

eLearning In Egypt Challenges and Rewards

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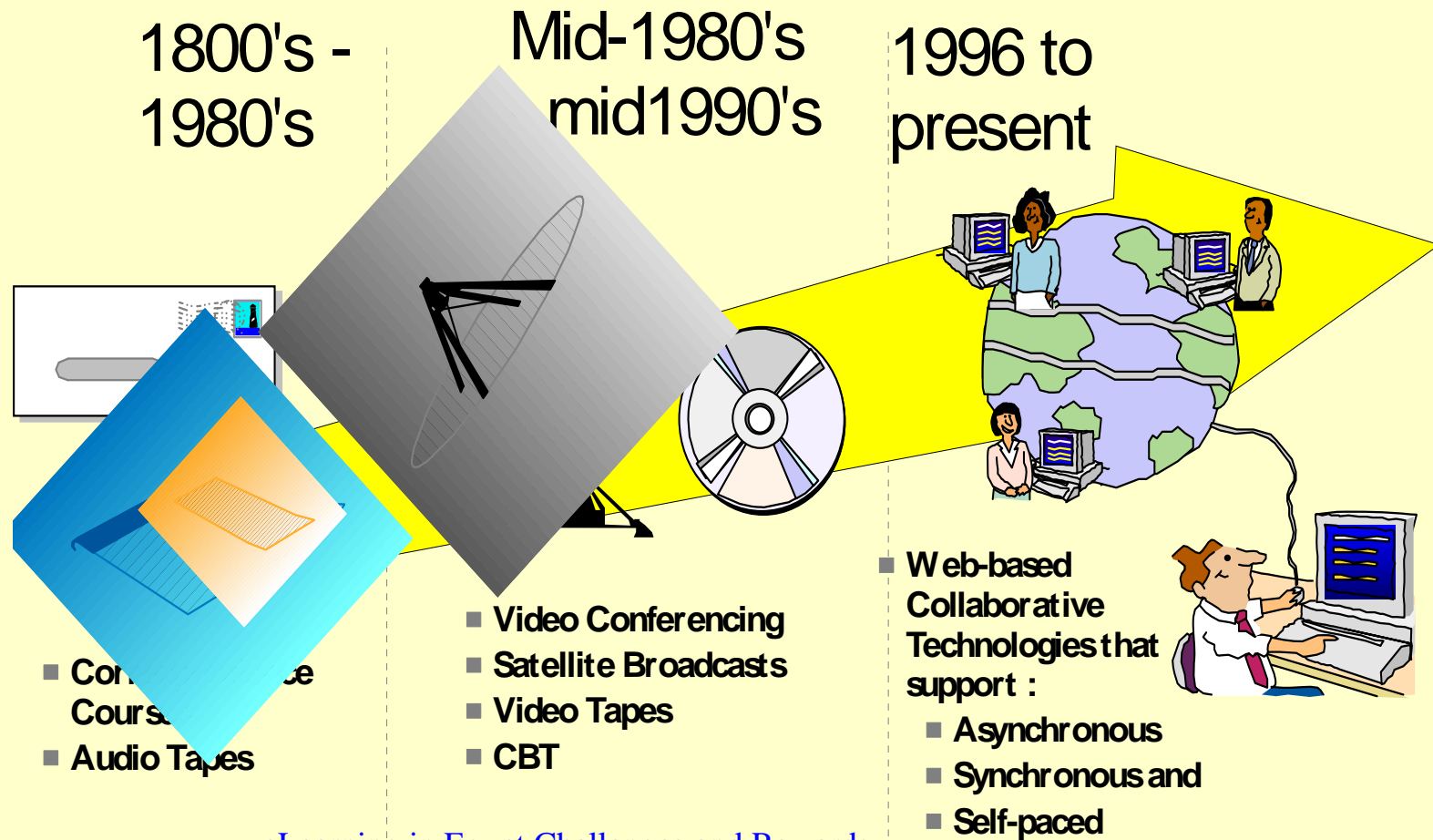
Agenda

