

United States – University of Maryland University College (UMUC)

Situated in Adelphi in Prince George's Country, Maryland, in the United States, the University of Maryland University College (UMUC) was established in 1947 and is one of the largest distance learning institution in the world, serving over 90,000 students globally.

Student numbers

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



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

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

Business Model

Fixed core 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 existing markets via new or innovative channels using the same or similar products and services as in the past.

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	

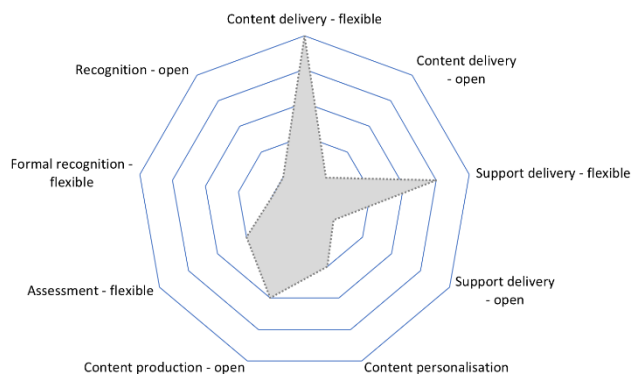
TEL Strategy

We currently provide mostly online education with a traditional LMS. We want to move toward a personalized tech model.

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 multiple projects



OOFAT Model: Additional Information

Content

Content relatively standardised. Content production partially in-house and learner-generated. Extensive usage of OERs

Delivery

Online help resources with varied hours. Tutoring, writing, math help.

Recognition

Faculty have great discretion.