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# Public and Private Partnerships for developing m- learning Programs

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# Agenda

- Context
- M-learning
- Past and Current Practices
- Public-Private Partnerships (PPP)
- Key to Successful PPP
- Models of PPP and its Implementation
- Summary

# CONTEXT

130 million  
children never  
attend school

872 million  
adults do not  
have the most  
basic skills to  
break their way  
out of poverty

Reference: Michael Latham, 2002.  
EdInvest

***“It doesn’t matter if a cat  
is black or white, as  
long as it catches mice.”***

- Deng Xiaoping

***“Be the change you  
want to see in  
others.”***

***- Mahatma Gandhi***

**“My  
generation’s  
been through  
a time  
machine  
that’s left our  
parents in the  
old world and  
put our  
children in the  
new one.”**

***“The trouble with the future is that it usually arrives before we’re ready for it.”***

**Arnold H. Glasgow**

***...\*Our existing frame of reference sometimes keeps us from seeing the possibilities of the future...***

***“This ‘Telephone’ has too many short comings to be seriously considered as a means of communication. The device is inherently of no value.”***

**- Western Union Internal Memo  
1876**

***“There is no reason for any individual to have a computer in their home.”***

**-Ken Olsen, President and Founder,  
Digital Equipment Corporation  
1977**

***“In the future, you’re going to need to know how to change.”***

**-Kimberlee Dubuque, a teacher**

***“Technology can unlock the mysteries of learning.”***

**-John Bransford**

***“Imagine a world where all knowledge is online.”***

**-Raj Reddy**

*“I Never try to teach my students anything...*

*I only try to create an environment where they can learn.”*

*Albert Einstein*

- Our existing frame of reference...  
...5 year olds in kindergarten **today**
- Seeing the possibilities...  
...they graduate secondary  
school in **2015**

# Class Of 2015...Today

- Children have no other frame of reference
- Most children only know a world with computers and the Internet
- “New Technology” is not new to them...  
...it’s “just technology”

# Class Of 2015

- Preparing them for the future
  - Living in a Global Community
  - Problem Solving
  - Critical Thinking
  - Communication Skills
  - Interpersonal Skills
  - Team Work
- Technology is a critical tool that helps them realize their potential

# Education Shapes Our Lives, Families, And Community

- Contributes to raising the standard of living
- Grows skills to compete in the global community
- Provides know-how and capabilities so all citizens can realize their potential

# The Digital Divide

- Educators and Government officials have told us that teaching and learning methods of today **will not** bridge the Digital Divide
- You recommended
  - New approaches to education
  - Public/Private Partnerships to tackle the problem
- In response to this challenge Microsoft is launching several initiatives...

# Together – Let's Think Big

*“System-wide changes may be the most important opportunities afforded by computers...”*

*...these entail new designs of curriculum, changing roles for teachers, authentic learning tasks, and new modes of assessment”*

