

**British Council**  
**Maghreb Digital Learning and Education Innovation**  
**Conference 2014**

**Team Challenge no. 1**

**Accelerated adoption of blended learning in Higher Education**

The Maghreb Digital Learning conference is a space to make real progress in online education reform. We will form teams to tackle real challenges across 3 days – and gain experience of designing and leading education reforms. On Day 3 your team will present your work to the whole conference – and have a chance to win the Maghreb Digital Learning Award. Further support from the British Council, and its partners, will be available to all teams and participants to keep working on your idea in the future. What starts here today may become tomorrow's service, concept or product.

**Good Luck and Enjoy creating the digital learning future !**

<p><b>Accelerated adoption of blended learning in Higher Education</b></p> <p>A planned mix of online and face-to-face learning ("blend") balances benefits to learners with scale and effectiveness for institutions. However, the change to this mode brings costs and challenges.</p> <p><u>Your team challenge:</u></p> <p>Write the plan to accelerate the adoption of blended learning across the Maghreb up to a threshold of 25%. This is the level at which digital learning becomes "embedded" and each institution and faculty can develop its preferred model. What do you need from Ministers, from Institutions, from professors ?</p>	<p><a href="http://unesdoc.unesco.org/images/0021/002134/213475E.pdf">http://unesdoc.unesco.org/images/0021/002134/213475E.pdf</a></p> <p><i>Make sure that the accelerated programme can work for top-rank and also lower-ranking universities: it must be applicable across all institutions in your country.</i></p> <p><i>Many models and courses for blended learning are available – think how you can use them to get acceleration</i></p> <p><i>Remember that all staff will need support and training</i></p>
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# British Council

## Maghreb Digital Learning and Education Innovation Conference 2014

### Team Challenge no. 2

#### Quick fix to get Higher Education content online

The Maghreb Digital Learning conference is a space to make real progress in online education reform. We will form teams to tackle real challenges across 3 days – and gain experience of designing and leading education reforms. On Day 3 your team will present your work to the whole conference – and have a chance to win the Maghreb Digital Learning Award. Further support from the British Council, and its partners, will be available to all teams and participants to keep working on your idea in the future What starts here today may become tomorrow's service, concept or product.

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#### Quick fix to get Higher Education content online

Learners in Maghreb universities and colleges want their professors to post online class notes, internet readings and web versions of lecture slides. However, it doesn't happen and most professors are unwilling to change their practice.

Your team challenge: create an interim "quick fix" solution powered by students, which will ensure course content is findable and organised online even when professors are failing or refusing to help. Make sure you resolve copyright and permission problems.

*Use a student to look at Moodle solutions run by Maghreb universities: are the learning resources for lectures posted ? If so, have the professors made clear the student routes to feedback and support ?*

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**Maghreb Digital Learning and Education**  
**Innovation Conference 2014**  
**Team Challenge no. 3**  
**Social support for learning**

The Maghreb Digital Learning conference is a space to make real progress in online education reform. We will form teams to tackle real challenges across 3 days – and gain experience of designing and leading education reforms. On Day 3 your team will present your work to the whole conference – and have a chance to win the Maghreb Digital Learning Award. Further support from the British Council, and its partners, will be available to all teams and participants to keep working on your idea in the future. What starts here today may become tomorrow's service, concept or product.

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<p><b>Social support for learning</b></p> <p>Parents wish to support their children in primary education, but often do not know how to do help them, especially where the parents themselves have low educational attainment.</p> <p><u>Your team challenge:</u> Invent a phone-based solution for a Maghreb setting, involving appropriate technology, for enabling <b>all</b> parents to improve childrens' school performance.</p>	<p>See the <a href="#">Eiabd project in Bangladesh</a> for inspiration</p> <p>Look at Algeria's and Tunisia's use of TV broadcasts in school exam season.</p> <p>Consider private solutions such as Kumon.</p>
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**British Council**  
**Maghreb Digital Learning and Education**  
**Innovation Conference 2014**  
**Team Challenge no. 4**  
**Online job matching platform**

The Maghreb Digital Learning meeting is a space to make real progress in online education reform. We will form teams to tackle 8 real challenges across 3 days – and gain experience of designing and leading education reforms. On Day 3 your team will present your work to the whole conference – and have a chance to win the Maghreb Digital Learning Award. Further support from the British Council, and its partners, will be available to all teams and participants to keep working on your idea in the future. What starts here today may become tomorrow’s service, concept or product.

