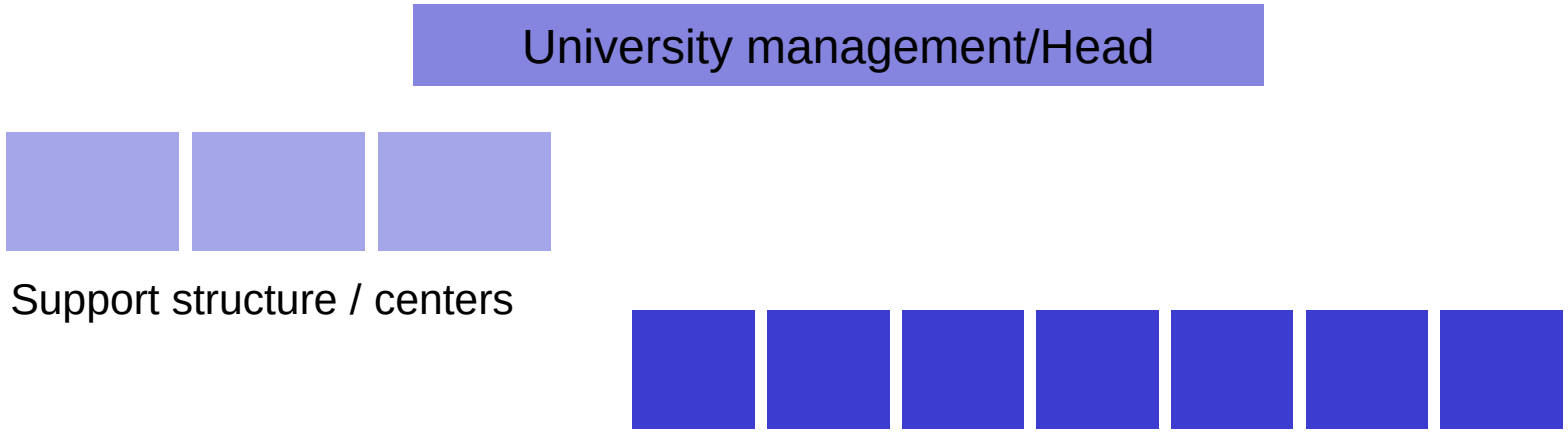
Diffusion of e-learning as an innovation and economic aspects of e-learning support structures

Claudia Bremer, Universität Frankfurt/M.

