

# From Collaborative Posturing to Strategic Alliance



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# Topics to Cover



⌘ **The Web – looking back, looking forward**

⌘ **EdNA (Education Network Australia)**

- ⊗ why it was formed – equitable access; collective leverage
- ⊗ what it is today – beyond connectivity & carriage
- ⊗ as a model for the networked society

⌘ **Communities and Collaboration**

- ⊗ value-adding & aggregation
- ⊗ standards & interoperability
- ⊗ Viability & sustainability

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- ⊗ opportunities; strategic alliances; the *Network Game*



John Seely Brown sees the Internet Age as

“ ... a shift between using technology to support the individual to using technology to support relationships between individuals.”

*The Social Life of Information, p. 14.*



John Chambers, Cisco CEO:

“The next big killer application for the Internet is going to be education. Education over the Internet is going to be so big it is going to make e-mail usage look like a rounding error.”



Bill Clinton:

“It’s about the economy, stupid!”



**“It’s (not just) about the economy, stupid!”**

# Spot the Keywords



**The ...**

**New Economy, Knowledge Economy, Information Economy, Knowledge Age, Information Age, Internet Age, Learning Society, Network Society, Digital Revolution, Now Generation,**

**And ...**

**Convergence, Collaboration, Culture, Globalisation, Localisation, Personalisation, Engagement, Relationship, Co-branding, Co-operation, Co-sourcing, Networking, Networking, e-mail, e-commerce, e-learning, e-business, e-politics, e-education, eNtertainment, e-nitiatives, Lifelong learning, Value-add**

# The Web – Looking Back



## ⌘ 1969: US Military (innovation & fear)

- ☒ Internet beginnings
- ☒ Both information & communication

## ⌘ Research & Education communities

## ⌘ Hypertext & the Web

- ☒ “Look mum, I’m online too!”
- ☒ Brochureware
- ☒ Backend databases, middleware
- ☒ Portals; B2B
- ☒ XML (structure – content – presentation)



# The Web – Looking Forward



⌘ **XML** – structure & content; B2B

⌘ **Unlimited Bandwidth** – dialup to connected

⌘ **Peer to Peer**

⌘ **Internet 2** – led by education sector

*what persists?*

⌘ **Open Architecture** – Relationships; distributed; nomadic

⌘ **Culture of Innovation**

# EdNA – Historical Context



## ⌘ Education in Australia

- ⊠ public good; expansive geography; government & private systems; distance education; free access
- ⊠ early adopters of technology

## ⌘ 1994: the World Wide Web

## ⌘ Globalisation - Economics & Politics

## ⌘ Telecommunications sector

## ⌘ Educational sector

# EdNA - early context



“ASTECC recommends that the Minister for Employment, Education and Training, in consultation with other relevant Ministers, initiate the establishment of a not-for-profit consortium, involving governments, telecommunications carriers, industry and the research and higher education communities, to provide a national information network for the research and higher education communities and the wider community.”

Australian Science and Technology Council (ASTECC),  
*The Networked Nation*, 1994

# EdNA - early context



“The continuing development within AARNet, the development of other on-line service providers and various other Commonwealth, State and Territory initiatives, is giving rise to a dynamic “**community of networks**” through a bottom-up user-driven approach, which is responding to opportunities and the demands of particular sectors and communities. This community of networks is characterised by devolution of control, and leaves the way open for creative ideas to emerge from various communities of interest. Nevertheless, Internet will continue to be a key part of the national information services infrastructure. It would be unwise in such a climate to adopt a centralised approach, albeit one in which a range of interested parties are involved, to manage the development of “the national information network”. There is a risk that a centrally driven approach would result in the government being locked into inappropriate technologies or services, while the market moves in other directions.”

Response to *The Networked Nation*, 1994

Australian Science and Technology Council (ASTEC)

# EdNA



## ⌘ Initially

- ⊗ recognition of potential of Internet for Education
- ⊗ connectivity & collective leverage (purchasing)

## ⌘ Evolution

- ⊗ National framework; beyond connectivity
- ⊗ Collaboration and Co-operation

## ⌘ A Model of Value-adding

- ⊗ maximisation of benefits – minimising duplication
- ⊗ sharing knowledge – best practice

# EdNA's Framework



- ⌘ collaborative
- ⌘ distributed/decentralised
- ⌘ aimed at value-adding
- ⌘ service-based & enabling
- ⌘ education focused
- ⌘ inclusive
- ⌘ supportive of Australian curriculum

# EdNA



## ⌘ The Internet & Education

- information & communications technology

## ⌘ critical success factors (to date)

- champions
- diverse stakeholder mix
- top-down AND bottom-up drivers
- matching technology with human networks
- community of networks
- model of aggregating value
- policy AND practice

⌘ *...a success story for the Network Society!*

# e-learning – in context



## ⌘ Collaboration on Standards

- IMS Global Learning Consortium
- IEEE LTSC
- ISO
- AICC

## ⌘ New markets & new distribution

- NetPaper <http://www.netpaper.com/>
- Heller Reports <http://www.hellerreports.com/>

## ⌘ e-learning & e-business

- Brandon Hall <http://www.brandon-hall.net/>
- Forbes <http://www.forbes.com/specialsections/elearning/>
- Higher Markets <http://www.highermarkets.com/>
- Strategic Initiatives <http://www.strategicinitiatives.com/>



# EdNA Online



## ⌘ The Internet & Education

- information & communications technology

## ⌘ Functions

- repository & gateway
- information retrieval
- resource discovery
- interactive services
- weekly news bulletins
- facilitates networking

<http://www.edna.edu.au/>

# *Playing the Information & Communication Board*

## **EdNA**

### **INTERNET**



- Resource Discovery

- Community
- Networking
- Learning
- Interactivity

*Culture & Practice*

### **EDUCATION**

## **STANDARDS**

# EdNA - future directions

- ⌘ **Balancing policy & practice**
- ⌘ **Involvement of practitioners**
- ⌘ **Content**
- ⌘ **Standards**
- ⌘ **Strategic alliances**



# Communities & Collaboration



## ⌘ Pivotal role – communities of practice

- ☒ Conventions
- ☒ Protocols

## ⌘ Standards & interoperability

- ☒ Scalability – from lego & light bulbs to Boeing 737's
- ☒ Marketplace drivers
- ☒ "Soft" infrastructure

## ⌘ Viability & sustainability

## ⌘ Six Degrees of separation!

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## ⌘ **The Politics of Collaboration**

- ☑ Turf, its protection, & enlightened self-interest
- ☑ Aggregation of Value
- ☑ Stakeholder buy-in (the key to it all)

## ⌘ **Directions and Opportunities**

- ☑ Portalage & Information Exchange
- ☑ National Information Infrastructure
- ☑ From outsourcing to co-sourcing

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## ⌘ Strategic alliances

→ *The Network Game*

