

# Future-Fit Quality and Qualifications: Exploring Digital Transformation

## PLENARY

10.45 - 11.45

**Future-Fit Quality and Qualifications:** *Exploring Digital Transformation*



Professor Mark Brown, Director of the National Institute for Digital Learning (NIDL), DCU

Professor Jacqueline McCormack, Vice President for Equality, Diversity & Inclusion and Online Development, ATU

Dr Blánaid White, Dean of Strategic Learning Innovation in Dublin City University DCU

Amanda Butler, QA Coordinator, KCETB

Walter Balfe, Head of Quality Assurance, QQI

Session chair: Dr Tony Murphy, Academic Dean, DBS



1. What future trends and digital transformations are likely to **impact** the Irish education sector?
2. How can Irish education providers **respond** to these trends to develop future-fit quality and qualifications?
3. What are some of the **key lessons** for Irish education providers in their efforts to harness the potential of digital transformation?



# Exploring Digital Transformation: An Overview of Future Trends



Professor Mark Brown

Dublin City University

18th October 2022



@mbrownz





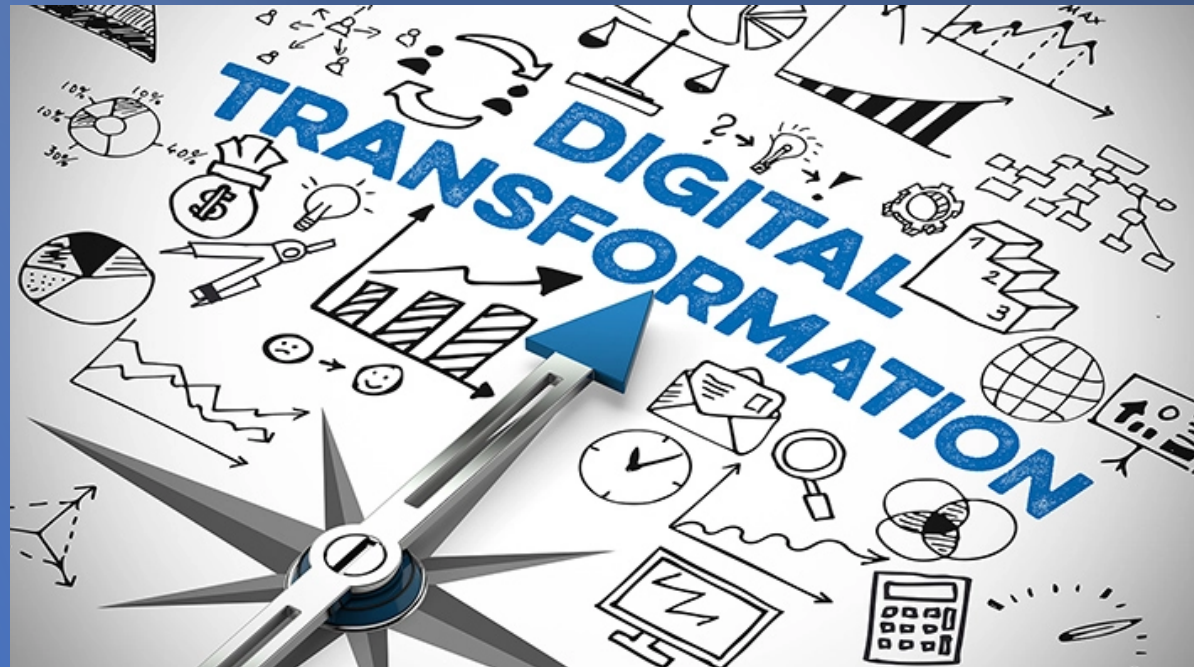




# Getting Ready for Digital Transformation: Change Your Culture, Workforce, and Technology

Susan Grajek and Betsy Reinitz Monday, July 8, 2019 Digital Transformation (Dx) ★ Editors' Pick

“Digital transformation (Dx) is a series of deep and coordinated **culture, workforce, and technology shifts** that enable new educational and operating models and **transform** an institution’s **operations, strategic directions, and value proposition.**”





# Digital Transformation in Higher Education: 7 Areas for Enhancing Digital Learning

Florence Martin and Kui Xie Tuesday, September 27, 2022 Digital Transformation (Dx), Teaching and Learning

“We define Dx for digital learning in the higher education context as leveraging digital technologies to enable **major** educational **improvements**, **enhance** learner and instructor **experiences**, and create **new** instructional **models** through policies, planning, partnerships, and support.”

