



Adults and Distance Learning
The Potential for Higher Education

STATE OF AFFAIRS

- approximately **3 million** students are enrolled in distance teaching universities in Europe (*IDEAL - Distance education offer of European higher education institutions*)
- **29%** of the adult population in OECD countries in Europe have completed tertiary education (*OECD*)

IDEAL

<http://idealproject.eu/>



United Nations
Educational, Scientific and
Cultural Organization



UNESCO Institute
for Lifelong Learning



INTERNATIONAL
COUNCIL FOR OPEN AND
DISTANCE EDUCATION



studyportals
taking you further

IDEAL GOALS

<http://idealproject.eu/>

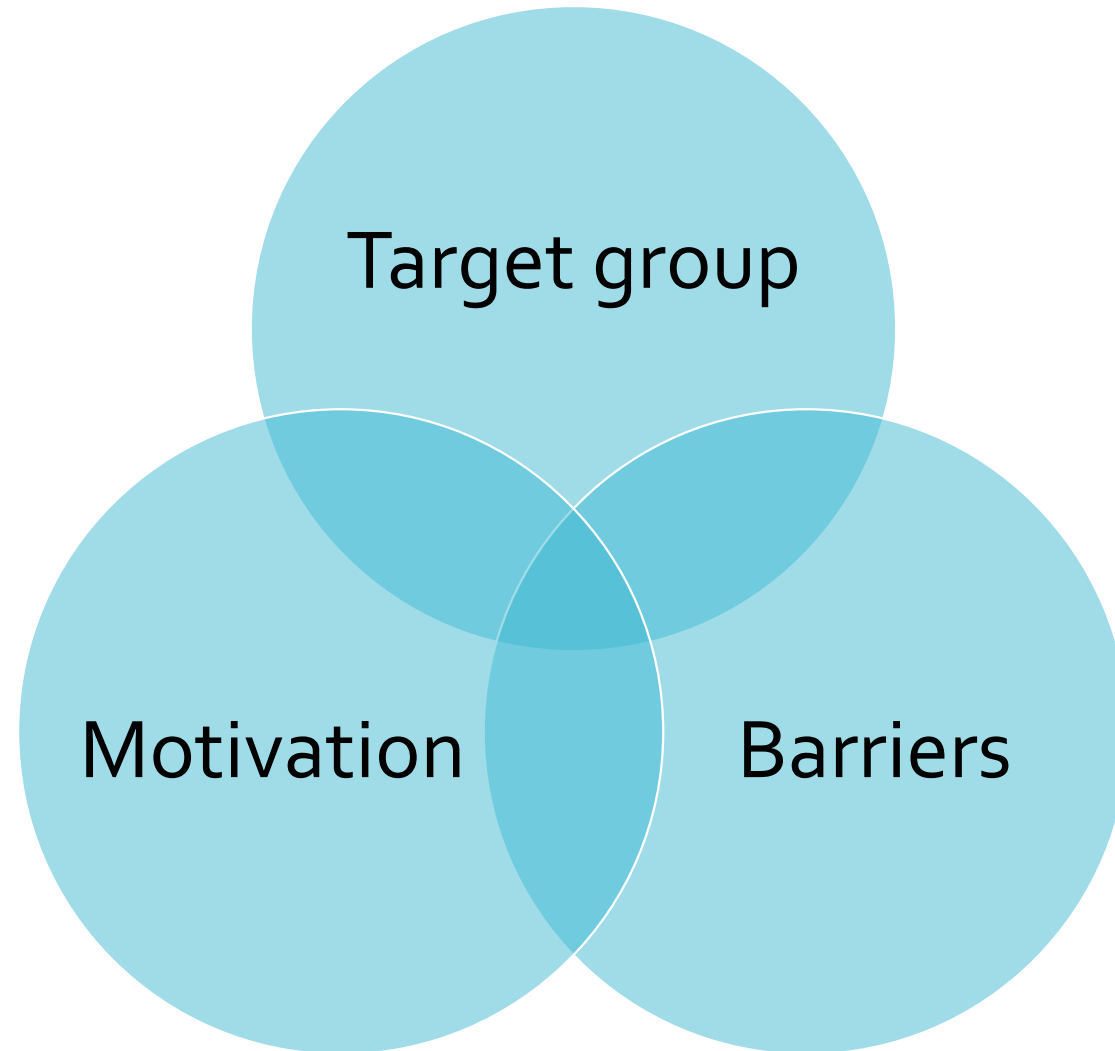
- Offer insights on the needs of adult learners to both policy makers and distance education providers;
- Strengthen the social dimension of higher education by better meeting the needs of adult learners;
- Increase the participation of adult learners in higher education through distance education.

