

How Stanford will serve Corporate eLearning Needs in the Future

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Future Corporate *eLearning* Needs?

- ◆ **Providing** Ongoing, Continuous Education & Renewal
 - ◆ Training
 - ◆ ...Coaching, Fluid Boundaries?
- ◆ **Redefining** eLearning Techniques, Innovation

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Stanford Executive & Professional Education

TODAY -->

...FUTURE?

Graduate School of Business

Stanford Sloan Program

General Management Programs

Specialized Programs

School of Engineering

Stanford Center for Professional Development

Stanford Online

Continuing Education [including Graduate Degree and Non Degree Credit Courses and Stanford Instructional Television Network (SITN)]

Professional Education (including Non Degree Short Courses)

Stanford Law School

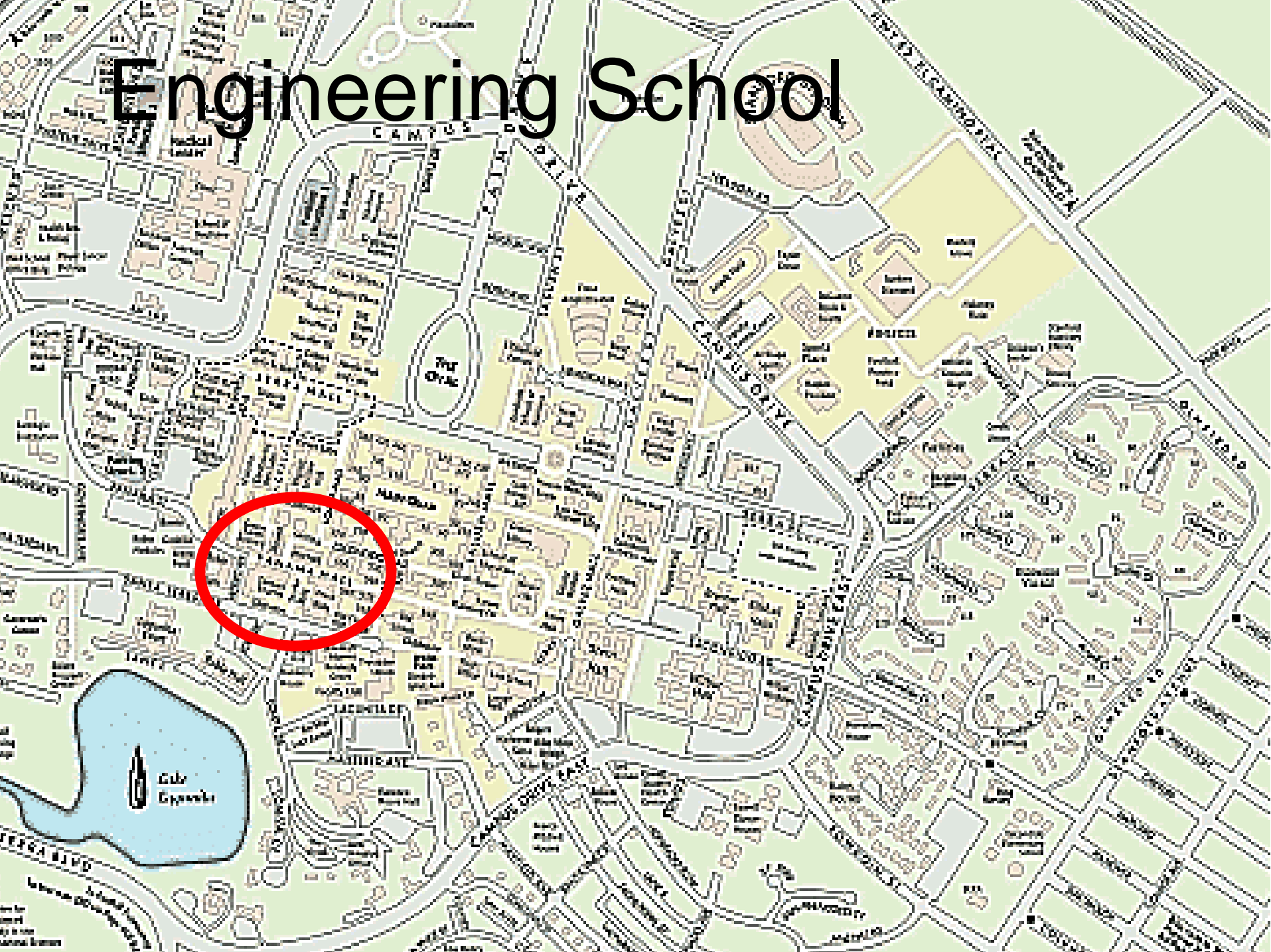
Executive Education Programs

Stanford Professional Education

Stanford Professional Education offers a full range of courses for the business professional, as well as publishing conferences and executive videos.

