

Hackathon on IPR in Education

Part 1

Media and Learning Association (MLA)
In collaboration with DCU, Ireland

12 October 2022



• Introduction

- Yvonne Crotty, DCU
- Chloé Pété, MLA
- Mathy Vanbuel, ATiT
- Media and Learning Association

MEDIA LITERACY

Media Literacy in Practice in Slovakia, Czech Republic, Poland, Denmark, Sweden, Norway and Finland

12 OCT 2022

Hackathon on Intellectual Property Rights Part I

12 OCT 2022

HIGHER EDUCATION

How can CLTs involve students in staff training and classroom support?

13 OCT 2022

MEDIA LITERACY

MLA4MedLit Conference: Teacher Education in Digital and Media Literacy

19 OCT 2022

Welcome to the home of the Media & Learning Association

This is where you will find links to all current Media & Learning activities. Our association brings together a community of individuals and organisations keen to maximise the benefits of media for learning at all levels of formal and informal education and training. Media & Learning runs online and face-to-face [events and conferences](#) as well as webinars on different topics. Check out our current series of activities to find out more. Media & Learning also organises the annual [MEDEA Awards](#) which recognises excellence in the use of media to support teaching and learning as well as several bespoke projects and special interest groups related to specific sub-themes.

Newsletter

[Sign up for our monthly newsletter](#) to be informed about all the latest news regarding the use of media in learning. The newsletter provides a digest of the best posts of the past month.





Organisational member | Founding member



AUNEGe (université numérique économie et gestion)

Organisational member | Founding member



City, University of London

Organisational member



Delft University of Technology Library NewMedia Centre

Organisational member



Dublin City University

Organisational member



Dún Laoghaire Institute of Art, Design + Technology (IADT)

Organisational member | Founding member

in the use of media to support learning.
Details about membership cost upon request.

Membership forms and detailed information about the benefits of each type of membership are available from the Secretariat.

<https://media-and-learning.eu>

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- Introduction
 - Background of StrategyHack

The EduHack online course aims at empowering university educators from every discipline who want to **learn how to produce digitally-supported learning experiences**, with a focus on fostering collaborative learning and enhanced students engagement.

Individual users are welcome to browse (and use or remix) the EduHack course content and to learn from them. Universities that want to implement the EduHack online course and to certify the achievements of their participants are welcome to do so by using the [EduHack Toolbox](#), and by [joining the EduHack Network](#).

Digital Resources



- ▶ Search for Open Educational Resources (OER)
- ▶ Modify existing digital content by using Wikis
- ▶ Create digital educational resources
- ▶ Curate and organise digital resources
- ▶ Apply open licenses to your resources

Teaching



- ▶ Design your own eLearning intervention
- ▶ Implement ICT-supported collaborative learning
- ▶ Guide and support students through e-moderation
- ▶ Foster knowledge co-creation among students
- ▶ Create and select video resources for your teaching
- ▶ Use games to improve learners engagement

Assessment



- ▶ Explore digitally supported assessment strategies
- ▶ Experiment with different technologies for formative assessment
- ▶ Analyse evidence on learning activity, performance and progress
- ▶ Use digital technologies to provide targeted feedback to learners

Empowering Learners



- ▶ Critically evaluate online tools
- ▶ Discover the cost of "free" commercial social media platforms
- ▶ Appreciate opportunities and risks of personalization in learning
- ▶ Check technical accessibility of platforms and resources

<https://splot.link/course>

CREATE DIGITAL EDUCATIONAL RESOURCES

READ



WATCH



DO



RESOURCES



READ

These days many universities have eLearning offices and specialists - often called learning technologists or instructional designers - whose role is to support academics in the use of digital technologies, the creation of online content and, more generally, design of technology-enhanced learning experiences. The creation of online resources usually takes place in the context of Virtual Learning Environments (also known as Learning Management Systems).

In order to create digital resources you do not need to be a programmer or use complicated platforms. On the contrary, no matter which subject matters you teach, and whether you have access to support or not, there are many tools and applications allowing you to create engaging resources that may facilitate learning for your students.



WATCH



Area: Digital Resources

- Search for Open Educational Resources (OER)
- Modify existing digital content by using Wikis
- **Create digital educational resources**
- Curate and organise digital resources
- Apply open licenses to your resources

Area: Teaching

Area: Assessment

Area: Empowering Learners

EduHack Evaluation Results

- Short bytes work well for practitioners (< 60 mins)
- Need to involve management at all levels in order to gain credibility and impact
- Need for peer support

-
- Introduction
 - Background of StrategyHack
 - The StrategyHack Online Course Programme

