



Maastricht Innovation in Higher Education Days 2018 (MID2018) Opportunities of blended and online higher education

On 13-14 December 2018, the 2nd 'Maastricht Innovation in Higher Education Days' will take place at Bonnefantenmuseum in Maastricht, the Netherlands. Stakeholders will discuss the challenges and opportunities of internationalisation in higher education by new modes of teaching and learning and mobility.

The Maastricht Innovation in Higher Education Days are organised by EADTU in cooperation with partner universities, the city of Maastricht and experts from BizMOOC and EMBED.

Topics of the days will be blended and online education, online short learning programmes, virtual mobility and MOOCs. The event includes a Policy Forum of key representatives in innovating higher education (HE), focusing on opportunities of blended and online higher education. This will be supported by the EMBED multiplier event on building a European Maturity Model for Blended Education and BizMOOC round table on the potential of MOOCs for the labour market.

Participation in the Maastricht Innovation in Higher Education Days is free of charge, but registration is required. For more information about the Maastricht Innovation in Higher Education Days, the full programme and registration, please visit [our website](#).

The MID2018 Programme:

Thursday morning 13 December 2018

"Round table: MOOCs for the world of Business" [BizMOOC]

Thursday afternoon 13 December 2018

Policy Forum on "Opportunities of blended and online higher education"

Friday morning 14 December 2018

"Multiplier event on the European Maturity Model for Blended Education" [EMBED]

Friday afternoon 14 December 2018

"Dies Natalis | transfer of rectorship Open University of the Netherlands"

Partners:

– EADTU:

www.eadtu.eu

– Maastricht Convention Bureau

<https://maastrichtconventionbureau.com/>

– Bonnefantenmuseum Maastricht

<https://www.bonnefanten.nl/en/>

– City of Maastricht:

<http://www.maastrichtportal.nl/home.html?lang=2>

– BizMOOC

<http://bizmooc.eu/>

– EMBED

<https://embed.eadtu.eu/>

Round table: MOOCs for the world of Business [BizMOOC] (Thursday morning 13 December 2018)

MOOCs are entering the business sector, especially within Human Resource (HR) Development – including building a talent pipeline, onboarding, recruitment – and customer training. While some (larger) companies offer their own MOOCs, almost entirely in cooperation with educational providers (e.g., Udacity teaming up with Google, Deutsche Telekom with Cadena, Coursera catering to 500+ companies with a special business programme) – a few companies use external MOOCs to complement their HR offers. However, the awareness and perception level among HR managers in general is still lower as one might assume, especially across Europe. This round table discusses the current status of the use of MOOCs by employees and by companies and how MOOCs can fulfil the large up- and re-skilling needs of the labour market.

Read more about BizMOOC on the [BizMOOC website](#)

Policy Forum on Opportunities of blended and online higher education (Thursday afternoon 13 December 2018)

MID2018 is a policy forum under the title “Opportunities of blended and online higher education”. New modes of teaching and learning create new opportunities for enhancing the quality of the learning experience in on campus programmes, reaching out to new target groups off campus and offering freely accessible courses nationally or worldwide through the internet. They enhance the quality, visibility and reputation of the institution. University policies and strategies are needed to innovate and even transform higher education in the next years to blended degree education; blended and online education to upscale the offerings in continuing education; open education and MOOCs, providing massive and open learning opportunities for all, promoting engagement in the knowledge society.

Next to presentations of latest developments, stakeholder organisations will reflect and discuss the challenges and opportunities of new policies and strategies for new modes of teaching and learning and mobility in higher education.

Multiplier event on the European Maturity Model for Blended Education [EMBED] (Friday morning 14 December 2018)

EMBED will create a reference model for developing and implementing blended learning. EMBED partner university experts from Delft University, KU-Leuven, University of Edinburgh, Dublin City University, Aarhus University and TAMK will share with you the development and implementation of the maturity model for blended education. This reference model for developing and implementing blended learning embraces all levels of an institution: the design of the blended course, organisational aspects such as staff support and training, and institutional leadership, developing policies and strategies making the institution continuously innovative.

Dies Natalis | transfer of rectorship Open University of the Netherlands (Friday afternoon 14 December 2018)

In a world of constant change, people, organisations and processes continuously need to adapt. Transition is the theme of the Dies Natalis this year. Keynote speakers are: Professor Ada Pellert, Rector Fernuniversität Hagen; Professor Anja Oskamp, Rector Open University of the Netherlands; and Professor Nele Jacobs, Professor of Lifespan Psychology, Open University of the Netherlands. Each of the keynote speakers will elaborate the theme of transition from their own perspective. In keeping with tradition during the celebration of the Dies, the rector will also present the OU Research Award for the best dissertation.

Another transition will take place at the Open University of the Netherlands this year with the transfer of rectorship from Professor Anja Oskamp who will transfer her position as rector to her successor Professor Theo Bastiaens.



Gemeente Maastricht



Bonnefantenmuseum
Maastricht



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