Question


University management/Head
Support structure / centers
Departments / faculties

Question

University management/Head
Support structure / centers
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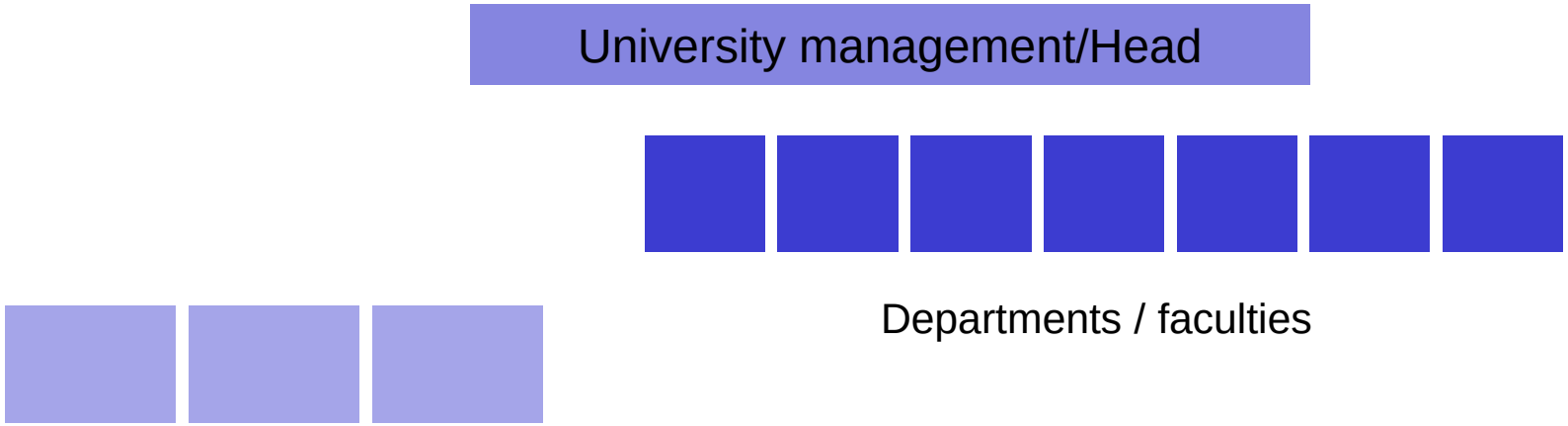
University management/Head
