

Our consulting services address persons and academic institutions that are involved in the strategic, structural, organizational or economic aspects of the use of media in university teaching. These comprise

- university administrations
- department heads and university planners
- central university institutions
- e-learning support institutions
- deans of online degree programs
- supervisors of e-learning projects
- ministries

## Our experience

HIS-HE has built up broad experience and intricate know-how in the field of media-based university teaching. Our team has successfully applied these competencies to diverse projects and task fields:

- Accompanying the development and practical realization of e-learning implementation strategies at universities
- Carrying out in-process organizational development projects with regard to the sustainable use of new media
- Developing business models for Internet-based degree programs
- Analyzing and assessing organizational structures for e-learning support
- Assessing project proposals for teaching support programs
- Evaluating regional e-learning support programs
- Carrying out representative surveys on the supply and use of e-learning in German universities

The field “media-based teaching” is part of the project center “Higher Education Management” within the DZHW division “Higher Education Development”. This means that advanced methodical and content-related knowledge from different fields of teaching and learning management is easily available for our e-learning consultancy projects.

## Publications on E-Learning Issues

- Articles as Assignments – Modalities and Experiences of Wikipedia Use in University Courses. In: M. Spaniol, Qing Li, R. Klammer, R. W. H. Lau (eds.): Advances in Web Based Learning – ICWL 2009. Proceedings. Berlin, Heidelberg: Springer 2009. P. 434-443.
- E-Learning in German Higher Education – 1.1 or 2.0? In: EDEN Annual Conference 2007: New Learning 2.0? Conference Proceedings and Book of Abstracts. Ed. by A. Szücs and I. Bø. Budapest 2007.
- Functional Differentiation of Incentives for E-Teaching in Universities. In A. Méndez-Vilas, A. Solano Martín, J. Mesa González, J.A. Mesa González: Current Developments in Technology-Assisted Education. Badajoz 2006 (Vol. I). P. 72-76. Online available: [www.formatex.org/micte2006/Downloadable-files/oral/Functional.pdf](http://www.formatex.org/micte2006/Downloadable-files/oral/Functional.pdf)



## E-Learning Digital Media in University Teaching

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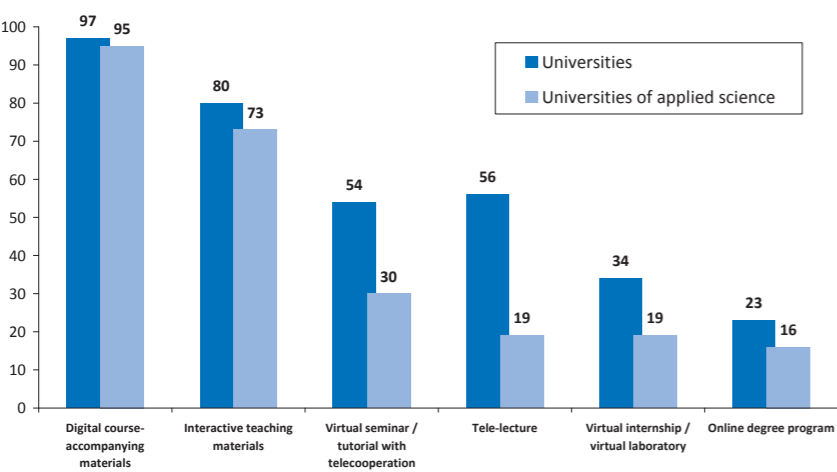
[www.his-he.de/e-learning](http://www.his-he.de/e-learning)



New Challenges through E-Learning

The use of e-learning at universities is changing: While universities have primarily focussed on multimedia-based teaching contents in the past, embedding digital forms of teaching, learning and interactive media into university structures currently takes centre stage.

E-learning Services in German Universities



This results in new challenges: In order to establish sustainable forms of computer-supported teaching, staff and infrastructure have to be available, competencies related to the instructional design of media have to be fostered and the accompanying working processes have to be rearranged or initiated.

This leads to complex processes of organizational development. They require prudent forms of change management which bring the backgrounds and interests of the persons and institutions affected effectively into line.

General Conditions of the E-learning Use in Universities

General Conditions		
Competition between universities	Increasing autonomy	Subject-related setting of priorities
Insufficient funding of universities	Bologna process	Increased importance of learning
University-related Conditions		
Size of the university	Equipment of the university	University strategy, OD processes
Type of university	No professional production / distribution processes	Competitive university profile: core subjects, target groups etc.
E-learning-related Conditions		
E-readiness: development status	Results of funding programs	Networking and cooperation structures
Funding activities	Sustainability requires on-site anchoring of developments	Does digital teaching contribute to a valorization of teaching?

Our E-Learning-Related Services

The HIS Higher education development (HIS-HE) offers all persons and institutions which professionally address the use of media in universities a practically oriented range of consulting services. These services focus on the structural, organizational and resource-oriented aspects of the use of media. The core of our consulting services is the analysis, design, continual assistance and evaluation of measures through which an efficient, beneficial and sustainable use of e-learning in education and advanced training can be guaranteed.

Services in Detail

The consulting services of HIS-HE draw on a range of reference projects with the following thematic emphases:

Strategy and Business Model Development

- Developing implementation strategies for the use of media in universities taking all stakeholders into account
- Consulting on objectives and strategic measures, incentive structures and new controlling tools for the sustainable implementation of e-learning
- Consulting on potential capacity effects through the use of digital media
- Supporting the acquisition of external funds in relation to multimedia and e-learning
- Supporting the development of business models for the marketing of Internet-based educational opportunities such as online master programs

Business Models for E-learning in Universities

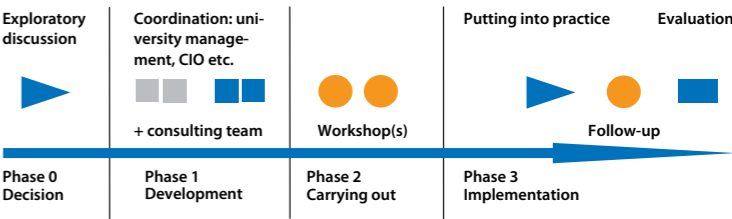
Academic Studies and Degree Providing	Product: postgraduate continuing education programs of study (full-time / part-time studies)
Knowledge Resources Providing	Marketing of Internet-based knowledge resources ( <i>undemeath</i> study program level)
E-Learning Brokerage	Interlinking supply and demand, consulting with regard to e-learning resources
Software Sales and Services	Software systems, application development, consulting, training
Consultancy and Training	Consulting and training services for different e-learning specific issues

Our E-Learning-Related Services

Organizational Development and Evaluation

- Moderating, continually supporting and evaluating organizational development processes in universities within the context of new media applications
- Consulting on the required infrastructural and the general organizational framework
- Providing expertise on project proposals for support programs
- Assisting and evaluating e-learning support programs (on regional and university level)

Phases of the change process within a HIS-HE project



Knowledge Construction and Transfer

- Producing comprehensive quantitative and qualitative studies on the use of e-learning in universities
- Moderating work groups in the field of computer-supported teaching
- Organizing and moderating workshops on issues related to the application of digital media (incentive systems, support structures, e-assessment forms etc.)
- Providing contacts to e-learning experts and participating in the constitution of networks
- Giving lectures and presentations at congresses and workshops in different countries