



Global E-Learning: Both a Necessity and Challenge for U.S. Institutions of Higher Education

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U.S. Higher Education Dynamics

- **1997-98**
 - 1.7 million students enrolled in E-Learning
- **2004**
 - 2.6 million students enrolled in E-Learning
 - 81% of public higher institutions expect continued rate of growth
 - 62% of private higher institutions expect continued rate of growth
- **National University**
 - Enrollment shift from on-site to E-Learning in last 10 years
 - Premier E-Learning Project (PEP)



U.S. Higher Education Dynamics

- U.S. E-Learning Market
 - 2007 estimate: \$17.5 Billion
- Global Education Market
 - Currently worth \$2.3 Trillion
 - E-Learning is fastest growing sub-sector
 - Global E-Learning Market estimated to surpass \$215 Billion with majority of the rapid growth occurring in the area of cross-border delivery of higher education programs



Factors impacting U.S. higher education institutions expanding into global markets

- **US Population Growth**
 - Slowed due to decreased birth rates; immigration source of population growth
 - Enrollment of college-age students nearing a peak and projected 10% to 35% decline of high school graduates by SY 2017-2018
- **Increased demand for higher education in China and Pacific-Rim countries**
 - 6% of China's higher education age population enrolled in 1999, doubled to 12% by 2002
 - E-Learning in Asia expected to reach annual growth rate of 25% - 30% through 2010



- **12/21/07** - For the first time in 35 years, the U.S. fertility rate has climbed high enough to sustain a stable population, solidifying the nation's unique status among industrialized countries.
- The overall fertility rate increased 2 percent between 2005 and 2006, nudging the average number of babies being born to each woman to 2.1, according to the latest federal statistics. That marks the first time since 1971 that the rate has reached a crucial benchmark of population growth: the ability of each generation to replace itself.
- "It's been quite a long time since we've had a rate this high," said Stephanie J. Ventura of the National Center for Health Statistics. "It's a milestone."



Factors Challenging U.S. Higher Education Global E-Learning

- **Decline in foreign student enrollments**
 - Emerging programs in other countries
 - India (2005)
 - 200,000 engineering graduates – 3 times U.S. rate and 2 times all of Europe
 - Enrolled 450,000 in four-year program
 - South Korea (2004)
 - Striving to become leader in Global E-Learning technology programs
- **Possible Inter-Operability issues**
 - Potential to stifle growth of cross-border E-Learning



Factors Challenging U.S. Higher Education Global E-Learning

- Course Content Relevancy
- Cultural and Linguistic Relevancy
- Pedagogical Focus
 - Andragogy vs. Pedagogy
- Delivery Systems and Technological Capacity
- Faculty Development



Conclusions and Recommendations

- **U.S. Global E-Learning program offerings must be sensitive to the cultural, political, social, economic, and technological environments of other countries**
- **Possible development of multiple delivery systems**
- **Development of articulation agreements and working partnerships**
- **Faculty development**



Effective e-Learning Model



- Academic Demo