On-line or on-site?

Future Challenges for Higher Education

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Role of Education – Higher Education
Current Challenges
Digital Trends in Education
Digital Transformation at WU
In Austria: education as public good

Highly differentiated system

Access to education most important source for (in)equality

“Education is the most powerful weapon we can use to change the world.” (Nelson Mandela, 2003)
Current Challenges

- Severe basic deficits of learners (e.g. WDR 2018)
- Reputation of schools/formal education
- Lack of public discussion on role of education and how to update educational systems
- Competition of private and public educational institutions
- Higher Education impacted by school systems (social divide)
- Budgetary frameworks in HE (cost or investment?)
- New type of students
- High (also international) competition among HE institutions
- Role of digitalization (MOOCs, blended learning, ...)
- .....
## Digital Trends in Education

### New forms of learning
- Online education of basic knowledge (Platforms)
- Application/Reflection on-site (face-to-face)
- New learning settings: Blended Learning, Virtual Reality

### Feedback-culture
- Normally one-directional
- Not in realtime
- Role of teachers: mentors, role models
- Feedback to publishers: Interactive e-books

### Individualized education
- Learning material and -process designed individually
- Example 1: Software “Carnegie Learning”
- Example 2: „School of One“ customized playlist of subjects

### Trends at universities
- Multi-disciplinary approaches, e.g. Data Science, AI
- Transformation of society needs new competences
- Which content to teach?
Digital Transformation at WU

WU in a nutshell:

22,000 students (47% females, 27% international)  
~ 1,000 exchange students/year  
240 international partner-universities

Study programs in German and English (BA, MA, Dr./PhD)  
Executive Education Program

1 Campus WU with 100,000m² and state-of-the-art technology

Digital services:

WU in general
- Revised Homepage  
- Many services in Intranet  
- Social media  
- Facebook

students
- Course admin  
- Online data collection  
- Master Online application  
- learn@wu  
- New projects: e-assessment and counselling

research
- Research documentation FIDES  
- Publication Repository (ePub)  
- Activity Reports
Digitalization Strategy at WU

- A Digitalization Strategy has qualitative Objectives, e.g.
  - New methods/media
  - Individualized learning processes
  - Availability of tools for using big data
  - State of the Art Admin

- A Digitalization Strategy needs
  - Essential change of culture
  - Active design
  - Participation of stakeholders
  - Open innovation (external Know-how)

- Steps to a Digitalization Strategy
  - Sourcing: Identifying initial projects
  - Evaluation: of these initiatives
  - Selection: priority setting according to added value for target groups
Thank you for your attention!

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