



Online education: Challenges and trends

Educación en línea: Desafíos y tendencias
April 25, 2024

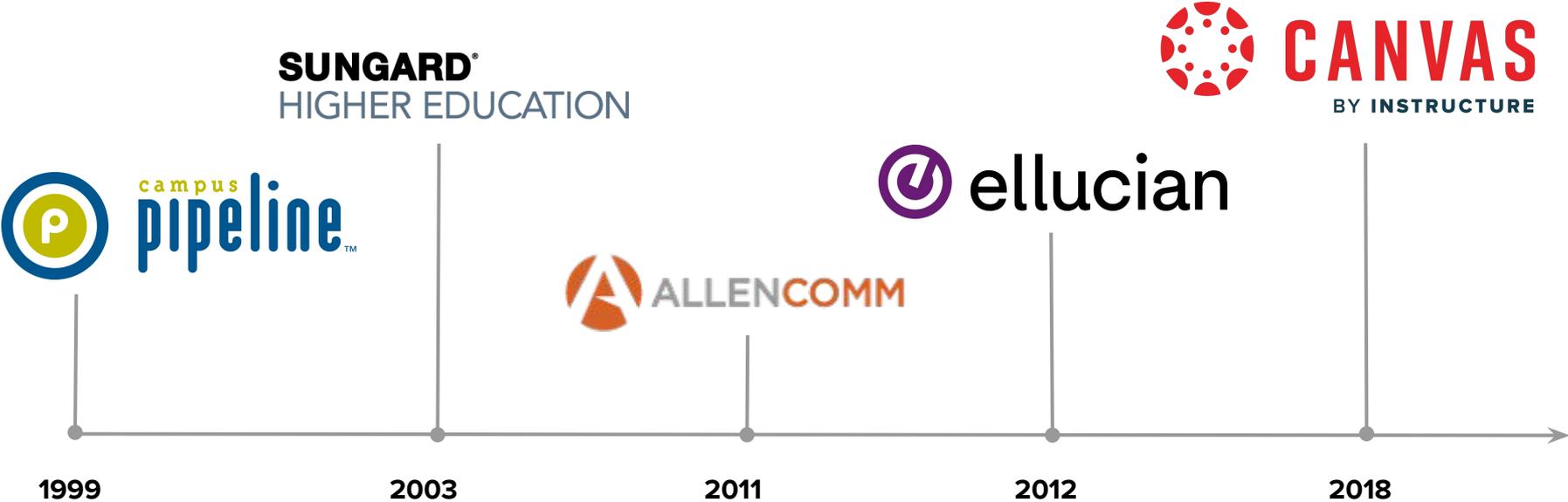
Speaker



Ryan Lufkin

**Vice President of
Global Academic Strategy**

Over 20 Years in Edtech





Melissa Loble & Ryan Lufkin
Hosts of the InstructureCast Podcast
[InstructureCast.com](https://www.instructure.com/cast)



Featured in:

Forbes Newsweek UB University Business CAMPUS TECHNOLOGY U.S. News & World Report The AI Journal EdTech Focus On K-12 eCAMPUS NEWS





The Future of Education



“The Impactful Eight” Challenges & Trends in Education

“Los Ocho Impactantes.”

Operational Efficiency & Effectiveness.

Lifelong Learning.

Assessment Lifecycle: From Skills to Success.

Generative AI in Education.

Data, Decisions & Design.

Pathing, Tracking, & Demonstrating Learning.

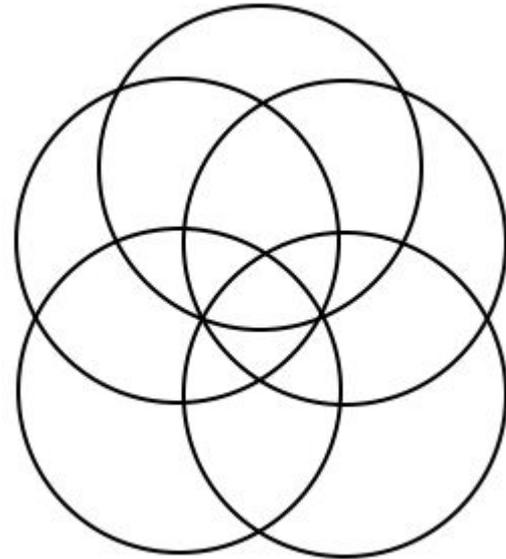
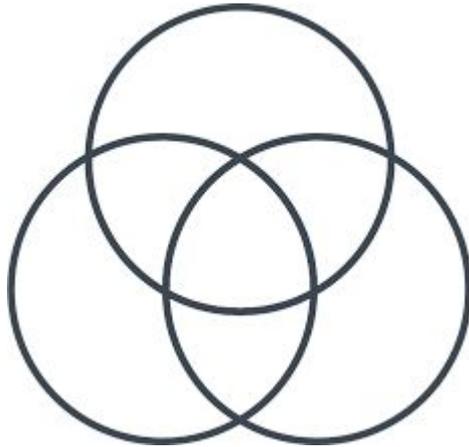
Education & Industry Partnerships.