IDEAL STUDIES

<http://idealproject.eu/>

- Study 1: European distance education offer
- Study 2: Enrolled distance education students
- Study 3: Potential distance education students

INCREASING
PARTICIPATION IN
DISTANCE HIGHER
EDUCATION



DATA SOURCES

studyportals for **Distance Learning**
taking you further

Find & compare **7, 103** Distance Learning Programmes!

Welcome to DistanceLearningPortal

Distance Learning allows you to get a high quality university education from anywhere in the world, but from the comfort of your home! Improve your education without compromising your job, your family or your personal plans.

DistanceLearningPortal.com is the global information website on online and distance education. Developed with leading universities, it helps you to find and compare distance and online degree programs from different universities around the world.

Interesting Articles

Advantages of Distance Learning Programs [Read article](#)
Distance learning is experiencing an amazing growth in popularity among students working full-time. Find out how it can benefit your personal development.

Is Distance Learning for you? [Read article](#)

Entering the Job Market with your Distance Degree [Read article](#)

Still looking to study a Masters this year?
And one easy way to test it.
[CLICK HERE](#)
IELTS

Universities in the spotlight

BBS 
Bologna Business School / University of Bologna
Bologna, [Italy](#)
Alma Graduate School becomes the Foundation of the University of Bologna, with a new name, Bologna Business School, thus strengthening its...
[More information](#)

UNIVERSITY OF WESTMINSTER
Faculty of Social Sciences and Humanities
University of Westminster

DistanceLearningPortal.com

3,000 listed programmes (EU)

200,000 prospective distance learning students per month

launched in 2012

The screenshot shows the 'studyportals' website interface. At the top, the logo 'studyportals taking you further' is displayed next to a 'Distance Learning' filter. A search bar contains the text 'Try e.g. Leadership' and a 'SEARCH' button. Below the search bar, the page is titled 'Search Results' and shows '202 studies found - Showing 1 to 10'. The left sidebar contains filters for 'Keywords', 'Type of education' (with 'Blended' and 'Fully online' selected), 'Discipline' (with 'Business & Economics' and 'Marketing' selected), and 'Degree' (with 'Any degree' selected). The main content area displays two search results. The first is 'M.Sc. Marketing' from the 'University of Roehampton, London Online', with a tuition fee of 'National € 1,005 per year' and a duration of '2 Years, 5 months (100 ECTS)'. The second is 'Master Máster en Marketing Online Y Comercio Electrónico' from 'OBS Online Business School', with a tuition fee of 'EEA € 6,200 per year' and a duration of '1 Year (60 ECTS)'. A blue banner at the bottom of the results area says 'CLICK HERE to find a list of great universities offering courses!'. On the right side, there is a red banner for IELTS and an 'Advertise Here!' link.

