

# *The Role of Student Engagement in e-Learning Strategy*

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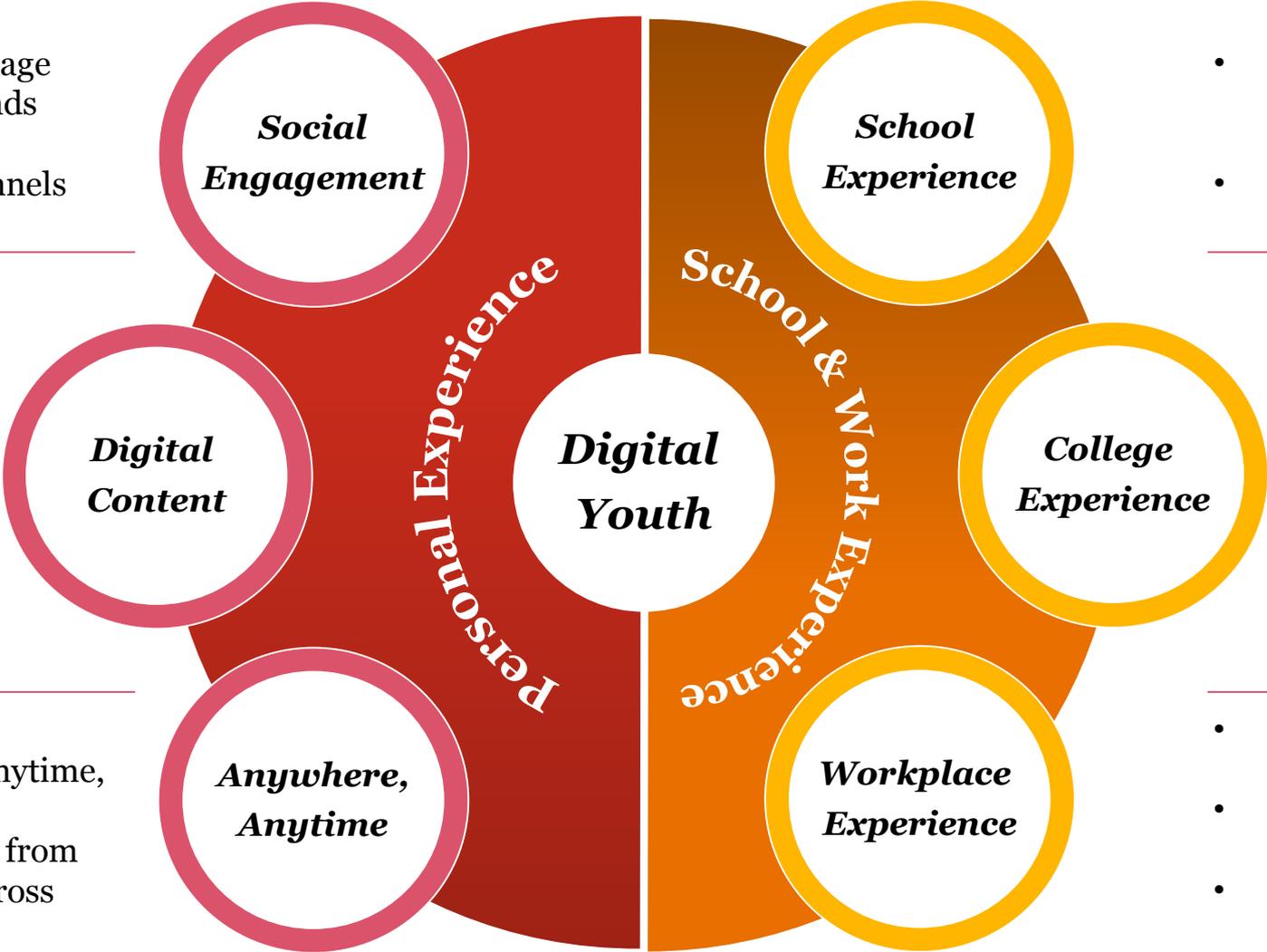


# The two experiences of student / youth life

- Multiple ways to engage with family and friends
- Flexible and rich communication channels (voice, text, videos)

- Access to high quality content
- Searchable
- Shareable
- Social media engagement

- Access to people and content anywhere, anytime, any device
- Seamless experience from physical to online across devices