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**Interactive online job matching platform**

Transparency in the job-seeking market and easy access to job opportunities stimulates employees to understand skills required, gain relevant qualifications, and apply for appropriate positions.

*Your team challenge:* Design and plan to launch an interactive online job matching platform for employers and graduate jobseekers in one Maghreb country. The platform must be better than any existing job matching service in the region.

For inspiration or failures check out: nairabjobnet, Najja7ni Employment, Jobberman.

*Tip: you will need to balance the need to give companies confidence they are meeting the best candidates, with the help jobseekers to assess and improve their workplace skills.*

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## Maghreb Digital Learning and Education Innovation Conference 2014

### Team Challenge no. 5

#### Online CPD from local suppliers

The Maghreb Digital Learning conference is a space to make real progress in online education reform. We will form teams to tackle real challenges across 3 days – and gain experience of designing and leading education reforms. On Day 3 your team will present your work to the whole conference – and have a chance to win the Maghreb Digital Learning Award. Further support from the British Council, and its partners, will be available to all teams and participants to keep working on your idea in the future. What starts here today may become tomorrow's service, concept or product.

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<p><b>Online CPD from local suppliers</b></p> <p>Maghreb employers say they wish to have better localised online and e-learning solutions for professional development for employees, both for in-service training (CPD) and job-readiness training for jobseekers.</p> <p><u>Your team challenge:</u> understand why regional software and - content companies not making online CPD products to supply this need - and creating a scalable regional solution that stimulates an online CPD industry in the Maghreb.</p>	<p>Look at <a href="#">pre-employment online programmes from learndirect</a> for some ideas</p>
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## Maghreb Digital Learning and Education Innovation Conference 2014

### Team Challenge no. 6

#### Skills for the 21<sup>st</sup> Century

The Maghreb Digital Learning conference is a space to make real progress in online education reform. We will form teams to tackle real challenges across 3 days – and gain experience of designing and leading education reforms. On Day 3 your team will present your work to the whole conference – and have a chance to win the Maghreb Digital Learning Award. Further support from the British Council, and its partners, will be available to all teams and participants to keep working on your idea in the future. What starts here today may become tomorrow's service, concept or product.

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<p><b>Skills for the 21<sup>st</sup> Century</b></p> <p>Employers in Maghreb, especially those in dynamic international sectors such as offshoring, energy, technology and tourism, say graduates in the Maghreb leave University and arrive at work without the skills for 21<sup>st</sup> Century workplaces.</p> <p><u><i>Your team challenge:</i></u> understand</p> <p>Develop an online tool called 'Skills for 21<sup>st</sup> century' which will offer a digital solution direct to students while at University, but will operate outside and beyond their university settings. What will this look like and how could it be used with students?</p>	<p>Remember that online solutions already exist for transmitting 21<sup>st</sup> Century skills: can your online tool use them to achieve speed and internationalisation ? Can you make them accessible, valid and attractive to students without an endorsement from their university?</p> <p>You might like to look at existing online platforms for 21<sup>st</sup> Century Skills such as Video Arts.</p>
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**British Council**  
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**Conference 2014**

**Team Challenge no. 7**

**Roadmap for raising University Teachers' IT competency**

The Maghreb Digital Learning conference is a space to make real progress in online education reform. We will form teams to tackle real challenges across 3 days – and gain experience of designing and leading education reforms. On Day 3 your team will present your work to the whole conference – and have a chance to win the Maghreb Digital Learning Award. Further support from the British Council, and its partners, will be available to all teams and participants to keep working on your idea in the future. What starts here today may become tomorrow's service, concept or product.

