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F U N D A Ç Ã O
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OCW and Educational Commerce

Rethinking the North-South Relationship in the Americas

Connexions Conference 2009. OCWC Regional Meeting

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A Partnership Spanning Nations and Cultures

A Partnership Spanning Nations & Cultures



- Partnership for OCW and academic programs
- Sharing and republishing of OCW content
- Translation and “localizing” of content developed in U.S., adapted to Brazilian experience
- Sharing of content from Southern hemisphere to Northern

A Partnership Spanning Nations & Cultures



- Innovation from Brazil which might be adopted elsewhere to intensify use of OCW
- Institutional benefits gained from PR and OCWC membership
- Benefits from OCW that can accrue to academic programs in terms of exposure and traffic

Decade Long Partnership

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- Over 26,000 face-to-face students
- 4,000 online enrollments
- Ranked 12th among the nation's best public universities



FUNDAÇÃO
GETULIO VARGAS

- Brazil's largest non-governmental provider of distance learning
- Nonprofit foundation
- 26,000 online students
- Public Administration, Business, Economics, Law

FGV and UCI Before OCW

- The Beginning

- FGV partner Strong Consultancy is UCI partner for English language programs
- FGV Online integrated UCI Project Management program as MBA module
- FGV Online translated and localized six UCI courses
 - Added content and cases

FGV and UCI Before OCW

- Working Together

- FGV Online and UCI Distance Learning Center produce online courses that:
 - Contain multimedia elements
 - Are instructionally designed
 - Beyond syllabi and PowerPoints
 - Embed textual instructional narrative
- Nonetheless, conversion is an extensive effort!

Our OCW Partnership

Este curso foi estruturado de tal forma que você consiga realizá-lo em 2 horas.

O curso é composto por 5 unidades.

- Unidade 1 - Imagem
- Unidade 2 - Comunicação e tecnologia: o estilo de vida sem fronteiras;
- Unidade 3 - Narciso e a ética;
- Unidade 4 - Saúde, higiene e segurança;
- Unidade 5 - Uma rotina de boas maneiras.



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Huge Results



- 173,000+ visits to FGV OCW site
- Over 18,000 students have completed courses and printed certificate of completion



- 20,000 visits in 1st ten days of course “Live” date
- Of 20,000 visits to UCI OCW site
 - 16,000 from Brazil
 - 4,000 from United States
 - Over 45,000 visitors have come to the UCI from the FGV site

FGV adere à rede de cursos gratuitos

Ética e recursos humanos são os primeiros temas disponíveis

Brazil's FGV Joins University of California to Offer Free Online Course

Written by Newsroom

Sunday, 27 July 2008



Brazil's Fundação Getúlio 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 organization, will offer two free online courses in Portuguese: "Ethics in Portuguese" and "Training and Human Resources Development" at no cost to learners.

The two new courses, "Ethics in Portuguese" and "Training and Human Resources Development" at no cost to learners.



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UC Irvine Extension Partners with Fundacao Getulio Vargas (FGV) of Brazil to Offer...

Thu Jul 24, 2008 12:15pm EDT

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UC Irvine Extension Partners with Fundacao Getulio Vargas (FGV) of Brazil to Offer Free Online Courses

UC Irvine Extension and FGV Present "Ethics in Portuguese" and "Training and Human Resources Development" at No Cost to Learners