- **Definition / Types / Evolution.**
- **Why eLearning Initiative Now.**
- **eLearning Types / users / Providers**
- **Main Issues / Challenges to be Addressed**
- **eLearning in Europe.**
- **Conclusion.**

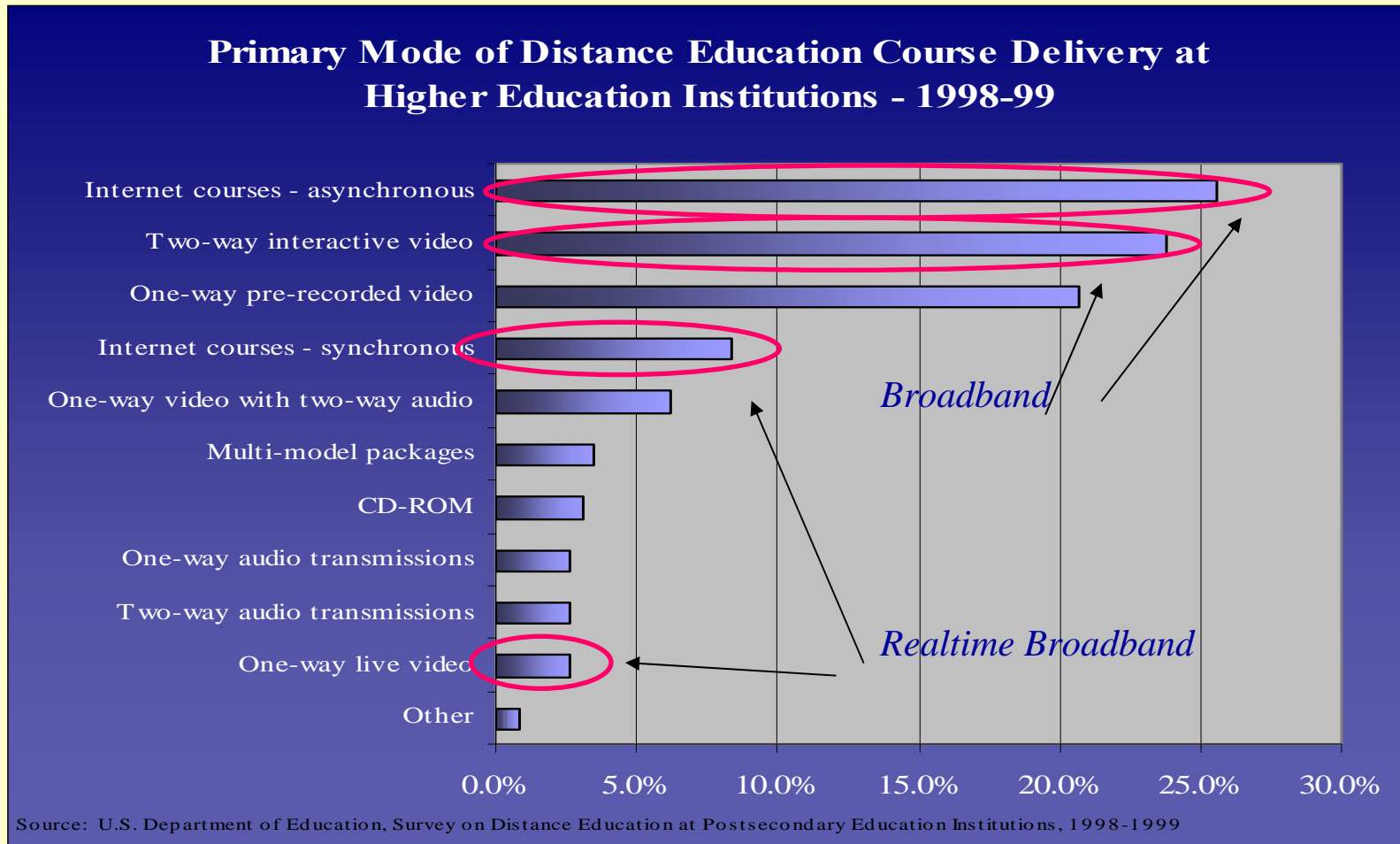
What is eLearning

eLearning uses the communicative power of Information Technology to Improve/enhance the learning process.