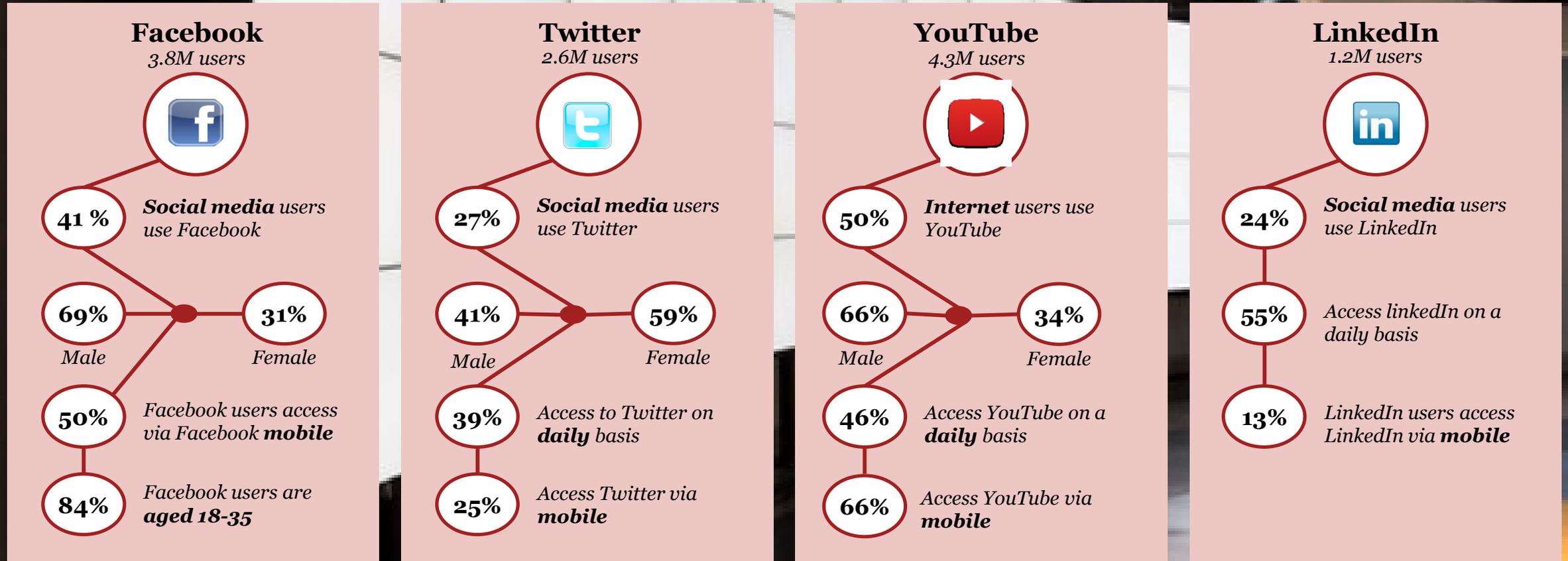


- Fixed curriculum largely based on classroom instruction
- Content is largely static