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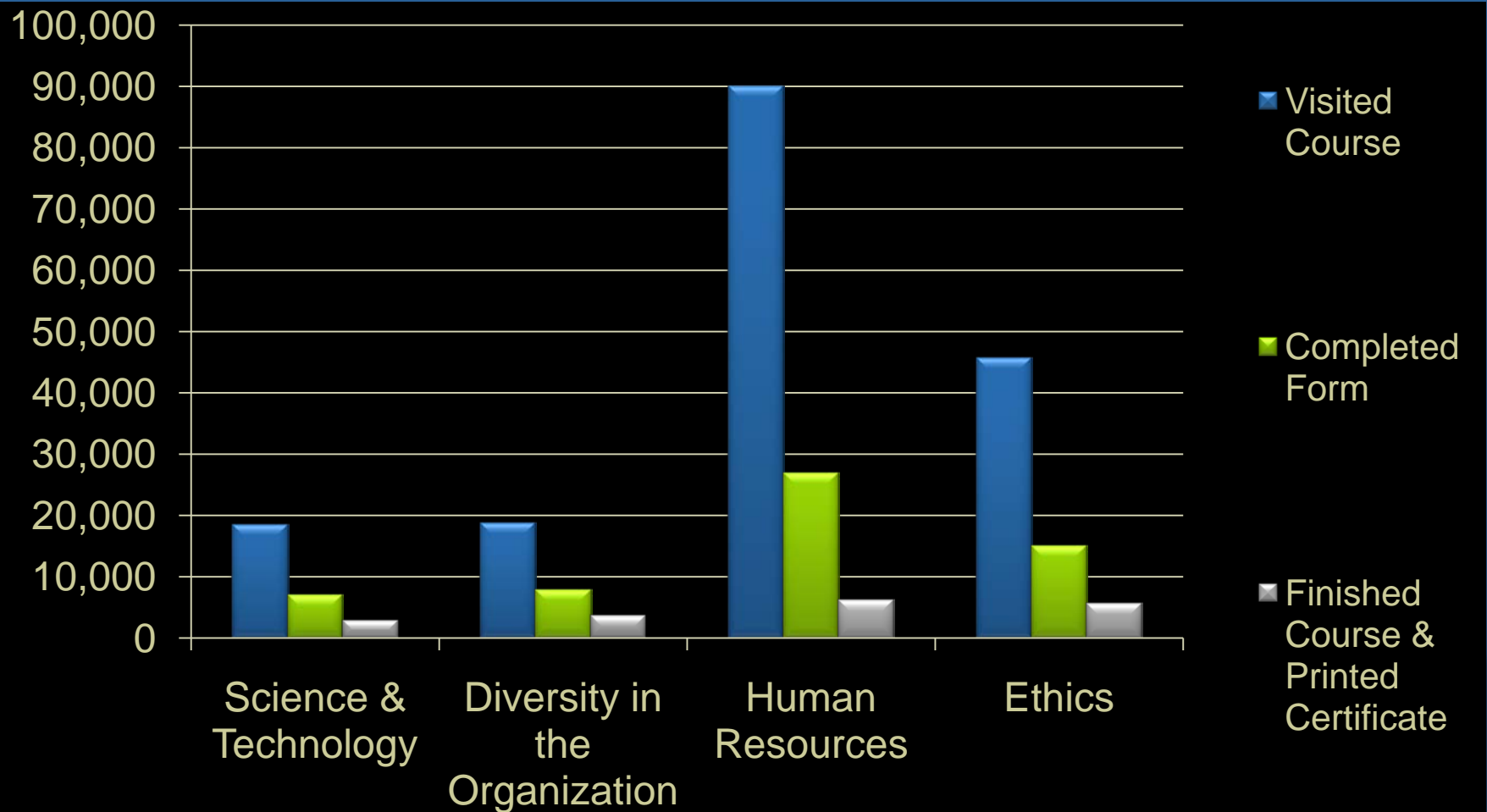
training

FGV Innovation

- “Completion” certificate issued to learners who have registered and completed each of the course modules.
- Over 18,000 users have made their way through an entire course and are not just “hits” or “unique visitors.”