-
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STRATEGYHACK

**EQUIPPING INSTITUTIONAL LEADERS TO
MAXIMISE DIGITAL EDUCATION**

Media and Learning Association





Nexa Center
for Internet & Society



Knowledge
Innovation
Centre



MEDIA & LEARNING
ASSOCIATION

unir LA UNIVERSIDAD
EN INTERNET

VISION

- Building on knowledge and experience around digital learning gained during the COVID crisis
- To strengthen the capacities of mid-level institutional leaders in higher education
- To promote more sustainable models of digital education
- Focusing on accelerating the digital transformation
- Promoting high quality personalised digital environments

OBJECTIVES

- Capacity Building Course on Digital Education Strategies
- Peer-learning methodology for Digitisation Strategy Improvement

Confidence in the ability to:

(56 responses)



	Not at all confident	Somewhat confident	Very confident	I don't know / N/A
Implement new business models for digital education	11%	52%	30%	7%
Embed digital transformation in the HEI's strategy	5%	52%	38%	5%
Design online/blended/hybrid delivery teaching and learning models	4%	50%	39%	7%
Work with stakeholders for the implementation of digital transformation processes	7%	39%	46%	7%
Build the digital capacity of teaching staff	7%	45%	45%	4%
Develop online content and open educational resources	4%	48%	41%	7%
Implement online assessment	13%	34%	46%	7%
Integrate information and processes to benefit from big data opportunities	16%	50%	23%	11%
Innovate credentialing and certification	21%	50%	23%	4%
Face security and privacy challenges	27%	48%	16%	9%
Choose the best tech solutions for learning delivery	13%	46%	36%	5%
Choose the best tech solutions for knowledge management	16%	45%	34%	5%
Choose the best tech solutions for accreditation and credentialing	25%	46%	25%	4%

Where are we now?

- Created 25 modules
- peer reviewed
- piloted by test panel (EURASHE)
- eLearning platform for deployment
- Hackathons

1. Digital Teaching and Learning Foundations

1. How to support Digital Education competences evaluation for academics and students
2. Understanding implications of digital teaching
3. How to prepare students for remote/online learning
4. How to design meaningful and effective digital assessment and feedback

2. Organizational transformation foundations

1. How to define a strategy
2. How to encourage academics to embrace change and new academic practices
3. How to improve copyright literacy and the reuse and production of OER
4. How to enable safe location-independent work
5. How to face security and privacy challenges

3. Technology change foundations

1. How to map the EdTech ecosystem of your institution
2. How to decide what tools to support and what to not support
3. HR development and maintaining staff competences
4. How to ensure access to our content:
5. How to use data to support strategic decisions

4. Economic and political change foundations

1. How to analyze costs
2. How to get nearer the work market
3. How to tackle of access to suitable equipment (so-called digital capital or poverty)

5. Institutional change foundations

1. How to include alternative, innovative, open credentials
2. How to use digital technologies to support internationalization of the curriculum
3. How to reimagine Universities' Social Responsibility or service mission in a digital world

2. Organizational transformation foundations

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Some facts and figures

- The cost of OER?

Some facts and figures

- The cost of OER? ~11.700 EUR

Some facts and figures

- The cost of OER? ~11.700 EUR
- The benefit of OER?

Some facts and figures

- The cost of OER? ~11.700 EUR
- The benefit of OER? ~95 EUR

Some facts and figures

- The cost of OER? ~11.700 EUR
- The benefit of OER? ~95 EUR
- Who is the owner of the copyright?

Your turn...

- Go to: <https://strategyhack.eu/project-outputs/>



OUTPUT 1- CAPACITY BUILDING COURSE ON DIGITAL EDUCATION STRATEGIES

This course is designed around a set of 15-20 digital management skills, grouped around 5 dimensions of change (pedagogical, organisational, technological, economic & political and institutional change). A micro-module will be designed to acquire each skill by following a challenge-based approach that will instruct participants by giving the opportunity to practice and develop the required skill. The course takes a self-directed, free-flowing approach, to allow participants to personalise their own learning pathways based on their specific needs.

Please use the following links to access the different versions of the course:

[English version](#) | [Spanish version](#) | [Italian version](#)



OUTPUT 2- PEER-LEARNING METHODOLOGY FOR DIGITALIZATION STRATEGY IMPROVEMENT

We will describe a problem-based methodology for Institutional leaders to cooperate within and across institutions to solve specific strategy problems. Inspired by coaching, design methodologies and hackathon events, we will design intensive online events, with participants over several sessions identifying a problem, sharing best practice on potential solutions, and then working in small groups to propose solutions. Each event will address a challenge such as "How do I conduct assessment remotely and securely for my institution? How do I map staff's digital competence? How do I address accessibility challenges in my department online?" and aim for institutional leaders to leave the event with a set of concrete ideas to try and implement within their institution. We will:

- develop the methodological handbook to run these digital leadership development events;
- run six events, focusing on different areas of priority,
- publish the 'hacked' institutional strategy proposals via the project's website, to inform other actors on insights gained.

