This work has been submitted to NECTAR, the Northampton Electronic Collection of Theses and Research.

Conference or Workshop Item

Title: The strategic development of Enterprise Learning Technology at The University of Northampton

Creators: Howe, R.


Version: Presented version

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

<table>
<thead>
<tr>
<th>Planning &amp; Development</th>
<th>Curriculum &amp; Courses</th>
<th>Enabling Technologies</th>
<th>Marketing &amp; Recruiting</th>
<th>Student Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business &amp; Financial Modelling</td>
<td>Instructional Design</td>
<td>Social Learning &amp; Collaboration</td>
<td>Creative Development</td>
<td>24X7 Help Desk</td>
</tr>
<tr>
<td>Operations Design &amp; Reporting</td>
<td>Course Development &amp; Delivery</td>
<td>Systems Integration</td>
<td>Promotion &amp; Lead Generation</td>
<td>Retention &amp; Student Success</td>
</tr>
<tr>
<td>Management &amp; Governance</td>
<td>Academic Staff Support</td>
<td>Security &amp; Compliance</td>
<td>Admissions Support &amp; CRM</td>
<td>Career Placement</td>
</tr>
</tbody>
</table>
Planning and Development

Web team
- Course info
- Staff directory
- Events listings
- News feeds

CIS (Timetabling)
- Mobile web page

Marketing
- Jpg files
- Flickr
- Youtube

Library Systems
- Talis integration

LearnTech
- Blackboard Learn
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 CAleRO events run over the year.
• Investigating flexible delivery (e.g. Flipped lectures and MOOCs)

Case study on mobile learning
Enabling technologies

- **Core**
  - NILE (Blackboard)
- **Arranged**
  - Panopto
  - Turnitin
  - Xerte
  - Edublogs
  - Smart
  - Wiziq
- **Recommended**
  - Skype
  - PebblePad
  - YouTube
  - Slideshare
- **Recognised**
  - Facebook
  - Mobile apps
  - Google apps

**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/markstubs/core-plus-model-for-learning-systems

This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported License.
Marketing and recruitment

Welcome
Bienvenida  Aloha  স্বাগত  Powitanie  Croeso  欢迎  Bienvenu  श्रेयस  Gaidîts  Benvenuto  Selamat datang  Fáilte  καλωσόρισμα

Welcome
Welcome to [insert SUBJECT here]

Welcome to the template site.
The 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
Study Skills Promo Video - Lisa Hanson | The Uni

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 adaptability

Leadership in a Changing Context
What leadership skills are required in different
# Student Support

## NILE Help Guides and Resources

- To ensure that you get the best from NILE please see our guide entitled *Your Computer and NILE*.
- We recommend using the latest version of the Firefox web browser - for a full list of supported browsers and operating systems please click here.

<table>
<thead>
<tr>
<th>Student Help Guides</th>
<th>Useful Links &amp; Resources: A to M</th>
<th>Useful Links &amp; Resources: N to Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>About NILE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Welcome to NILE</td>
<td>A: Academic Support</td>
<td>Accessibility Information</td>
</tr>
<tr>
<td>Assessment in NILE</td>
<td>B: Blogs</td>
<td>B: N: NECTAR</td>
</tr>
<tr>
<td>• Submitting a Turnitin Assignment</td>
<td>C: Calendar</td>
<td>Careers</td>
</tr>
<tr>
<td>• Viewing a Turnitin Originality Report</td>
<td>D: Open Content</td>
<td>Getty Trust</td>
</tr>
</tbody>
</table>

## Retention Centre

The Retention Centre provides an easy way for you to discover which students in your site are at risk. You can communicate with struggling students and help them take immediate action for improvement. You can also keep track of patterns over time. More Help

### Students currently at risk

| 41 | 42 |

- Back to Overview

### Students you are monitoring

- You are not monitoring anyone yet.
  - Monitor your students to gain insights into their academic progress.
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?

Contact details:
Rob Howe

Rob.Howe@northampton.ac.uk
+44 1604 892483
Linkedin - http://uk.linkedin.com/pub/rob-howe/5/a14/b26
Twitter - @rjhowe
References etc.

Useful links

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

Image credits

- Photography by Rob Farmer, University of Northampton