Adults and Distance Learning
The Potential for Higher Education
· approximately **3 million** students are enrolled in distance teaching universities in Europe (IDEAL - *Distance education offer of European higher education institutions*)

· **29%** of the adult population in OECD countries in Europe have completed tertiary education (*OECD*)
IDEAL

http://idealproject.eu/
IDEAL GOALS
http://idealproject.eu/

- Offer insights on the needs of adult learners to both policy makers and distance education providers;

- Strengthen the social dimension of higher education by better meeting the needs of adult learners;

- Increase the participation of adult learners in higher education through distance education.
IDEAL STUDIES
http://idealproject.eu/

- Study 1: European distance education offer
- Study 2: Enrolled distance education students
- Study 3: Potential distance education students
INCREASING PARTICIPATION IN DISTANCE HIGHER EDUCATION

Target group

Motivation

Barriers
Welcome to DistanceLearningPortal

Distance Learning allows you to get a high quality university education from anywhere in the world, but from the comfort of your home! Improve your education without compromising your job, your family or your personal plans.

DistanceLearningPortal.com is the global information website on online and distance education. Developed with leading universities, it helps you to find and compare distance and online degree programs from different universities around the world.

Interesting Articles

Advantages of Distance Learning Programs
Distance learning is experiencing an amazing growth in popularity among students working full-time. Find out how it can benefit your personal development.

Is Distance Learning for you?

Entering the Job Market with your Distance Degree

Still looking to study a Masters this year?
And one easy way to test it.

Universities in the spotlight

Bologna Business School / University of Bologna
Bologna, Italy

Alma Graduate School becomes the Foundation of the University of Bologna, with a new name: Bologna Business School, this strengthening its...
DistanceLearningPortal.com

3,000 listed programmes (EU)

200,000 prospective distance learning students per month

launched in 2012
DistanceLearningPortal.com

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M.Sc. Marketing (online)

Online 2 years

University of Roehampton, London Online, United Kingdom

Many marketers lack the new media skills that modern businesses demand. Successful professionals need a flexible, agile approach grounded in both the online and the offline marketing environment, including social media, web and digital channels, to execute successful marketing campaigns. This online MSc in Marketing provides a holistic understanding of the field built on a practical knowledge of current trends and how to harness them.

Description of Marketing

There is a crucial need for fresh talent in the rapidly changing field of marketing. Demand for marketing managers is expected to grow significantly over the next few years, as businesses face up to the increasing demands of customers and clients, and more intense competition.

Many marketers lack the new media skills that modern businesses demand. Successful professionals need a flexible, agile approach grounded in both the online and the offline marketing environment, including social media, web and digital channels, to execute successful marketing campaigns. This online MSc in Marketing provides a holistic understanding of the field built on a practical knowledge of current trends and how to harness them.

You can find more information about this programme on the programme website.

University of Roehampton, London Online, United Kingdom

The University of Roehampton, London has been providing quality education through its colleges for more than 170 years. Today, the University continues its tradition of excellence by providing working professionals around the world with access to high-quality online masters degrees.
DISTANCE EDUCATION OFFER IN EUROPE

Source: Distance Education in European Higher Education - The Offer
Portal information: 1,700 distance learning programmes and courses within Europe
Demand and offer in distance education

Offer and interest of different disciplines in distance learning

Source: Upcoming research report

Data based on DistanceLearningPortal.com – 9 million page views and 750,000 log information about student browsing behavior and offered programmes.
Yes, mainly face-to-face education but in addition some DE
Yes, distance education and face-to-face education
Yes, distance education only
No, no distance learning offered

Source: Distance Education in European Higher Education - The Offer Survey – 167 leaders of Higher Education institutions
Universities Expectation for Distance Education Enrolment of ADULTS

- 1% Will Fall a Lot
- 8% Will Fall Somewhat
- 15% Will Not Change that Much
- 61% Will Rise to Some Extent
- 15% Will Rise Sharply

