Diffusion of e-learning as an innovation and economic aspects of e-learning support structures

Claudia Bremer, Universität Frankfurt/M.
Question

University management/Head

Support structure / centers

Departments / faculties
Question

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University management/Head

Allocation of which services / ressources at which level?

Support structure / centers

Departments / faculties
Question

Allocation of which services / resources at which level?

University management/Head

Support structure / centers

Departments / faculties
Question

University management/Head

Support structure / centers

Cooperation ?
Division of work?

Departments / faculties
Question

University management/Head

Support structure / centers

Network

Departments / faculties

Institutes
Question

University management/Head

Support structure / centers

Departments / faculties

Institutes

Network

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Claudia Bremer,
edulearn 2012
# Change Management

| Management of university | • strategy  
|                         | • working group  
|                         | • consultancy  
| Departments and service institutions | • information Days  
|                         | • newsletter, webpages, weblog  
|                         | • University’s Newspaper, flyers,…  
| e-learning activist | • e-learning fonds and award  
|                         | • consulting, infrastruktur, support  
|                         | • network days, multimedia days, monthly & annual meeting, groups  
|                         | • workshops  
| students | • workshops, student consultants  
|                         | • eCompetence night/afternoons,…  
|                         | • elearning fonds and movie award  
|                         | • media competencies certificate  

Claudia Bremer, edulearn 2012
Top-down/Bottom-up

e-learning strategy of university

- e-learning funding (incentives & award)
- Service Consulting Infrastructure

Departmental e-learning strategy

teachers / e-learning implementation in courses
Top-down/Bottom-up

- e-learning strategy of university
- Service Consulting Infrastructure
- Departmental e-learning strategy
- Departmental e-learning strategy
- Departmental e-learning strategy

funding

teachers / e-learning implementation in courses
Top-down/Bottom-up

- e-learning strategy of university
- Departmental e-learning strategy
- Departmental e-learning strategy
- Departmental e-learning strategy
- e-learning funding (incentives & award)
- Service Consulting Infrastructure
- teachers / e-learning implementation in courses
Qualification program

- e-Learning basics
- e-learning methods
- tools & platforms
- content production

e-learning-certificate
Gradual implementation

Stage 1 Departments
- Geosciences/Geography
- Computer Science/Math.
- Roman Catholic Theology
- Medical Science

Stage 2 Departments
- Education
- Protestant Theology
- Cultural Science, Linguistics, Art Studies
- Modern Languages
- Physics
- Psychology & Sport Sciences
- Chemistry, Biochemistry, Pharmacy
- Social Sciences
- History and Philoshopy
- Business Adminstr./Economics

Stage 3 Departments
- Biological Sciences
- Law
Solution

University management/Head

Support structure / centers

Departments / faculties

Network

Institutes
Networking and community building

Monthly meeting of the e-learning representatives of the departments and university centers
Solution

University management/Head

Support structure / centers

Departments / faculties

Institutes

Network

Networking
- E-learning networking days
- In House conferences
- open meetings
- website
- blog, newsletter

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- teachers / e-learning implementation in courses
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