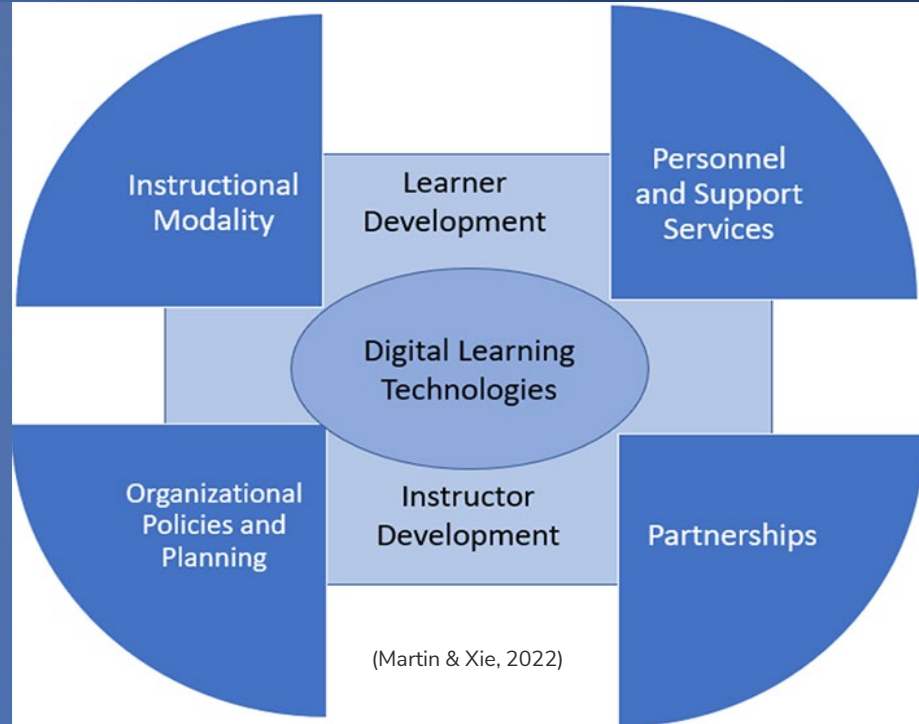






Photo by [Bankim Desai](#) on [Unsplash](#)



According to George Westerman...

“When digital transformation is done right, it’s like a **caterpillar** turning into a **butterfly**, but when done wrong, all you have is a **really fast caterpillar**” (cited in [Bozkurt & Sharma, 2022](#), p. ii).


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# Teaching Machines

THE HISTORY OF  
PERSONALIZED LEARNING

AUDREY WATTERS

2021







Photo by [Charles Deluvio](#) on [Unsplash](#)

More things change, the more they stay the same!