Working spaces: [English version](#) | [Spanish version](#) | [Italian version](#)



OUTPUT 3- MODEL MANAGEMENT SYSTEM FOR DIGITAL EDUCATION

This will consist of a strategy-guidance document, that will give institutional leaders a map to build their institutional strategies and cover:

- Leadership documents to integrate digital learning into the institution's identity
- Strategic approaches to manage risk and sustainability
- Methodologies to manage resources efficiently
- Tools and techniques to tackle the most challenging operational activities in digital education

Your turn...

- Go to: <https://strategyhack.eu/project-outputs/>
- Under Output 1: select your language version (self learning)

Current Status

NOT ENROLLED

Price

Free

Get Started

Login to Enroll



StrategyHack

Hacking Institutional Strategies for Rapidly Deployed Digital Education

The **StrategyHack** project intends to strengthen the capacities of mid-level institutional leaders in higher education to promote more sustainable models of digital education, focusing on accelerating the digital transformation within higher education whilst promoting and nourishing high quality personalised digital environments.

StrategyHack is an initiative built on the experience gained in the EduHack project and is supported by the Erasmus + Programme of the European Union. This project is run by Politecnico di Torino – POLITO, Universidad Internacional de La Rioja – UNIR, Coventry University, Knowledge Innovation Centre – KIC, Association Européenne D'institutions D'enseignement Supérieur – EURASHE and, Media and Learning Association – MEDEA.

Therefore, **StrategyHack** supports the priorities of the European Commission's Digital Education Action Plan and focuses on capacity building on mid-level institutional leaders since a resilient transformation requires strengthening the connecting tissue between the high-level management strategy level and the digital-pedagogy level which these personnel provide. We intend to:

- accelerate digital transformation of staff, programmes and institutional processes within Higher Education.
- promote and nourish high quality self-directed personalised learning environments with a strong digital component.

D'institutions D'enseignement Supérieur – EURASHE and, Media and Learning Association – MEDEA.

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- accelerate digital transformation of staff, programmes and institutional processes within Higher Education.
- promote and nourish high quality self-directed personalised learning environments with a strong digital component.
- lock in gains made to perceptions of digital learning during the COVID crisis and using these to promote more sustainable models of digital education.

COURSE CONTENT

 [Expand All](#)

 1. Pedagogical Change 4 Topics · 4 Quizzes	 Expand
 2. Organisational Change 5 Topics · 5 Quizzes	 Expand
 3. Technology Change 5 Topics · 5 Quizzes	 Expand
 4. Economic and Political Change 3 Topics · 3 Quizzes	 Expand
 5. Institutional Change 3 Topics · 3 Quizzes	 Expand

1. Pedagogical Change ▼ Expand
4 Topics | 4 Quizzes

2. Organisational Change ▲ Collapse
5 Topics | 5 Quizzes

Lesson Content 40% Complete | 2/5 Steps

Module 2.1: How to define a Strategy

 Module 2.1: Assessment

Module 2.2: How to encourage academics to embrace change and new academic practices

 Module 2.2: Assessment

Module 2.3: Improving intellectual property right literacy and production and reuse of OER

 Module 2.3: Assessment

Module 2.4: How to enable safe location-independent work.

 Module 2.4: Assessment

Module 2.5: How to face security and privacy challenges

 Module 2.5: Assessment

MODULE 2.3: IMPROVING INTELLECTUAL PROPERTY RIGHT LITERACY AND PRODUCTION AND REUSE OF OER



LANDING THE CONCEPT



TAKE ACTION



TEST YOURSELF

Landing the Concept

'Only one thing is impossible for God: To find any sense in any copyright law on the planet.'

(Mark Twain)

Intellectual property (IP) refers broadly to the creations of the human mind. The interests of innovators and creators are protected by law and give them legal rights over their creations, enabling them to earn recognition or financial benefit from what they invent or create. Under creations are understood literary, artistic and scientific works; artistic performances, phonograms and broadcasts; inventions and scientific discoveries; industrial designs and so on.

IP rights are safeguarded by Article 27 of the Universal Declaration of Human Rights, and they are translated in national legislation and regulation on a country by country basis, subject to more than 25 international treaties on IP administered by the World Intellectual Property Organisation, WIPO, a specialized agency of the United Nations.