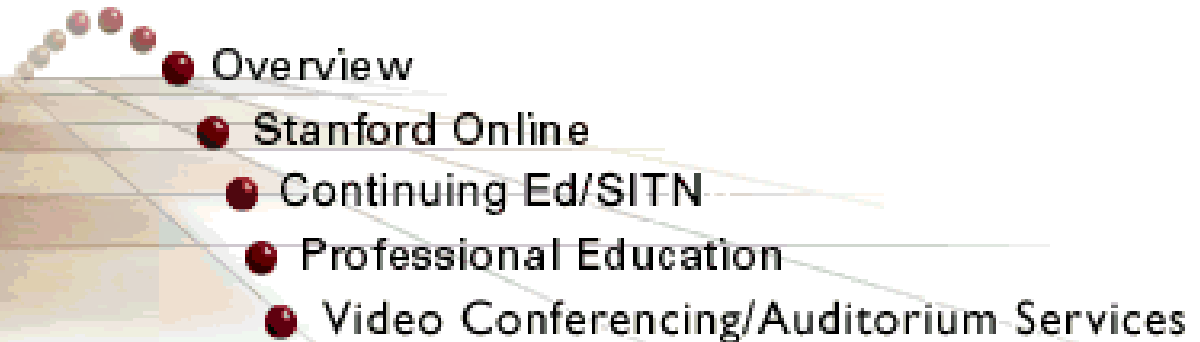
Continuing Studies Program

Engineering School



A new degree of learning:

Stanford on demand



◆ 1994: eLearning Pioneer

- ◆ Stanford Online: "Most Significant Advancement in Distance Learning for 1997" U.S. Distance Learning Association.

◆ Single Largest Distance Education Provider.

- ◆ 250+ engineering courses
- ◆ 200+ corporate sites
- ◆ 5,000+ students



Stanford Online



Character-based Trees

[Online Chat](#) [Discussion Forum](#)
[Trouble Ticket](#) [Course Homepage](#)

Character-based trees

Rows = objects
 Columns = traits

1 = object has trait (character)
 0 = object does not have trait

Object has all traits on path from the root.