KU LEUVEN

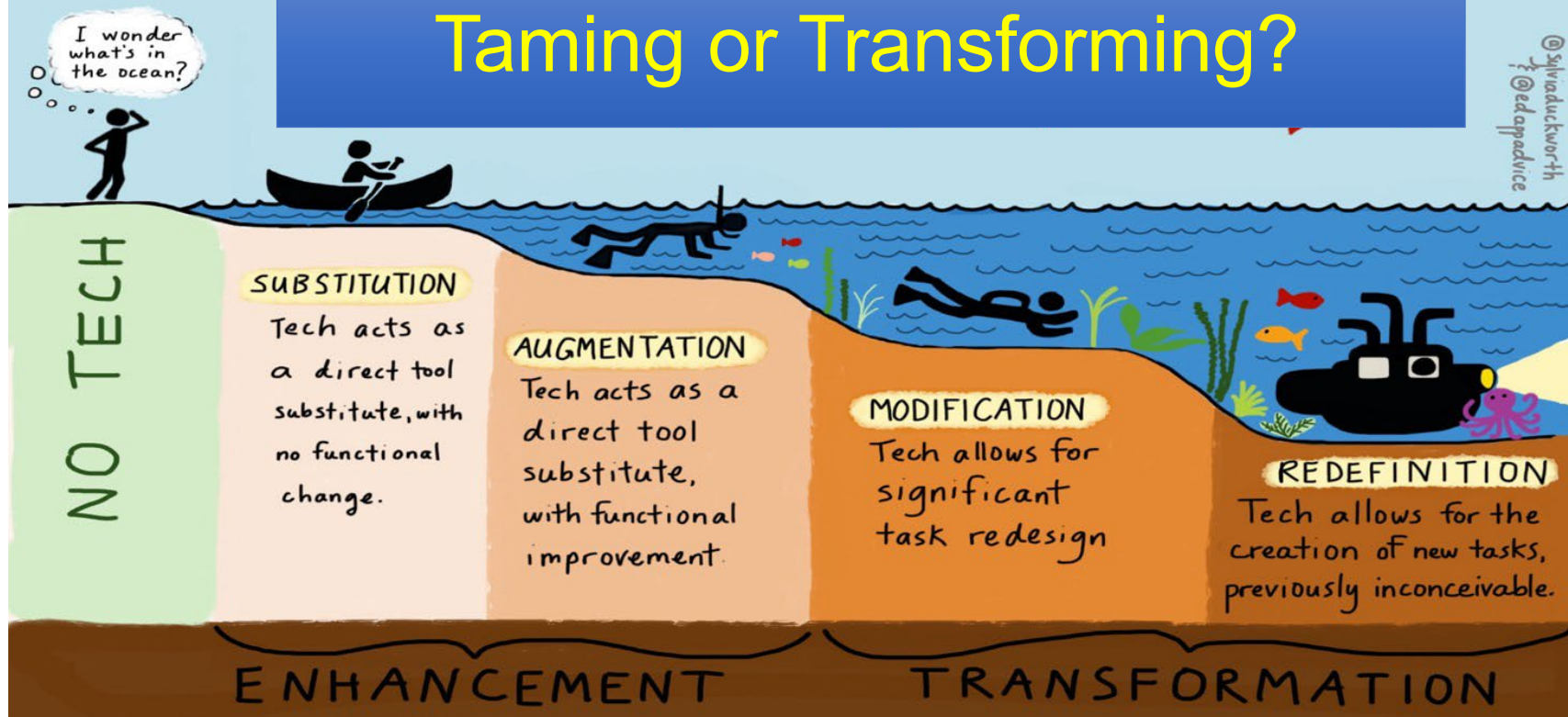
History Repeats!





# The SAMR Model for Technology Integration

## Taming or Transforming?





“Transformation is a **journey** without a final destination”

Marilyn Ferguson

“With this understanding, digital transformation is a **multifaceted process** that requires developing a vision that goes beyond the mere adaptation of technology”

(Bozkurt & Sharmas, 2022, p. iv).



# Asian Journal of Distance Education

## Digital Transformation and the Way We (Mis)Interpret Technology

Aras Bozkurt, Ramesh C Sharma

**Abstract:** For many people, digital transformation offers a great opportunity to keep pace with the requirements of the current age, while for others, it is all hype and needs to be approached with caution. However, be it opportunity or hype, digital transformation impacts every part of our human life, where we especially see and experience it in numerous areas of social domains, including education. Based on these arguments, this paper examines the research that has been conducted on digital transformation from the perspective of education by applying data mining and analytics approaches. Accordingly, in the examination of research papers on digital transformation, five emerging broad themes were identified: (1) strategies and technologies as pillars of digital transformation in social development, (2) digital transformation as a vision that goes beyond mere adaptation of technology, (3) innovative technologies as change agents of digital transformation, (4) the COVID-19 pandemic as a catalyst for digital transformation, and (5) confusion in terminology - digitization, digitalization, and digital transformation. This paper argues that by ignoring the social aspects and not positioning humans at the center of digital transformation and failing to understand the philosophy, vision and mission that lies behind it, we will be at risk of writing failure stories rather than success stories.

