

## ELIG Newsletter November 2008

### Letter from the Secretary General

Dear ELIG members,

I am very pleased to be sending you the ELIG Newsletter Nr. 5 for 2008.

As in all previous Newsletters I am delighted to announce important new additions to our membership. A very warm welcome to the New Core Group Members:

- ETQM – UAE/Dubai ,
- McGraw Hill Education
- Ignition

As well as new consultation group members:

- Ecole Polytechnique Fédérale de Lausanne
- Educa Next

You'll find more information about the New Members in the Section below.

It is my particular pleasure to introduce two new members of the ELIG team who will spend part of their time supporting ELIG - those of you who were at the AGM have met them already.

**Matty Smith**, Senior ELIG Advisor, who will be moderating working groups, handling the content of the ELIG website and editing the ELIG Newsletter

**Elmar Husmann**, Senior ELIG Policy Advisor, who will be coordinating and facilitating the work of the ELIG Public Policy Group under the guidance of the PPG Chair (Corinna Schulze) and myself.

**Annemie Boonen** will continue to work with ELIG as a Project Executive, for defined initiatives.

Please join me in welcoming the new team members. I believe this is an important step to strengthen the ELIG capacity to act and to produce results for our members and for the industry.

As I announced at the AGM, we are now moving into a new 2 years cycle of our ELIG Governance. I would therefore ask you for **nominations for the ELIG Executive Committee**:

- Either to nominate a personality from the ELIG Group that you would like to propose for the Excom or
- Self-nomination of those who would be prepared to take this role.

Please provide the nominations/self nominations no later than December 15 to me via e-mail. We are planning to finalise the establishment of the new Executive Committee by mid of January and to have the new Chair(s) elected by end of January.

Let me also point out that we are in the process of strengthening the standing **ELIG Public Policy Group (PPG)** and we invite those who are engaged in policy related activities to self-nominate to Elmar Husmann - HUSELMAR@de.ibm.com

After a successful AGM with some 50 participants, and a DECOM workshop with more than 100 participants, we have good momentum as we move forward. In the Newsletter you will find a number of important initiatives actions. Based on the input and guidance that we received at the AGM we are elaborating our working programme for 2009 and will come back on this in our next Newsletter.

Best regards

Richard Straub

## Welcome to new ELIG members

### New Core Group Members

*e-TQM College, United Arab Emirates* The e-TQM College is the first online institution to be licensed and accredited by the Ministry of Higher Education in the UAE. Its vision is to 'help shape the future of education and learning in The Middle East through innovative solutions. The e-TQM College Publishing House specializes in academic publishing and trade titles. Its main goal is to disseminate knowledge and support learner acquisition of internationally recognised publications in English and Arabic and other languages based on demand. The ELIG main contact is Dr. Narimane Hadj Hamou. (<http://portal.etqm.ae>)

*McGraw-Hill Education, Europe*. McGraw-Hill is a player in the global education market. Its wide presence in Europe has enabled it to establish a strong network of contacts in the Educational marketplace. The ELIG main contact is Italo Raimondi. (<http://www.mcgraw-hill.co.uk/>)

*Ignition, United Kingdom* specialises in delivering innovative learning and experiential solutions. Online, in print and face-to-face, their business is focused on developing the right mix of product knowledge and skills across the range of distribution channels. The ELIG main contact is Simon McDermott. (<http://www.ignitiononline.com/>)

### New Consultation Group Member

*Ecole Polytechnique Fédérale de Lausanne, Switzerland*. EPFL is one of the two Ecoles Polytechniques fédérales in Switzerland. Like its sister institution, ETHZ, it has three missions: education, research and technology transfer at the highest international level. The ELIG main contact is Pierre Dillenbourg. (<http://www.epfl.ch/>)

*Educa Next Association* is involved in the deployment of brokerage and exchange services between academic institutions and with some technology providers, mainly in France, Austria and Germany. The ELIG main contact is Jacques Dang. (<http://www.educanext.org>)

## 2008 ELIG Annual General Meeting

A very successful AGM took place in Sestri Levante, Italy, in October. A full report of the event can be found on the ELIG website. Key speakers included Rob Abel, (IMS Global Learning Consortium); Pascal Desbordes, (Cegos); Michael King, (IBM) and David Worlock, (Outsell Inc). In addition the meeting

received a final report from the ELIG/ETF collaboration and those attending spent time in break out groups discussing feedback from the Public Policy Group and the working parties on 'Content & the Publishing Industry' and 'Industry Value Proposition'. Valuable feedback from the membership on ways to progress a number of initiatives, both policy related in terms of the European Union as well as industry specific, are now being further refined. The Public Policy Group is looking for news members. If you are interested in joining this group then please contact Elmar Husmann ([HUSELMAR@de.ibm.com](mailto:HUSELMAR@de.ibm.com)). A full report on the AGM, as well as the key speaker's presentations, is all available on the ELIG web site (<http://www.elig.org/node/11>).

