

E-Content and Smart Learning

ITU/ALECSO Smart Learning Forum December, 2015



Who is a "digital native"?

Internet from an early age.

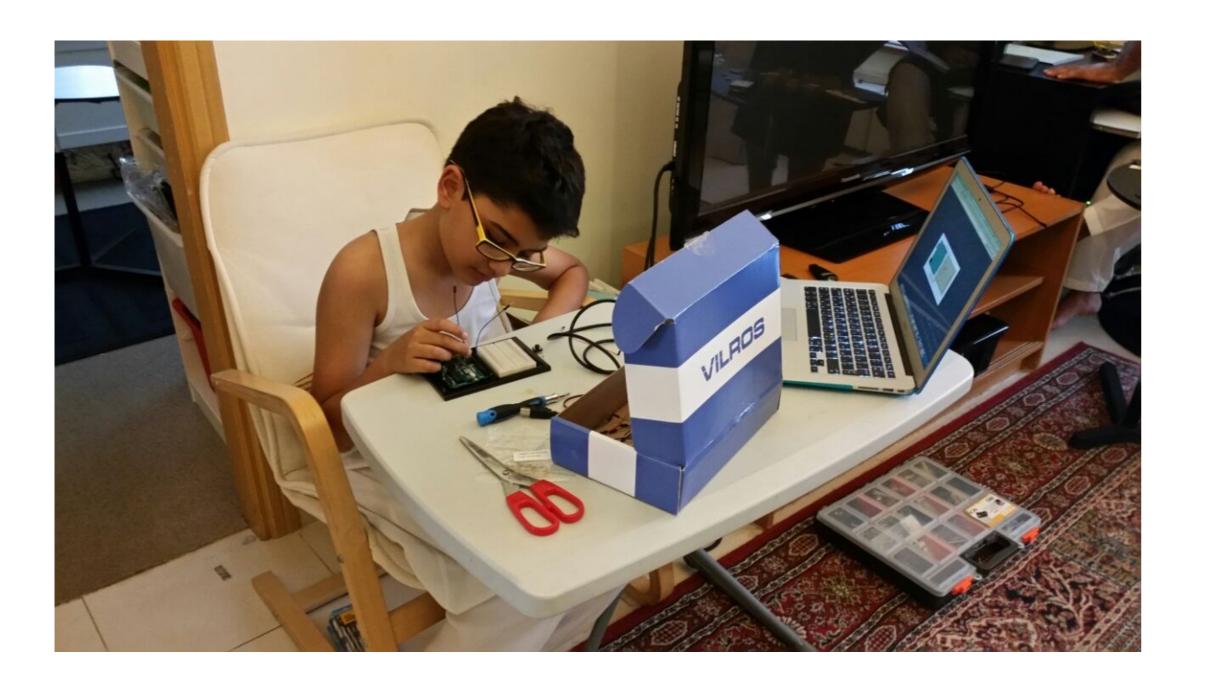


A person born or brought up during the age of digital technology and very familiar with computers and the





An interesting story...



My son Usman (now 11 years old...)











UAE Leadership

"The era of traditional teaching methods is over, and these no longer have a place in UAE education. We are looking towards the future. We are preparing our citizens and building a generation of innovators by consolidating a national culture that encourages creativity and ways to benefit from modern technology."

-HH Sheikh Mohammed Bin Rashid Al-Maktoum Vice President and Prime Minister of United Arab Emirates

"In 50 years, when we might have the last barrel of oil, the question is: when it is shipped abroad, will we be sad? If we are investing today in the right sectors, I can tell you we will celebrate at that moment."