The Future of Learning.



“The Impactful Eight” Challenges & Trends in Education

“Los Ocho Impactantes.”



<https://www.hco.com/publications/2021/investing-in-education-technology>



“The Impactful Eight” Challenges & Trends in Education

Operational Efficiency & Effectiveness. In an era of scarce resources, education organizations must be able to evaluate the success of the learning technologies they employ and ensure their scalability across their extended community.

Technology & practices ROI; Cybersecurity & safety; People sourcing, retention & ongoing development; Driving innovation at scale

In Challenging Times, Digital Maturity Drives Performance in Higher Education



Improve the student journey

Reinforces every stage of the student journey

Increases revenue streams to



Increase operational efficiency

Reduces cost of attendance

Increase flexibility
Scales changes faster



Scale computing power in advanced research

Accelerates research activity

Secures data better
Wins more grants



Innovate education delivery

Improves readiness to utilize new technology

Responds better to changes in student preferences

<https://www.hico.com/publications/2021/investing-in-education-technology>

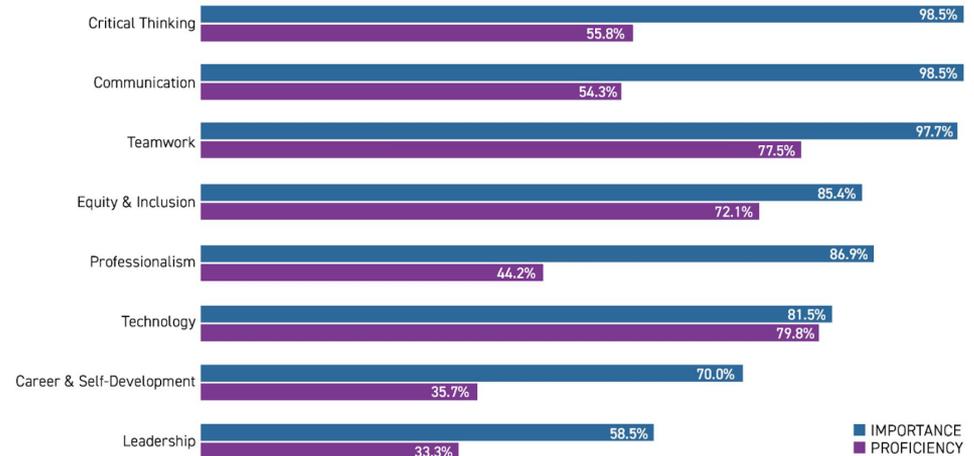


“The Impactful Eight” Challenges & Trends in Education

Assessment Lifecycle: From Skills to Success. Educational, industry, and government organizations must rethink and reimagine key aspects of the assessment lifecycle, from individual skill evaluation to continuous organizational improvement, in order to address learner needs and wants.

Skill assessment; Formative assessment; Authentic & applied assessment; Outcomes, course & program assessment

FIGURE 2: IMPORTANCE OF VS. PROFICIENCY IN CAREER READINESS COMPETENCIES, BY PERCENT OF RESPONDENTS



The percentages corresponding to “importance” represent, among all responding employers, the percentage that, on a five-point scale, indicated that the respective competency was either “very important” (4) or “extremely important” (5) for college graduates to have to enter their workforce. The percentages corresponding to “proficiency” represent, among all responding employers, the percentage that, on a five-point scale, rated recent graduates either “very” (4) or “extremely” (5) proficient in the respective competency.
SOURCE: JOB OUTLOOK 2022, NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