The Evolution of Distance Learning Technologies



E-Learning – How it is delivered



Benefits of E-Learning

IBM

Cost Savings

- ▶ Train faster
- ▶ Reduce/eliminate travel costs
- ▶ Decrease per-student training expense

Greater Impact

- ▶ Just-in-time learning
- ▶ Learning where you work
- ▶ Extended access through networks

Higher Quality

- ▶ Interactive, customized
- ▶ Focused and flexible
- ▶ More effective, more easily retained learning

Types of eLearning

- Asynchronous
- Synchronous
- Computer Based Training (CBT).
- Distance Learning - Remote Education
- Virtual Class Room

Segmenting the eLearning users

- **Vocational Training.**
- **Pre-University**
- **University**
- **Professionals – Continuous Education**
- **Others**

Segmenting the eLearning Providers

- **Government (Education / Higher Education).**
- **Private Sector Educ. Services Providers**
- **Network Operators and ISP's**
- **Data Centers.**
- **Content Providers.**
- **Local / International IT Companies.**

Why In Egypt NOW ?

- **Huge Expected Increase in Student Population (600,000 in 2004).**
- **High un-Employment.**
- **International Requirements for Certifications and Quality of Education.**
- **Economics.**

Elements of eLearning Systems

- **Browser / Internet is universal**
- **Course registration, tracking,**
- **Student assessment.**
- **Support of different learning aids: Visual, Auditory, ... etc.**
- **Learner Focus**
- **Interactive / Collaboration / Self Paced Learning environment.**

eLearning Model

Author

Instructor

Student

Content Developer

Organization

Investor

Infra Structure

Entities Scope

Author

Create and Author the content

Deliver to Content Developer

Receive and recheck

Deliver to the Administration

Entities Scope

Instructor

Announcement for the Student
Coordination of Forums, Chats, ...etc
Monitor and Report Results
Tracking performance
Handling virtual Classrooms
Reporting Back

Entities Scope

Content Developer

Receive the content from the Author
Develop to E-Learning Content
Deliver to Professor to be released

Entities Scope

Student

Get Curriculum Paths

Enroll and Register

Payment, Access rights, Login

Start Learning Path

Sync / Async

Test and Exams

Feedback

Entities Scope

Organization / Administration

Assures the Service Quality

Provide the Curriculums & Schedule

Registration & Enrollment

Collection of the Payments & Fees

Activation of the Accounts (Students)