**Keywords:** digital transformation, technology adaptation, innovative digital technologies, hard and soft technologies, education.



# Asian Journal of Distance Education

## What are the Main Trends in Online Learning? A Helicopter View of Possible Futures

Mark Brown

**Abstract:** The COVID-19 crisis has given rise to the question, what are the main trends in online learning? What might the future look like? While predicting the future is best left to those who appear to have a crystal ball, the need for big picture helicopter thinking has never been more apparent as online learning remains under the spotlight. This paper responds to this challenge and the tendency to overlook the field's rich history during the pandemic. It establishes that defining online learning is not a straightforward task, and there are widespread differences in using the term. A multifocal perspective is then adopted to identify seven macro-level trends, which help frame the analysis and enable the discussion to zoom in and out from different angles and viewpoints. The discussion covers much ground and draws on a wide range of literature to illustrate how the digital education ecosystem is simultaneously converging, getting larger in scale, more open and closed, and is growing in diversity. Inherent tensions across these contradictory trends, along with concerns about the growth, influence and sustainability of the EdTech industry, demonstrate how online learning is part of a wider social practice. Thus, the trend analysis endeavours to balance the language of opportunity with the need for deeper criticality. Woven throughout the paper is the spirit of hope and the crucial role that educators play in helping to shape and reshape possible, probable, and preferred futures.

### Acknowledgments

The author would like to acknowledge Dr. Eamon Costello and Dr. Enda Donlon for their fruitful suggestions and valuable discussions on major trends facing online learning in the future.



1. Convergence
2. Massification
3. Openness
4. Interactivity
5. Diversification
6. Big EdTech
7. Green EdTech



## What's the current state of OPM and UK university partnerships?

How many partnerships currently exist?  
What trends are we seeing, and why do universities partner with online programme management companies?

<https://www.neilmosley.com/blog>

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NOT FOR EXTERNAL DISTRIBUTION

Holon IQ



## OPM meet OPX. The New Online Higher Education Landscape

OPX is a new super-category, collectively defining the entire spectrum of services models supporting **500+ Universities** globally in the design, development and delivery of **4,900+ Online Programs**. The OPX category is a **\$3.5B+ market**, growing at 15% and **expected to reach \$7.8B by 2025**. It includes OPM, OPE, MOOC-as-an-OPM, University-as-an-OPM and emerging models.

September 2019

[www.holoniq.com](http://www.holoniq.com)



# The OPX market is expected to reach \$7.8B by 2025

## Global OPX Landscape

The global OPX Landscape is composed of four major segments based on focus, model and vertical. While the generalist OPM dominates, new models are emerging.



<https://www.holoniq.com/notes/opm-meet-opx-new-models-driving-the-global-online-higher-education-market>



# Google Ireland will offer 1,000 scholarships for Dublin jobseekers

by *Blathnaid O'Dea* 1 DAY AGO

The courses, designed by **Coursera**, include IT, data analytics, project management and UX design.

Google Ireland said it will provide 1,000 scholarships for Dublin jobseekers in partnership with City of Dublin Education and Training Board (ETB).

The course certificates will be distributed through the City of Dublin Education and Training Board in collaboration with St Andrew's Local Employment Services, and will be recognised by industry experts and employers, including Google.

**Looking for jobs in tech or science?**

Check out top employers hiring right now ➡

Shane Nolan, managing director for new business at Google Ireland, said technology has been a lifeline during the pandemic. "From businesses starting to sell their products online and remote working, to helping us all stay connected," he said.

## Google launches training initiative for Dublin job seekers



Image: Stockfresh

Certificates distributed through the City of Dublin Education and Training Board



On demand, online **study support**.