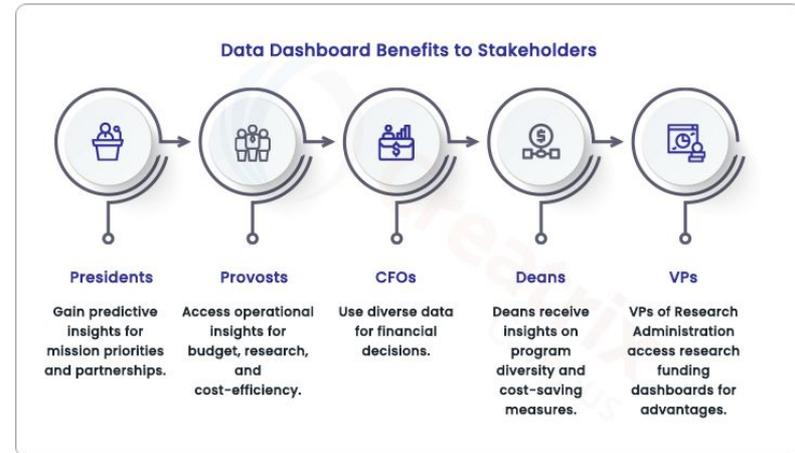


“The Impactful Eight” Challenges & Trends in Education

Data, Decisions & Design. Data-driven decision making must extend to *design*, where data directs, assesses, and improves learning journey design.

Systems & processes at scale; Continuous program & organizational improvement;
Advanced research; Privacy, security & accessibility

“Overall, more than **55%** of university leaders considered their schools to be “digital performers” or “digital leaders”... however, **only a third** of tech leaders at these universities expressed at least moderate confidence that their data was sufficiently integrated and usable to support making key business decisions and improving student outcomes”





“The Impactful Eight” Challenges & Trends in Education

Education & Industry Partnerships. To drive learner success and workforce viability, education and industry must work collaboratively together to achieve mutually beneficial outcomes.

Workforce alignment; Government engagement & resourcing; Evolution of the role of education; The construction of our future society



Traditional university practices

Admissions

- Driven solely by capacity and budget constraints

Learning

- Knowledge-based learning

Curriculum

- Rigid curriculum, with limited flexibility

Mentorship

- Mainly focused on academic advising

Student support

- Support services predominantly working in silos

Data and technology

- Limited use of data and technology to drive decision-making

Partnerships

- Traditional partnerships, revolving around R&D



Employability-driven university practices

- Driven by market demand, on top of capacity and budget constraints

- Skill-based learning

- Flexible, customizable pathways within curriculum

- Holistic, expanding to career advising

- Comprehensive, integrated, and student-centric support

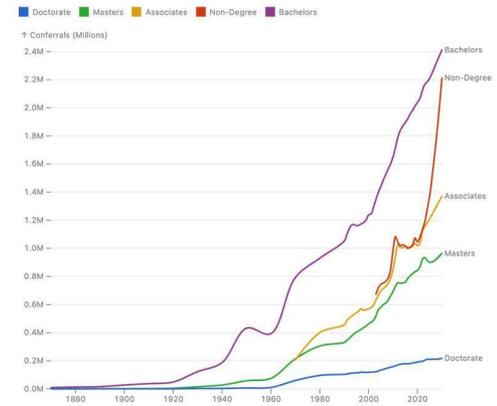
- Data and technology at the core of decision-making process

- Strategic partnerships to support student growth (e.g., R&D, soft skill training, internships, and mentorship)

<https://www.bca.com/publications/2023/ten-lessons-for-universities-to-prepare-students-for-the-future-of-work>

150 years of US Higher Education Conferalls, now showing a sharp rise in non-degree credentials

US Higher Education Credentials Conferred, 1870 – 2030P (Millions of Conferalls)



