

Breaking the Mold on Blended Learning



A UNICON RESEARCH STUDY
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Purpose of the Study



To test assumption that blended learning has entered the mainstream in executive education

Contributing Factors

- Clients want greater application of concepts
- Companies want to reduce time away from work
- New communication technologies allow blending of traditional and technology-delivered elements

Research Methods



- **UNICON survey of business schools (45 schools responded)**

51% of respondents represented smaller (\leq \$7m) schools

33% of respondents represented mid-size (\$8-29m) schools

16% of respondents represented large ($>$ \$30m) schools

49% North America

14% Latin America

2% Africa

23% Europe

12% Asia/Australia

- **20 in-depth telephone interviews with associate deans, directors, corporate contacts, and consultants**
- **Review of selected published articles**

Blended Learning: A Broad Definition



Blended Learning: any combination of traditional classroom instruction with non-classroom or non-traditional learning activities

“Hybrid learning”

“Distributed learning”

“Connected learning”

“Outside-inside learning”

Objectives for the Session



- Review survey data
- Present case examples from schools
- Provide schema for design decisions
- Identify critical success factors

Survey Results

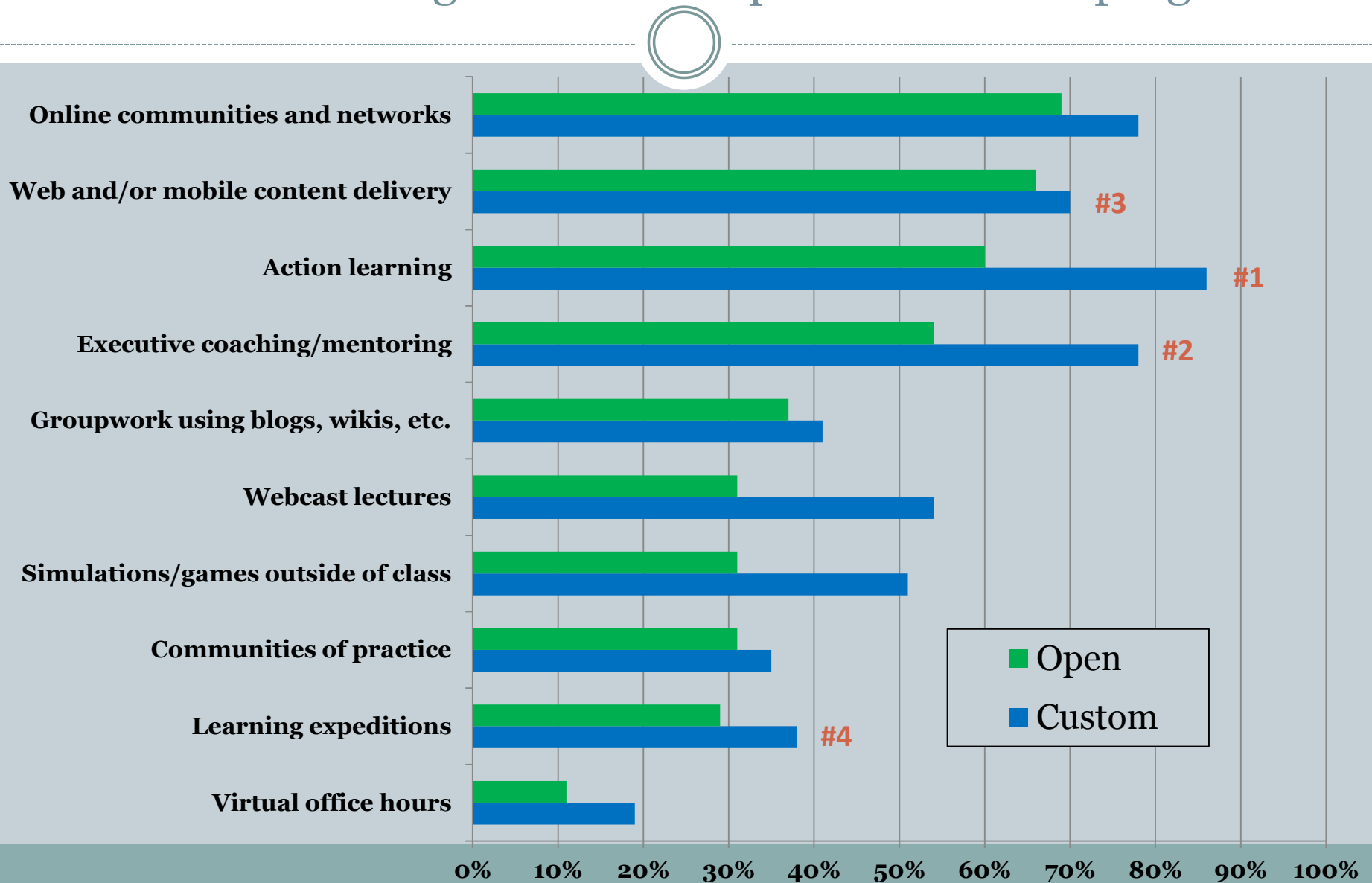


71% of schools surveyed offer blended learning in both open and custom programs



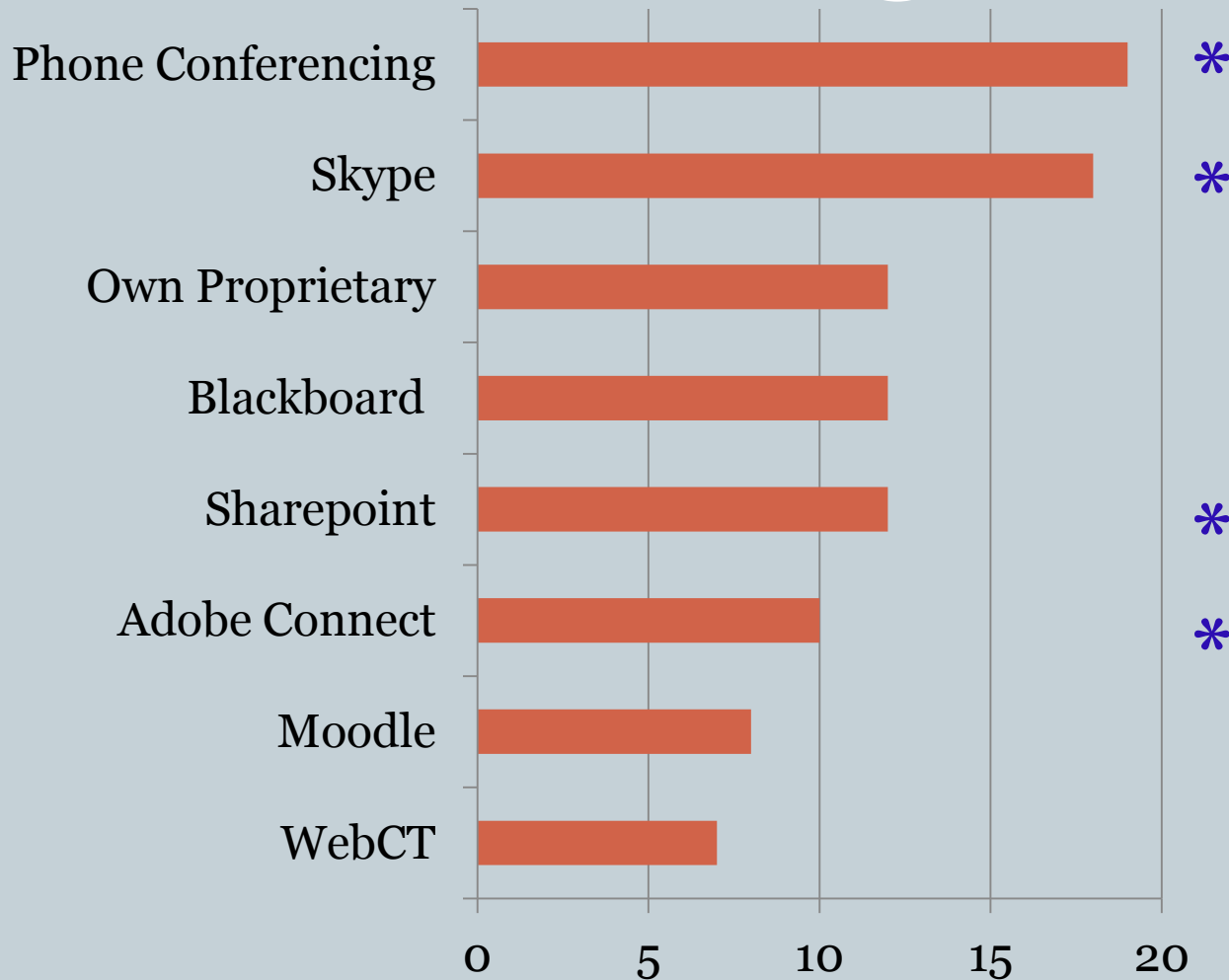
Survey Results

Blended learning elements in open and custom programs



Survey Results

Technologies used to deliver blended learning



Other:

