THE UNIVERSITY OF NORTHAMPTON

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Conference or Workshop Item

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Creators: Howe, R.

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Version: Presented version

http://nectar.northampton.ac.uk/6089/

NECTAR

The Strategic Development of Enterprise Learning Technology at The University of Northampton.

Rob Howe

The University of Northampton

Presentation at Bb Forum Moscow 2013 “Best e-learning practices to enhance the international competitiveness” 30th October, 2013

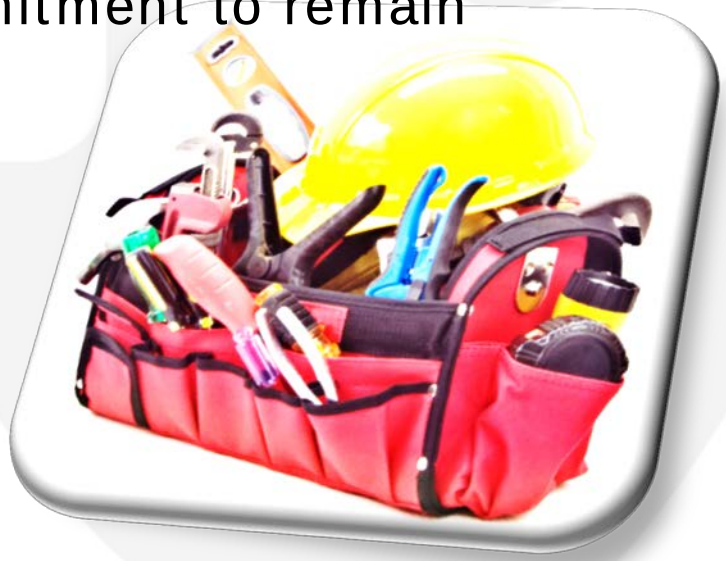
Demographics

- 14,087 students;
- 75% full-time;
- 83% undergraduate

- Top 50 UK University (Guardian League Table 2013);
- 88% Student Satisfaction (National Student Survey);
- 96% Employability (Destination of Leavers Survey);
- £50million (₱2.6billion) spent on student and staff facilities in the past five years
- Designated as an Ashoka U Changemaker Campus (one of only 22 in the world);
- Shortlisted for UK Times Higher Education 'University of the Year 2013';
- Proposed £330million (₱17billion) campus relocation planned for 2018.

Why Blackboard?

- Introduced in 2002 as best ‘out of the box’ system
- Extended through Blackboard extensions
- Easily linked to 3rd party tools
- Integrated into University systems
- 2012 VLE confirmed a 3 year commitment to remain



The Northampton experience contextualised by the Bb OPM

Blackboard
Online Programme Management™

Planning & Development	Curriculum & Courses	Enabling Technologies	Marketing & Recruiting	Student Support
Vision & Strategy	Programme Design	Solution Design & Development	Market Research	Enrolment & Financial Support
Opportunity & Capabilities Analysis	Academic Training & Development	Learning Management Systems & Partners	Brand & Marketing Strategy	Registration & Orientation Support
Business & Financial Modelling	Instructional Design	Social Learning & Collaboration	Creative Development	24X7 Help Desk
Operations Design & Reporting	Course Development & Delivery	Systems Integration	Promotion & Lead Generation	Retention & Student Success
Management & Governance	Academic Staff Support	Security & Compliance	Admissions Support & CRM	Career Placement

Planning and Development

Planning & Development

CIS (Timetabling)