DistanceLearningPortal.com

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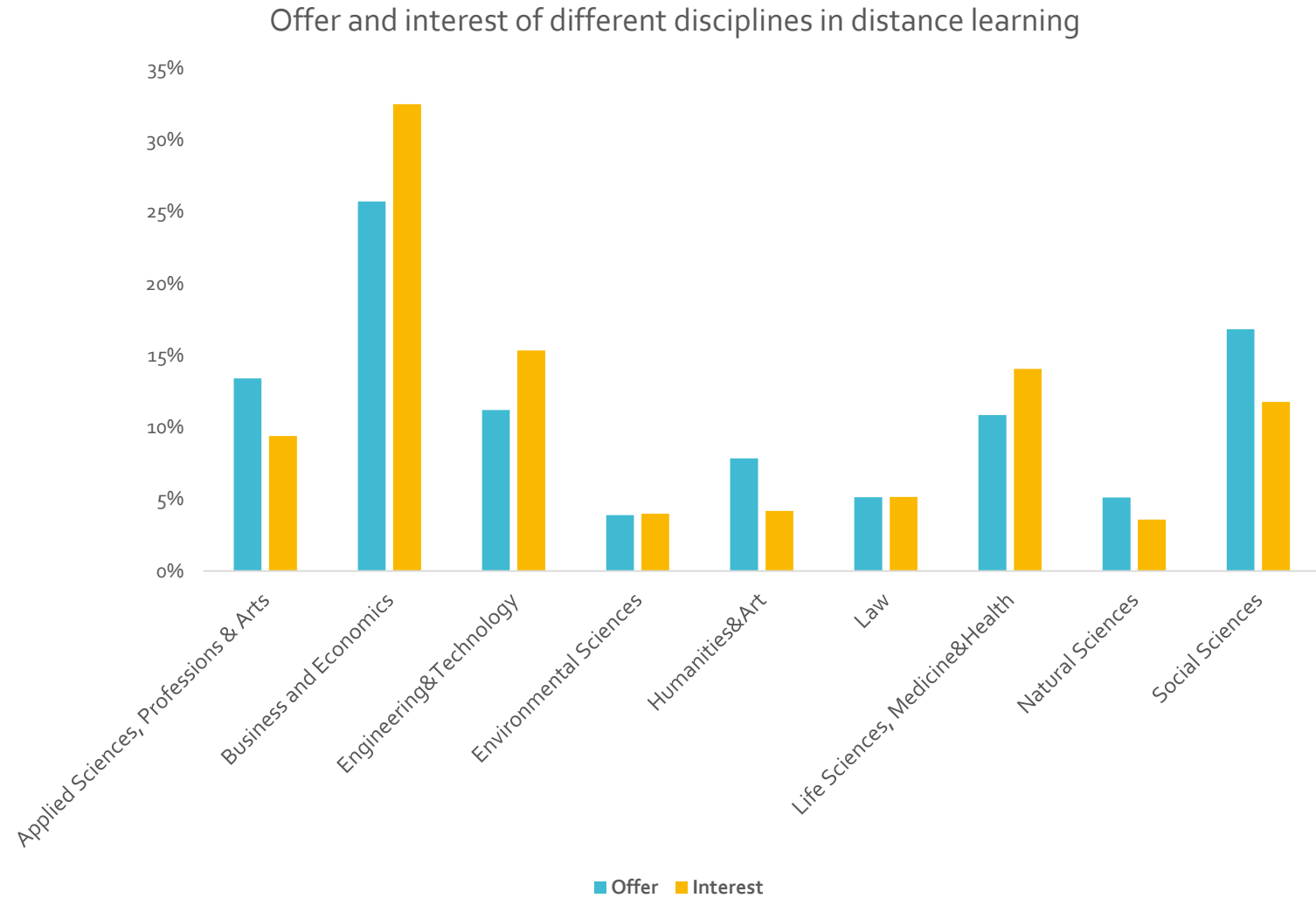
The screenshot shows the website interface for the M.Sc. Marketing (online) program. At the top, there is a navigation bar with 'studyportals' and various course categories like 'PhDs', 'Language Courses', 'Distance Learning', 'Short Courses', and 'Study Experiences'. A search bar is present with the text 'What do you want to study?' and a 'Search' button. The user's currency is set to '€ EUR' and the name is 'Hi Carmen'. The breadcrumb trail reads: 'Home > Countries > United Kingdom > University of Roehampton, London Online > M.Sc. Marketing'. The main heading is 'M.Sc. Marketing (online)' with a heart icon. Below this, there are icons for 'Online', '29 months', '€1,086 Year (International)', 'English', and 'Learn more'. A box contains the 'University of Roehampton London Online' logo and a 'Visit Programme Website' link. The text describes the program: 'University of Roehampton, London Online | London, United Kingdom. Many marketers lack the new media skills that modern businesses demand. Successful professionals need a flexible, agile approach grounded in both the online and the offline marketing environment, including social media, web and digital channels, to execute successful marketing campaigns. This online MSc in Marketing provides a holistic understanding of the field built on a practical knowledge of current trends and how to harness them.' A large orange button says 'Visit Programme Website' with the text 'Many students visit a programme website.' Below this is a tabbed interface with 'Description', 'Details', 'Requirements', and 'More'. The 'Description' tab is active, showing a 'Description of Marketing' section. The text in this section states: 'There's a crucial need for fresh talent in the rapidly changing field of marketing. Demand for marketing managers is expected to grow significantly over the next few years, as businesses face up to the increasing demands of customers and clients, and more intense competition. Many marketers lack the new media skills that modern businesses demand. Successful professionals need a flexible, agile approach grounded in both the online and the offline marketing environment, including social media, web and digital channels, to execute successful marketing campaigns. This online MSc in Marketing provides a holistic understanding of the field built on a practical knowledge of current trends and how to harness them.' A callout box at the bottom of the description says: 'You can find more information about this programme on the programme website'. On the right side, there is a section for 'University of Roehampton, London Online, United Kingdom' with a map of the UK and text: 'The University of Roehampton, London has been providing quality education through its colleges for more than 170 years. Today, the University continues its tradition of excellence by providing working professionals around the world with access to high-quality online masters degree'.