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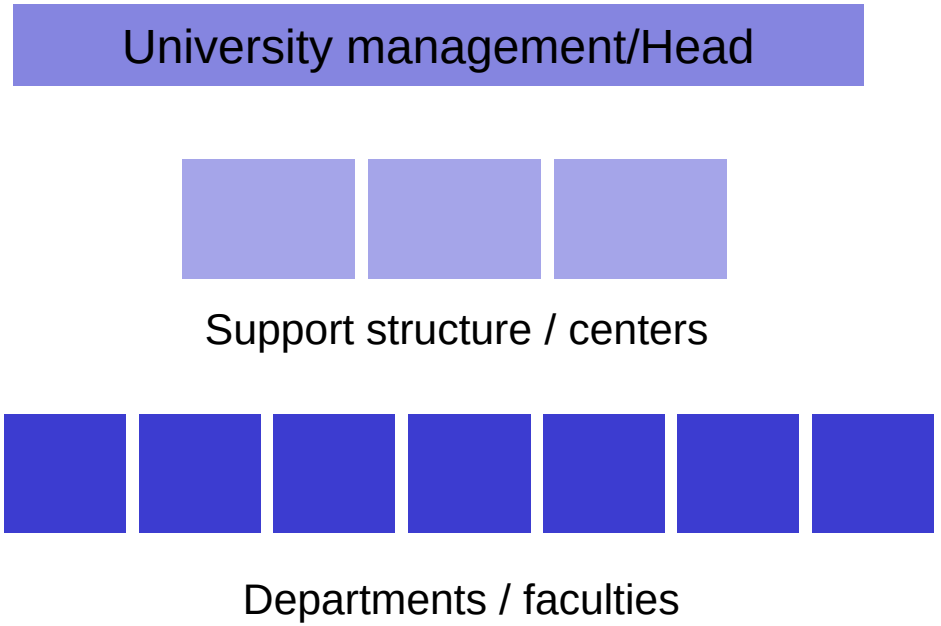
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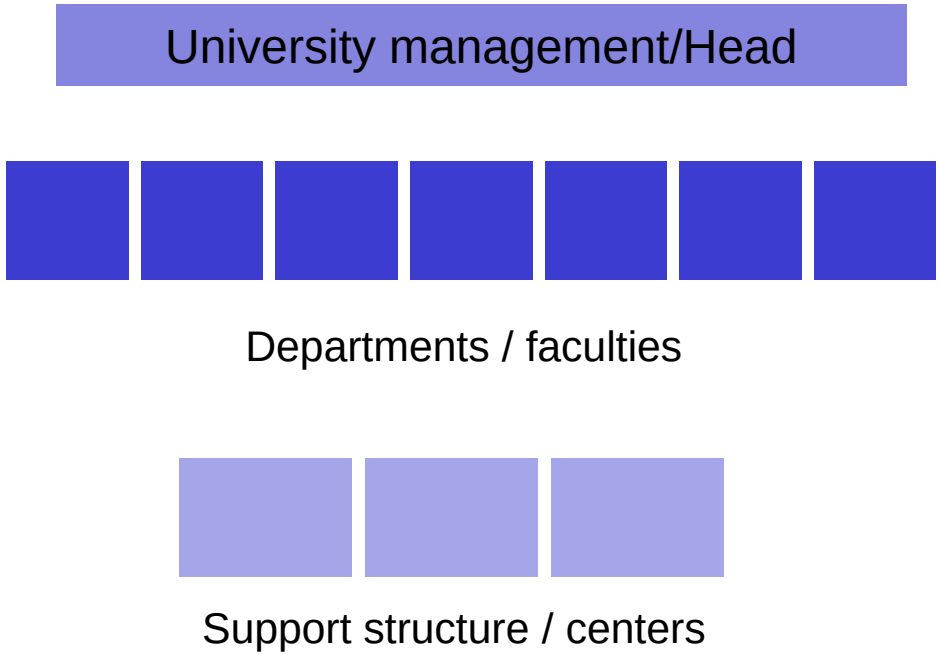
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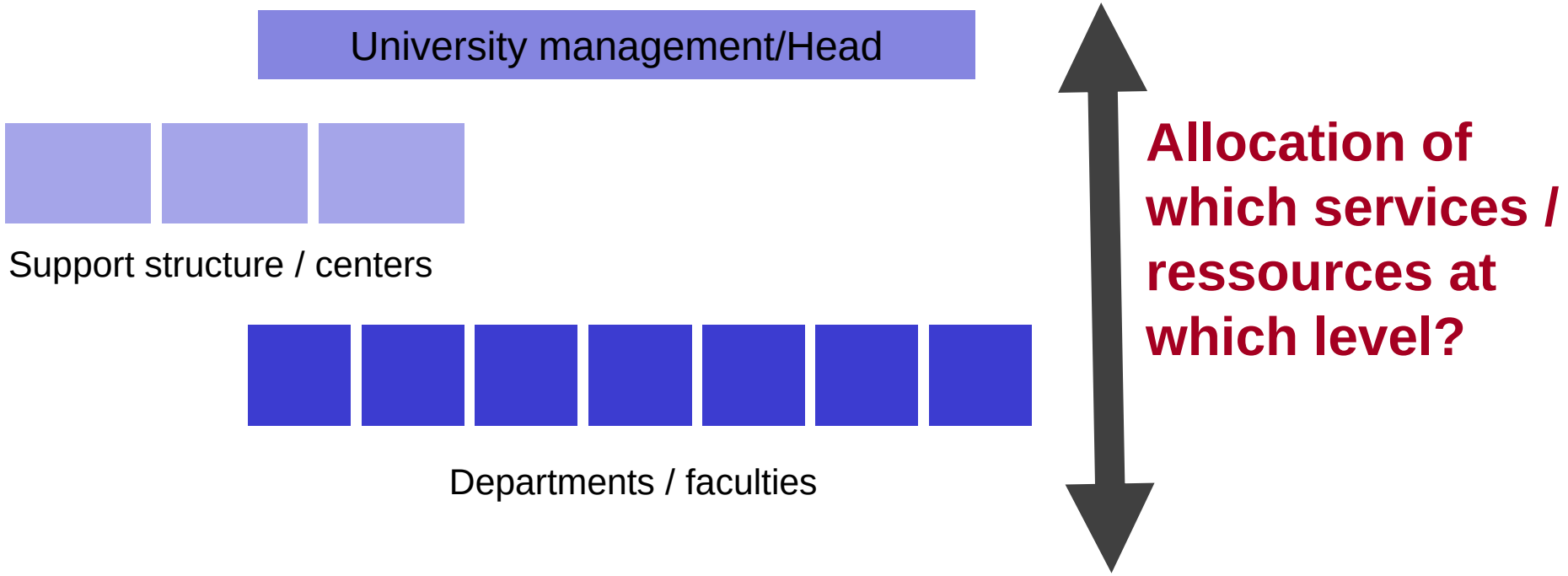
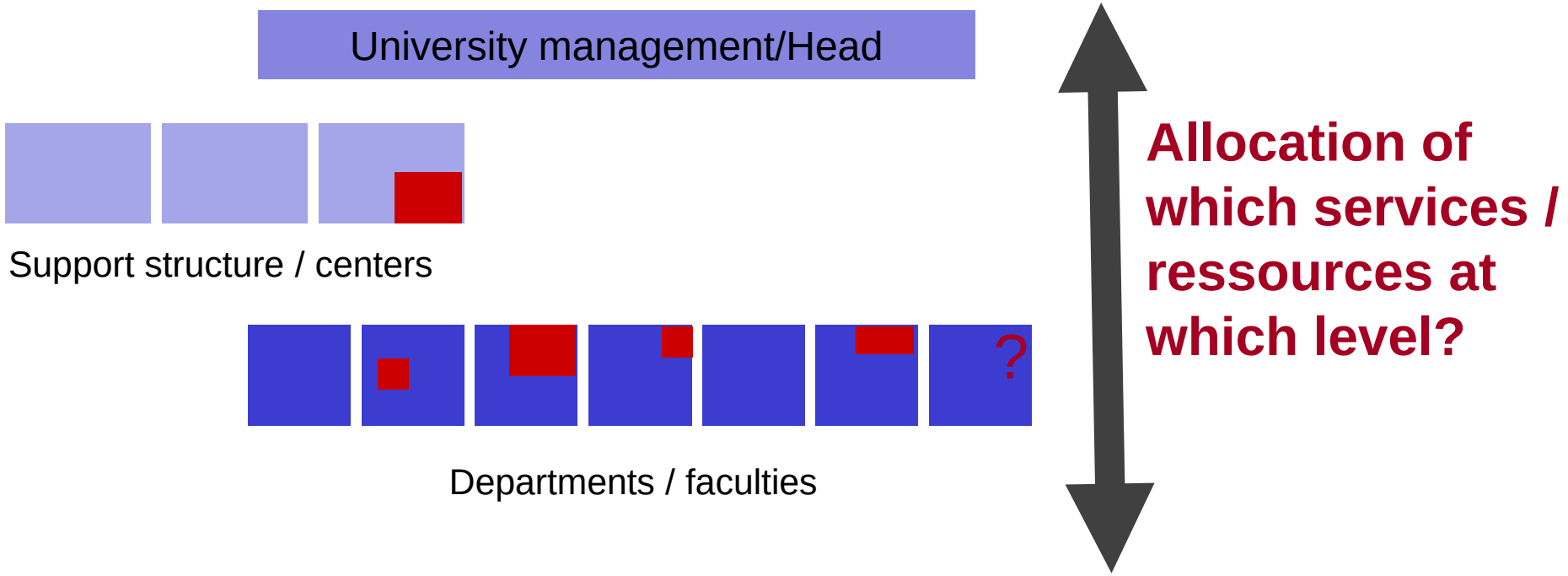