Source: Distance Education in European Higher Education - The Offer Survey – 167 leaders of Higher Education institutions
THE DISTANCE EDUCATION STUDENT PROFILE

Potential Students

- Older than traditional students
- Working (51.75%)
- Have a higher education degree
  - 83.41% bachelor degree
  - 31.66% master’s degree

Enrolled Students

- Older than traditional students
- Working (70%)
- Have a higher education degree
  - 30.65% bachelor degree
  - 11.29% a master’s degree

Source: Upcoming report
Survey – 427 potential students (DistanceLearningPortal.com visitors)

Source: Social profile of adults enrolled in distance education
Survey – 1,773 students enrolled in distance education programmes (survey sent via HEIs and IDEAL mailing list)
**MOTIVATIONS**
for Studying at a Distance

- **30%** Easier to Combine with My Job
- **21%** Allows to Study at My Own Pace
- **19%** Allows to Study without Leaving My Home
- **16%** Easier to Combine with Family Duties
- **14%** Costs Less

Source: Upcoming research report

Survey – 427 potential students (DistanceLearningPortal.com visitors)
BARRIERS TO ENTER DISTANCE EDUCATION

**BARRIERS for Studying at a Distance Education Programme**

- **54%** Funding
- **18%** Time
- **15%** Recognition of Prior Qualifications
- **5%** Distance Education Technology
- **4%** Language of the Programme
- **4%** Other

*Source: Upcoming research report*

Survey – 427 potential students (DistanceLearningPortal.com visitors)
FUTURE DEVELOPMENTS IN DISTANCE EDUCATION POLICY

- Finland – no separate open or distance teaching universities
- Greece – mentioned with “Education and Lifelong Learning” policy
- Hungary – no DE on Master level; no laws mentioning e-learning
- UK – laws that indirectly influence DE (QA framework)
FUTURE DEVELOPMENTS IN DISTANCE EDUCATION

RECOGNITION OF PRIOR LEARNING

- Finland – status of degree student can be obtained after pursuing courses in open university
- Germany – highest degree from the school system, or degree from vocational sector; recognition of degree from vocational training
- Greece – graduation from secondary education; no systematic procedure for recognition of prior learning or work experience
- Hungary – school leaving examination certificate and enough entry points; no alternative admission; no systematic procedure for recognition of prior learning or work experience
- UK – “access diplomas” programmes; recognition of credit transfer from equivalent level of study elsewhere; accreditation of (prior) experiential learning
FUTURE DEVELOPMENTS IN DISTANCE EDUCATION

TEACHER RECRUITMENT AND SUPPORT

- Implement teaching methods appropriate for the needs of adult learners in higher education

- Shift towards student-centered teaching modes that support adult learner’s autonomy and self-direction (especially with regards to putting theoretical knowledge into practice)

- Continuous teacher support for Distance HE students and empathetic dialogue
• Lack of core grant funding for distance HE students

• One of the biggest barrier to Distance HE

• Good examples
  • Open University of Catalonia (SP)
  • Open University of Cyprus (CYP)
  • Hellenic Open University (GR)
  • International Telematic University (IT)
  • University of Latvia
FUTURE ACTIONS

- Respond to a wide range of different needs of enrolled and potential distance education students
- Increase flexibility of the distance education offer
- Remove regulative barriers and develop standard procedures on RPL
- Inform adult learners of access to alternatives
- Improve funding methods and financial support for HE for adults internationally
- Facilitate learning for adult students in distance HE
MAJOR CHALLENGES FOR DISTANCE EDUCATION

- Concrete national policy framework
- Recognition of prior learning and alternative access routes
- Targeted support to teachers by their university
MAJOR CHALLENGES FOR DISTANCE EDUCATION

- **Counselling** and support to learners (incl. ICT support and interaction opportunities)
- Alternative **funding** opportunities
- Transparency of **information** to potential students
July 4, 2015 – ECE 2015 Brighton, UK

October 29 & 30, 2015 – EADTU 2015 Hagen, Germany
GET IN TOUCH

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