

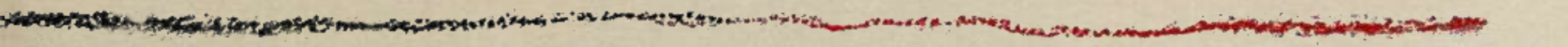
School on Air: The New Possibilities for Radio

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Trends

- structural reforms in education and society,
- diversification of resource-base and privatization
- delivery of education unrestrained by existing campuses

Trends



- hazy distinction between on-campus instruction and distance education
- both curriculum and delivery mode put academic content in real-world context
- courses are becoming affordable to students

Issues

- expenditure for this form of higher education is consistently escalating
- shortage of trained academic staff

Amidst these trends and issues, opportunities abound as well



- Technology is not important for its own sake
(Williams, Paprock, Covington, 1999)
- Technology can shape educational institutions by its impact.

Impact of technology

- broaden the borders of distance education and the training industry
- desktop publishing lowered the entry barriers and diminished the advantages of economies of scale.

Impact of technology

- well-resourced students can access online courses
- institutions have developed multimedia educational materials
- burgeoning of television and radio networks may decrease the power and exclusivity of broadcasting authorities

School on air: from vision to reality

- 72% of the adult Filipino population depend on the internet and television for information,
- 23% prefer the radio and newspaper
- 5% read books

(Dela Rosa, 2011)

School on air: from vision to reality



U.P. School of Labor and Industrial Relations
and
DZUP 1602



present

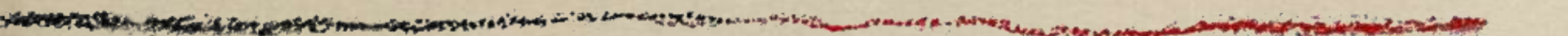
BUHAY MANGGAGAWA SA RADIO ISKOOL

Ang programa para sa manggagawang Pinoy

Miyerkules, 6:00 to 7:00 n.g. sa DZUP 1602, Kasali ka!

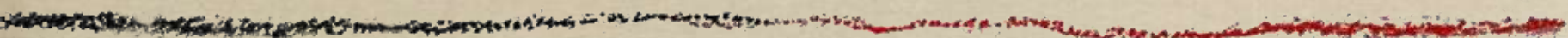
Dinig din sa www.dilc.upd.edu.ph (Live streaming)

Crossing the chasm



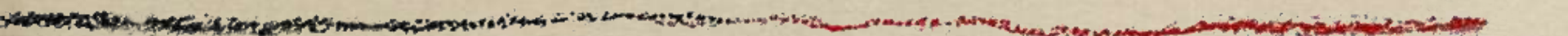
- interdependence of the university's technology and the student's technology
- massive connectivity through the internet
- universities have expanded their operations to include radio stations and broadcast special events on television.

Crossing the chasm



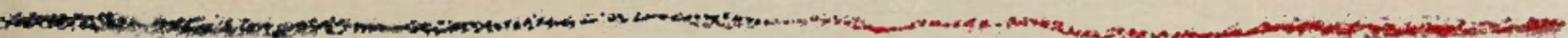
- students have eagerly and easily adapted to new telecommunications technologies.
- interrelationships between distance education and the media, information technology and communications industries can affect and effect not only structural changes but likewise present additional opportunities to universities.

Crossing the chasm



The challenge for conventional universities is to change from campus-based, teacher centric delivery to a student-centered learning productivity model.

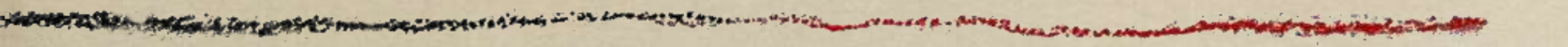
Crossing the chasm



For governments,

- the challenge posed is the need to develop policies that will change funding approaches to support students rather than institutions
- must also seek relevant quality assessment procedures for higher education that will work to appropriately measure learner-centered delivery

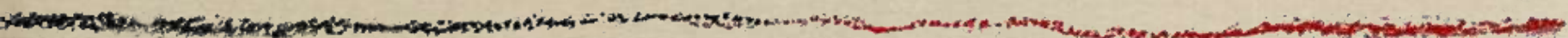
Crossing the chasm



Over the years, government tended to exercise increasing control over universities.

Technology-based delivery models will be difficult to control.

Crossing the chasm



The acid test will lay on governments' and universities' abilities to survive the turbulent stage of technology-based education systems.