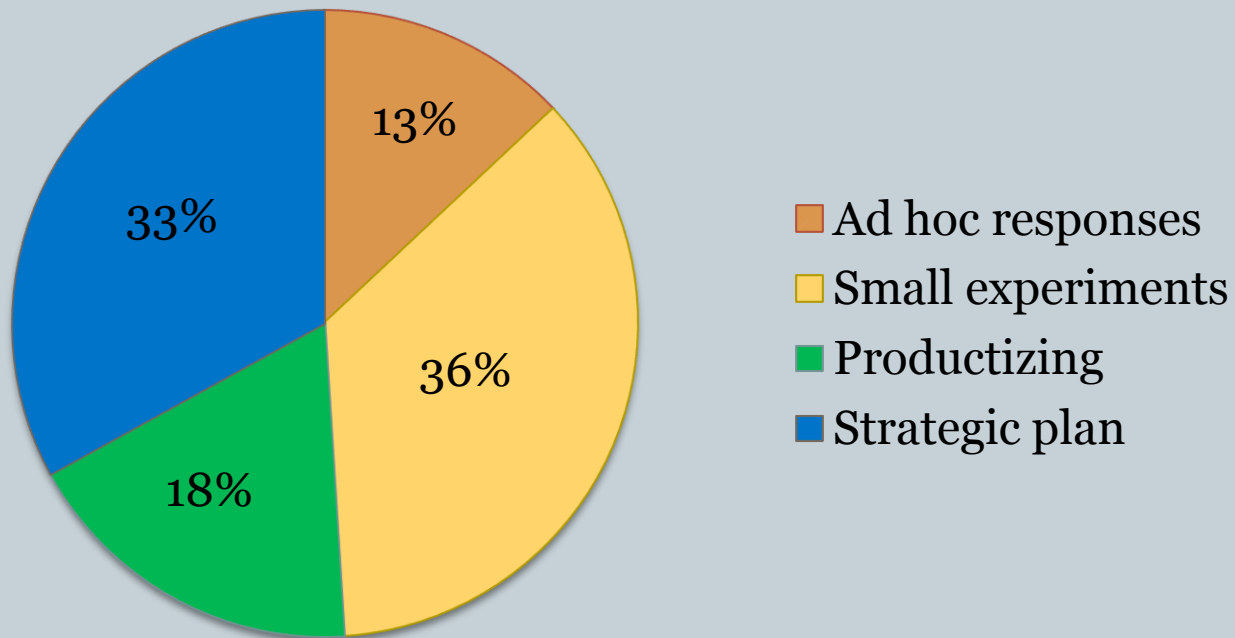
Dropbox
WebEx
Telepresence
Video conferencing
Panoptics
Adobe CS5
Selectsurvey.net
Its Learning
Echo 360
Epsilen