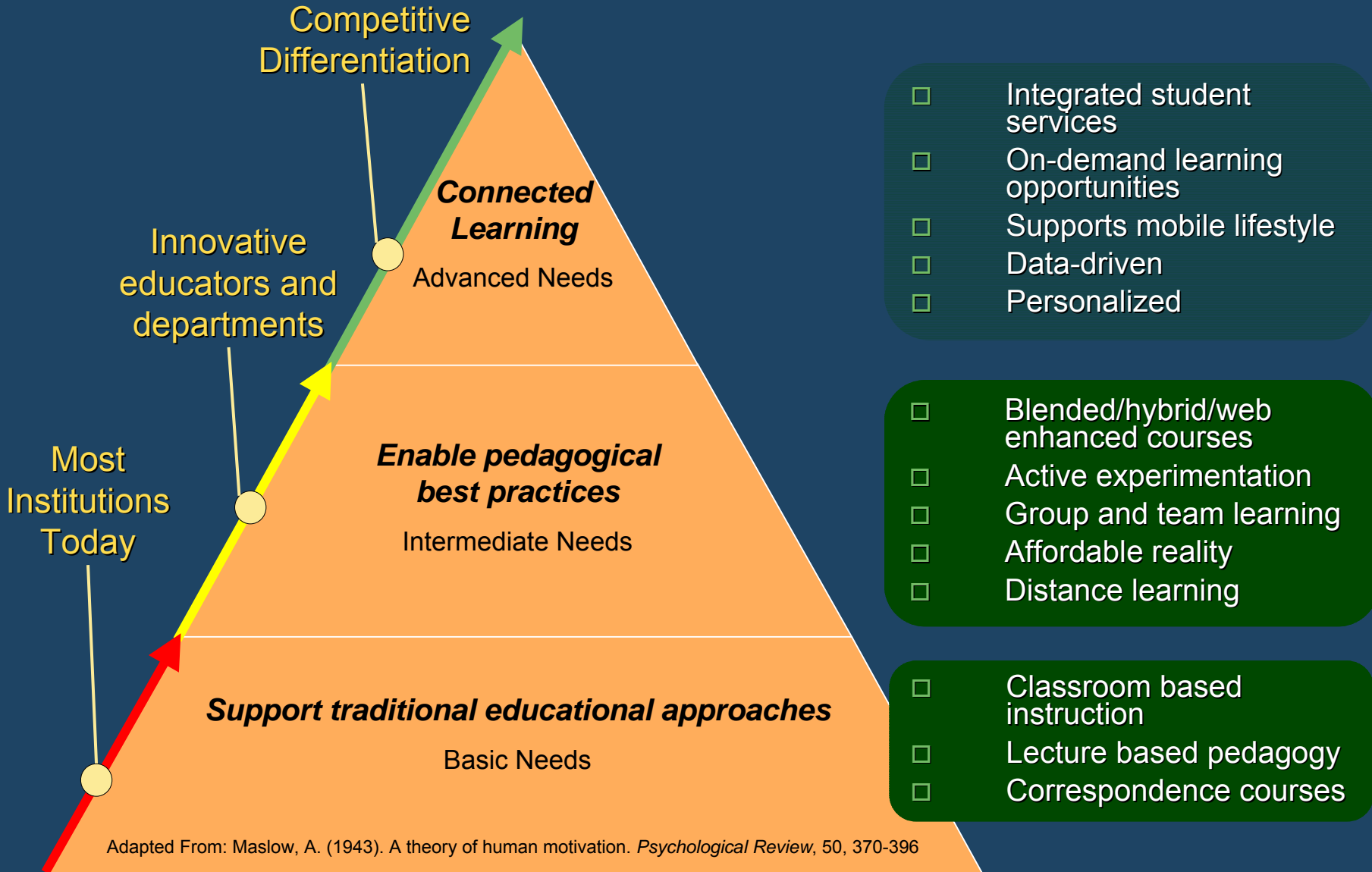
**Gwen Solomon, 1991**

# It's all about...

*Empowering educators and learners*

- *Express their ideas, easily and naturally*
- *Interact with others, content, and data*
- *Explore and Discover the world*
- *Manage the learning process*
- *Assess quality and quantity*