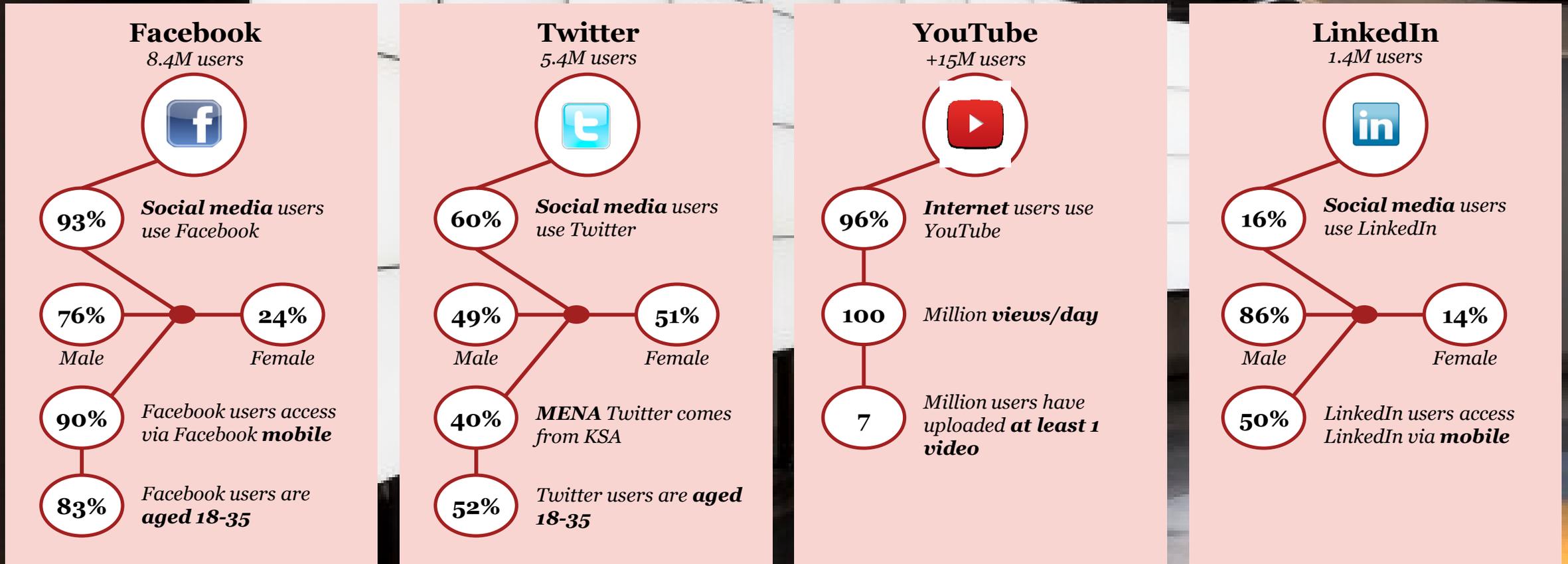
- Inflexible and stale learning materials that creates disengaged students
- Lack of alignment between learning curriculum and future career goals

- Face to face and email based communication
- Collaboration is largely face to face
- Fixed working place and time

# UAE's Digital Natives are deeply engaged in social media



# We see similar trends across the region, especially in KSA



Source: The State of Social Media in Saudi Arabia v.3, The Social Clinic, 2015

# Who are Arab Digital Youth?

**They are innovative,  
team players, flexible,  
and take initiative**

**86% access the internet  
daily and 61% are always  
connected through their  
mobile**

**Highly Influenced by  
Social Media**

*89% take advice and ideas  
through social media  
platforms*

**Value achievement and  
recognition**

*73% motivated by intangible  
rewards\* (responsibility,  
accomplishment)*

**Only 11% (UAE)  
14%(KSA)  
18% (Qatar)  
are satisfied in the  
current workplace**

**Only 3% want to work for  
a local company with no  
international presence**

*Source: Strategy& - Generations A - Differences and similarities across the Arab Generations*

## ***What are the Arab Digital Youth looking for?***

**40% stated that education does not prepare students for the job market**

**56% of those unemployed cited lack of opportunities for work**

**43% of digital Youths would like to start their own business**

**46% of females think they don't have enough work opportunities**

**59% of females want to participate in the workforce to "Make themselves useful"**

**53% of females want to make use of their education**

*Source: Strategy& - Generations A - Differences and similarities across the Arab Generations*

# Canada: Only 1/3 of students are satisfied with current learning technologies and their ability to learn at their own pace

## Key Findings

### Personal experience with the education system survey



How well does the current education system allow you to learn at your own pace?



How well does it adjust to your learning style and needs?



How well does it use technology as a learning tool?

### Survey on the priorities of Canadian Education System

- Only 32% of respondents feels that Canadian school system is good at preparing students to enter the workforce
- 79% of respondents feels that techniques that make learning more engaging for students is a priority. Only 19% believe that personalised learning is delivered well
- 77% would want to see schools accommodate different learning styles
- 74% agrees that encouraging communication between students, teachers and parents as a priority

*US: Students are now always on, entrepreneurial minded and have short attention spans; fueling a need for education that offers connected ‘real’ experiences*

**91%**

**ALWAYS  
ON**

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*of teens use the internet on a mobile device*

**72%**

**CUSTOMIZED  
EDUCATION**

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*of students want to be able to customize their course of study*

**79%**

**INTERNSHIP  
OPPORTUNITIES**

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*prefer course that are integrated with career-align internships*

**24%**

**CONSTANTLY  
ONLINE**

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*of teens report using the internet “almost constantly”*

