

Westminster Higher Education Forum Keynote Seminar:

Technology in Higher Education - data analytics, the learning experience and next steps for MOOCs

Timing: Morning, Wednesday, 18th October 2017

Venue: Sixty One Whitehall, London SW1A 2ET



Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Lord Lucas
- 9.05 - 9.35 **Where next for technology in Higher Education?**
Dr Paul Feldman, Chief Executive, Jisc
Questions and comments from the floor
- 9.35 - 10.25 **The future for data analytics in Higher Education**
Exploring the potential of Big Data across universities including targeting and honing marketing to prospective students, improving student retention and personalising the learner experience for individuals. How best can the potential of data analytics be balanced with the challenges of data protection and student consent to data capture?
Louis Reynolds, Account Manager, GK Strategy
Kevin Mayles, Head of Quality Enhancement and Learning Analytics, The Open University
Steve Williams, Strategic Lead for Higher Education, Waterstones
Sam Smith, Co-coordinator, medConfidential
Questions and comments from the floor
- 10.25 - 10.30 **Chair's closing remarks**
Lord Lucas
- 10.30 - 11.00 Coffee
- 11.00 - 11.05 **Chair's opening remarks**
Lord Mitchell
- 11.05 - 11.55 **Transforming the teaching experience**
Discussing the teaching and technical practicalities of implementing 'flipped learning' or 'blended learning' approaches into curriculum delivery; the potential use of virtual reality; examples of existing best practice in the field of lecture capture and next steps for maximising the use of such content; as well as thoughts on how to develop a positive culture of embracing technology across the teaching community in each university.
Jane Harvell, Interim University Librarian, University of Sussex
Markos Mentzelopoulos, Senior Lecturer, Department of Computer Science, University of Westminster
Professor Rebecca Strachan, Professor of Digital Technology and Education and Associate Pro Vice Chancellor Strategic Planning and Engagement, Faculty of Engineering and Environment, Northumbria University
James Gray, Founder and Chief Executive, Kortext
Jennie White, Senior Lecturer in Marketing and Programme Co-ordinator for BA Marketing, BSc Digital Marketing and MSc Digital Marketing, University of Chichester
Questions and comments from the floor
- 11.55 - 12.10 **Can the UK lead the world on MOOCs (Massive Open Online Courses)?**
Mark Lester, Director of Partnerships Development, FutureLearn
- 12.10 - 12.55 **The next steps for MOOCs**
Analysis of some of the business models for MOOCs including their use as a marketing tool to attract paying students on accredited degree courses, pre-sessional programmes designed to prepare incoming students for their course as well as latest developments in credit-bearing MOOC modules contributing to a wider degree programme and the potential for MOOCs to play a larger role in universities' lifelong learning offer.
Dr Megan Kime, Head of Online Distance Learning Student Education, University of Leeds
Kate Borthwick, Director of Programme Development (Online and Blended Learning) in Digital Learning and Senior Enterprise Fellow (Technology Enhanced Learning), Modern Languages, University of Southampton
Professor Paul Bacsich, Senior Associate, Sero HE
Questions and comments from the floor with **Mark Lester**, Director of Partnerships Development, FutureLearn
- 12.55 - 13.00 **Chair's and Westminster Higher Education Forum closing remarks**
Lord Mitchell
Sean Cudmore, Deputy Editor, Westminster Higher Education Forum