- 4 Topics 4 Quizzes
- 2. Organisational Change**
- 5 Topics 5 Quizzes
- Module 2.1: How to define a Strategy
- Module 2.2: How to encourage academics to embrace change and new academic practices
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- 5 Topics 5 Quizzes
- 4. Economic and Political Change
- 3 Topics 3 Quizzes
- 5. Institutional Change
- 3 Topics 3 Quizzes

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- Under Output 1: select your language version (self learning)
- Under Output 2: select your language version (peer learning)



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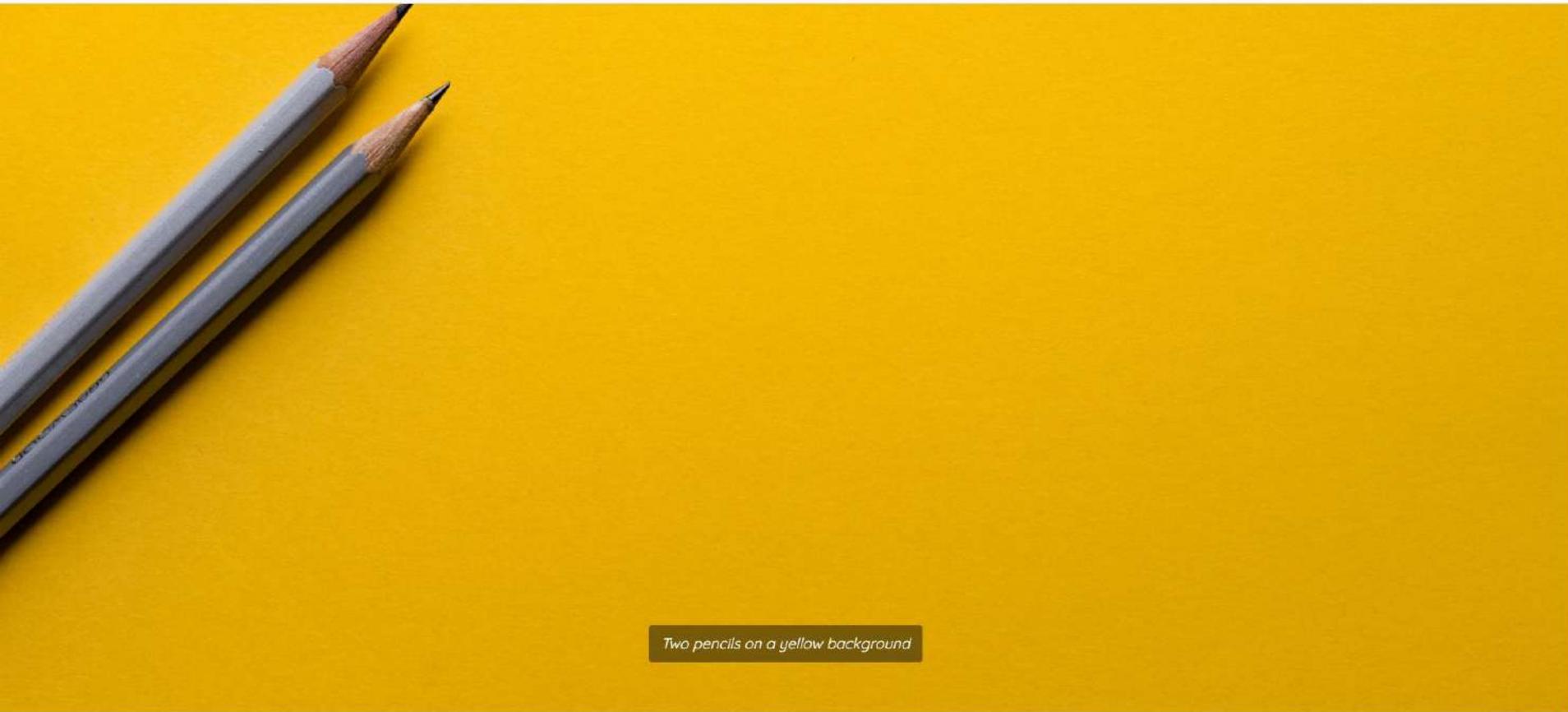
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Two pencils on a yellow background



YOUR STRATEGYHACK COURSE REFLECTION

i Compose or copy your post content below. You must first save and view once before it is stored in the system as a draft. After that, continue editing, saving, and viewing as much as needed. Remember to click "Publish Final" when you're done. If you include your email address, we can send you a link that will allow you to make changes later.

STATUS: New, not saved

Your post title

A good title is important! We suggest that you not just copy the Strategyhack course activity title here, but customize it to make it unique.

Your name

Put in your name, handle (username) on Twitter or your email address. If you include a Twitter handle

Happy learning!

- Support questions: chloe.pete@atit.be

Next steps

- 9 November same place same time
- Hackathon =
- Hands-on session
- Bring paper, scissors, tape, markers...

Save the date!



Media & **L**earning

Hackathon Part 2: Hands on

Wednesday 9 November
2022

18:00 – 20:00

[Media-and-learning.eu/events](https://media-and-learning.eu/events)

**Thank you for
joining us today!**

More information about the Media & Learning
Association: media-and-learning.eu

Remember to sign up to our newsletter:
media-and-learning.eu/subscribe

Media **&** **L**earning