## Writing Feedback

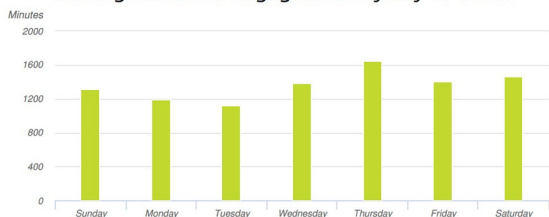
- ✦ Constructive writing feedback within 24 hours
- ✦ Any course, any assignment
- ✦ Upload your work anytime of day, 24/7



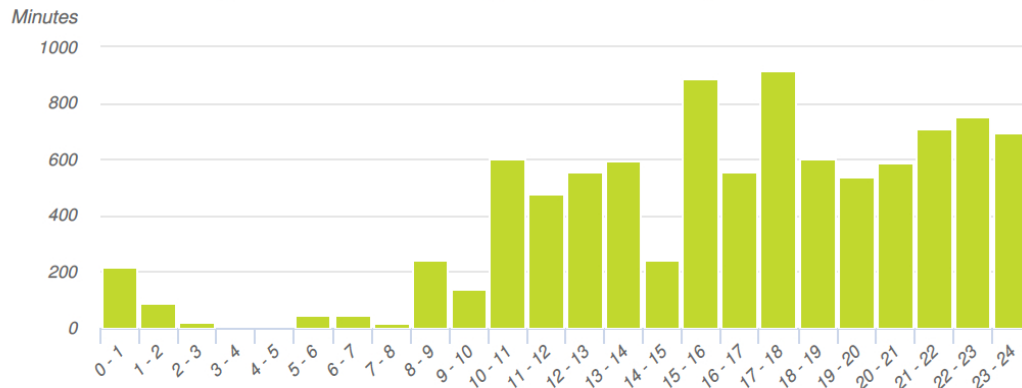
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Writing Feedback engagement by day of week



## Writing Feedback engagement by time of day



## Student experience

Writing Feedback - user satisfaction rating

- Extremely satisfied ~ 81%
- Neither satisfied nor dissatisfied ~ 0%
- Extremely dissatisfied ~ 2%
- Somewhat satisfied ~ 15%
- Somewhat dissatisfied ~ 0%





The Typology of Free Web-based Learning Technologies (2020) provides educators with a list of 226 technologies arranged into 40 types and 15 clusters that can be used via a browser to promote more productive and interactive learning. The 2020 Typology constitutes an update to the previously published Typology of Web 2.0 Learning Technologies (Bower, 2015), which was also based on a systematic search and categorical analysis (see Bower, 2016, for methodology). This 2020 Typology of Free Web-based Learning Technologies returns to the original analysis to remove tools that are no longer available and add new tools and categories that have entered the online learning ecosystem. Based on these emerging tools, new categorical types and clusters have also been added. Brief descriptions, example tools and pedagogical uses were provided for each category, in order to support ease of conceptualization and application. The analysis makes it possible to gauge trends in online learning technologies over the last five years, for instance the unsustainability of many smaller tools, the marketisation of many others, the trend towards more integrated platforms of tools, and greater dominance by larger providers. The paper concludes by inferring future trends in the online learning technology landscape.



🕒 Wednesday, April 29, 2020 | **Briefs, Case Studies, Papers, Reports**

 **Author(s):** Matt Bower, Jodie Torrington





Opinion: AI can now help write essays that appear highly similar, if not indistinguishable, from that of a human author

By [Eamon Costello](#) and [Mark Brown](#), DCU

Artificial intelligence-powered automatic essay writing technologies have taken a huge leap forward and are becoming widely available. In many cases, AI can help write essays that appear highly similar, if not indistinguishable, from that of a human author.