University management/Head
Support structure / centers
Departments / faculties
Allocation of which services / ressources at which level?

Question


University management/Head
Support structure / centers
?
Departments / faculties
Allocation of which services / ressources at which level?

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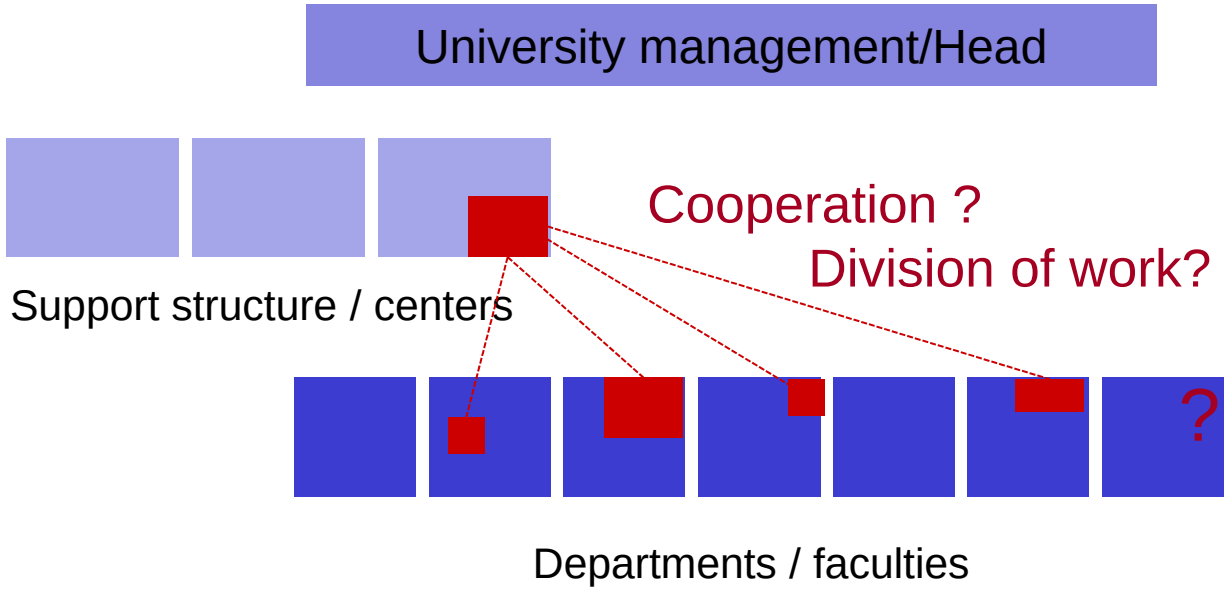
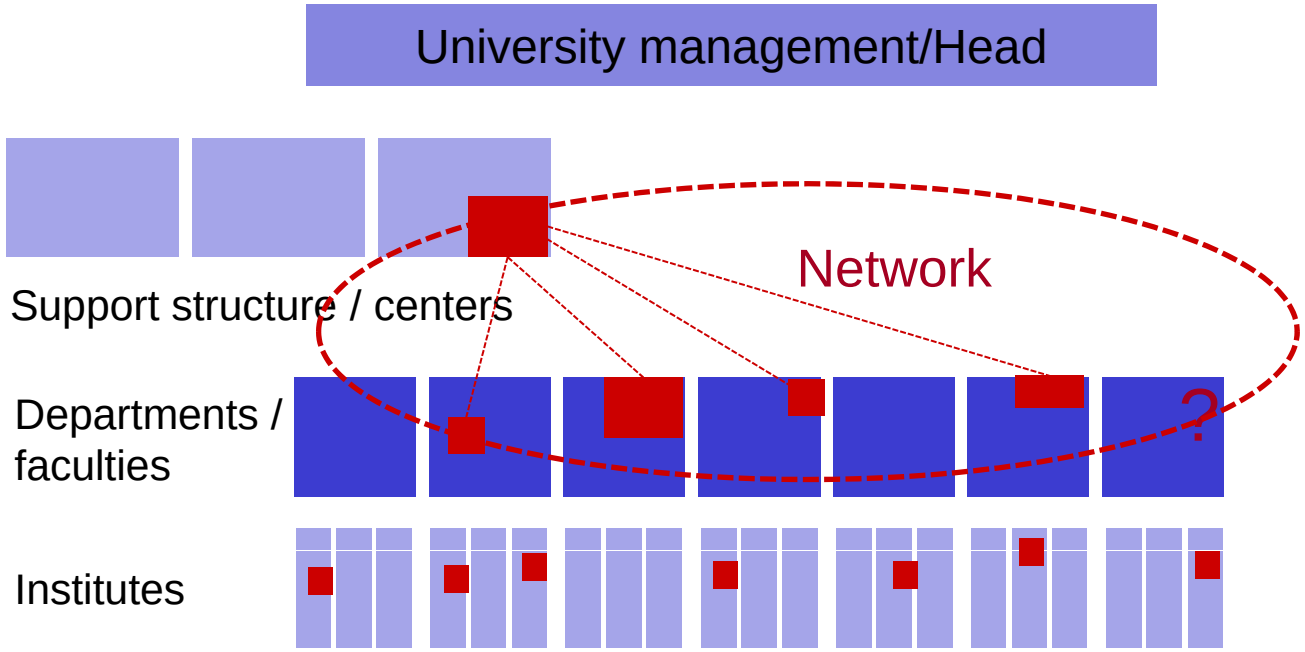
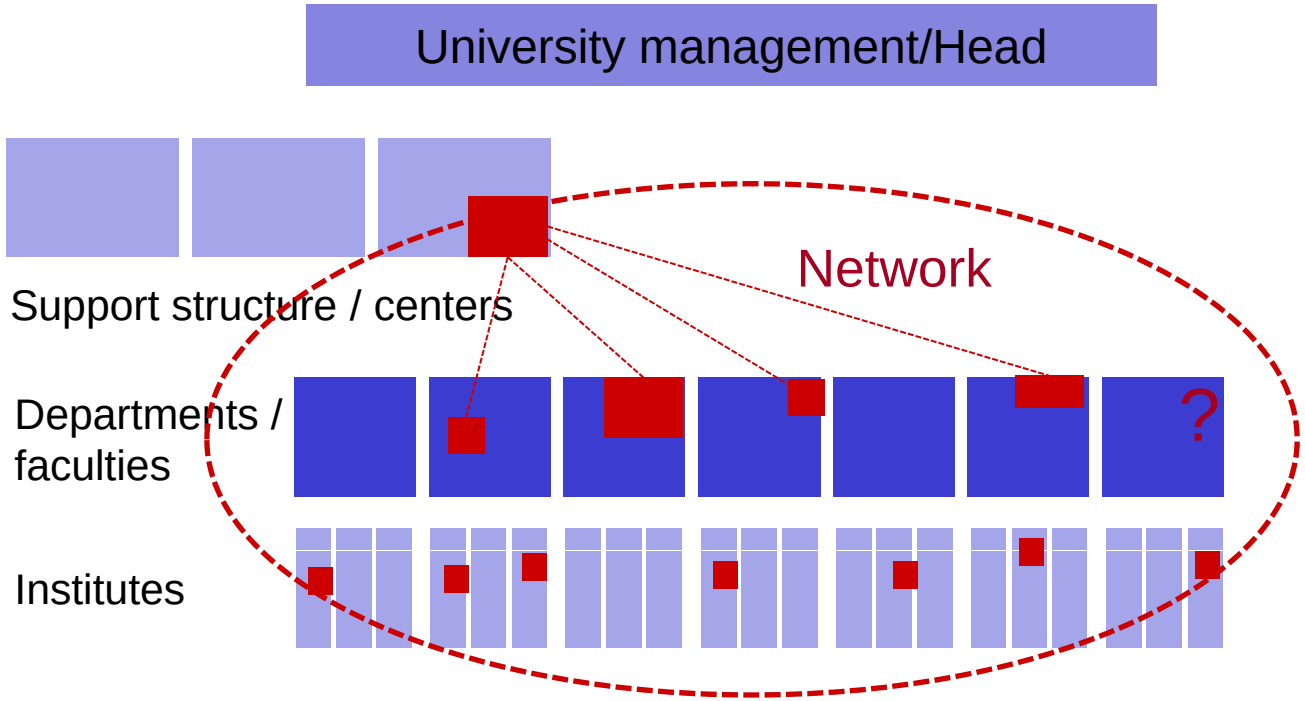