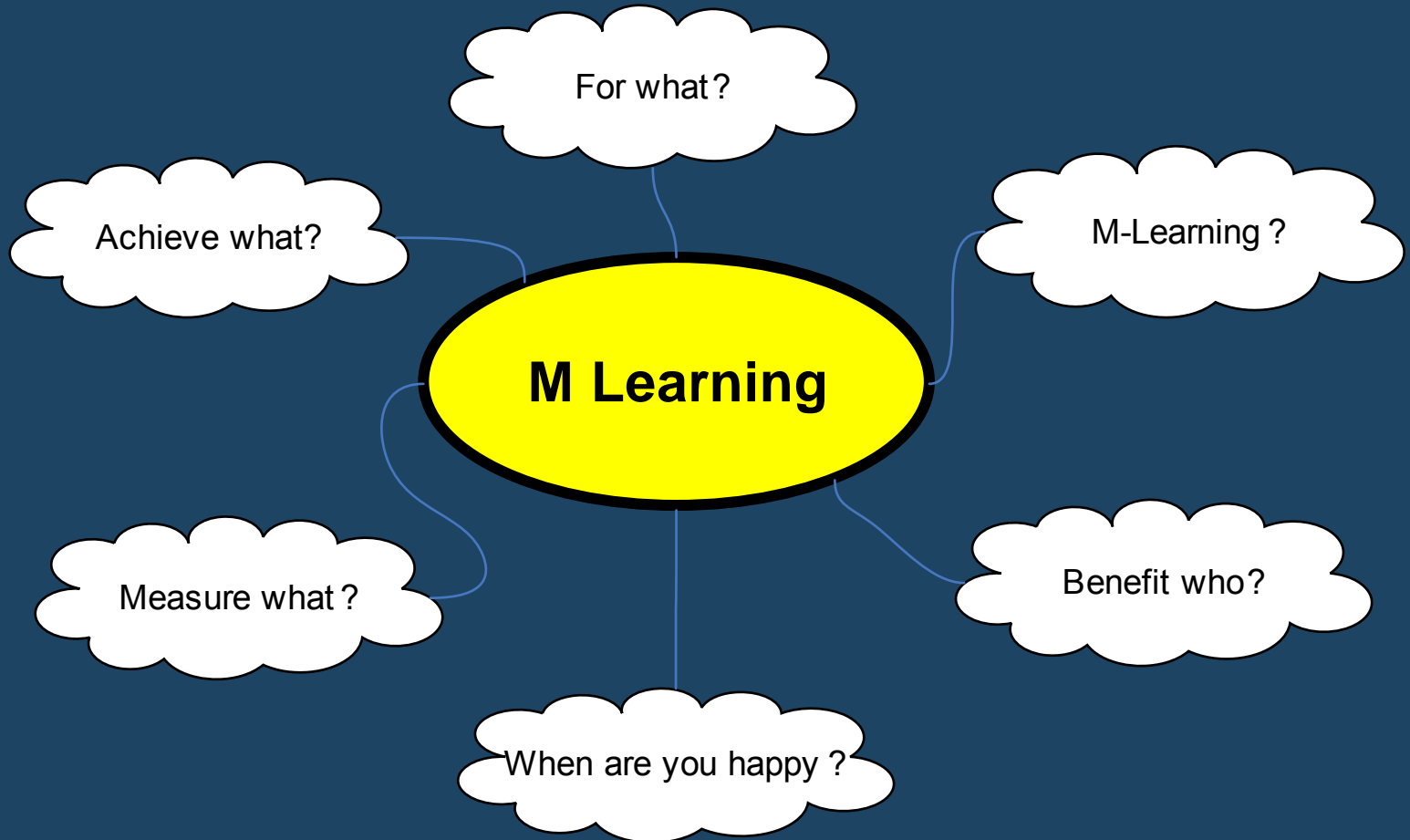
# Education evolution



# Holistic Approach – Critical Success Factors



# M-learning



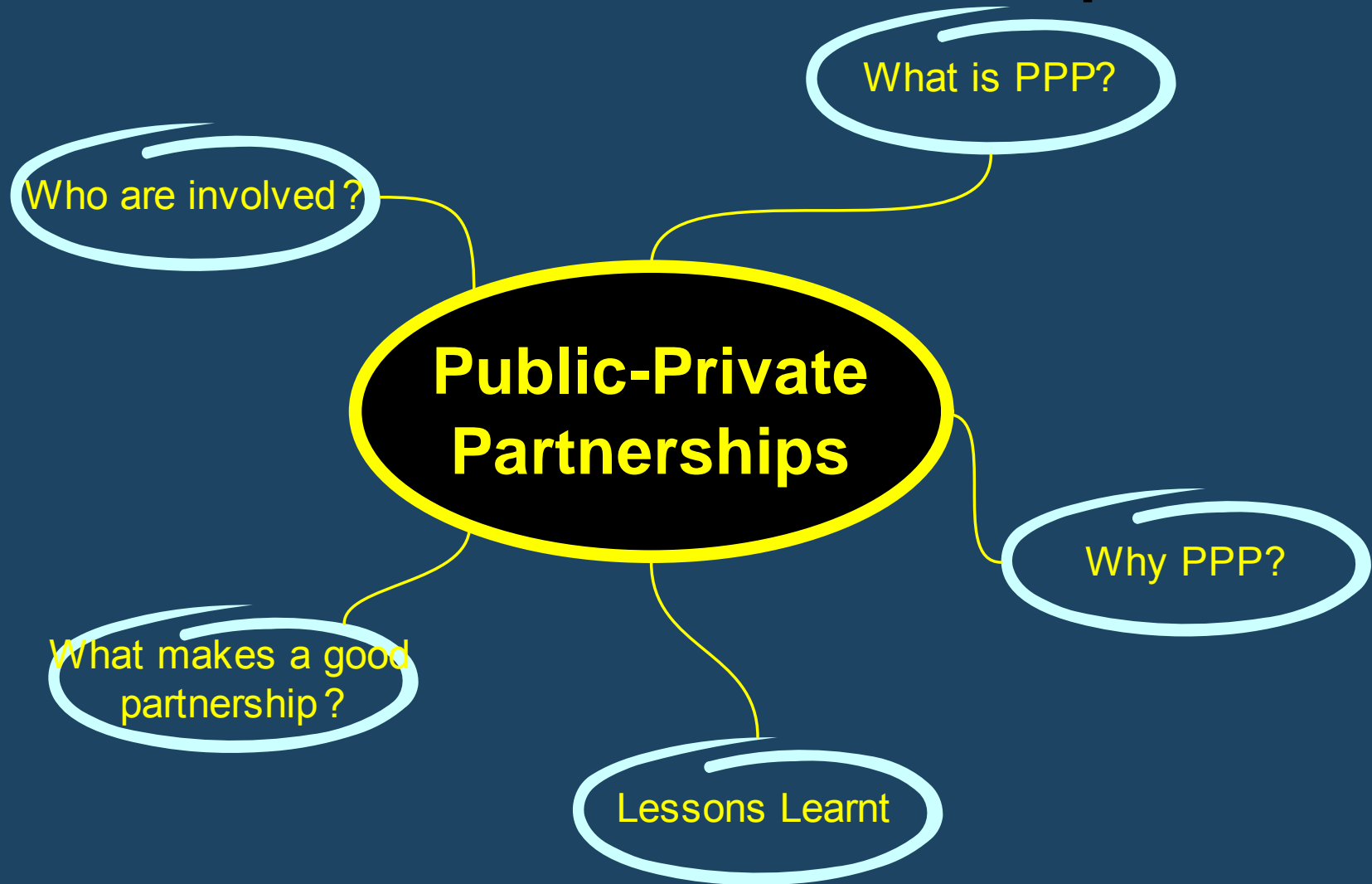
# Benefit who and for what?

- **M-learning as:**
  - **Supplementary/Complementary**
  - **Regular**

# Past and Current Practices

- Development of policies/strategies for learning
- Evaluation of technologies/applications for learning
- Issues/challenges

# Public-Private Partnerships



# Who are involved?

```
graph TD; A((Who are involved?)) --- B((Public Organizations)); A --- C((Private Sector)); A --- D((NGOs)); A --- E((End Users)); A --- F((.....));
```

Public Organizations

Private Sector

NGOs

End Users

.....

# Public-Private Partnership

Last updated at: (Beijing Time) Thursday, November 20, 2003

## China, Microsoft to bridge 'digital divide'

China's Ministry of Education and US software giant Microsoft Thursday signed a framework agreement to expand networked education deep into China's vast countryside.



PRINT



DISCUSSION



CHINESE



SEND TO FRIEND

China's [Ministry of Education](#) and US software giant Microsoft Thursday signed a framework agreement to expand networked education deep into China's vast countryside.

The deal will give kids in rural areas access to the latest knowledge by using hardware equipment provided by the government, and software solutions specially developed by Microsoft.

The CEO of the software giant, Steve Ballmer said during Thursday's signing ceremony in [Beijing](#) that Microsoft has long been involved in China's grassroots education and remains committed to helping the country bridge the "Digital Divide."

Chinese Education Minister Zhou Ji said 92 percent of the world's most populous country has received the 9-year compulsory education plan, and that the illiteracy rate is now below 5 percent.