	1	2	3	4	5
A	1	1	0	0	0
B	0	0	1	0	0
C	1	1	0	0	1
D	0	0	1	1	0
E	0	1	0	0	0

```

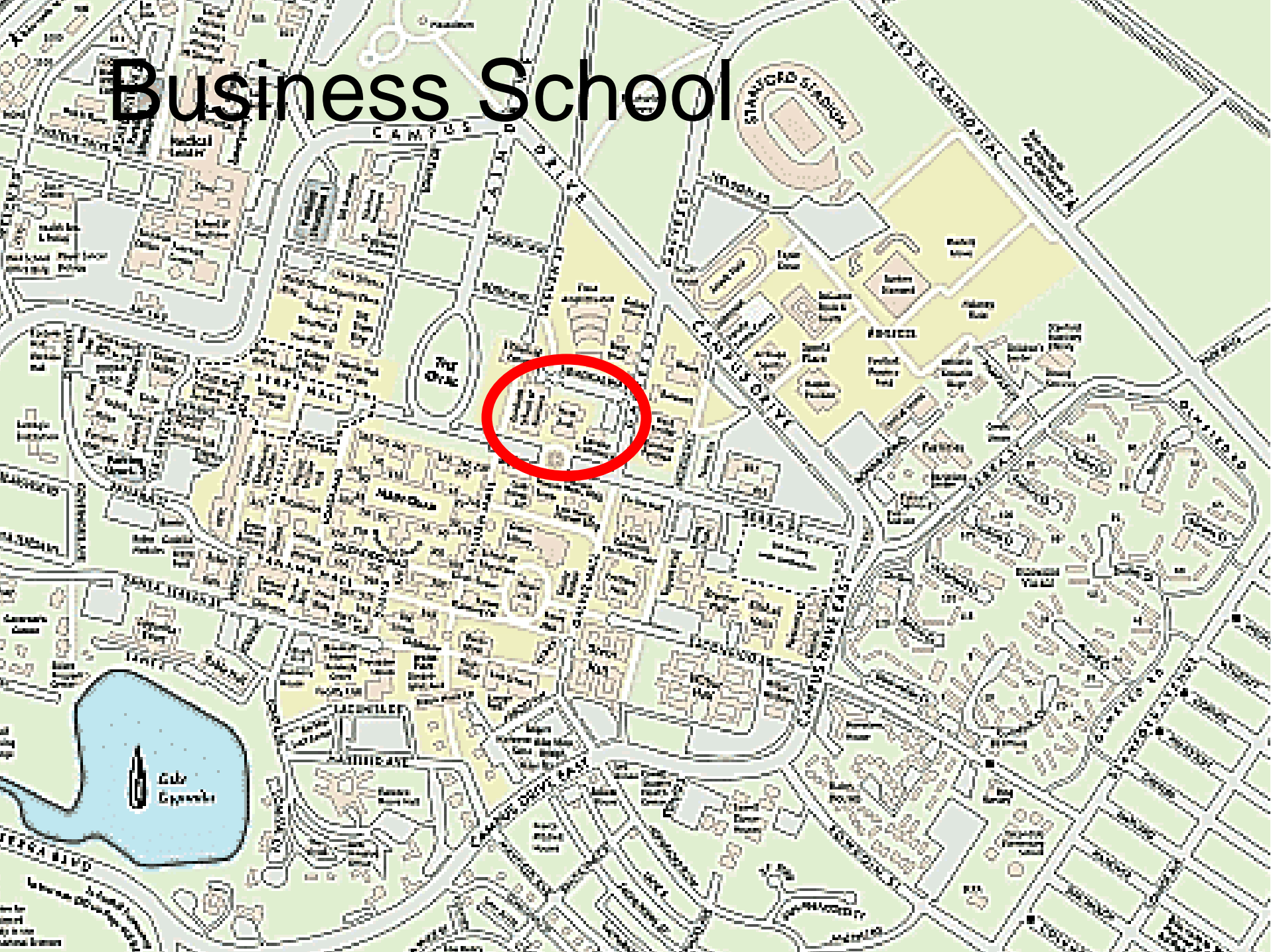
      graph TD
      1 --- 3
      1 --- 2
      3 --- 4
      3 --- B
      2 --- E
      2 --- 1_2
      1_2 --- A
      1_2 --- 5
      5 --- C
      style 1 fill:none,stroke:none
      style 1_2 fill:none,stroke:none
    
```



Lifelong eLearning for Engineers

- ◆ **new pedagogies for new markets**
 - ◆ engineers: high pain threshold (40 hours video on web)
 - ◆ managers: low pain threshold
 - ◆ challenge = **just-in-time learning**
 - ◆ challenge = **online schmoozing**
- ◆ **new customer relationships: 40 year degree**
 - ◆ engineers need re-education every 1.5 years
- ◆ **new marketing: experiments with portals, vortals**
 - ◆ basic technology is in place
 - ◆ **vertical marketing**

Business School





- ◆ **Growth through Distance Learning**
 - ◆ currently: multi-week residency, conferences
 - ◆ future: eLearning multi-company programs and conferences
 - ◆ online + face to face

- ◆ **Growth Through Partnerships**
 - ◆ deals or talking-to UNext, Quisic, Pensare
 - ◆ not developing their own platform

Need #1: Ongoing, Continuous Education & Renewal ??

◆ **Slow! Protecting the Brand**

◆ Quality, not Quantity:

- ◆ “Stanford” degree loses value if everyone has it

◆ Stay “elite”

- ◆ Primary Mission: Teaching & Research
- ◆ unless....other “elite’s” do it
- ◆ unless...outside people might beat us at it