-HH Sheikh Mohammed Bin Zayed Al Nahyan Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces











Improve the percentage of national students graduating from secondary schools



TIMSS & PISA

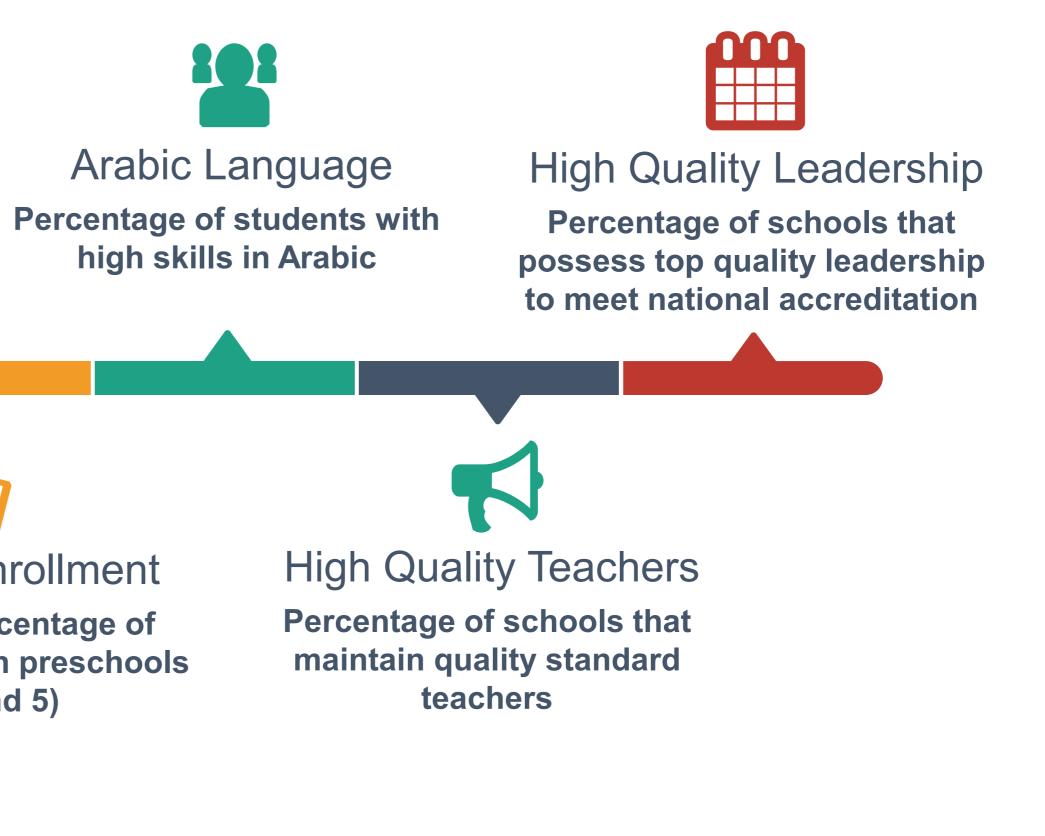
Improve TIMSS and PISA scores for UAE

Preschool Enrollment

Increase the percentage of children enrolled in preschools (ages 4 and 5)

UAE Vision 2021 - Education

National KPI's for a first-rate education system







Smart Learning Rewards



An ecosystem that delivers personalized learning to students

Integration

Close integration of pedagogy, content and technology

Quality Content

High quality digital content that is tied closely with curriculum



Governance

Monitor school/student performance driven by big data analytics

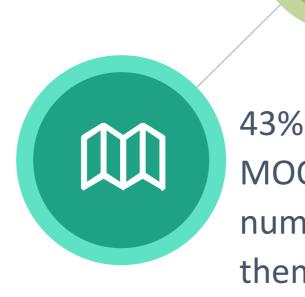
Cost Reduce the cost of education per student



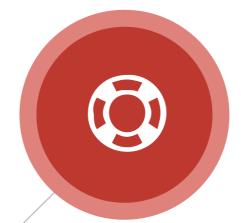


"When one professor can teach 50,000 people, it alters the economics of education."

- Andrew Ng, founder of Coursera



Did you know...