# Why the push for PPP?

- Failure of Public Authorities to meet expectations
- Securing higher levels of funding
- A “third way” of delivering services to the public
- The building of social capital
- Transformation of public sector services in a knowledge society

Reference: Adding Value to Public Education – An examination of the possibilities of PPP. Caldwell, B. and Keating, J. 2004

# Framework for a successful PPP

- A stable, transparent framework, guaranteeing equality
- Political Will
- Economic Viability
- Social Legitimacy

Reference: Adding Value to Public Education – An examination of the possibilities of PPP. Caldwell, B. and Keating, J. 2004

# Key to Successful PPP

- Roles and Responsibilities
- Communications
- Expectations
- Ownership
- Leadership
- Trust
- Partners
- Change Management/Optimization

# Lessons Learned

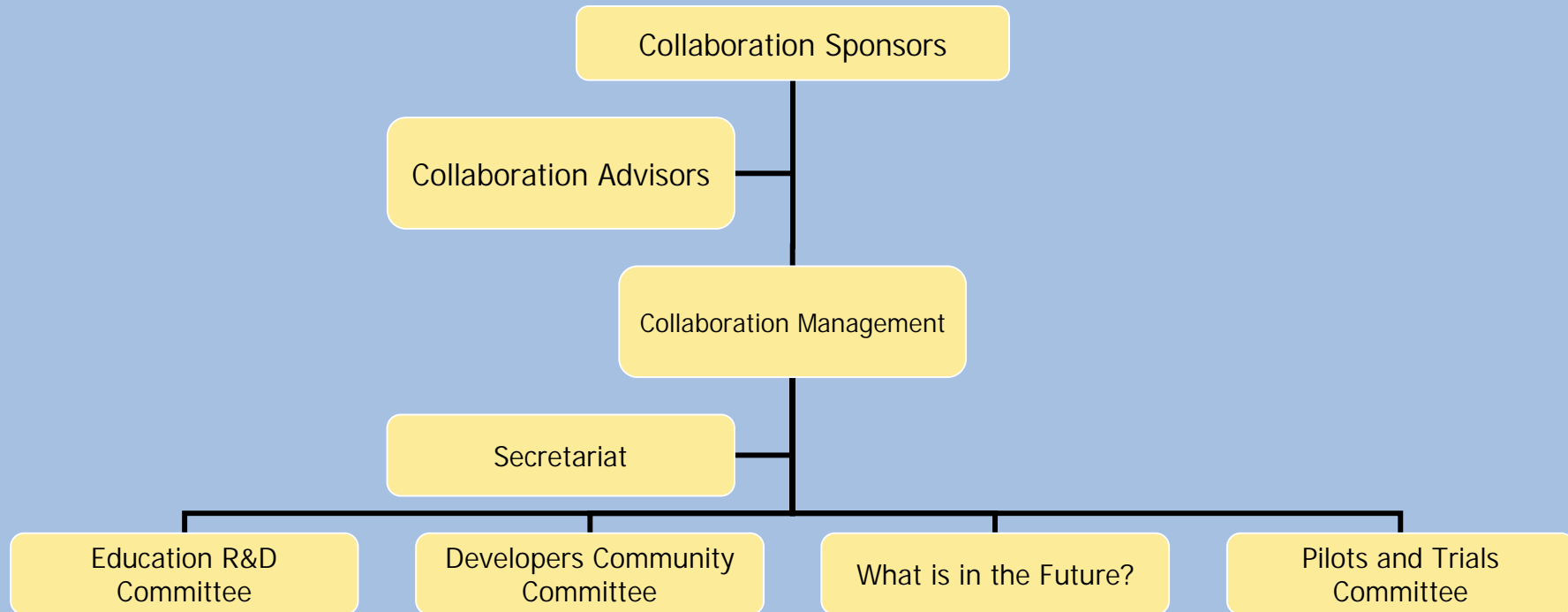
- Strong support from government to promote private sector
- Strong private sector
- Flexibility
- Capacity building
- NGO participation
- Cultural relevance
- Equity
- Transparency

Adapted from Patrinos, 1999. World Bank.

