



SVC Dissemination

Exploiting eLearning products and services after 2007



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UNIVERSITÄT
BERN

Workshop Location

University of Berne, Main Building, Kuppelraum
Hochschulstrasse 4, CH-3012 Berne

Workshop Fees

The participation of team members of SVC-projects and CCSPs is free.

Registration is necessary.

Non-SVC members: CHF 150.- / EUR 100.- per workshop

(including documents & catering).

Registration is necessary.

Application

Please apply online on our website www.swissvirtualcampus.ch or by eMail:
svc@crus.ch

Deadline for registration

Workshop 1: 30th of March 2007

Workshop 2: 30th of Mai 2007

Contact

Christian Hohnbaum

Coordinator Swiss Virtual Campus

Rectors Conference of the Swiss Universities

CH-3012 Bern

Fon: +41 (0)31 306 60 47

christian.hohnbaum@crus.ch

SVC enjoys the support of University of Berne
and VC-Supportzentrum of University of Berne (www.virtualcampus.unibe.ch)



SWISS VIRTUAL CAMPUS

A FEDERAL PROGRAM OF THE SWISS INSTITUTIONS OF HIGHER EDUCATION
UNIVERSITIES, UNIVERSITIES OF APPLIED SCIENCES, SWISS FEDERAL
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Within the Swiss Virtual Campus (SVC) a large amount of attractive eLearning content and tools have been developed. Learning expertise in different disciplines has been built up.

A big challenge for the next few years will be to use, maintain and disseminate these results without direct federal funding within ordinary teaching assignments and supported by the existing service units within institutions of higher education (IHE). The use of existing material for further users should be profitable for the projects.

In two workshops, the SVC wants to support project teams and members of eLearning service and competence centres (CCSP) in the sustainable use and reuse of eLearning products and services. The aim is that, after the end of SVC in 2007, eLearning products financed by the SVC will continue to be successfully used within higher education and, if possible, be made available to further interested users such as foundations, enterprises or other organisations.

In a public event projects have the opportunity to present their products and services to target groups outside of their institution.

The workshops are aimed at eLearning projects who wish to secure the sustainable use of their products and/or to offer eLearning services (based on the know-how they've developed during the last few years):

- SVC-project leaders and coordinators, members of CCSP
- Members of non-SVC eLearning projects from institutions of higher education in Switzerland and neighbouring countries.

Goals

Lecturers and service centres will be able to:

- identify opportunities for the deployment and maintenance of their eLearning products and know-how in their institutional context. They are able to build on success factors and to tackle stumbling blocks. (Workshop 1)
- identify actors outside of their institution with a demand for their products and/or services (such as enterprises, foundations etc.), make an attractive offer and negotiate with interested parties. (Workshop 2)

In a public event, eLearning providers (projects, CCSP, etc.) will have a first contact with potential users and partners and are capable to present their products and services in an attractive way.

Workshop 1: Deployment and maintenance

How to disseminate eLearning resources within higher education

Monday, April 16 th , 2007, Berne			
09.30 a.m. Arrival, coffee & cake			
10.00 a.m. Welcome Dr. Peter Frey, MME, University of Berne, Head of CCSP VC-Supportzentrum			
10.10 a.m. Introduction Prof. Dr. Marcel Jufer, EPFL, President of the Steering Committee SVC			
10.20 a.m. Scenarios for sustainable use Evaluation of monitoring results, perspectives of future eLearning-scenarios in Swiss higher education Christian Hohnbaum, Coordinator SVC Prof. Dr. Urs Gröhbiel, FHNW, Member of the Steering Committee SVC			
10.40 a.m. Parallel sessions: Four scenarios for exploitation of products and services			
Partnerships with Swiss degree-courses in other institutions. Prof. Dr. Günter Burg, MD, University of Zurich, Project Leader DOIT	Partnerships with editors or eLearning companies. Dr. phil. Guillaume Schiltz, University of Basel Dr. Andreas Langlotz, University of Basel Project Coordinators eHistLing	Continuing education. Geneviève Auroi-Jaggi, University of Geneva	International partnerships with foundations. Prof. Roderick J. Lawrence MA, D.Sc. University of Geneva, Project Leader SUPPREM
11.40 a.m. Wrap up Presentation of session results			
12.20 a.m. Networking lunch			
01.30 p.m. Survival kit: how to reach sustainability Identifying success-factors and obstacles to promote existing material within IHE - Legal issues: How to handle property rights (with partners, institutions, vendors, copyright questions etc.) Prof. Dr. Marcel Jufer, EPFL, President Steering Committee SVC Mathias Kummer, Master of Law, Managing Director Weblaw, Bern - Organizational issues: how to involve existing support-structures (CCSP, IT, pedagogical units, further education, law consultants, transfer, library etc.) Prof. Dr. Sabine Seufert, University of St. Gallen, Managing Director SCIL			
03.00 p.m. Coffee break			
03.30 p.m. Product Profiles: A base for exchange How to describe products and services? Christian Kohls, M.Sc., Knowledge Media Research Center - KMRC, Tübingen			
04.30 p.m. Wrap-up, next steps Prof. Dr. Urs Gröhbiel, FHNW, Member of the Steering Committee SVC			
05.00 p.m. Apéro			

Workshop 2: Market your product

How to identify opportunities for further marketing and how to design an attractive offering

Preliminary program

Based on the results of the first workshop, the program for the second workshop will be defined. A separate information and the nomination of the speakers as well as an invitation will follow.

June 2007	
09.30 a.m.	Arrival, coffee & cake
10.00 a.m.	Introduction Prof. Dr. Marcel Jufer, EPFL, President of the Steering Committee SVC
10.15 a.m.	Market research: How to identify possible target groups Presentation, workshop, questions, discussion Speaker: senior marketing expert
noon	Networking lunch
01.30 p.m.	How to write a business plan Presentation, workshop, questions, discussion Speaker: senior educational manager
03.00 p.m.	Coffee break
03.30 p.m.	Negotiating with enterprises and other institutions Presentation, workshop, role play, questions, discussion Speaker: sales senior
04.30 p.m.	Wrap-up, next steps Prof. Dr. Urs Gröhbiel, FHNW, Member of the Steering Committee SVC
05.00 p.m.	Apéro

Public Event

Get in contact with potential users and partners

Public Event, October 15th, 2007, Berne

In the public event, eLearning providers (projects, CCSP, etc.) will have a first contact with potential users and partners and are capable to present their products and services in an attractive way.

The Public Event will take place one day before the SVC Days 2007 (October 16th and 17th, 2007) at Bea Expo in Berne.