University management/Head
Cooperation ?
Division of work?
Support structure / centers
?
Departments / faculties

Question


University management/Head
Network
Support structure / centers
Departments / faculties
Institutes
?

Question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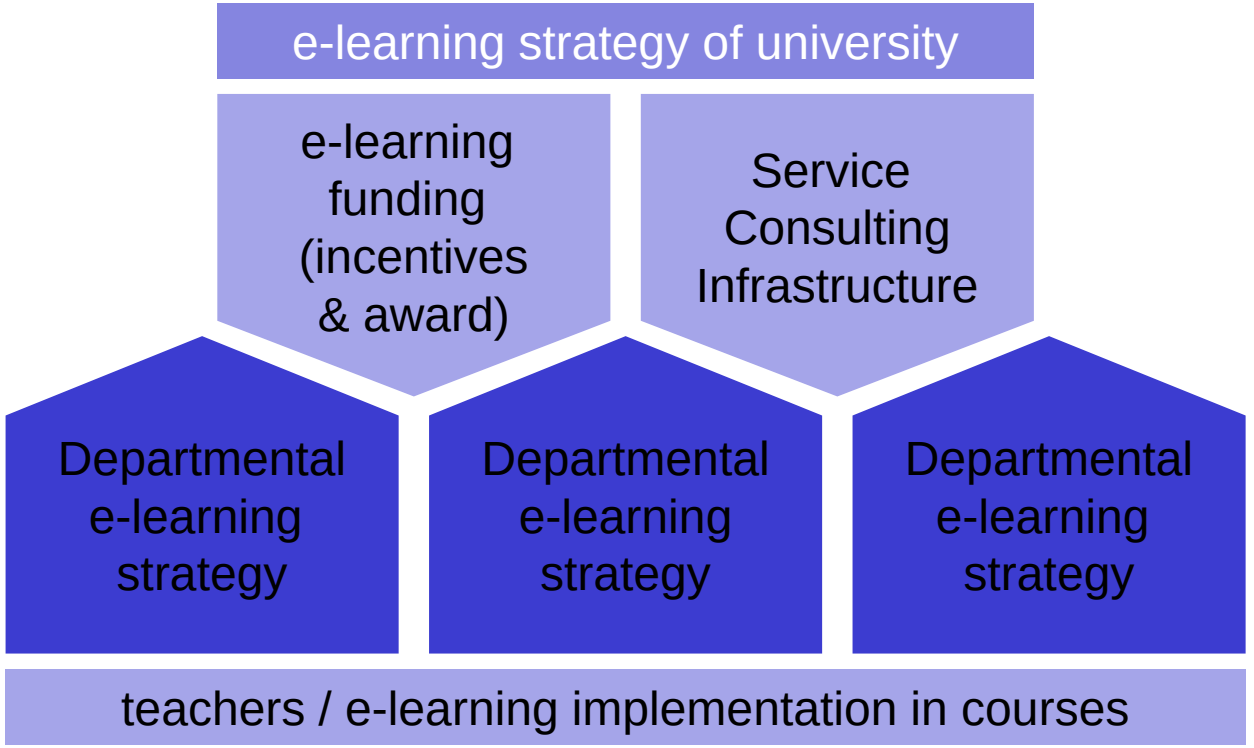
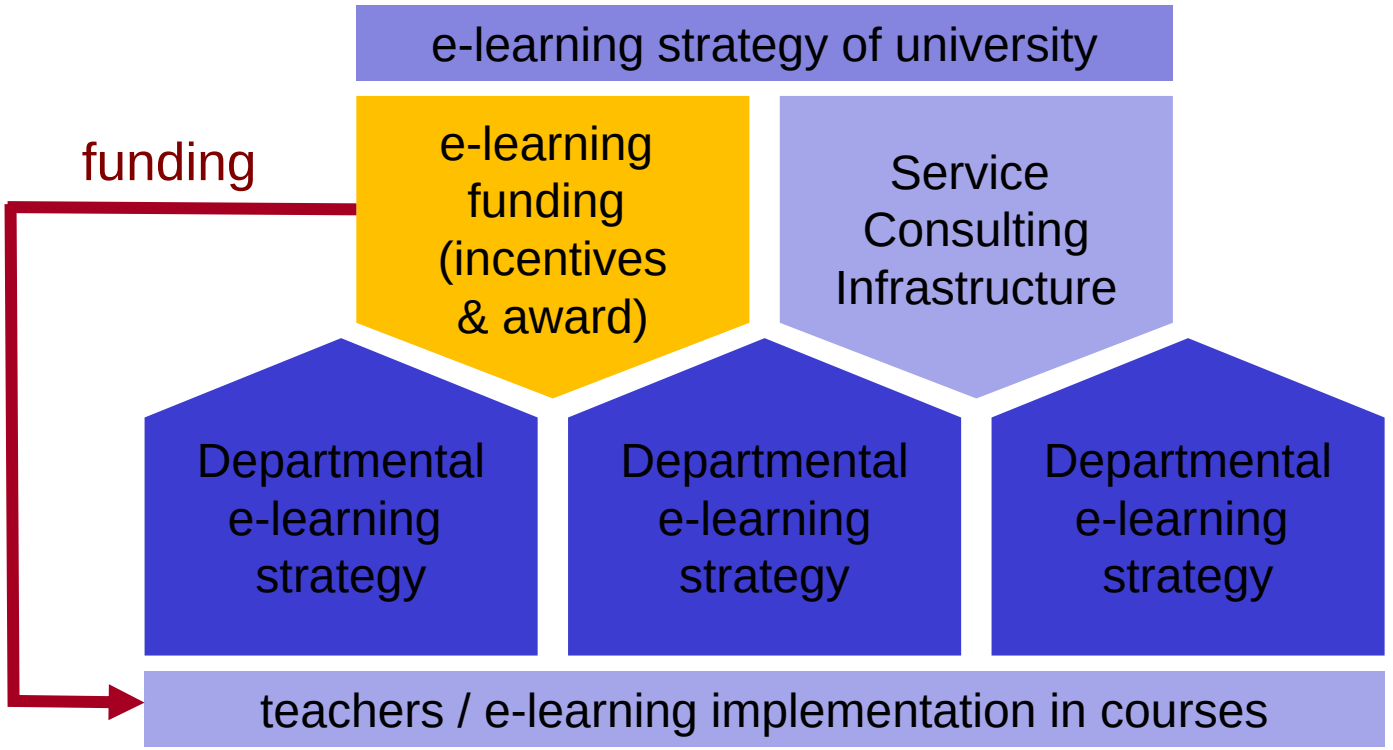
Change Management