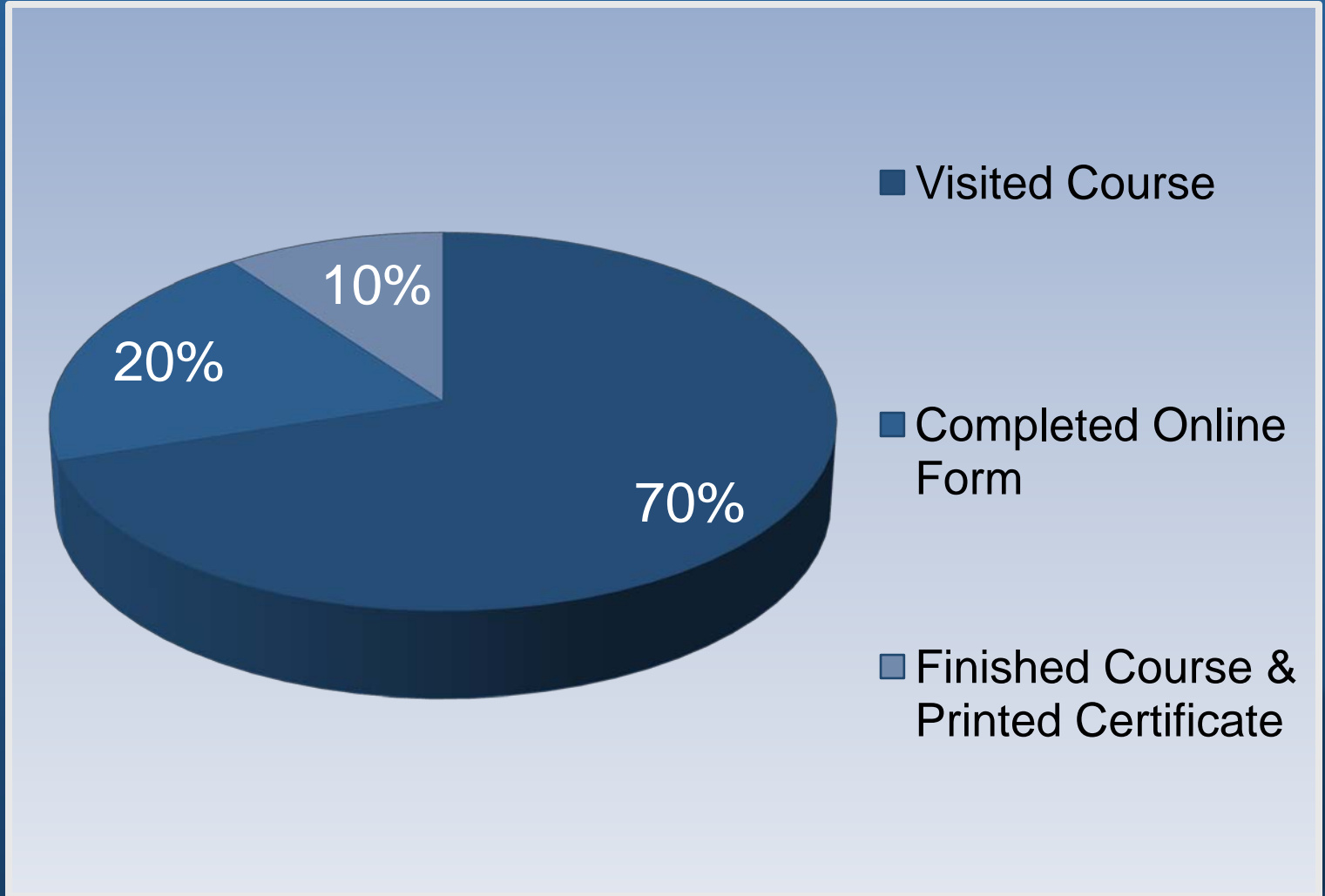


Certificate of Completion



Based on course visitors on FGV site

Certificate of Completion



Based on course visitors on FGV site

Mutually Beneficial Partnership

- Translation makes UCI courses available to Portuguese speakers
- Joint marketing, national and international media relations raises awareness globally

Implications & Lessons Learned

- Institutional relationship took time, effort
- Translation and localization of content is critical
- Understand the differing educational conventions between countries
- Adoption of Creative Commons Licenses
- Exchange of technology
- Marketing and PR must be conducted both nationally and internationally

Implications & Lessons Learned

- Provide a reason for self-learners to complete course and return to the site
- OCW can drive interest for degree or open-enrollment programs
- Developing international contracts

A Case Study for the Future?

- Commercial/Noncommercial dialectic
- “North-South”

The Next Step with we can achieve the...

Externally
Created OCW

Create Intellectual
Property

High Ed Effectiveness

High Costs

Best of Both

Lower Uniformity

Teacher Created
Content Captured

Lower Costs

Discussion



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More Information Visit:

<http://ocw.uci.edu/courses/>

or email: kstam@uci.edu