**63%**

**NEED FOR  
NEW COURSES**

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*of students believe it is important that colleges teach students about entrepreneurship*

**42%**

**SELF-EMPLOYED**

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*of students expect to work for themselves during their careers*

# *Schools need to listen to the students' voices and adapt to the rapidly changing education landscape*

## **Interactive Learning**

- Ability to study with interactive content, replacing the traditional, costly textbook model
- In the moment grading and feedback from teachers
- Online collaboration and social discussion between students integrated into the teaching methods

## **Engaging Content**

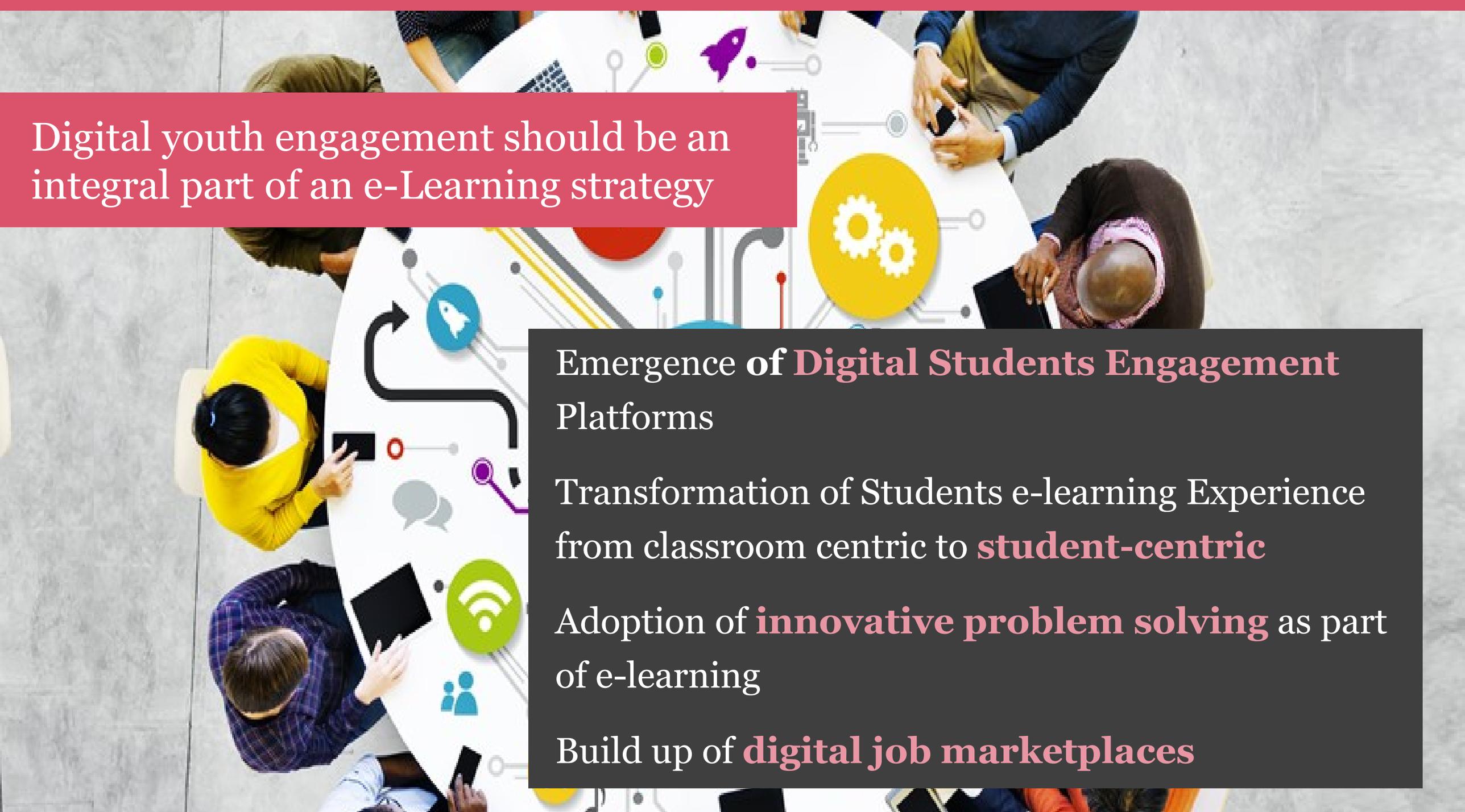
- Content that is engaging and sparks curiosity. Traditional ways of teaching science, technology and engineering use stale content that creates disengaged students.
- Opportunities for students to engage with and hear from industry thought leaders brings content to life and showcase real world impact.

