MANAGEMENT OF OPEN AND DISTANCE LEARNING
Concept of Management in ODL

- Use the system approach
- Management is the primary force within organization which coordinates the activities of the subsystems and relates the environment.
- The essence of management is coordination
- Focus of management: planning, organizing, and controlling to meet the objectives.
- Manager is needed to convert the disorganized resources of men, machines, and money into a useful and effective enterprise.
**ODL: UNDERLYING PRINCIPLES**

- **Access**: to provide access to quality education from anywhere at anytime.

- **Equity**: provision of quality of education for anybody (education for all)

- **Quality**: provision of quality education (standardized) for anybody, anywhere, anytime.
UNDERLYING PRINCIPLES

To offer quality open and distance learning for anybody, anywhere, anytime:

cost effective, interesting, easy to study
independent, and flexible,

needs systematic, rigorous, and well planned
design, various resources and high investment.
FACTORS IN IMPLEMENTATION

- Mass and distributed education
- Learning Experience
- Evaluation and assessment
- Management of ODL
- Quality Assurance
MASS AND DISTRIBUTED EDUCATION

- Who are the students? Where are they?

- What kind of learning experience? How to increase students’ participation? How to activate students in learning process? Degree of interactivity?

- What kinds of instructional materials and learning resources? What kinds of media? Assignment and activities?
MASS AND DISTRIBUTED EDUCATION

- Global characteristics?
- Flexible?
- Answer to autonomy and freedom of consumer?
- Accessible and contextual to diverse location?

Curriculum and Content
MASS AND DISTRIBUTED EDUCATION

Rigorous instructional design

Development or purchase of multimedia?

Legal & Ethical Issues, Intellectual Property?

How to design learning experience scenario?

Course Team Approach?
**LEARNING EXPERIENCE**

- **Independent study**: How to train students to be independent learner? study skills? independent learning skills?, ict skills?

- **Guided Learning**
  - Mediated Interaction (what media is used and what skills are needed?)
  - Tutorial (How do tutorial is designed? time of tutorial?, evoking proactive learning?, meaningful learning experience from tutorial?)
  - Study group (who, where, when, how)

- **Use of learning resources** (what kind)
LEARNING RESOURCES:
What and how to design its integration?

Colleagues

Non print materials: CD-Audio/Video

Seminars

Instructional kits

Printed Materials

Experts

Friends

Computer Assisted Instruction
Web-based courses, SMS

Observation
LEARNING SUPPORT: What kind, for whom, how accessible?

Provision of Learning Support by Institution

Instructional Delivery?

Online support?

Academic counselling/tutorial?

Technical support?

Administrative support?
ASSESSMENT AND EVALUATION

- **Massive examination:** what indicators?, what, how, and when to assess?

- **Managability**
  - Item Bank?

- **Standardized processing** (centralized vs. Decentralized, guidelines)?

- **Final exams/assignment/project?**
MANAGEMENT OF ODL

- ODL system
- Economics of Education
- Organization & Human Resources
- Networking
ODL SYSTEM

- How to develop a system that accommodates autonomous and independent learning?

- Education = industry? Management of educational process based on industrial management principles? Economies of scale, BEP, strategic marketing, division of labor, mechanization and automation, networking, dll.)

- Time and geographical constraints? Interaction and communication across time and space in learning experience?

The operational system of ODL requires flexibility toward various market segments with various needs within an outreaching network across time and space, based on accountability and quality assurance system?
ECONOMICS OF ODL

Initial, delivery, maintenance cost?

COST

Which technology at what cost?

How much is an institution willing to spend for ODL?

Who is going to pay for what? How much?
Three modes of ODL

- Single Mode?
- Dual Mode?
- Consortium?
HUMAN RESOURCES: Managerial issues

- Administrative staff?
- Lecturers?
- Reward and sanction?
- Workload?
- Competencies?
- Skills?
- Perception and attitude?
- Skills?
NETWORKING

Marketing?

Risk & Cost Sharing?

Sustainability?

Outsourcing
Bates (1984):

“… ODL is bringing advantages to education, and removing some of the disadvantages previously associated … through promises of lower costs, greater student autonomy, mediated interaction and feedback as well as wider range of teaching functions and a higher quality of learning across time and space”
QUALITY ASSURANCE

Indicator:
  - System:
    - Accessibility? Distributed evenly? (equity)
    - Enrollment vs in process/active vs completed?
    - Cost effective, cost efficiency?
    - Self sufficiency level?
    - Innovation and organizational development?
  - Process:
    - Students completion rate? Persistence rate?
    - Learning system management?
  - Product:
    - Programs of study?, levels of study?
    - Quality of graduates?
    - Instructional materials?
    - Learning support system?
    - Sustainability?
Thank you ...