© HoloniQ 2024

www.holoniq.com

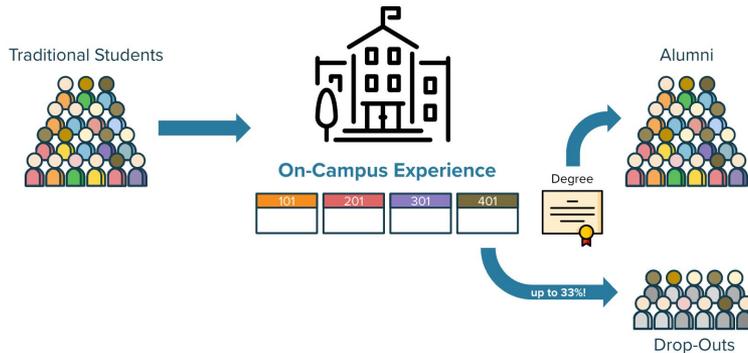


“The Impactful Eight” Challenges & Trends in Education

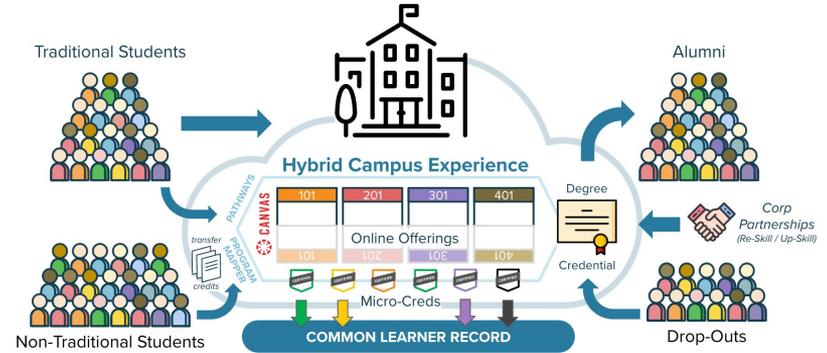
Lifelong Learning. Learning does not stop at the diploma, degree, or even credential. Education must enable a learner to respond to community, workforce, and societal changes in real-time.

Learner agency; Student success prediction & intervention; Whole student support;
Flexible delivery & design

The Traditional HE Student Experience



The Lifelong Learning Experience





“The Impactful Eight” Challenges & Trends in Education

Pathing, Tracking, & Demonstrating Learning.

With learning happening both within and outside of the traditional degree/diploma, education organizations must deliver meaningful opportunities for learners to actualize their paths to success, track what they have accomplished, and demonstrate their capabilities outwardly.

Personalized learning; Reflection & connection; Learner record alignment; Recommendation for paths & outcomes

Comprehensive Learner Record (CLR) Approach



#1 Largest credential exchange in the world | 6 Partner countries | 165M+ Credentials exchanged



Launch a national network

We help our partners create unified communities for credential exchange within their countries or regions. With national projects already launched in EMEA, APAC, and North America, Parchment knows how to deliver large, multi-site, national projects at scale, on time, and on budget.



Issue globally recognized credentials

Issue, verify, and receive digital credentials, such as transcripts, digital badges, and certifications with the most trusted credential management platform in the world. With Parchment Digital, learners have a single place where they can instantly access and share all of their digital academic documents.



Join the largest credential network in the world

Support student mobility by joining the world's largest credential network. With 6 countries already using Parchment Digital, we continue to help universities and academic organizations empower their students across the globe.



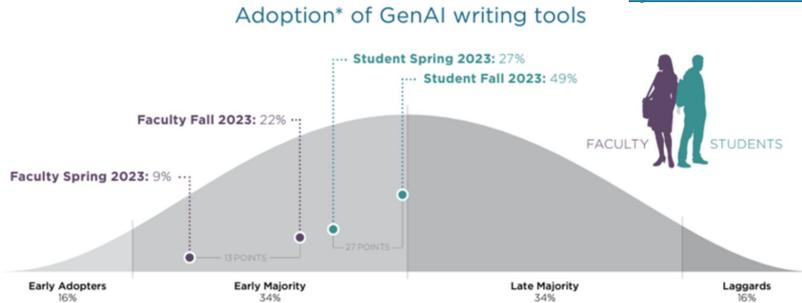
“The Impactful Eight” Challenges & Trends in Education

Generative AI in Education. Educators are cautiously optimistic about the impact of generative AI on education, however they are hungry for insights into how to navigate the world of AI and for examples of real impact on business and student outcomes.

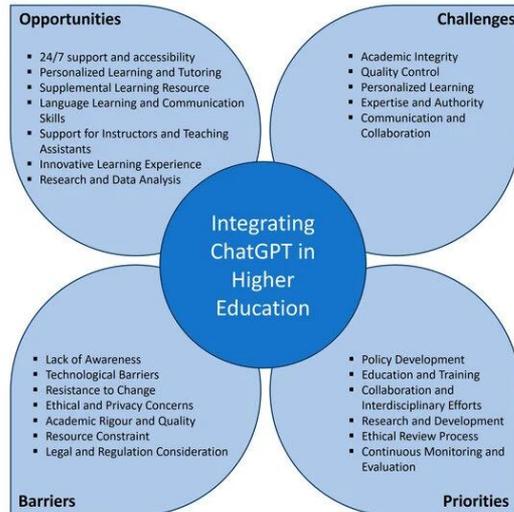
Administrative efficiency; Content creation & management; Assessment & academic integrity; Role of the educator