Management of university	• strategy • working group • consultancy
Departments and service institutions	• information Days • newsletter, webpages, weblog • University‘s Newspaper, flyers,…
e-learning activist	• e-learning fonds and award • consulting, infrastruktur, support • network days, multimedia days, monthly & annual meeting, groups • workshops
students	• workshops, student consultants • eCompetence night/afternoons,… • elearning fonds and movie award • media competencies certificate

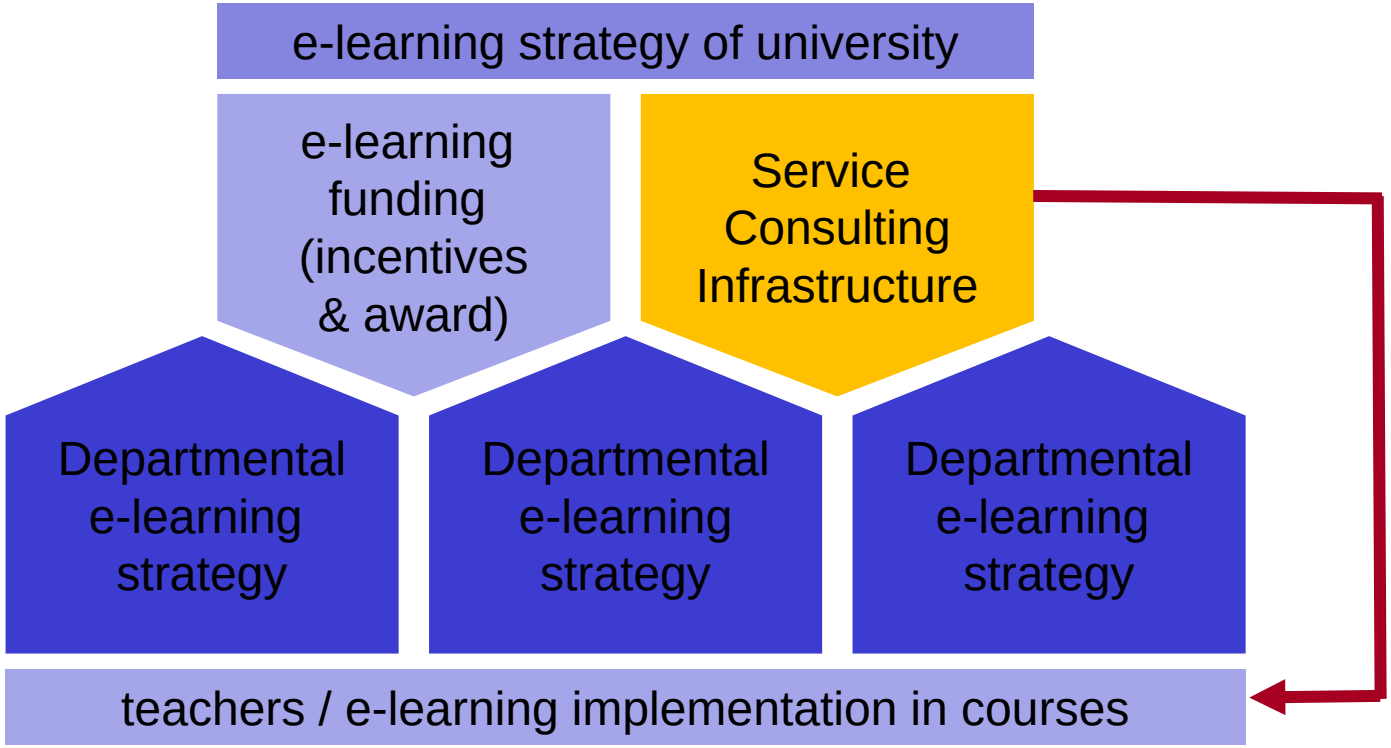
Top-down/Bottom-up



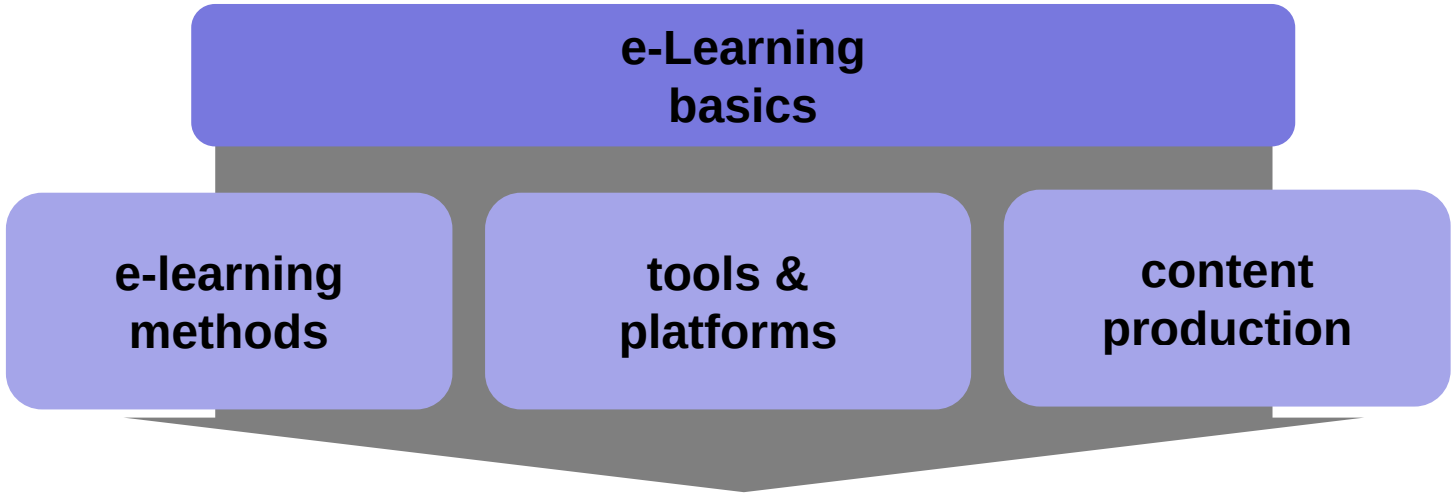
Top-down/Bottom-up



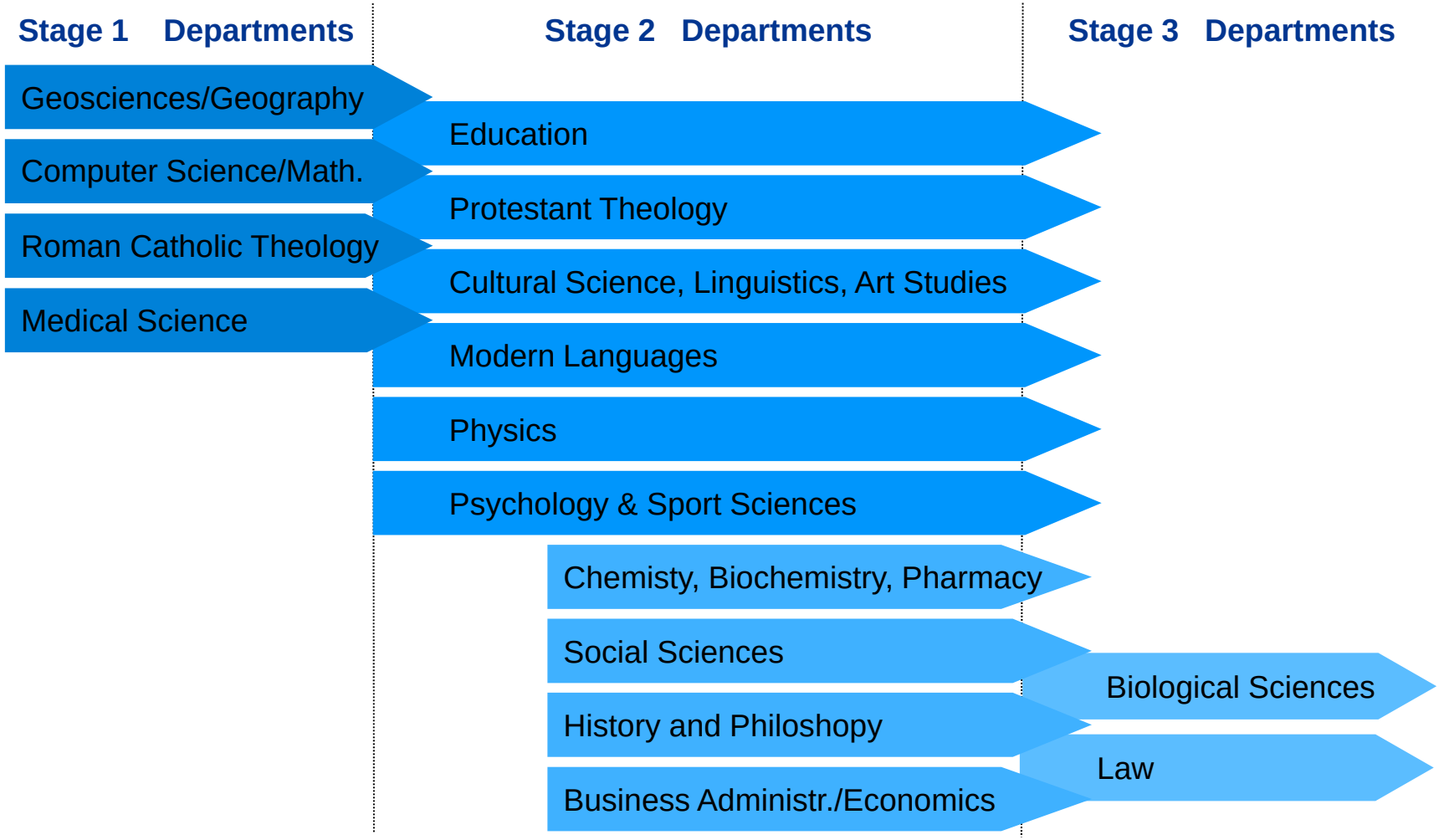
Top-down/Bottom-up



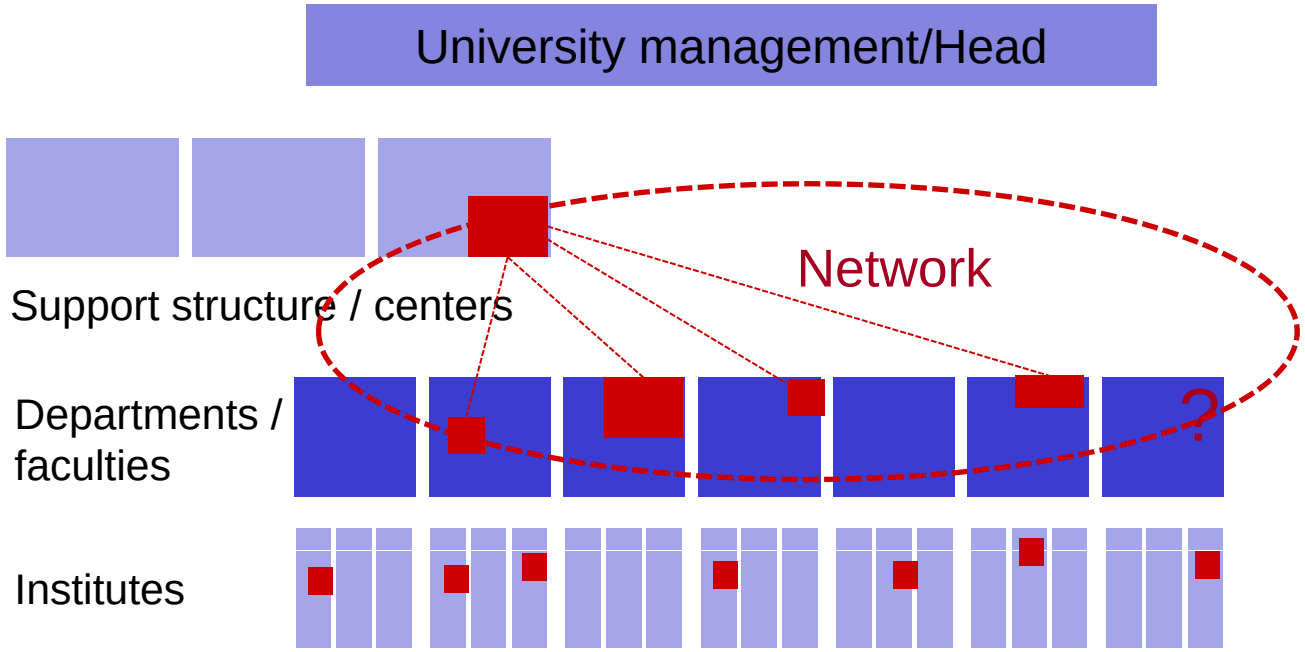
Qualification program



Gradual implementation



Solution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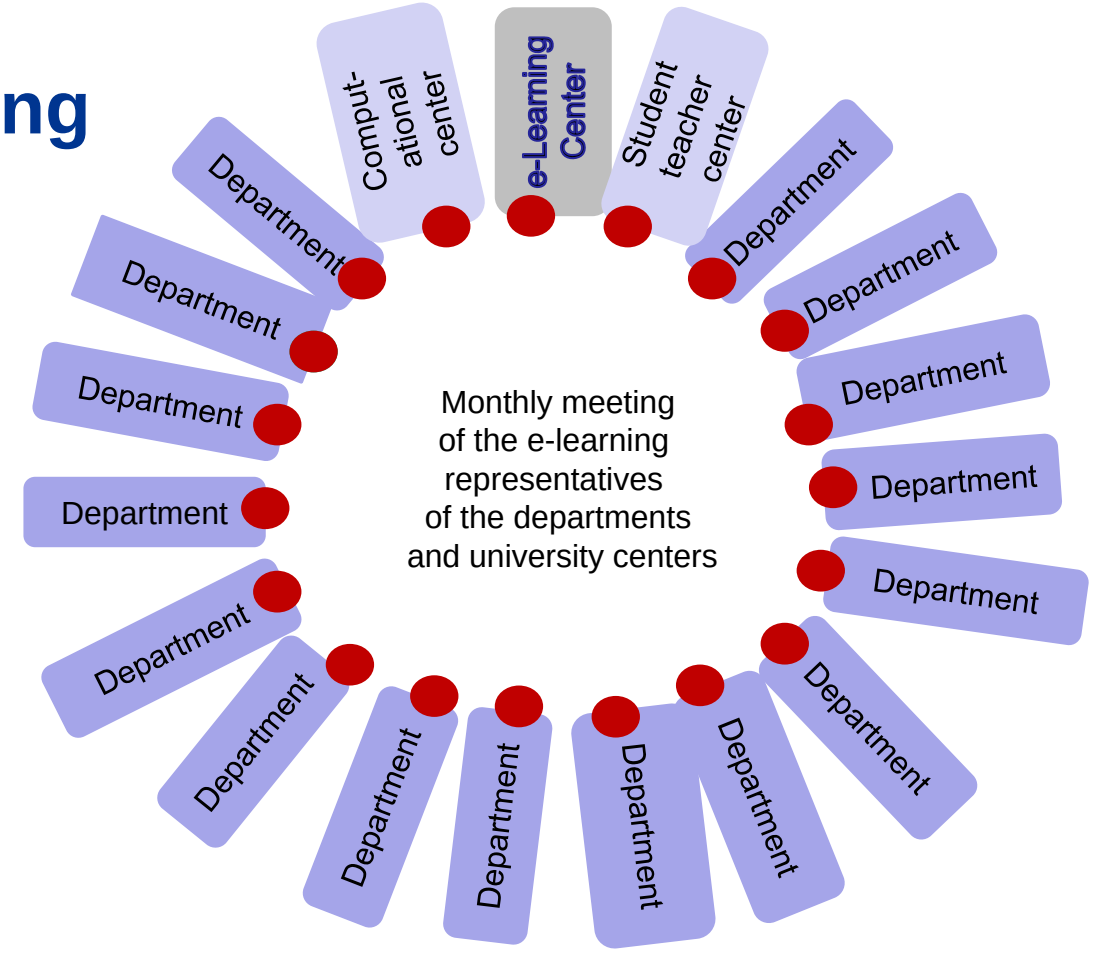
Networking and community building