Survey Results

Stages of Development

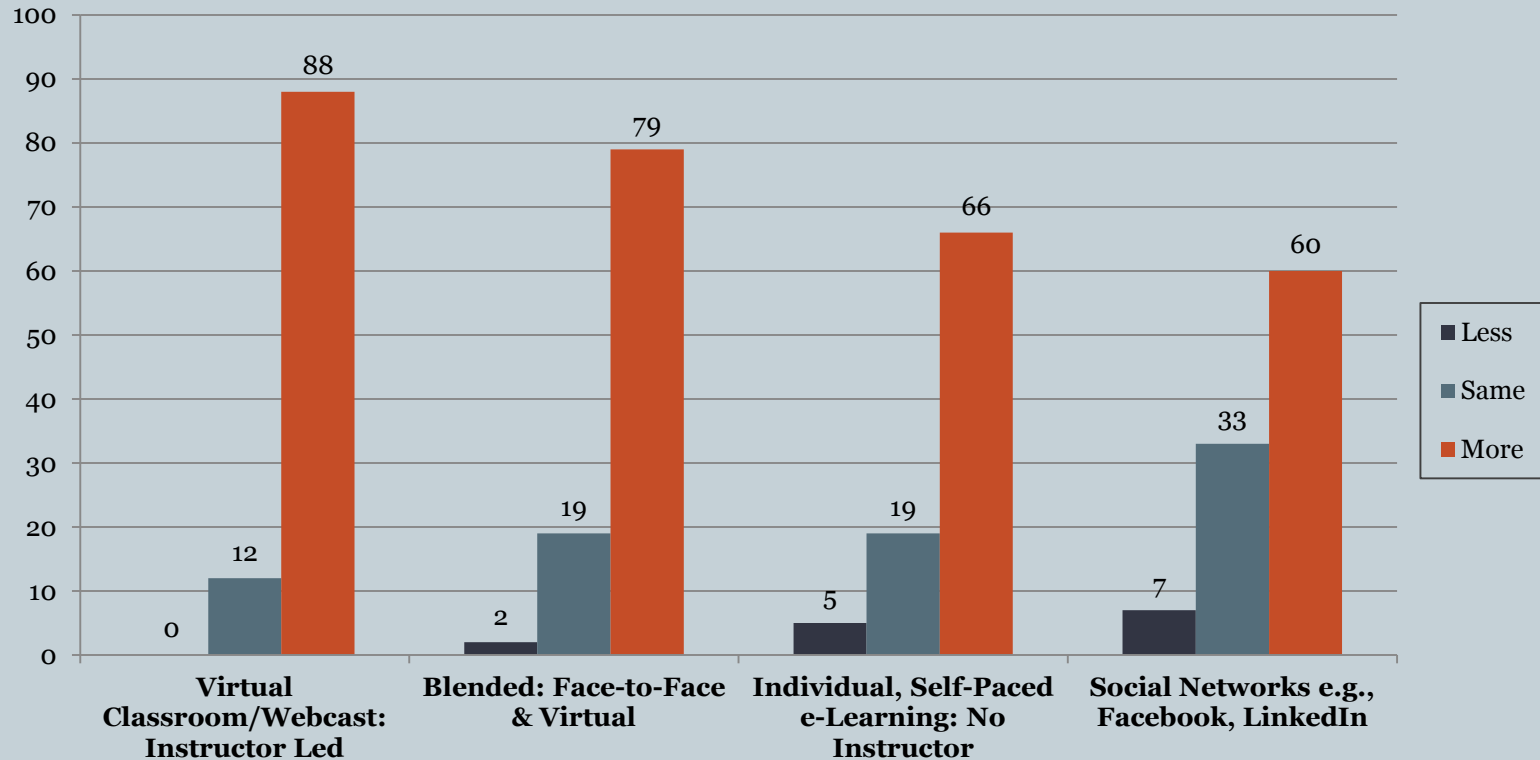


~50% of respondents are **productizing** or **making a strategic commitment** to blended learning.



Corporate Trends 2008 vs. 2011

Change in use of virtual elements



With permission Duke Corporate Education

Blended Learning is NOT a Fad



Blended learning **is** mainstream in executive education

- Survey data confirm it
- Schools are doing it
- New technologies support it
- Clients want it

Objectives for the Session



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Examples from Schools



Blended Learning



It's all about design

Objectives for the Session



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Blended Learning Design Worksheet



Design Criteria						
	Individual work?	Collaborative work?	Work-based activity?	Synchronous?	Asynchronous?	Supporting technology?
Course element 1						
Course element 2						
Course element 3						

Thanks to Steve Mahaley at Duke CE for suggesting that the 1st design question should be individual? or collaborative?

Blended Learning Design Worksheet

Example: Pre-Program Overview & Schedule Review



Design Criteria						
	Individual work?	Collaborative work?	Work-based activity?	Synchronous?	Asynchronous?	Supporting technology?
E L E M E N T	Participants			In-Class		Off-the-shelf or LMS
	Timing					Participants
	Tracking					Technical support
	Backup					Hardware and software

Blended Learning Design Worksheet

Example: Pre-Program Posting of Goals



Design Criteria						
	Individual work?	Collaborative work?	Work-based activity?	Synchronous?	Asynchronous?	Supporting technology?
E L E M E N T		Incentives Timing Cross-team fertilization	Reflection Confidentiality Company involvement Program use	In-Class	Capture for future use Tracking	Off-the-shelf or LMS Technical support Hardware and software