Assignment of Rights

Activation of the Instructors Access

Reports & Statistics

Certification

Entities Scope

Investor

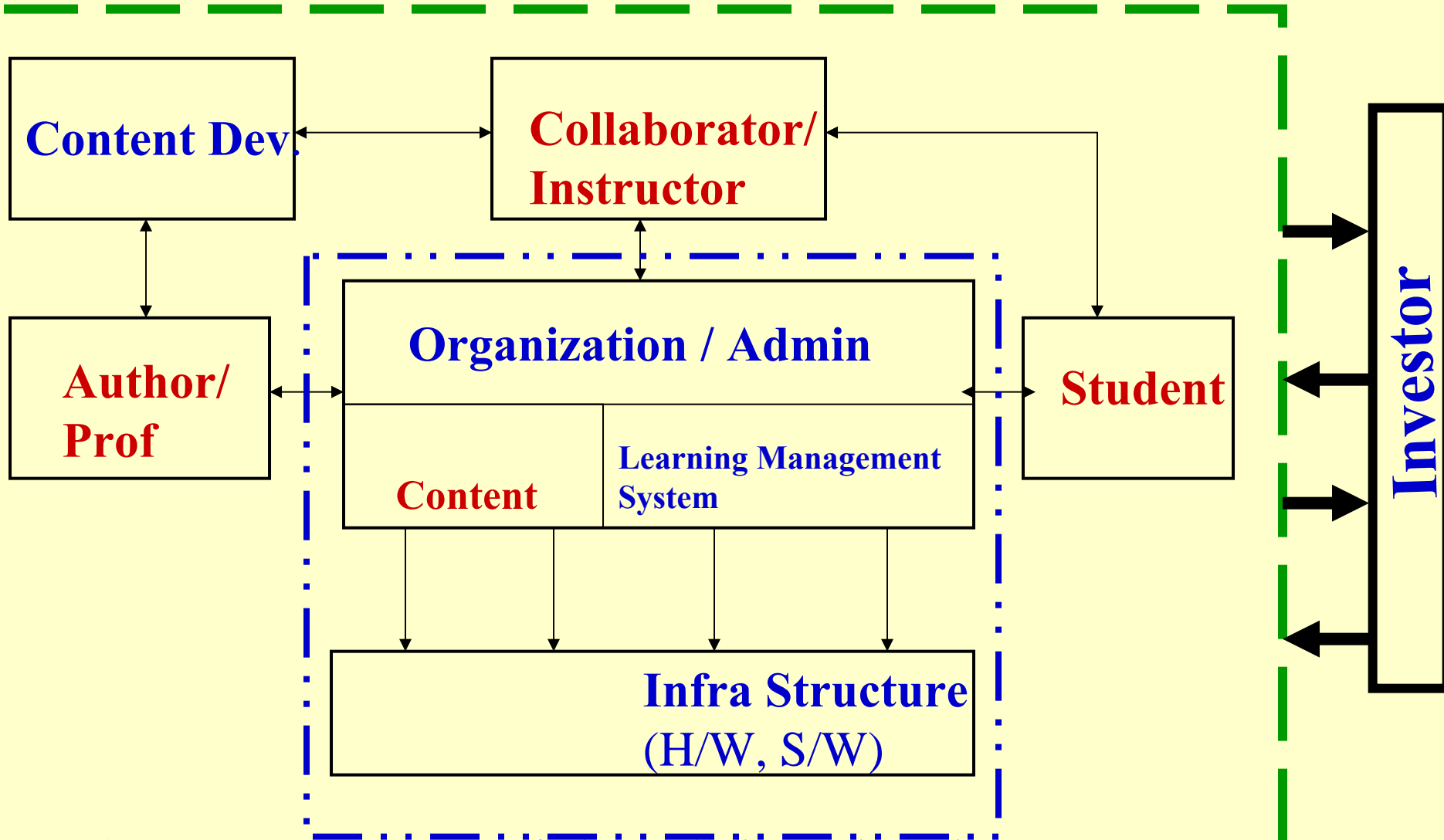
Pay for the Cost elements.

Collect the Revenue

Infra Structure

Provide H/W - S/W – Delivery Mechanisms

Diagram of the Business Model



eLearning in Egypt

Main Issues / Challenges

Main Issues / Challenges to be Addressed

- **CULTURAL ASPECTS.**
- **EDUCATIONAL SYSTEM**
- **EDUCATIONAL CONTENT**
- **INFRASTRUCTURE**
- **FINANCIAL**
- **Legal**
- **IMPLEMENTATION.**

CULTURAL ASPECTS

- **Cultural acceptance (Students, Professors, and community) of eLearning as a tool .**
- **Acceptance of legitimacy of extra fees to use eLearning as in private tutoring.**
- **Market position of eLearning certificates .**
- **Regional needs (export)**

EDUCATIONAL SYSTEM 1

- **Instructors' rehabilitation to start using eLearning as an educational tool.**
- **Building Distance Learning Instructors (DLIs) / facilitator cadres.**
- **Developing a certification system for eLearning providers that cover content, delivery, educational and other technical issues.**