“AI users are more likely to have a positive outlook on the potential of generative AI tools on student learning. Exposure to and experimentation with AI tools matters”

- Tyton Partners Oct 31, 2023



Tyton Partners



<https://www.mdpi.com/2227-7102/13/9/1856>



“The Impactful Eight” Challenges & Trends in Education

The Future of Learning. What we know about how and why we learn has expanded. The contexts in which we learn have evolved. Education must re-assess what we know today about learning to lay the foundation for the future.

Space continuum (virtual to physical); Emerging learning and engagement science; Experiential learning & apprenticeships; Awareness of ourselves as learners

Learning and the Brain

A few Quick Facts

- 1 Short-term memory has evolved from a single-system to a multi-system memory structure known as the **Working Memory Model** (Baddeley, 1986).
The Working Memory Model still supports the **chunking** of information as a good practice to promote retention of information (Miller, 2011).
Some argue that **attention** is an integral part of information retention (Miller, 2011).
- 2
- 3
- 4 Information must be **meaningful**.
Meaningful learning "occurs when a learner encounters clear, logically organized material" (Snowman, 2009, p. 252).*
- 5 Information should be **visual**.
Visual imagery encoding is "generating mental images of objects, ideas, and actions" (Snowman, 2009, p. 254).*
- 6 More recent research has suggested that information moves back and forth because of **cues** from tagging of information (Miller, 2011).

References
Baddeley, A. D. 1986. Working memory. Oxford: Oxford University Press.
Miller, M. D. (2011). What College Teachers Should Know About Memory: A Perspective From Cognitive Psychology. College Teaching, 39 (3), 117-122

by: Mia MacMeekin

Take -Aways



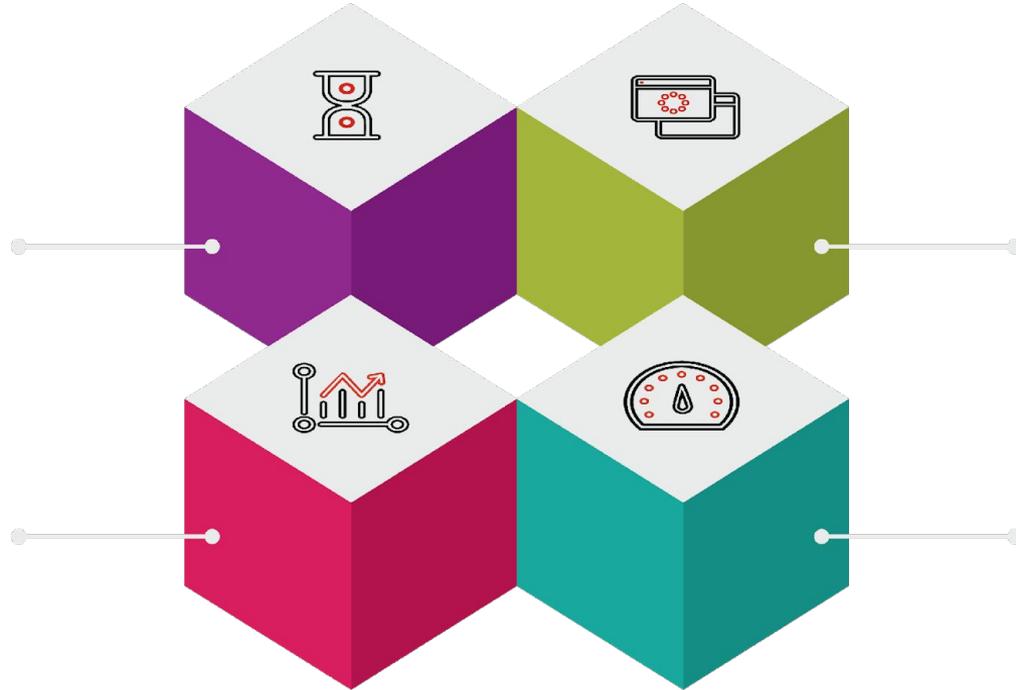
Creating an Ed-Tech Ecosystem

SIMPLE

- Time-savings
- Increase Adoption
- Focus on learning

ENGAGING

- Human experience
- Effective teaching
- Increase success



OPEN

- Foster innovation
- Powerful Community
- Future-proof

RELIABLE

- Worry-free/Less work
- Scalable and Secure
- Responsive partner



Recentering Higher Ed on Student Learning

- 1 - Colleges should place more students in learning communities with a thematic or pre-career focus.
- 2 - Let's replace standard, discipline-specific gen-ed courses with broader and more interdisciplinary courses.
- 3 - Let's supplement the department-based major with integrated career pathways and complementary courses.
- 4 - Let's embrace active and experiential learning
- 5 - Let's alter our assessment methods.

