The Context of Blended Learning as a Driving Force

Does the type of education matter?

Bob Thompson
Remit Consulting

Bob Martens
Vienna University of Technology
Interviews

- Content delivery – online or not?
- Content creation – skilled or not?
- Strategy – Investment or not?
- Culture – Receptive or not?
Content delivery

- Few takers in full-time, undergraduate education (but popular at Masters level)
- Some activity in peripheral studies
- Currently little recording of face to face lectures
- But this is changing
Creating compelling content is difficult
Faculty: Experts in? or presenters of?
Training issues
INVESTMENT
Strategic drivers

- Technology push
- Perceived competition
- Customer demand
- Champions
- Vision
Culture

- Innovative? Driver of change?
- Online teaching seen as second class
- Disappointment with the technology
- Uncertainty about demand
- Quality versus throughput
In summary

• Fully blended learning is coming
• Real estate education is at the back of the queue
• We need to be much bolder in iterating the vision
• We need to demand that investment sooner
• We need to lead