# Models of PPP

- Model 1
- Model 2
- Model 3
- Model 4

# Model 2



# Pillar I : Education R&D

- Shape Research Agenda
- Identify R&D areas and collaboration framework aligned with the research agenda
- Facilitate R&D collaboration

# Pillar II : What is in the Future?

- Engage collaborators to realize a shared vision
- Actualize different learning environments of the future

# Pillar III : Developers Community

## Aim

To build and enhance manpower capability in the development of education solutions

## Role of Manager

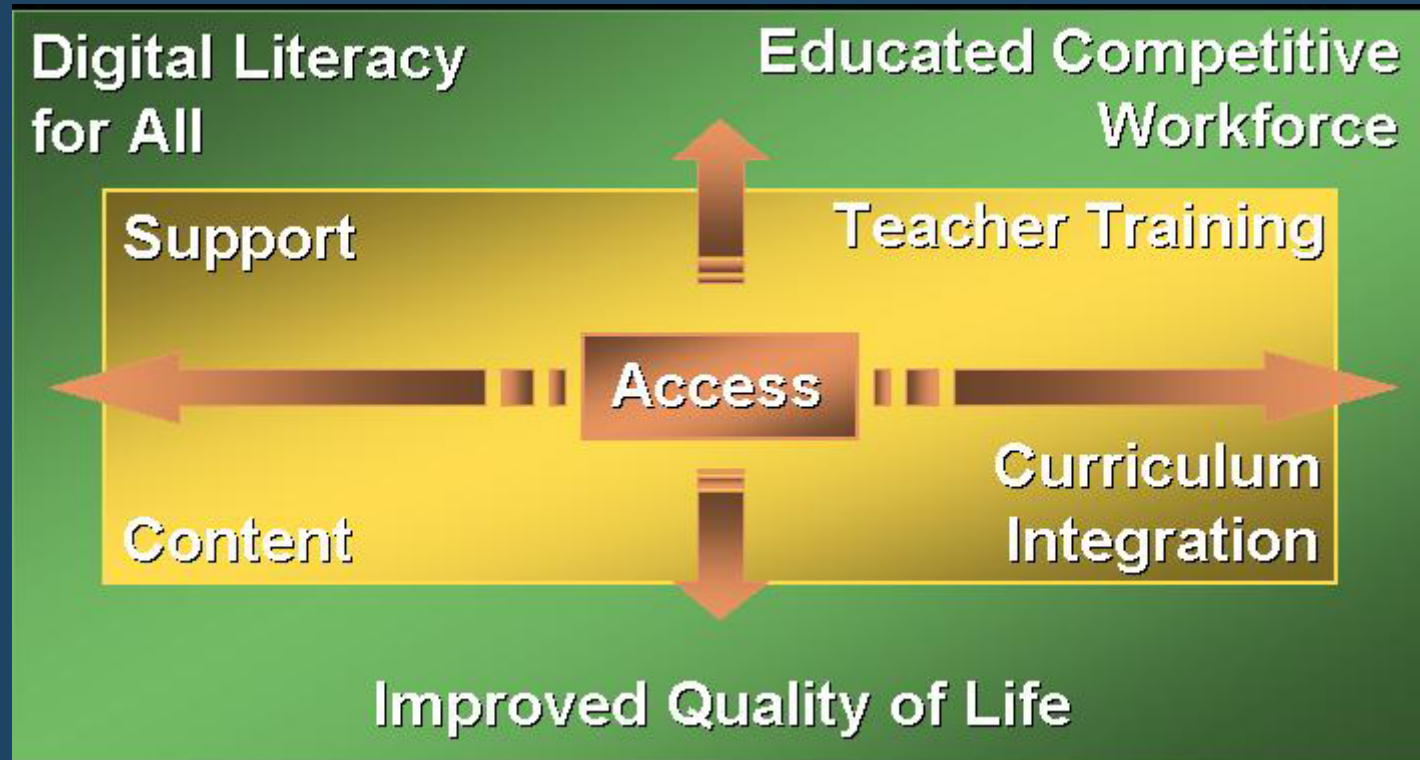
1. **Induct and nurture a set number of local infocomm companies developers**
2. **Assist development of software products/ applications which incorporate results from R&D, pilots and trials**
3. **Identify and manage a set number of projects with developers' participation**
4. **Seek out international education markets that are more advanced and ready for software products/ applications developed by developers**

# Pillar IV : Pilots and Trials

- Evaluate, recommend for funding and manage pilot projects developed on 'Digital Ink'
- Manage and allocate resources within the Pilots and Trials to see to the success of the pilot projects
- Review and present findings