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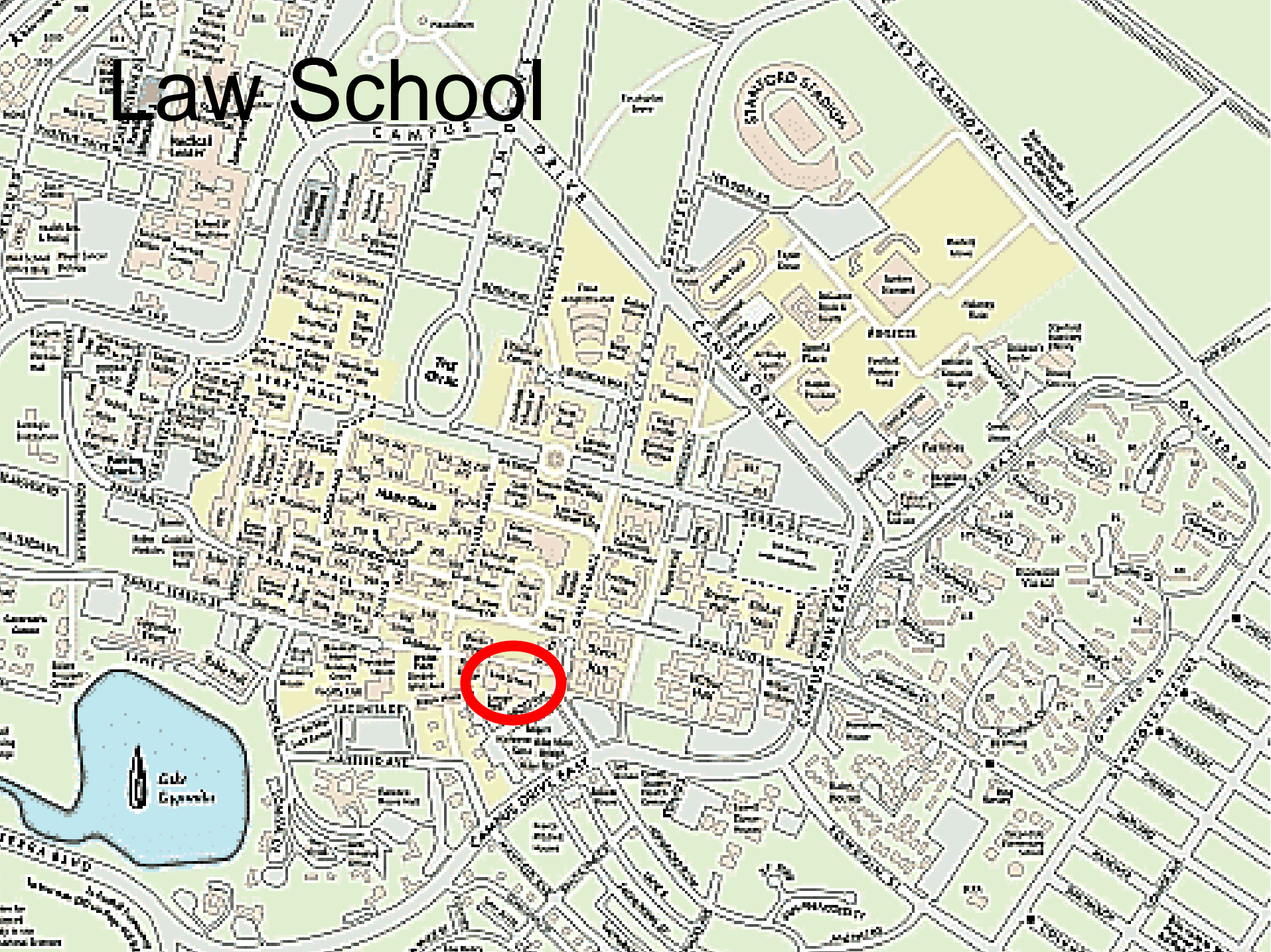
◆ **Go! Vertical, vertical, vertical**

- ◆ Stanford University = many discrete businesses (schools) and entrepreneurs (faculty)