EDUCATIONAL SYSTEM 2

- **Current educational system and eLearning uses.**
- **Measuring learning quality.**
- **Evaluating and auditing the teaching process.**
- **Developing testing and evaluation mechanisms .**
- **Certification, accreditation and equivalency.**

EDUCATIONAL CONTENT

- **Course design.**
- **Content design and development.**
- **Course Content-Delivery Method.**

FINANCIAL

- Defining budget and financial resources.
- Considering eLearning as a revenue generating activity.
- Setting fees for eLearning education.
- Evaluating cost vs. incentives to attract qualified Instructors.

INFRASTRUCTURE

- Hardware (Computers, network, software, tools, standards, ...etc.)
- Delivery Locations / Machines/Lines.
- Network and Connectivity

LEGAL

- Certification / Accreditation.
- Student Evaluation Issues.
- Content Copyright

IMPLEMENTATION 1

- Setting priorities of topics to start with.
- Selecting a pilot project to start with.
- Assessing the need for technology transfer and technical know-how through developing a partnership with foreign affiliates.

IMPLEMENTATION 2

- Building a system model in which all parts of the eLearning system are integrated.
- Involving private sector in eLearning activities (public-private partnership).
- Defining the pace of implementation.
- Setting the implementation procedures.
- Training the students on the media used in eLearning (i.e. PCs).

IMPLEMENTATION 3

- Auditing the process.
- Security issues.
- Life-long learning : skills development
- Cultural development

Cost / Business Opportunity

[in bn USD]	2000	2003
K 12	0,7	1,6
HE	0,2	0,7
CORP	0,3	2,3
TOTAL	1,2	4,6

Does not include Student computing and network infrastructure!

SERVICES: fastest growing segment

TECHNOLOGY: important for initial infrastructure build-up

Drivers for growth:

- **EU Initiatives**
e-Europe / e-Learning
- **National Government Initiatives**
- **Knowledge Economy**
 - ▶ Lifelong Learning
 - ▶ IT Skills
 - ▶ Digital Generation
- **Emerging technologies**

Training in the US

- Top 50 Organizations spent over \$5.3 billion on training & development in Y2000. On average, these companies provided 66 hours of training per employee per year.
- The top 5 spenders of training dollars accounted for \$2.17 billion worth of training and development initiatives:
 - IBM: \$1 billion;
 - Arthur Andersen: \$504 million;
 - Intel: \$300 million;
 - Hewlett-Packard: \$250 million; and
 - Delta Airlines: \$120 million.

EU Action PLAN

eEurope 2005: An information society for all

eEurope 2002 focuses on extending Internet connectivity across Europe

eEurope 2005 concentrate on translating this into improved economic productivity and better, more accessible services for all European citizens.

eEurope 2005

Policy Measures on a limited set of actions in priority areas (interactive public services, deployment of broadband networks and a cyber security taskforce).

- **Facilitate the exchange of experience**, good practices and demonstration projects.
- **Monitoring** the Policy Measures and benchmarking progress made to achieve the objectives.
- **Coordination** of existing policies to bring out synergies between proposed actions.

eEurope 2005

eLearning is one of the 3 priority areas where the eEurope 2005 Action Plan will focus its enhancing of online public services.

e-government

eLearning services

e-health services

eEurope 2005

Re-skilling for the knowledge society:

The unemployed

women returning to the labor market

...

...

To improve their employability and overall quality of life. These actions will take advantage of the possibilities offered by eLearning.

eEurope 2005

Young People and eLearning

School twinning via the Internet will benefit all European secondary schools by 2006

Integration of the Internet into schooling, not just schools.

eEurope 2005

Life-long Learning

eLearning as a reinsertion tool

Project HERO

**Health promotion and education support
for the rehabilitation of offenders**

Anybody will be able to learn
anything anywhere at any time,
thanks to a new development called
eLearning and Web-based training

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