



# *Universitas 21*

## *Universitas 21: Overview, Future Directions, and U21global Joint Venture with Thomson Learning*

**Michael Goldberg**  
*Universitas 21* Manager  
Office of the Vice President, Academic  
University of British Columbia



# *Universitas 21*

**Founded in 1997, *Universitas 21* now includes:**

|  |                                      |
|--|--------------------------------------|
| <b>A. Ludwig Universitat(Freiburg)</b> | <b>Lund University</b>               |
| <b>University of Auckland</b>          | <b>McGill University</b>             |
| <b>Beijing University</b>              | <b>University of Melbourne</b>       |
| <b>University of Birmingham</b>        | <b>University of Michigan</b>        |
| <b>University of British Columbia</b>  | <b>University of New South Wales</b> |
| <b>University of Edinburgh</b>         | <b>New York University</b>           |
| <b>Fudan University</b>                | <b>University of Nottingham</b>      |
| <b>Georgia Institute of Technology</b> | <b>University of Queensland</b>      |
| <b>University of Glasgow National</b>  | <b>University of Singapore</b>       |
| <b>University of Hong Kong</b>         | <b>University of Virginia</b>        |

**20 Universities - 10 Countries**

**Strategically seeking new partners (U.S. in particular)**



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### **Overview: Progress & Opportunities**

- **Student Exchange Agreements**
- **Teaching & Learning Technologies/Resources (T&LT)**
- **Professional Portability Project (PPP)**
  - **Initial objectives and goals**
  - **PPPs: Accounting, Real Estate Valuation, Teacher Education**
- **Quality Assurance through *U21 Pedagogica***
- **Meetings of Deans and University Librarians**
- **Best practices benchmarking and staff exchanges**
- ***U21 Scholars* Program**
- ***U21global* jv with Thomson Learning (Projects 4, 7, 9)**



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### *Universitas 21 Global:*

### **Structure, Quality Assurance, & Process**

- **The Context**
  - **Open learning agencies**
  - **Competition from private sector**
    - **Private universities (e.g., University of Phoenix)**
    - **Arthur D. Little MBA; Motorola University**
  - **E-education collectives (e.g., UNext.com)**
- ***U21 Global* differs from these:**
  - **Academic consortium doing many things**
  - **Global intentions and reach**
  - **Comprised of research universities**



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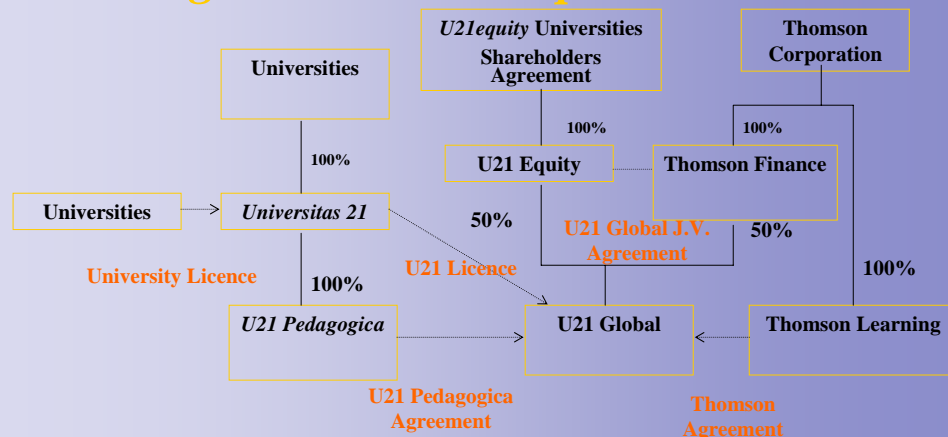
### The Proposed Arrangement

- Consortium of universities enter joint venture arrangement
- Collective use of names & crests by *Universitas 21* (royalty stream created for participants)
- e-learning partners form *U21 Equity* (equity income participation)
- Quality assurance via *U21 Pedagogica* (Admission, course content, course delivery, student evaluation)
- Delivery of programs in partnership with Thomson Learning
- *U21Global* will be operational organization



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### U21global: ownership & structure





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### **Advantages of the Joint Venture Arrangement**

- Learn about possibilities and limitations of e-education
- Do so as partners with globally-known, like-minded universities
- Do so with partner with considerable resources and experience
- Asian and Oceanic partners and focus is a strength
- Spread risk
- Flexibility on extent and duration of involvement
- Relatively easy exit from the consortium
- Provides UBC with free access to all *U21 Global* courseware
- Enhances TREK objective to promote UBC and internationalism



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### **Issues of Concern**

- Ensuring proper attention to the joint venture
- Ensuring that *U21 Pedagogica* is effective
- University's financial risk
- University's reputation risk
- Proper consideration of role of public universities as commercial education providers
- Closing Concern: risks of not joining *U21global*



## *Universitas 21* Conclusions

- **Considerable progress on several projects**
  - **PPP's in Accounting, Real Estate, and Education**
  - **Student exchanges**
  - **Teaching and Learning Resources (UNSW)**
  - **Meetings of deans of virtually all faculties/schools at least once**
- **Several new opportunities moving forward**
  - **Research: international comparative policy/research consortia**
  - **International co-ops, internships and placement**
  - ***Universitas 21* scholars, staff and faculty exchange programs**
  - **Best practices benchmarking and information exchange**
- **Specific opportunity via e-learning partnership**