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Law School



Law School

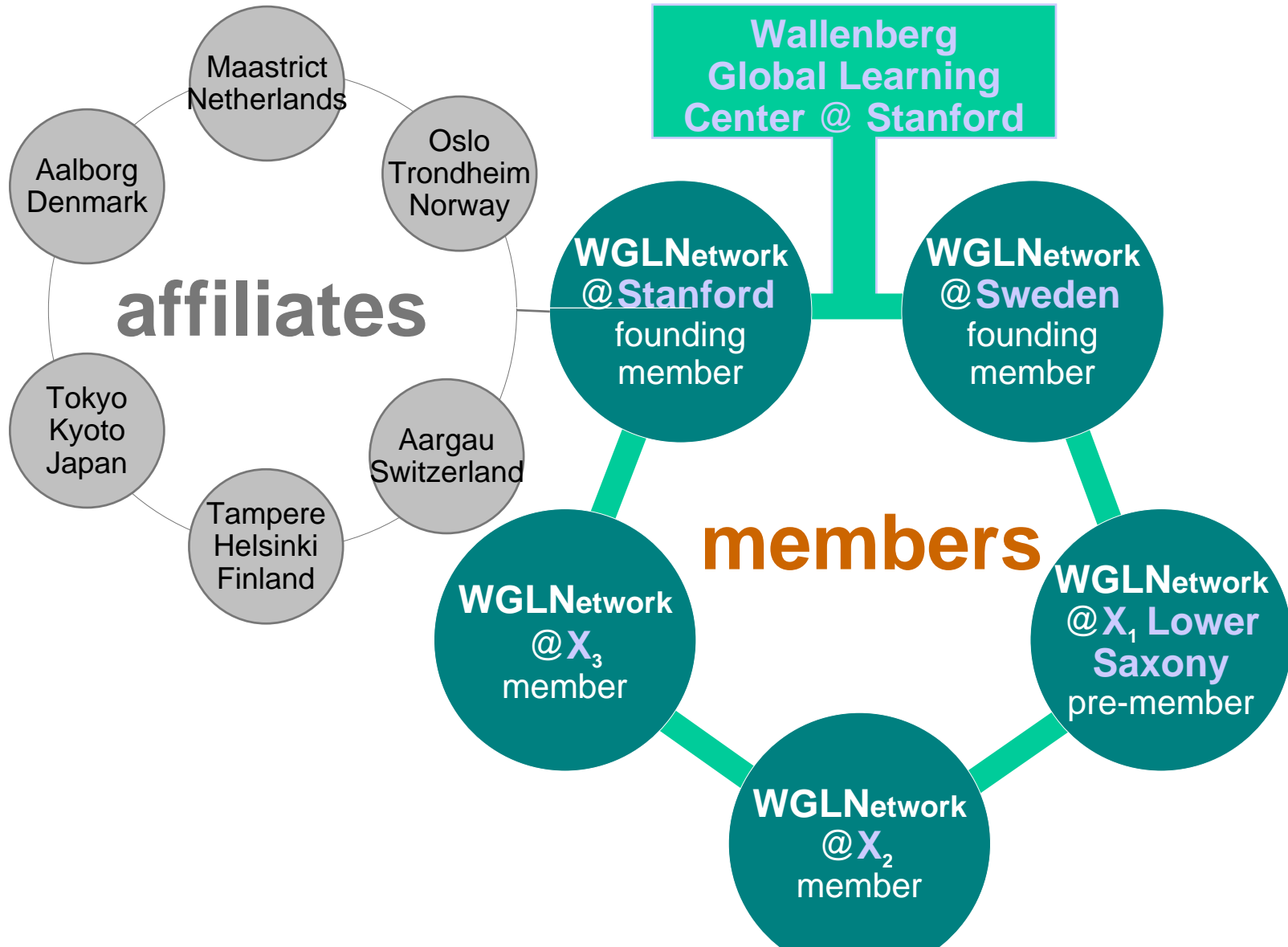


- ◆ **Stanford as Testbed**
 - ◆ Wireless Alliance (Sun, Cisco, Sprint, Nokia...)
 - ◆ WAP, Palm, mobile phone exploration
- ◆ **Considering: Distance Continuing Studies**
 - ◆ real audio capture
 - ◆ video capture and indexing
 - ◆ (next generation) SCPD-like delivery

Learning Lab: distributed collaborative mobile learning innovation

- ◆ **design, build and manage the University of the Future**
 - ◆ **start-up years of experimentation across the campus:** 1998-2000
 - ◆ **one-time design-build phase to create Wallenberg Hall:** 2000-2002
 - ◆ **continuous evolutionary laboratory phase:** 2002-X
- ◆ **design, build and manage the Learning-X Vortal**
 - ◆ **start-up year for test-bed portal studies:** 2000-2001
 - ◆ **aggregate e-learning vortal tools and services:** 2001-2003
 - ◆ **continuous aggregation of meta-vortal capacity:** 2003-X
- ◆ **design, build and manage the Wallenberg Global Learning Center & Network**
 - ◆ **start-up years with Swedish Learning Lab:** 2000-2001
 - ◆ **aggregate WGLNetwork members and project partners:** 2001-2003
 - ◆ **continuous global capacity development and outreach:** 2003-X

wallenberg global learning center and network _ affiliates



mobile learning

**learning vs.
technology vs.
fragmented attention**

**a proof of concept experiment
in 3 parts**