Marketing

Course info

Mobile web page

Jpg files

Flickr

Youtube

Web team

Staff directory

Events listings

News feeds

Talis integration

Library Systems

Blackboard Learn

LearnTech

THE UNIVERSITY OF NORTHAMPTON

Curriculum and courses

Curriculum & Courses

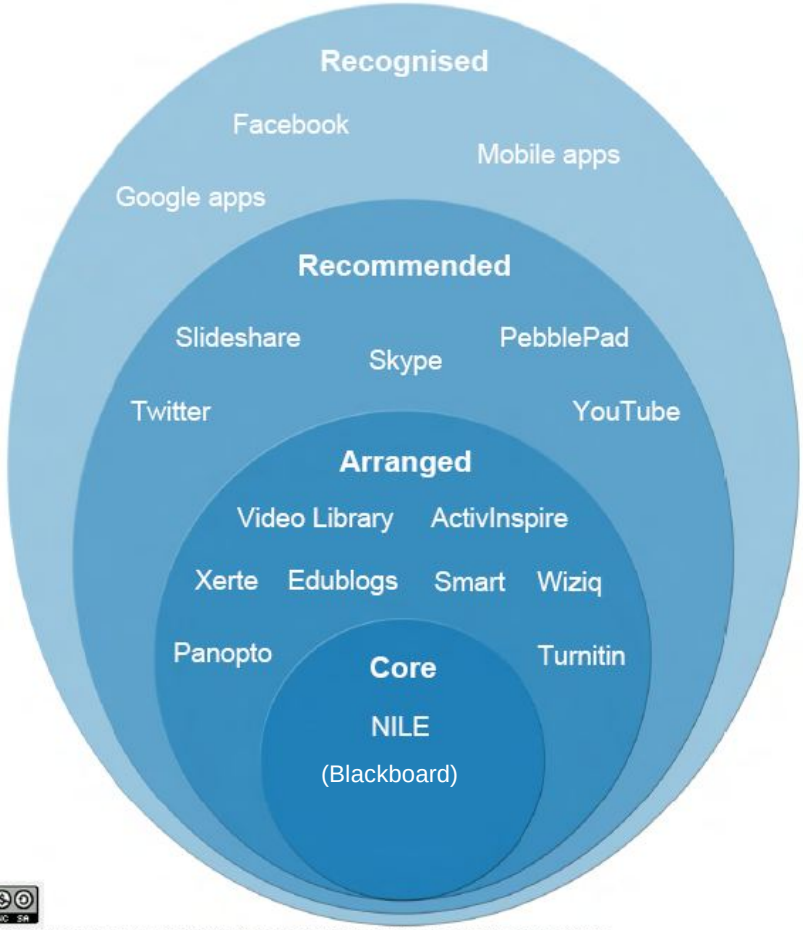
Blackboard / LearnTech Stats (2013):

- 16,189 users on 16,556 courses.
- 278,080 documents taking up 713Gb.
- 1.7m visits per year (8 minutes average)
- 491 staff trained over 138 sessions.
- 613 1:1 meetings with staff.
- 1770 students over 86 sessions.
- 2928 cases solved via email.
- 41 CAIeRO events run over the year.
- Investigating flexible delivery (e.g. Flipped lectures and MOOCs)

Case study on mobile learning

Enabling technologies

Enabling Technologies



Recognised
Staff set up & fund; we watch and learn to spot tech to recommend

Recommended
Staff set up & fund; we help with training and integration with core

Arranged
We set up, integrate & provide training materials; staff choose whether to use

Core
We provide the systems & training, and expect all staff to use them

Adapted from Mark Stubbs' Core Plus model: www.slideshare.net/markstubbs/core-plus-model-for-learning-systems
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Marketing and recruitment

Marketing & Recruiting

Welcome Bienvenida Aloha સ્વાગત Powitanie
Croeso 欢迎 Bienvenu ยินดีต้อนรับ Gaidīts
Benvenuto Selamat datang Fáilte καλωσόρισμα

Welcome

Welcome to [insert SUBJECT here]

Welcome to this template site.
This site contains guidelines about the subject specific information that is recommended to give to applicants. We are also interested in contributions from staff - if you have
including in your own site, please share it here too?

The banner above this message is an example of the type you will need to create.

Brief welcome message, purpose of the site, what students can expect to find, explain navigation

