

# Canada – Athabasca University

Established in 1970, Athabasca University (AU), located in Athabasca, Canada, is one of four comprehensive academic and research universities in Alberta and specialised in online distance education.

## Student numbers

More than 100 thousand students	20-100 thousand students	1-20 thousand students	No data
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## Core Funding

[data not provided]

## Qualifications offered

Vocational qualification (ISCED 3-4)	Master's degree or equivalent (ISCED 7)
Associate degree or equivalent (ISCED 5)	Doctoral degree or equivalent (ISCED 8)
Undergraduate degree or equivalent (ISCED 6)	Informal recognition (e.g. badges)
No formal/non-formal credits or qualifications / independent study	Other: Post-baccalaureate diplomas and certificates

## Subjects offered

Generic programmes and qualifications	Information and communication technologies
Education	Engineering
Arts and humanities	Agriculture & veterinary
Social sciences, journalism and information	Health and welfare
Business, administration and law	Security, transport, hygiene and public health services
Natural sciences, mathematics and statistics	Other: Architecture

## Organisation of learning provision

Primarily campus provision	Primarily distance learning provision (correspondence)	Primarily online provision
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## Technology-enhanced learning elements

Massive Open Online Course (MOOC)	Virtual Learning Environment (VLE)
Open Educational Resources (OER)	Wikis
Digital Badging	Videoconference
Learning Analytics	Teleconference
Artificial Intelligence	Learning Management System (LMS)
E-Portfolios	Mobile Learning
Blogging and micro-blogging	Bring Your Own Device (BYOD)
Social Media	Online Assessment
Other	

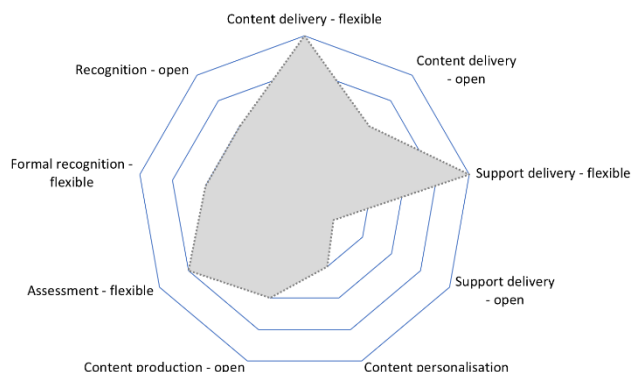
## TEL Strategy

Athabasca University has moved in recent years from a traditional distance education university to a fully online university. 2017 saw a strategic planning programme take place in anticipation of a future strategy for development of provision.

## OOFAT Model

Interpretation: The closer the line moves towards the centre, the more fixed and institution-specific the approach taken by the institution. The further from the centre, the more flexible and open the approach.

### OOFAT for organisational flexibility



### OOFAT Model: Additional Information

#### Content

Mostly fixed content. Courses using social networking platforms/media more personalized. Faculty choose and structure content, supported by learning designers and course production staff. Widespread use of traditional third-party publisher-based materials, but dependency is lessening although due to cost and frequency of revision. Many faculty are introducing OER with growing interest and commitment.

#### Delivery

Courses start at beginning of each month, students have up to 6 months to complete individualized study courses. The LMS available anytime online. Most content available only to enrolled students. Application and Registry open to individuals aged 16+. Social networking sites supplement content delivery and communication. Support provided by instructors. Minimum standards for turnaround time for responses. Currently implementing CRM student support model to replace traditional tutorial model.

#### Recognition

Mostly place-based invigilated exams. Online invigilation pilots currently underway. Assessments not time-constrained in individualized study courses, learners can submit/ undertake assignment when they feel ready. Graduate programs and other paced courses are more controlled. Prior learning assessment and challenge for credit are offered to learners. The Adult Learning System in Alberta encourages pathways between and among postsecondary institutions, and transfer credit opportunities.

## Business Model

### Outreach model

Defender-related characteristics versus Prospector-related characteristics

Profitability / sustainability		
Networks		
Competitive advantage		
Value chain		
		Communication channels
		Target group
Products / services		

### Business Model: Additional Information

The business model focuses on using digital technologies to reach new markets via new or innovative channels using the same or similar products and services as in the past.