- Steven Mintz



The Phygital (Physical+Digital) Campus

“Future campuses need to be less like limited-access highways and more like mobility hubs — places where students can easily switch from high-speed to low-speed academic progress, from cohort to individualized learning, and from express lanes to local educational paths that allow for a lot of stops and starts.”

-Thomas Fisher

Phygital (Physical+Digital) Campus

Mobile First

Multigenerational



What's Next?

Continuing the Conversation



Check us out at
[InstructureCast.com](https://www.instructurecast.com)



Melissa Loble

Chief Academic Officer,
Instructure



Ryan Lufkin

Vice President,
Global Academic Strategy,
Instructure





The Adventure Continues...

July 9-11 in Las Vegas, NV

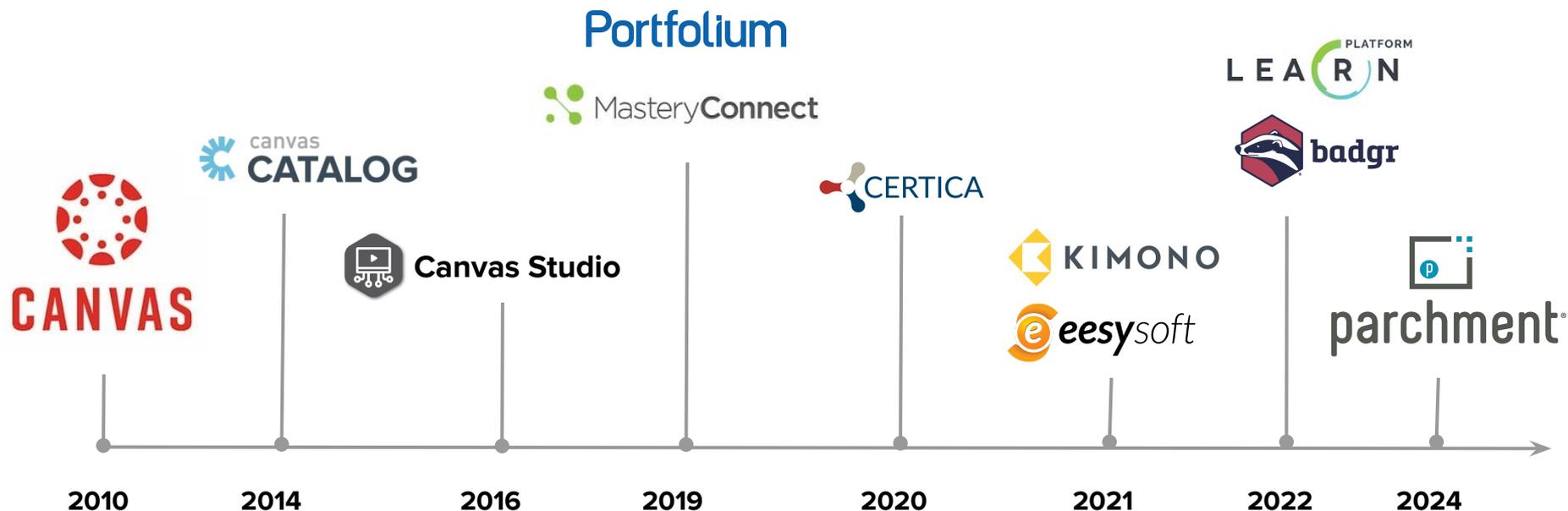
Scan QR Code
to Register:





Thank You!

14 Years (and counting)





Solutions for every element of teaching and learning



Learning Management

Deliver core teaching and learning



Lifelong Learning

Grow flexible programs for learners at every stage



Edtech Effectiveness

Optimize efficacy and ROI across the learning ecosystem



Assessment

Evaluate learner progression of skills and competencies



Data & Insights

Make key decisions with actionable intelligence



Learning Passports

Translate accomplishments into outcomes

