New Development in Use of Technologies and Quality Assurance in Shanghai TV University

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Sep. 14, 2007
Shanghai TV University (SHTVU) located in a quite competitive environment has achieved the goal of quadrupling of its enrolment in the last decade and become one of the Mega-Universities in the World.
Main Points

1. How progress made in a quite competitive environment of Shanghai
2. The systems approach in expansion and use of technologies
3. Quality assurance as center of all managerial and administrative activities
1. How progress made in a quite competitive environment of Shanghai

- SHTVU has become an open university which uses telecommunication, radio and TV, computer networks and other modern information techniques as its major means to conduct distance education.
1. How progress made

- Until June 2007, SHTVU has set up 12 specialties for bachelor’s degree and enrolled 38,429 students; 18 specialties for under bachelor’s degree, enrolled 71,528 students.
1. How progress made

- The distance education broad band connects 57 campuses, all the working stations and teaching sections all over the city.
1. How progress made

- As UNESCO Chairholder in ODL for East Asia, SHTVU has held a number of international conferences and benefited from intensive international exchange programmes:
  
- SHTVU sponsored “the First Global Summit of Mega-Universities” In 2003, and

- The 18th AAOU annual conference in 2004, and

- 3 training workshops in collaboration with UNESCO.

- SHTVU will host 2008 ICDE SCOP Conference in Shanghai.
2. The systems approach in expansion and use of technologies

- Our motto is "For All Learners and All For Learners";
- We keep the systems approach in making our expansion strategies.
2. The use of technologies

- The purpose of utilization of technologies is to serve the mission of the university, raising quality of teaching and learning; It’s strategy is exploring the proper and best combination of all available, both of new and old, technologies, suitable and reachable for different categories of learners in different contexts, rather than seeking the advancement alone of modern technologies.
2. The use of technologies

- SHTVU puts focus on learner-centered and self-study-centered philosophy and put theory into practice with following “3Ls”.

- “3Ls”, a new three dimensional interaction teaching model—“Guided learning, self-learning and assisted learning”, which centers on learning and learners.
2. The use of technologies

- During the activities, teachers and students interact with each other, and there are all sorts of topic discussions, BBS discussion on net, Q & A via telephone and on-the-spot group investigations and so on.
2. The use of technologies

On the basis of making use of the software of CRTVU, SHTVU has designed and applied a series of information management platforms. The 10 platforms of information management in SHTVU are as follows:
- Students recruit system on the web
- The platform of teaching plan and curricula management
- Application system for taking the credits of the courses without examinations in the distance education
- Teaching and research plat-roof on the web
- Classroom on the web (2006)
- Mobile campus on texts
SHTVU attaches great importance to the practical resource construction for students, including teaching texts, video order program, electronic lecture notes, self-tests, assignment tutorship, virtual experiments, distance experiments, and MP3, mobile learning sub-website, case study storehouse, and material storehouse.
3. Quality assurance as center of all managerial activities

1) The university has formed “6Ss” quality assurance system, consisting of:

A. Concept system for encouraging, clarifying and defining ideas about quality, principle, quality management.

B. Criterion system, consisting of quality criterion, division of responsibilities and process.

C. Organization system offers organizational assurance.
3. Quality assurance

- D. Implementing system brings quality management into effect.
- E. Control system examines and inspects the whole teaching process and offers the feedback information for the teaching.
- F. Evaluation system and feedback system evaluates the teaching results and feedbacks to the departments concerned.
3. Quality assurance

2) SHTVU has taken the following measures for quality assurance:

- First, the university tries to fulfill the guarantee mechanism and standardize the construction and operation of teaching resources.
- Second, it has set up the monitor mechanism and promotes the use of multi-media teaching equipment.
- Third, it has improving the quality of its own teaching resources, offers its teachers such equipment as U disks, microphones and cameras and so on.
3. Quality assurance

3) By taking full advantage of all available media, including TV, the net, and the publishing resources, SHTVU integrates all the resources and establishes the carrier of quality-oriented education. It cultivates the campus culture and cyber culture, which are of open educational features.
3. Quality assurance

4). Outcome of 2006 Survey of quality of graduates:

- The graduates from SHTVU have been well accepted by society. The employers generally agree that the open education of SHTVU is of a success. In October 2006, SHTVU made an investigation of 6565 graduates of 2006, which shows that:
  
  - 99.03% of employers deemed that the job achievements increased patently;
  - 93.5% considered that they had stronger working competence;
3. Quality assurance

- 54% thought that the open distance education was suitable for the needs of human resources development.
- 37.32% of these graduates promoted onto important working posts,
- 25.84% have administration promotion,
- 25.84% have professional promotion.
Thank you very much!
And
Welcome to SHTVU!