Institutional Benefits and Innovations From Sharing Content: From Open to Opportunity

WORLD CONFERENCE ON HIGHER EDUCATION: The New Dynamics Of Higher Education Paris, July 5-8 2009

Gary W. Matkin, Ph.D., University of California, Irvine Stavros P. Xanthopoylos, Ph.D., Fundação Getulio Vargas
University of California, Irvine

- UC Irvine is part of the UC system which includes UC Berkeley and UCLA
- Enrolls 27,000 students
- Started its OCW initiative and launched OCW Web site in November 2006
  - 1st west coast university and UC campus to join OCWC
- Has 25 OCW courses posted to its OCW site
- Major involvement in the OCW movement
Courses

UCI OpenCourseWare

- Capital Markets (NIRI)
- CSET Mathematics I: Algebra
- CSET Mathematics II: Geometry, Probability and Statistics
- CSET Mathematics III: Trigonometry and Calculus
- CSET Science Subtest I: Astronomy
- CSET Science Subtest I: Earth Resources
- CSET Science Subtest I: Electricity and Magnetism
- CSET Science Subtest I: Forces and Motion

Learn more about UC Irvine Extension’s Instructor-Led Online Certificate Programs
Fundação Getulio Vargas

- Brazil’s largest non-governmental provider of distance learning
- Nonprofit foundation
- 28,000 online students
- Started its OCW initiative in July 2008
- First institution to provide open content in Portuguese
- Currently offers four OCW courses
Cursos gratuitos

A Fundação Getulio Vargas é a primeira instituição brasileira a ser membro do OCWC (Open Course Ware Consortium), o consórcio de instituições de ensino de diversos países que oferecem conteúdos e materiais didáticos de graça pela internet. O FGV Online disponibiliza quatro cursos: Recursos Humanos, Ética, Diversidade nas Organizações e Ciência e Tecnologia. A carga horária de cada programa é de 15 horas. Para ter acesso aos cursos, veja as opções abaixo.

→ Diversidade na Organização
→ Ciência e Tecnologia
→ Ética
→ Recursos Humanos

Depoimentos

“Nunca tinha feito um curso a distância, conheci os cursos gratuitos do FGV Online no OCWC fazendo u…”

Juarez Coelho - Professor -
→ veja mais depoimentos

Últimas Notícias

FGV Online no Jornal Nacional
→ veja mais notícias
Benefits of the Partnership

- Free sharing of content resulted in new, localized, program for Brazilian students
As Miller's "The History of Training" makes clear, approaches toward training personnel have changed substantially over the past half-century or so.

» Click each decade to see how training has evolved from the 1950s to the 1990s:

- Basic training courses were conducted which included shorthand, typing, sales training and several technical and professional skills.

- Evaluation played a very small role.

- Corporate training programs offered business games, “In-basket” exercises, decision-making simulations, and role playing.
As formas de treinamento de pessoal mudaram muito nos últimos 50 anos...

Veremos, a seguir, sob o aspecto cronológico, como ocorreram essas mudanças.
Benefits of the Partnership

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- Initial sharing led to more openness and sharing
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- Highly favorable press coverage
Brazil's FGV Joins University of California to Offer Free Online Course

Written by Newsroom
Sunday, 27 July 2008

Brazil's Fundação Getulio Vargas Foundation (FGV) has partnered with UC Irvine Extension, the continuing education arm of the University of California, Irvine, to offer free online courses in Portuguese. Through the partnership, FGV, a nonprofit higher education institution based in Brazil, will hold the courses online.

The two new courses are related to training and human resources development. They will be available to all learners at no cost.

UC Irvine Extension and FGV present “Ethics in Portuguese” and “Training and Human Resources Development” at no cost to learners.

The courses will be available starting in the fall of 2008.
Benefits of the Partnership

- Free sharing of content resulted in new, localized, program for Brazilian students
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- Highly favorable press coverage
- Dramatically increased Web site traffic
### Huge Results

<table>
<thead>
<tr>
<th>FGV</th>
<th>UC Irvine</th>
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<tbody>
<tr>
<td>- <strong>700,000+</strong> visits to FGV OCW site since launch in July 2008</td>
<td>- Over 46,000 visitors have come to the UCI from the FGV site</td>
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<td>- 20,000 visits in 1st ten days of course “Live” date</td>
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<td></td>
<td>- Of 20,000 visits to UCI OCW site</td>
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<tr>
<td></td>
<td>◦ 16,000 from Brazil</td>
</tr>
<tr>
<td></td>
<td>◦ 4,000 from United States</td>
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</table>
21% of UCI OCW Web site visitors come from FGV

- Direct Traffic: 57,518
- From FGV: 46,047
- From UCI OCW Home Page: 29,056
- From OCWC: 11,444
- From Google: 10,457
Benefits of the Partnership

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- Dramatically increased Web site traffic
- Sharing spurs innovation
FGV Certificate of Completion

- Visited the Course: 701,465
- Filled the Online Form: 242,628
- Finished Course and Printed Certificate: 127,706
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- Builds fee-paying audiences
OCW Generates Fee-Based Enrollments

- OCW is a powerful marketing tool generating revenue for both UCI and FGV Fee-Based CE programs and courses

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<thead>
<tr>
<th></th>
<th>UCI</th>
<th>FGV</th>
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<tbody>
<tr>
<td>Enrollments</td>
<td>84</td>
<td>786</td>
</tr>
<tr>
<td>Revenue</td>
<td>$56,317.50</td>
<td>$215,000</td>
</tr>
<tr>
<td>Average Revenue per Enrollment</td>
<td>$670.45</td>
<td>$273.53</td>
</tr>
</tbody>
</table>
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- Huge opportunities for service and extramural funding
<table>
<thead>
<tr>
<th>Project</th>
<th>Audience</th>
<th>Funder</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSET Math</td>
<td>K-12 CA Teachers</td>
<td>Hewlett Foundation</td>
<td>$220,000</td>
</tr>
<tr>
<td>CSET Science</td>
<td>K-12 CA Teachers</td>
<td>Hewlett Foundation</td>
<td>$150,000</td>
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<tr>
<td>PFP</td>
<td>Self Learners</td>
<td>CFP Board</td>
<td>$27,000</td>
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<tr>
<td>PFP Spanish</td>
<td>Spanish-speaking self learners</td>
<td>CFP Board</td>
<td>$20,000</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Subtotal</strong></td>
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<tr>
<td>OER Support</td>
<td>OER Movement</td>
<td>Hewlett Foundation</td>
<td>$313,000</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td><strong>TOTAL</strong></td>
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Benefits of the Partnership

- FGV’s mission includes democratizing quality content to the whole country and to Brazilians abroad, with really positive results.
Benefits of Partnership to Your Institution

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- Highly favorable press coverage
- Dramatically increased Web site traffic
- Sharing spurs innovation
- Builds fee-paying audiences
- Huge opportunities for service and extramural funding
Download presentation at slideshare.net/garymatkin

For more information, visit ocw.uci.edu or www5.fgv.br or email Kathy Tam at kstam@uci.edu