# Model 3 - Partners In Learning

- Benefits flow to everyone



# Partners in Learning

Thailand

Singapore

Malaysia

Taiwan

Korea

## Model 4

# School of the Future - Taiwan

A Public-Private Partnership in  
Support of Next Generation  
Teaching and Learning

Samir Patel  
Optara

# SOF Taipei Vision and Definition

Holistic and Integrated Vision of Nurturing  
Next-Generation Student Achievement  
Through:

- Public Policy Support and Integration
- Education Policy
- Curriculum & Pedagogy
- Learning Space Design
- Teacher Training
- Innovative Technology
- Research

# SOF Taipei – The Partners

- Taipei City Government  
(Public Policy & Planning)
- Taipei Bureau of Education  
(BOE) (Education Policy)
  - Teacher Training Institute
- Tamkang University  
(Academia)
- Zhong-Lun High School  
(Administrator & Teachers)
- Private Sector Participation
  - Microsoft
    - InfoVision
- CARDET (NGO)

# **SOF-Taipei Key Driver**

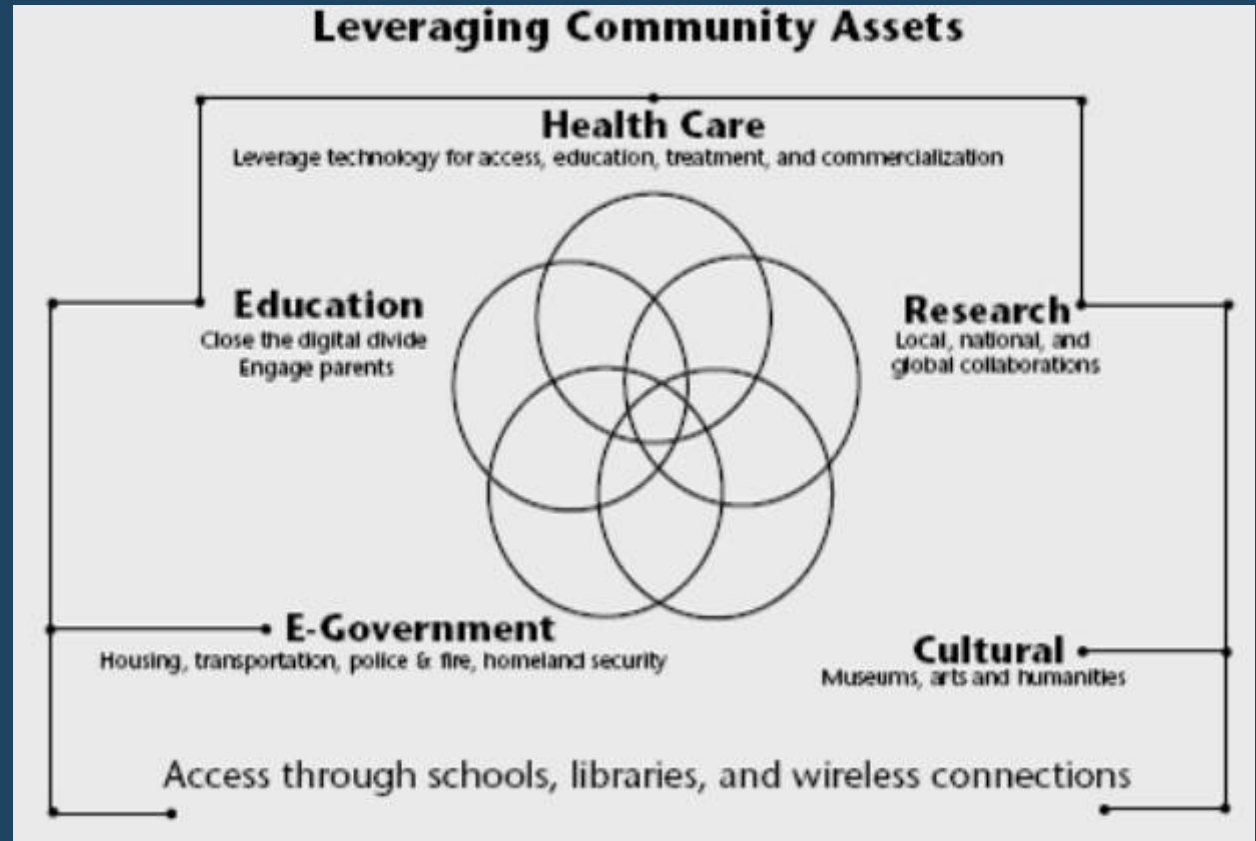
## **Taipei Public Policy Imperative: m-City**