In the U.S., student loans exceeded \$1 trillion for the first time in 2013 with the average student loan soaring to \$23,300. (Source: BBC)



In less than 6 years, Apple's iTunesU reached the 1 billion course download threshold. (Source: Apple)

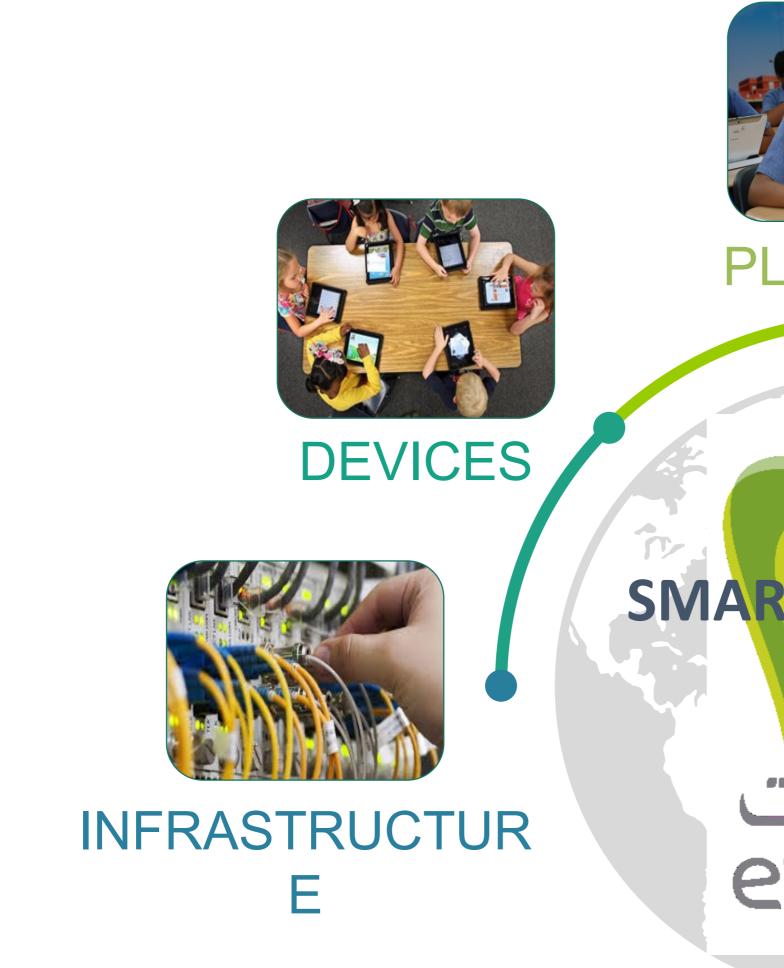
In less than 1 year from its founding, Cousera passed the 3.2 million registered student mark. (Source: Inside Higher Ed)

43% of Universities are planning to offer MOOCs by 2016, a 30% jump from the number of institutions currently offering them. (Source: USA Today)





Smart Learning Value Chain



Smart Learning available on any device, any time, any where...