**Good Luck and Enjoy creating the digital learning future !**

**Roadmap for raising University Teachers' IT competency**

University staff IT competency is an essential element of implementing digital learning reforms.

*Your team challenge:* devise a roadmap for raising the ICT competency of all university staff in the Maghreb to [UNESCO ICT COMPETENCY FOR TEACHERS FRAMEWORK](#): LEVEL – TECHNOLOGY LITERACY by 2025. Get feedback on your proposal from partners who might help fund or deliver the goal.

THE UNESCO ICT COMPETENCY FRAMEWORK FOR TEACHERS			
	TECHNOLOGY LITERACY	KNOWLEDGE DEEPENING	KNOWLEDGE CREATION
UNDERSTANDING ICT IN EDUCATION	Policy awareness	Policy understanding	Policy innovation
CURRICULUM AND ASSESSMENT	Basic knowledge	Knowledge application	Knowledge society skills
PEDAGOGY	Integrate technology	Complex problem solving	Self management
ICT	Basic tools	Complex tools	Pervasive tools
ORGANIZATION AND ADMINISTRATION	Standard classroom	Collaborative groups	Learning organizations
TEACHER PROFESSIONAL LEARNING	Digital literacy	Manage and guide	Teacher as model learner



**British Council**  
**Maghreb Digital Learning and Education**  
**Innovation Conference 2014**  
**Team Challenge no. 8**  
**Blueprint to education ministry reform**

The Maghreb Digital Learning conference is a space to make real progress in online education reform. We will form teams to tackle real challenges across 3 days – and gain experience of designing and leading education reforms. On Day 3 your team will present your work to the whole conference – and have a chance to win the Maghreb Digital Learning Award. In 2015 you and your team are invited to join the Maghreb Digital Learning Innovators programme, hosted by the British Council, and keep working on your idea. What starts here today may become tomorrow's service, concept or product.

**Good Luck and Enjoy creating the digital learning future !**

<b>Blueprint to education ministry reform</b>	
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# British Council

## Maghreb Digital Learning and Education Innovation Conference 2014

### Team Challenge no. 9

#### IT Competency of School Teachers

The Maghreb Digital Learning conference is a space to make real progress in online education reform. We will form teams to tackle real challenges across 3 days – and gain experience of designing and leading education reforms. On Day 3 your team will present your work to the whole conference – and have a chance to win the Maghreb Digital Learning Award. Further support from the British Council, and its partners, will be available to all teams and participants to keep working on your idea in the future. What starts here today may become tomorrow's service, concept or product.

**Good Luck and Enjoy creating the digital learning future !**

#### IT Competency of School Teachers

School teacher IT competency is an essential element of digital learning reforms.

*Your team challenge:* devise a roadmap for raising the ICT competency of all K-12 teachers in the Maghreb to [UNESCO ICT COMPETENCY FOR TEACHERS FRAMEWORK](#): LEVEL – TECHNOLOGY LITERACY by 2025. Get feedback on your proposal from partners who might help fund or deliver the goal.

<http://unesdoc.unesco.org/imag/0021/002134/213475E.pdf>

*Tip: Plan to get your project adopted in principle in 2015 by the main stakeholders.*

THE UNESCO ICT COMPETENCY FRAMEWORK FOR TEACHERS			
	TECHNOLOGY LITERACY	KNOWLEDGE DEEPENING	KNOWLEDGE CREATION
UNDERSTANDING ICT IN EDUCATION	Policy awareness	Policy understanding	Policy innovation
CURRICULUM AND ASSESSMENT	Basic knowledge	Knowledge application	Knowledge society skills
PEDAGOGY	Integrate technology	Complex problem solving	Self management
ICT	Basic tools	Complex tools	Pervasive tools
ORGANIZATION AND ADMINISTRATION	Standard classroom	Collaborative groups	Learning organizations
TEACHER PROFESSIONAL LEARNING	Digital literacy	Manage and guide	Teacher as model learner