- **100% Wi-Fi Coverage by Dec 2005 Across City**
- **10,000 Hot Spot Antennas Around City**
- **Goals:**
  - **Modernize Infrastructure**
  - **Stimulate Economic Growth**
  - **Drive Technology Adoption Across Socio-Economic Spectrum**

# Taipei m-City Goals

- Allocation & Re-allocation of Public Resources

- Support New Models of Thinking to Economic Base



Drive, Support, And Manage The Rejuvenation Of Existing Core Infrastructure With Policy And New Investment To Energize People For 21<sup>st</sup> Century Change

# SOF Taipei – BOE & Private Sector Advisory

- Proposals by Schools for SOF
  - Academic & Corporate Advisory – Tamkang University/Microsoft
  - Selected Zhong-Lun High School's SOF Vision for Integrating Mobile Technology to Foster Achievement
  - Teacher Training Institute Curriculum for Zhong-Lun Teachers & Administrators
    - E-Learning, m-Learning, Integration, Planning, Curriculum Design, Change Management
- **BOE Drivers**
    - Understand Mobile Teaching & Learning Models/Issues
    - Leverage Partnerships
    - Develop a Model School

# SOF Taipei – Zhong-Lun High School

- Started in 1997
- Formerly a Taipei City Bus Maintenance Depot –  
Redesigned into an Aesthetic  
and Open School Campus
- 2,000 Students
- 40 Teachers

# SOF Taipei – Private Sector Involvement

- **Financial Support**
- **Best Practices**
  - **SOF Philadelphia USA**
  - **Backpack.NET**
  - **Partners-in-Learning**
  - **Global NGOs**
- **Microsoft Partner Resources**
  - **Visioning, Implementation, Committee Organization**
- **SOF Community Links**
  - **Schools**
  - **Public & Education Policy**
  - **Conferences/NGOs**

# SOF Taipei Success Model for PPP

## Alignment With Public Policy

- Key to Balanced Partnership and Collaboration

## School-Level SOF Proposals

- BOE Encouragement at School-Level Partnerships

## New Thinking, Open Approach – BOE, School, Teachers Willing to Push the Envelope of New Models in Consultation with All Stakeholders

## Research for Study & Validation

Citizen

Career

Champion

Challenge

Curiosity

# Closing Remarks

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# Win-Win-Win Partnerships

- **Different expectations from public and private sectors**
- **Conflicting objectives and goals**
- **Problem with definition**
  
- **Making it work!!!**

***“It doesn’t matter if a cat  
is black or white, as  
long as it catches mice.”***

**- Deng Xiaoping**



***“Be the change you  
want to see in  
others.”***

***- Mahatma Gandhi***

Reference: Michael Latham, 2002.  
EdInvest

# Changing Our Frame Of Reference On How Information Technology Can Transform The Learning Process

- Aggregation of Data... → Access to Information
- The Application or PC... → The Connection
- Reinforcing Current Methods... → Adaptation to Change

# New Frame Of Reference

## Connected Learning Community...

A worldwide community  
of students, educators,  
and lifelong learners  
using technology  
to help realize their  
full potential

# Connected Learning Community

- Making Connections
  - Classroom → Community → Globally
- Removing Limitations
  - Transforms the teaching and learning experience
  - Environment for creative and critical thinking
- Creating Opportunities
  - Evaluating information
  - Synthesizing Ideas
  - Adaptive, immersive, extensible

# Work together

create the new way of thinking of how we learn



Education

Technology  
Providers

Public  
Services



130 million  
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adults do not  
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break their way  
out of poverty

***The goal of partnership should be clearly kept in mind: to improve pupils' attendance, retention and the quality of learning***

Reference: Michael Latham, 2002.  
EdInvest

Thank You

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