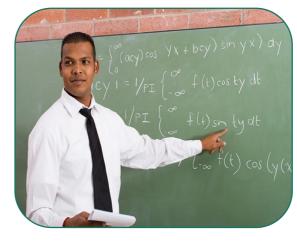


PLATFORM



CONTENT

SMART LEARNING CORE اتصالات etisalat

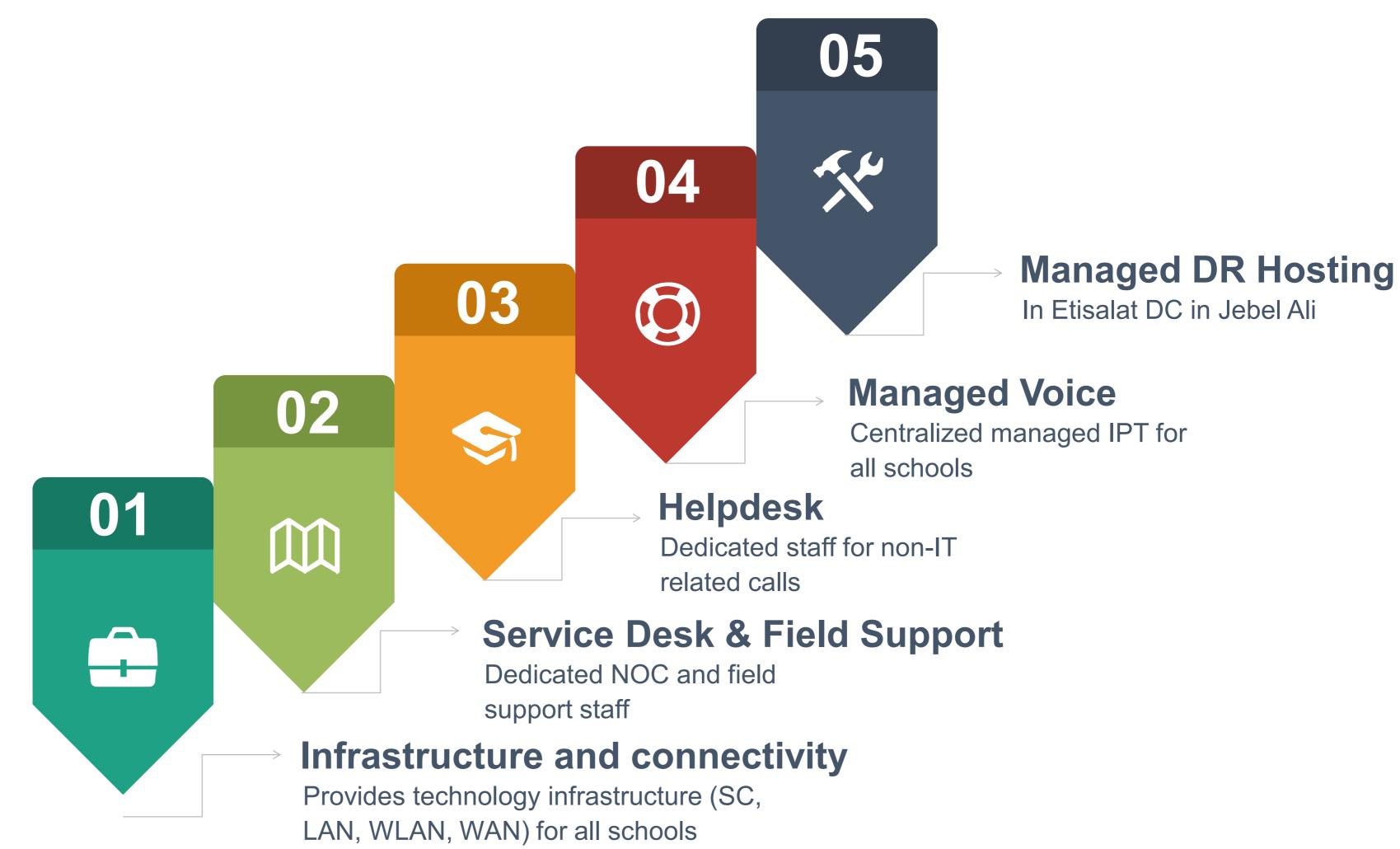


TEACHER TRAINING





Etisalat Services today



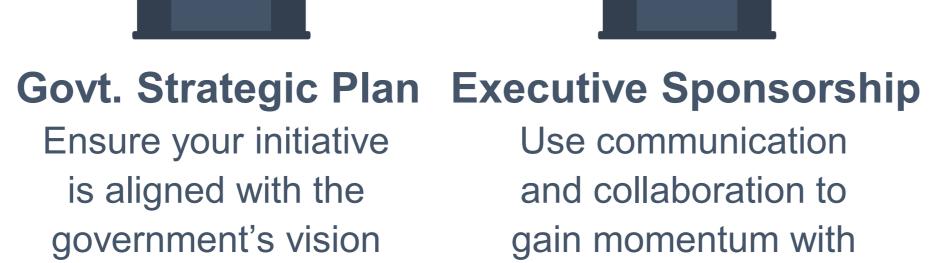




Critical Success Factors How to have a winning initiative



Vision Have a clear vision about what you have to achieve



Use communication and collaboration to gain momentum with your executive sponsors





Address all elements in the smart learning value chain



Change Management

Ensure you have a strategy to tackle change management













Thank you ITU/ALECSO Smart Learning Forum December, 2015

