges and Universities.

#### **StraighterLine.Com:**

StraighterLine offers online college courses with a variety of pricing models, including a \$99 monthly subscription plus \$34 per course; \$399 per course with access for 6 months, or freshman year for \$999. The StraighterLine web site indicates that four SUNY Campuses have offered transfer credits for these courses.

<http://www.straighterline.com/>

The link below captures a presentation that Burck Smith, the CEO of StraighterLine, gave at U. Mass recently. The presentation is entitled "Another Presentation on Post-Secondary Disruption".

[http://umol1.wimba.com/launcher.cgi?room=spkrsrs01\\_2011\\_1012\\_0946\\_47](http://umol1.wimba.com/launcher.cgi?room=spkrsrs01_2011_1012_0946_47)

#### **The Mozilla Open Badges Project:**

The Mozilla Open Badges project is focused on creating a new, open credentialing framework that can accommodate all manner of disciplines and professions. The framework will allow

anyone to get recognition for skills and achievements that happen outside of school. The Open Badges project is funded in part by the MacArthur Foundation and the Mozilla Foundation.

<https://wiki.mozilla.org/Badges>

U.S. Secretary for Education Arne Duncan talked of the future of digital badges at the 4<sup>th</sup> Annual Launch of the MacArthur Foundation Digital Media and Lifelong Learning Competition.

<http://www.ed.gov/news/speeches/digital-badges-learning>

### **The Peer 2 Peer University (P2PU):**

“The Peer 2 Peer University (P2PU) is a grassroots open education project that organizes learning outside of institutional walls and gives learners recognition for their achievements. P2PU creates a model for lifelong learning alongside traditional formal higher education. Leveraging the internet and educational materials openly available online, P2PU enables high-quality low-cost education opportunities. “

Primary funding for P2PU comes from the Hewlett Foundation.

<http://new.p2pu.org/en/>

### **CMU’s Open Learning Initiative:**

The Open Learning Initiative (OLI) at Carnegie Mellon University has developed several exemplar online courses that utilize technologies to create a learning environment that is adaptive to individual learners. While these courses are often used by instructors to support classroom-based instruction, they are designed to support an individual learner who does not have the benefit of an instructor.

The OLI has received funding from the Bill and Melinda Gates Foundation, Lumina Foundation for Education, and the William and Flora Hewlett Foundation.

<http://oli.web.cmu.edu/openlearning/>

### **The University of the People:**

The University of the People is the world’s first tuition-free online University, dedicated to the democratization of education.

<http://www.uopeople.org/>

### **Open Courseware:**

The MIT Open Courseware (OCW) began with a decision by the faculty in 2000 to use the Internet to advance MIT’s Mission – to advance knowledge and educate students. MIT OCW publishes course materials that support classroom interactions at MIT. Each course published requires an investment of \$10,000-\$15,000. Note the DONATE NOW link on the OCW page.

<http://ocw.mit.edu/about/>

MIT recently announced an expansion of the program to provide an open learning platform that will also provide certificates of completion/badges for people who demonstrate mastery upon completion of an online course. The goal is to make these courses and certifications as low cost as possible.

<http://www.mitx.mit.edu/>

Many major institutions now participate in the Open Courseware Consortium. With MIT now offering certifications, others may follow suit.

<http://www.ocwconsortium.org/>

Saylor.Org is a free and open collection of college level courses. This website serves as a zero-cost alternative for those who lack the resources to attend traditional brick-and-mortar institutions and as a complement to willing mainstream education providers. Saylor expects free, asynchronous, web-based learning opportunities to motivate people to pursue personal growth and career ambitions, as well as to lead to institutional change amongst education providers everywhere.

<http://www.saylor.org/>

### **Prior Learning Assessment (PLA) Services**

With so many open opportunities for learning, the need for Prior Learning Assessment Services will grow. Organizations such as the Council for Adult and Experiential Learning offer PLA services to Colleges and Universities.

<http://cael.org/pla.htm>

Empire State College has a PLA program which may be used as a foundation for a broader PLA program for the SUNY System.

[http://www8.esc.edu/ESOnline/Across\\_ESC/assessment.nsf/wholeshortlinks2/Prior+Learning+Assessment?opendocument](http://www8.esc.edu/ESOnline/Across_ESC/assessment.nsf/wholeshortlinks2/Prior+Learning+Assessment?opendocument)

### **The Evolving Textbook Market and Open Educational Resources (OER)**

Textbooks and textbook publishers are evolving their digital environments to offer full course management systems, personal learning environments and learning analytics. The expansion of the tablet market will also drive the adoption of e-textbooks.

**Pearson:**

Pearson is one of the largest publishers in the world with annual revenues of approximately 6 billion dollars. Pearson's MyMathLab was used by approximately 25,000 SUNY Students in 2009. Pearson recently announced their new, self-service Learning Management System that integrates with Google Apps for Education. Pearson's content is also tightly integrated into the new system.

<http://www.joinopenclass.com/open/view/t1>

**Open Textbooks and OER:**

While the commercial textbook publishers evolve their platforms, more open textbook environments are beginning to be accepted by faculty. The use of Open Textbooks or Open Education Resources instead of high cost instructional materials saves students significant amounts of money.

<http://www.opentextbook.org/>

<http://flatworldknowledge.com/>

Empire State College was the first institution in the United States to join the OER University.

<http://wikieducator.org/OERu>

**Apple:**

On January 19, 2012, Apple held a major event where they made their most significant announcement regarding education services to date. Apple has partnered with several publishers to produce media rich, interactive textbooks for the iBook application. They have also produced a new set of Mac-based authoring tools for iBooks that will allow faculty members to create online course environments that integrate text, audio, video, and other media content. A new iTunes University app provides tightly integrated access to the faculty-produced courses. The link below is to a video of the event:

<http://events.apple.com.edgesuite.net/1201oihbafvpihboijhpihbasdouhbasv/event/index.html>

**The SUNY Context**

On January 9, 2012, the Chancellor gave her State of the University Address. Specific items in the Chancellor's speech that relate to the disruptions identified above include:

- Discovering Systemness - the concept that as a system we can create a network that is more powerful than the individual parts on their own
- Crossing the Digital Divide – which calls for plans to move all SUNY campuses to common systems
- Open SUNY – which calls for SUNY to work as a System to adopt concepts of open learning

[http://www.suny.edu/chancellor/speeches\\_presentations/SOU2012.cfm](http://www.suny.edu/chancellor/speeches_presentations/SOU2012.cfm)