Introductory video

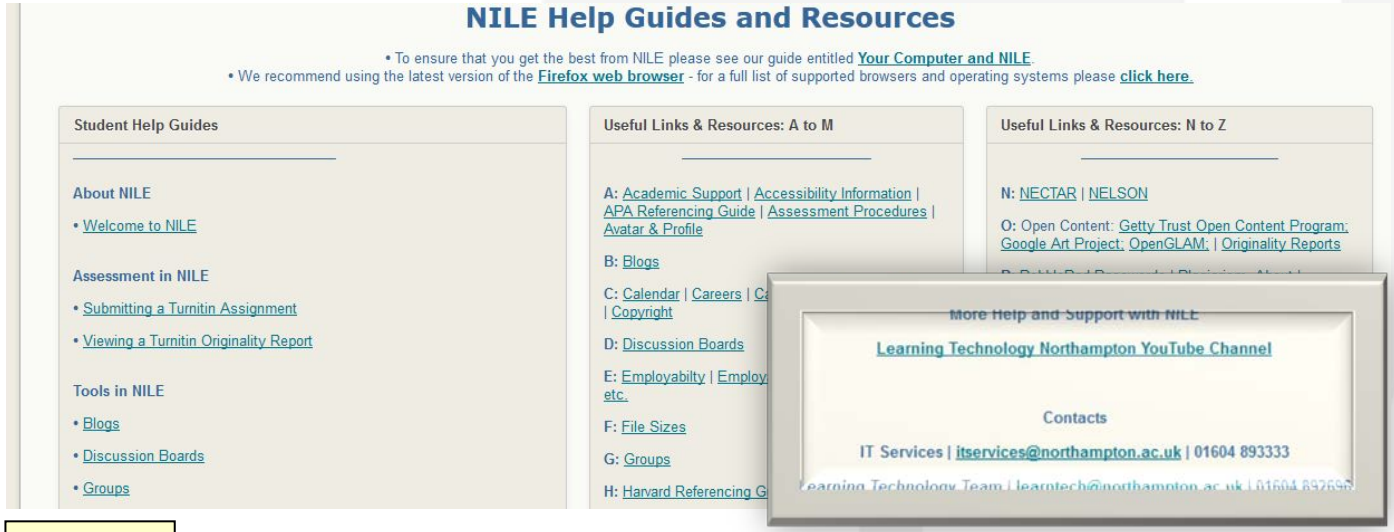
Programme of Study

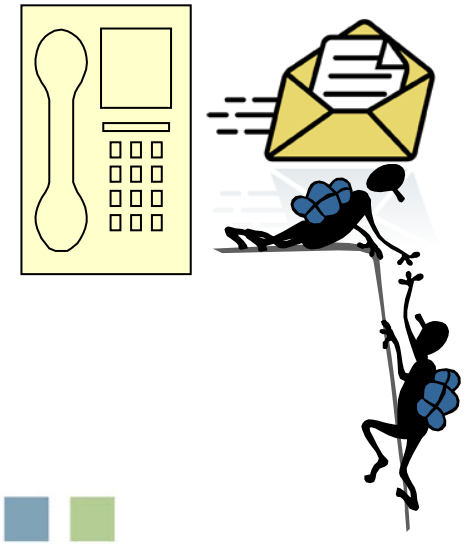
An example layout of the key areas within the course

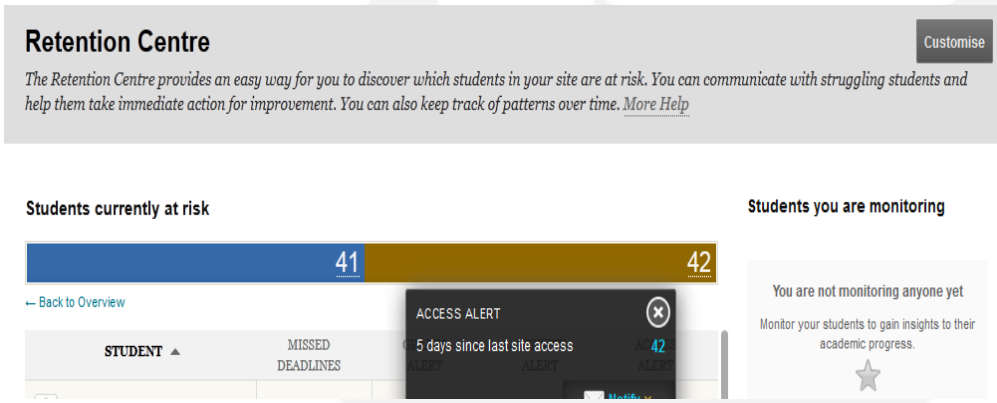
Critical Issues in Business What are the critical themes and pervasive issues in business today?	*Managing Organisational Behaviour* What are the organisational and management processes that I need to understand to be an effective leader?	*Financial Decision Making* What strategic knowledge do I need of accounting, quantitative methods and management information?	*Managing Operations and the Supply Chain* What are the critical factors in operations, supply chain and project management?
Business Research Project What new opportunities or strategic changes are	*Strategic Marketing* How can businesses gain competitive advantage in	*Competitive Strategy and Innovation* What do I need to know to be able to adaptably	*Leadership in a Changing Context:* What leadership skills are required in different

Student Support

Student Support







Top five tips for developing a supportive infrastructure

1. Identify needs (and decide which ones you can meet)
2. Bring together a project team with range of experience
3. Pilot with representative stakeholders
4. Support the rollouts and continuous developments
5. Stay in the loop

Questions?

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References etc.

Useful links

- More about the iNorthampton project: http://www.northampton.ac.uk/mobile

Image credits

- Photography by Rob Farmer, University of Northampton