## **Career Oriented**

- The ability for a student to customize their learning pathway and curriculum through modular subjects that allow a student to align learning with future career goals
- Entrepreneurial coursework and availability of work placement opportunities

## **Accessible Teaching**

- Video content and additional learning available beyond the classroom during outside normal teaching hours
- Teachers readily available to discuss students progression with parents via digital channels



Digital youth engagement should be an integral part of an e-Learning strategy

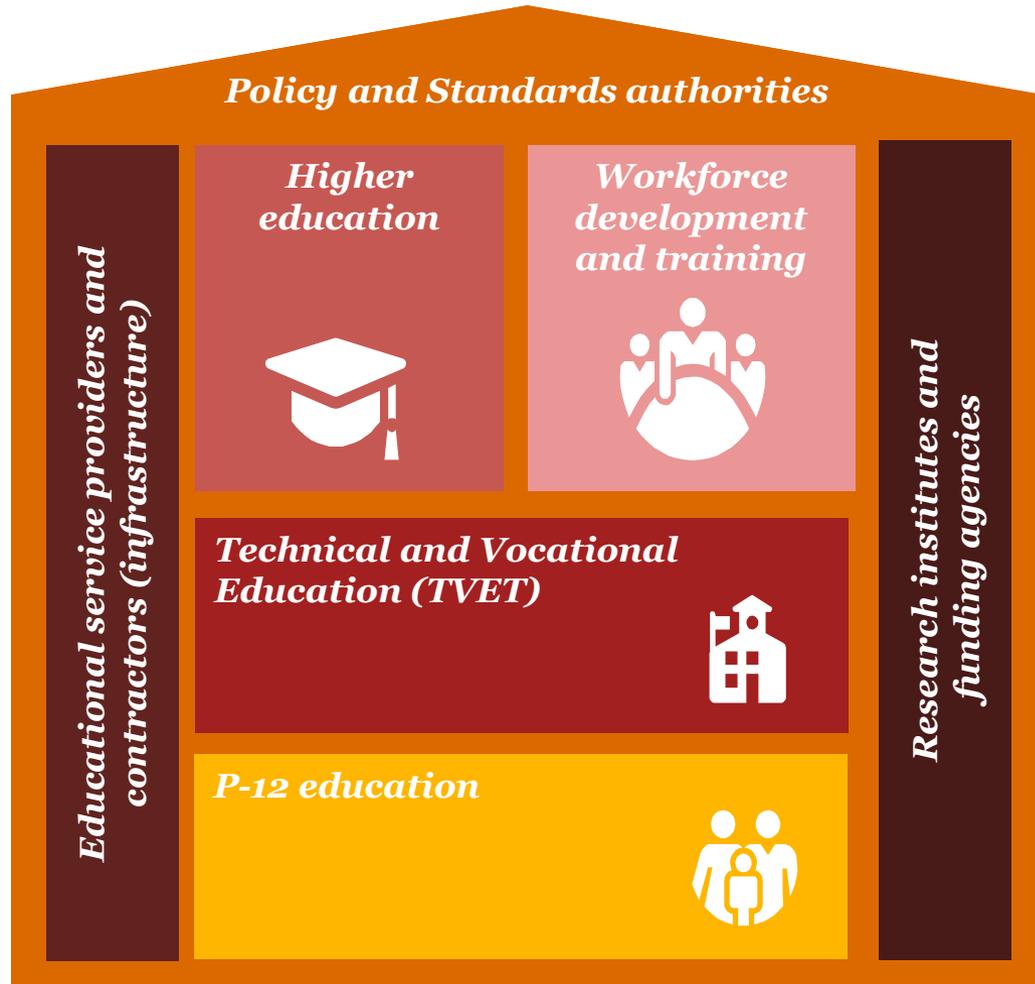
Emergence of **Digital Students Engagement Platforms**

Transformation of Students e-learning Experience from classroom centric to **student-centric**

Adoption of **innovative problem solving** as part of e-learning

Build up of **digital job marketplaces**

# PwC's Education Coverage



## A selection of our key clients





Thank you