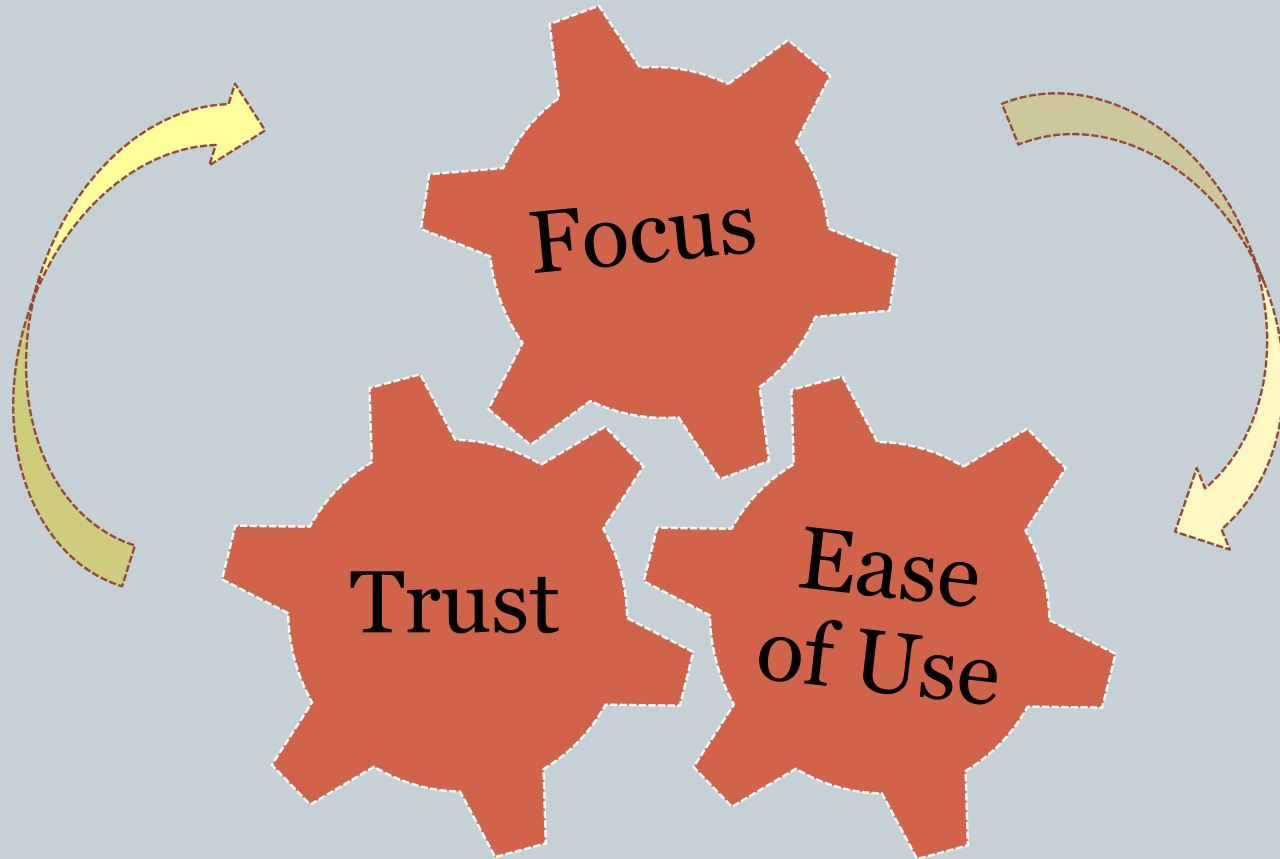
Blended Learning Design Worksheet



Design Criteria						
	Individual work?	Collaborative work?	Work-based activity?	Synchronous?	Asynchronous?	Supporting technology?
E L E M E N T	Participants	Teams	Projects/ reflection	In-Class/ Virtual	Participants	Off-the-shelf or LMS
	Timing	Incentives	Teams/ Individual	Distance	Capture for future use	Participants
	Tracking	Timing	Confiden- tiality	Participants	Confiden- tiality	Technical support
	Backup	Cross-team fertilization	Company involvement	Timing	Tracking	Hardware and software
			Feedback	Tracking		
		Program use	Backup			

Please see the **revised** and complete Design Criteria Worksheet in our final research report on the UNICON website. It will be available by the end of December.

Blended Learning Design Rubric



Blended Learning Design Rubric

Example: Mid-Program Simulation



Ease of Use

Trust

Focus



Ease of Use

Trust



Focus

Trust



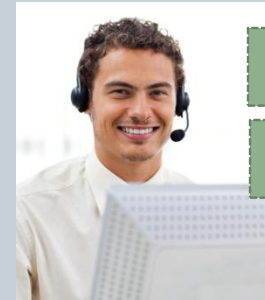
Trust

Focus



Ease of Use

Focus



Objectives for the session



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Critical Success Factors



- Staff skills in program design and technological capability
- Faculty support
- Substantial IT support
- Correct technology
- Strategic relationships

Conclusion



- Make a plan
- Develop design processes and expertise
- Develop staff capability at all levels
- Work with faculty
- Acquire technology
- Build partnerships for IT support, services, etc.
- Experiment, learn, and redesign

- Thinking ahead: millennials,
virtual programs ...

Questions or Comments?



Thank You

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