## **DECOM 2008 Workshop October 23, Sestri Levante**

This major event followed on the day after the ELIG AGM and this enabled many of our members to attend. Opened by Giunti Labs CEO and ELIG Co-Chair, Fabrizio Cardinali, key note speakers shared thought leadership in the areas of mobile learning and open learning. European Commission Programmes and Projects supporting the European Publishing Industry were then covered before delegates were introduced to a number of case studies all relating to learning content provision. These case studies, from the UK Open University, McGraw-Hill, Elsevier Publishing and Delft University, set the scene for round table discussions amongst delegates addressing the ten top hot topics for educational publishing. The DECOM web site (<http://www.decom2008.com/>) has full details of the event as well as presentations from the key speakers.

## **Calendar**

*With this section, we aim to give an overview of activities and events where ELIG will be represented. We would welcome ELIG members providing us with information on conferences and events in which they play a role as organisers, participants, presenters.*

### **Key Events**

- **Online Educa Berlin, December 3-5, 2008.** (<http://www.online-educa.com/>) ELIG are running an **Experts Session** ([http://www.icwe.net/oeb\\_special/news110.php](http://www.icwe.net/oeb_special/news110.php)) on Friday 4<sup>th</sup> December at 11:45, during which a panel of experts from the Publishing Sector will discuss issues and share views.
- **The 2<sup>nd</sup> Annual Forum on e-Learning Excellence in the Middle East** (<http://elexforum.etqm.ae/>) will be held in January in Dubai, UAE in 2009. The Forum aims at bringing together e-Learning professionals, experts, practitioners, researchers and educators from around the world to discuss the future of education and e-learning development and implementation in both the academic and corporate world. ELIG members will receive a reduced rate for enrolling in the conference (1300 AED instead of the standard rate of 1800 AED). You can also get exhibition space at the event on a first come - first served basis. Please send a message to Shazia Khan ([S.Khan@etqm.ae](mailto:S.Khan@etqm.ae)) with copy to Matty Smith ([matty\\_smith@btinternet.com](mailto:matty_smith@btinternet.com)) should you be interested either in attending the Forum or renting exhibition space.

### **Other events**

- **ELIG/ETF project: workshop for policy makers,** (<http://eskills.cedefop.europa.eu/conference2008/>) Cairo, Egypt - 23 & 24 November 2008.

- **European Conference "e-Skills 2008"**, Thessaloniki, Greece - 9 & 10 December 2008.  
(<http://www.cedefop.europa.eu/index.asp?section=3&read=3401&sub=1>)

## Publications

An article by *Richard Straub*, on informal learning has been published in the latest edition of TrainingZONE, which is available online at <http://www.trainingzone.co.uk/cgi-bin/item.cgi?id=191002&d=pndpr&h=pnhpr&f=pnfpr> .

An *ELIG/ETF Project* has published a final report into “**Exploring the market for e-Learning in the Near East and North Africa: Challenges & Solutions**”. Key findings touch on the role of public/private partnerships and the need to recognise and accommodate cultural diversity and variable levels of e-readiness in progressing the use of e-learning in these regions. The full report will be sent to all ELIG members during December whilst a short version is being produced by ETF for download later. A summary of the main findings can be found on the ELIG web site at <http://www.elig.org/node/13> .

A number of *new reports* relating to e-learning and academic publishing have recently been published by the UK Joint Information Systems Committee (JISC) (<http://www.jisc.ac.uk/publications.aspx>) including the Serious Virtual Worlds Report, the Digital Preservation Policies Study and The Spoken Word.

The *Elearning Europa Portal* (<http://www.elearningeuropa.info/>) is interested to receive and publish information about e-learning on the portal. This may include details of events, conferences, calls for papers, details of projects or articles for publication. In particular, the Elearning Europa has just added a call for papers about “Innovation and creativity” with a deadline January 2009. Full details at <http://www.elearningpapers.eu/index.php?page=fix&id=13>

*Richard Straub (ELIG)* and *Diane Bing (IBM)* are interviewed for the lead article in Learning Magazine. They talk about the technological revolution that is impacting on learning but emphasise the need for learning to be the prime focus in any technical developments. Full details at <http://www.elig.org/node/18>

## Press Releases

Following our highly successful 2008 AGM, in Sestri Levante, an ELIG Press release has been taken up by no fewer than 20 web-based organisations for wider dissemination. Read the full press release on the ELIG website at <http://www.elig.org/node/16> .

## ELIG Website:

Work continues on the web site, developing it into a useful resource not only for ELIG members but for the wider learning industry community. We would welcome all ELIG members putting links on their websites to the ELIG site and also sharing with us, for wider distribution, details of any White Papers, reports, research or events that are relevant to the Learning Industry.