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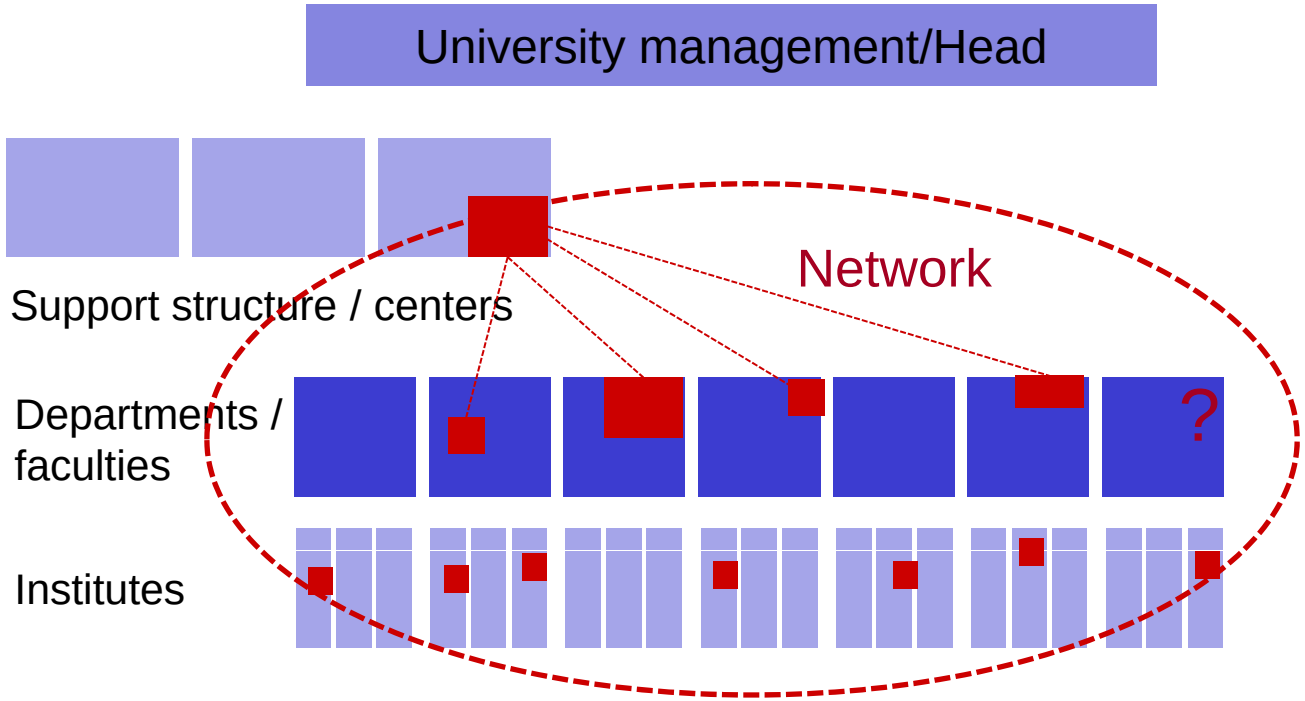
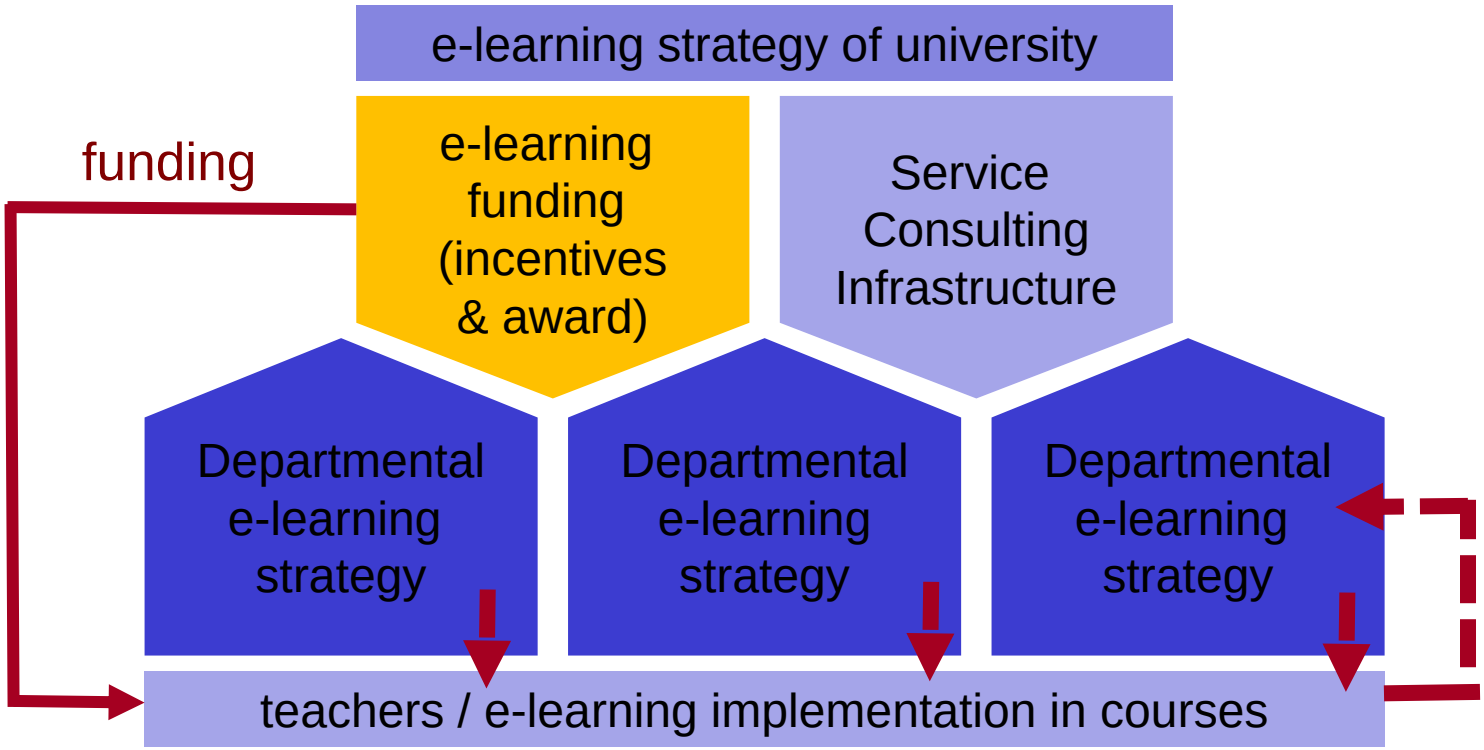


Networking
- E-learning networking days
- In House conferences
- open meetings
- website
- blog, newsletter

Top-down/Bottom-up



Claudia Bremer
studiumdigitale
Goethe-University of Frankfurt/M.

www.bremer.cx
www.studiumdigitale.de
bremer@sd.uni-frankfurt.de