DISTANCE EDUCATION OFFER IN EUROPE



Source: *Distance Education in European Higher Education - The Offer*
Portal information: 1,700 distance learning programmes and courses within Europe

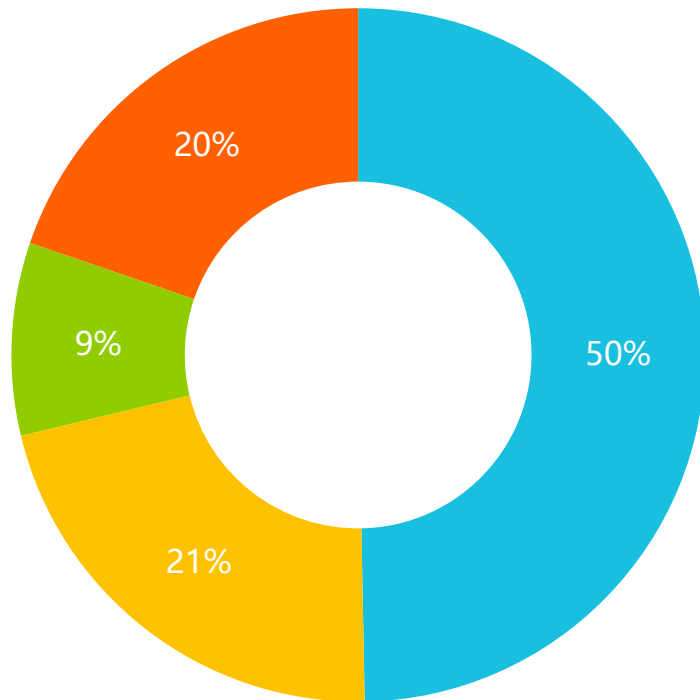
DEMAND AND OFFER IN DISTANCE EDUCATION



Source: Upcoming research report

Data based on DistanceLearningPortal.com – 9 million page views and 750,000 log information about student browsing behavior and offered programmes.

