

## **KEYNOTE 2**

# **CHALLENGES TO THE HIGHER EDUCATION SECTOR FROM CORPORATE AND VIRTUAL PROVIDERS: THE US AND AUSTRALIAN RESPONSE**

Kerry Bagdon

for the DETYA Evaluations and Investigations Program (EIP) researchers from QUT on the Business of Borderless Education

<http://www.bbe.webcentral.com.au/>

The Australian Government in 1999 commissioned a follow-up study to New Media & Borderless Education (1998). "The Business of Borderless Education", based at QUT, examines the impact of corporate and virtual providers on higher education provision in a global environment. This study is a natural outcome of the conclusions of the previous report as it recognises the growing importance and strength of corporate education and training and the range of providers targeting this market. The investigation has two stages:

**Stage 1:** An in-depth analysis was conducted of nine US organisations considered leading exemplars in the provision of corporate training and education. These organisations were chosen following international consultation with industry and sector sources, who nominated the cases because they contained at least one of the following elements:

- innovative education/training model
- recognised quality programs
- recognised for meeting industry/corporate
- need
- recognised for high standard of
- student/client
- service/satisfaction
- size of student base
- dispersed student/learning base.

The first stage concluded with a workshop on the 15 and 16 July 1999 in Brisbane, and a report discussing the exemplary organisations.

**Stage 2:** Australian and UK-based teams, working with the support of DETYA, the AVCC and the CVCP, are developing a report on the policy implications of the first stage findings for government, industry and institutions in Australian and the UK.

This stage will culminate in an international conference in March 2000 in London that will outline both the Stage 1 findings and the Stage 2 policy implications.