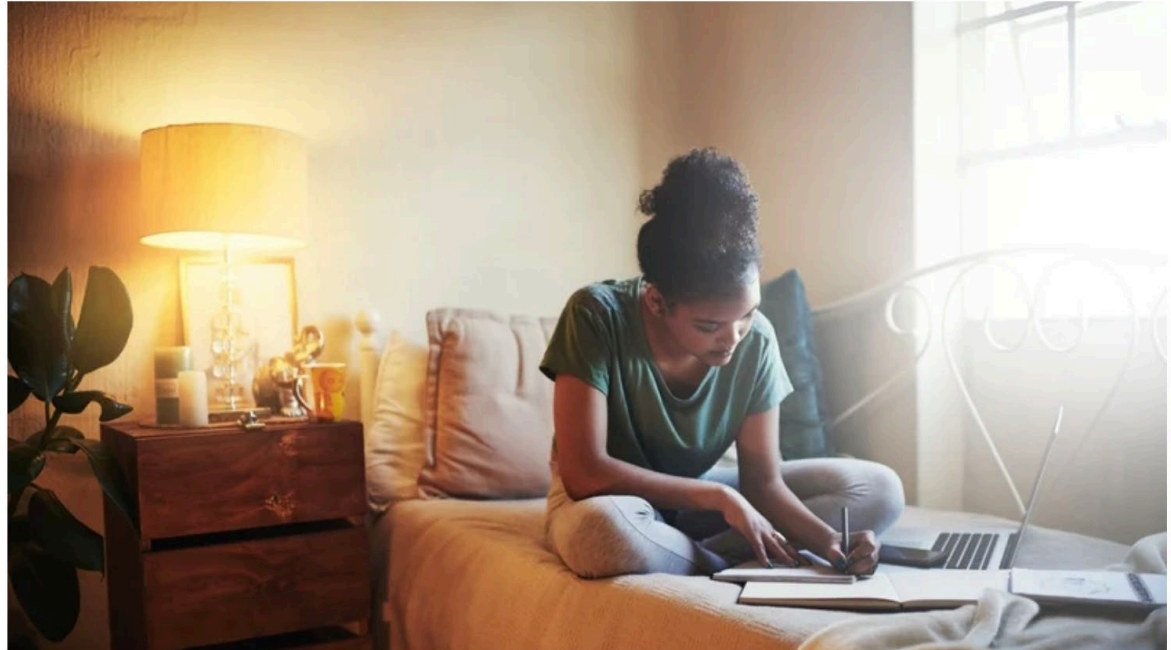
As this piece was being typed, [Google AI](#) helpfully suggested words to auto-complete these sentences. This speeds up writing but other tools and services, such as those based on the [GPT-3 technology](#) from the [OpenAI](#) group, can do much more than simple sentence completion: they can write the whole thing from scratch from start to finish.

*AIs can generate surprising comprehensible text*



# Will artificial intelligence be able to write my college essay?

Updated / Tuesday, 27 Sep 2022 15:50



'If using a spell checker isn't seen as cheating, will the use of AI for essay writing then be accepted as the new normal?' Photo: Getty Images (photo posed by model)



## BIG MILESTONE FOR THE EUROPEAN EDUCATIONAL COMMUNITY: EU COMMISSIONER OPENED THE ECIU EXTENDED REALITY CAMPUS

Learners

Event

On Monday, 20 September, EU Commissioner Mariya Gabriel opened the ECIU University Extended Reality (XR) Campus. The opening was streamed to YouTube. "It is a great example of what we can accomplish when we pool resources," said Commissioner Gabriel. Via the Campus, learners have an environment to continue learning and have people interacting with each other, even at a distance.



September 10, 2020

## FIRST PIONEERING STEPS INTO VIRTUAL REALITY WITH ECIU XR CAMPUS!





**Final remarks...**



SFDN



Education  
in  
Change

Education  
for  
Change





A photograph of a person sleeping on a concrete bench in a city street. The person is wearing a light-colored shirt and dark pants. The background shows a busy street with other people and buildings. The image is overlaid with a semi-transparent blue rectangle containing text.

“Digital transformation needs to be anchored in broader **social imaginaries**: our ideas about the benefits of using technology in education should be shaped and reshaped by our ideas about what constitutes a **good citizen** and a thriving **learning society**”

(Mark Brown, 2022).



“A prudent question is  
one-half of wisdom”

Answers 1km →



Francis Bacon