DISTANCE EDUCATION OFFER



- Yes, mainly face-to-face education but in addition some DE
- Yes, distance education and face-to-face education
- Yes, distance education only
- No, no distance learning offered

Source: Distance Education in European Higher Education - The Offer Survey – 167 leaders of Higher Education institutions

DISTANCE
EDUCATION

NEXT 5 YEARS

Universities Expectation for Distance Education Enrolment of **ADULTS**



Source: *Distance Education in European Higher Education - The Offer Survey* – 167 leaders of Higher Education institutions

THE DISTANCE EDUCATION STUDENT PROFILE

Potential Students

- Older than traditional students
- Working (51.75%)
- Have a higher education degree
 - 83.41% bachelor degree
 - 31.66% master's degree

Source: Upcoming report

*Survey – 427 potential students
(DistanceLearningPortal.com visitors)*

Enrolled Students

- Older than traditional students
- Working (70%)
- Have a higher education degree
 - 30.65% bachelor degree
 - 11.29% a master's degree

Source: Social profile of adults enrolled in distance education

Survey – 1,773 students enrolled in distance education programmes (survey sent via HEIs and IDEAL mailing list)


MOTIVATION TO ENTER DISTANCE EDUCATION

MOTIVATIONS

for Studying at a Distance

 30%
Easier to Combine
with My Job

 21%
Allows to Study at
My Own Pace

 19%
Allows to Study without
Leaving My Home

 16%
Easier to Combine
with Family Duties

 14%
Costs Less

Source: Upcoming research report

Survey – 427 potential students (DistanceLearningPortal.com visitors)

BARRIERS TO ENTER DISTANCE EDUCATION

BARRIERS

for Studying at a Distance Education Programme



Source: Upcoming research report

Survey – 427 potential students (DistanceLearningPortal.com visitors)

FUTURE DEVELOPMENTS IN DISTANCE EDUCATION POLICY

- Finland –no separate open or distance teaching universities
- Greece –mentioned with “Education and Lifelong Learning” policy
- Hungary – no DE on Master level; no laws mentioning e-learning
- UK – laws that indirectly influence DE (QA framework)



FUTURE DEVELOPMENTS IN DISTANCE EDUCATION

RECOGNITION OF PRIOR LEARNING

- Finland – status of degree student can be obtained after pursuing courses in open university
- Germany – highest degree from the school system, or degree from vocational sector; recognition of degree from vocational training
- Greece – graduation from secondary education; no systematic procedure for recognition of prior learning or work experience
- Hungary – school leaving examination certificate and enough entry points; no alternative admission; no systematic procedure for recognition of prior learning or work experience
- UK – “access diplomas” programmes; recognition of credit transfer from equivalent level of study elsewhere; accreditation of (prior) experiential learning



FUTURE DEVELOPMENTS IN DISTANCE EDUCATION

TEACHER RECRUITMENT AND SUPPORT

- Implement teaching methods appropriate for the needs of adult learners in higher education
- Shift towards student-centered teaching modes that support adult learner's autonomy and self-direction (especially with regards to putting theoretical knowledge into practice)
- Continuous teacher support for Distance HE students and empathetic dialogue

FUTURE DEVELOPMENTS IN DISTANCE EDUCATION

FUNDING

- Lack of core grant funding for distance HE students
- One of the biggest barrier to Distance HE
- Good examples
 - Open University of Catalonia (SP)
 - Open University of Cyprus (CYP)
 - Hellenic Open University (GR)
 - International Telematic University (IT)
 - University of Latvia

FUTURE ACTIONS

- Respond to a wide range of different needs of enrolled and potential distance education students
- Increase flexibility of the distance education offer
- Remove regulative barriers and develop standard procedures on RPL
- Inform adult learners of access to alternatives
- Improve funding methods and financial support for HE for adults internationally
- Facilitate learning for adult students in distance HE

MAJOR CHALLENGES FOR DISTANCE EDUCATION

- Concrete national **policy** framework
- Recognition of prior learning and **alternative access** routes
- Targeted support to **teachers** by their university

MAJOR CHALLENGES FOR DISTANCE EDUCATION

- **Counselling** and support to learners (incl. ICT support and interaction opportunities)
- Alternative **funding** opportunities
- Transparency of **information** to potential students

MEET US IN
PERSON

July 4, 2015 – ECE 2015 Brighton, UK



October 29 & 30 , 2015 – EADTU 2015 Hagen, Germany



GET IN TOUCH

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Lifelong
Learning
Programme



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