

# Uniting Learners Around the World!

*John G. Flores, Ph.D.*

*Chief Executive Officer*



# Distance Learning Definition

*Distance learning is the acquisition of knowledge and skills through mediated information and instruction, encompassing all technologies and other forms of learning at a distance.*



# Mission & Purpose

- **Mission:**

To support the development and application of distance learning, education and training (DLE&T) by uniting learners around the world.

- **Purpose:**

In 1987, the USDLA was founded on the premise of creating a powerful alliance to meet the burgeoning education and training needs of learning communities globally.

- **Learning, education and training communities include:**

- Corporate Training - Pre K-12 - Higher Education
- Home Schooling - Continuing Education
- Military & Government Education & Training
- Telehealth – Multinationals



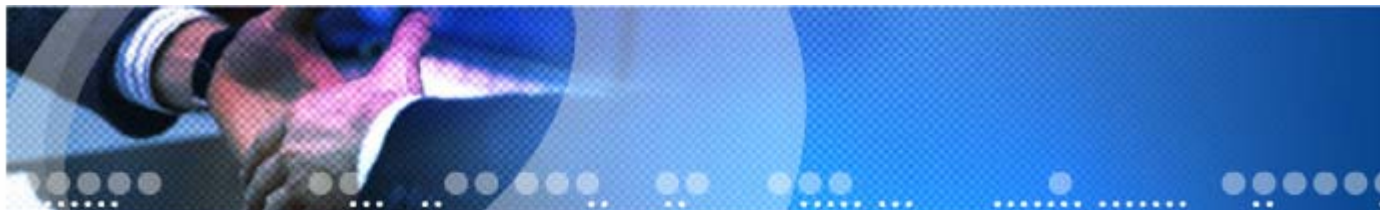
# Goals

- ✓ To provide national leadership in the field of distance learning, education & training.
- ✓ To advocate and promote the use of distance learning, education & training.
- ✓ To provide current information on distance learning, education & training.
- ✓ To represent the distance learning, education & training community before government policy and regulatory bodies.
- ✓ To provide annual recognition for outstanding achievements in distance learning, education & training globally.



# Goals

- ✓ To serve as a catalyst for the formation of partnerships among education, business, healthcare and government.
- ✓ To achieve a global leadership role through liaisons with international organizations.
- ✓ To promote equity and access to lifelong learning through distance learning, education & training globally.
- ✓ To promote diversity in our organization and its programs globally.

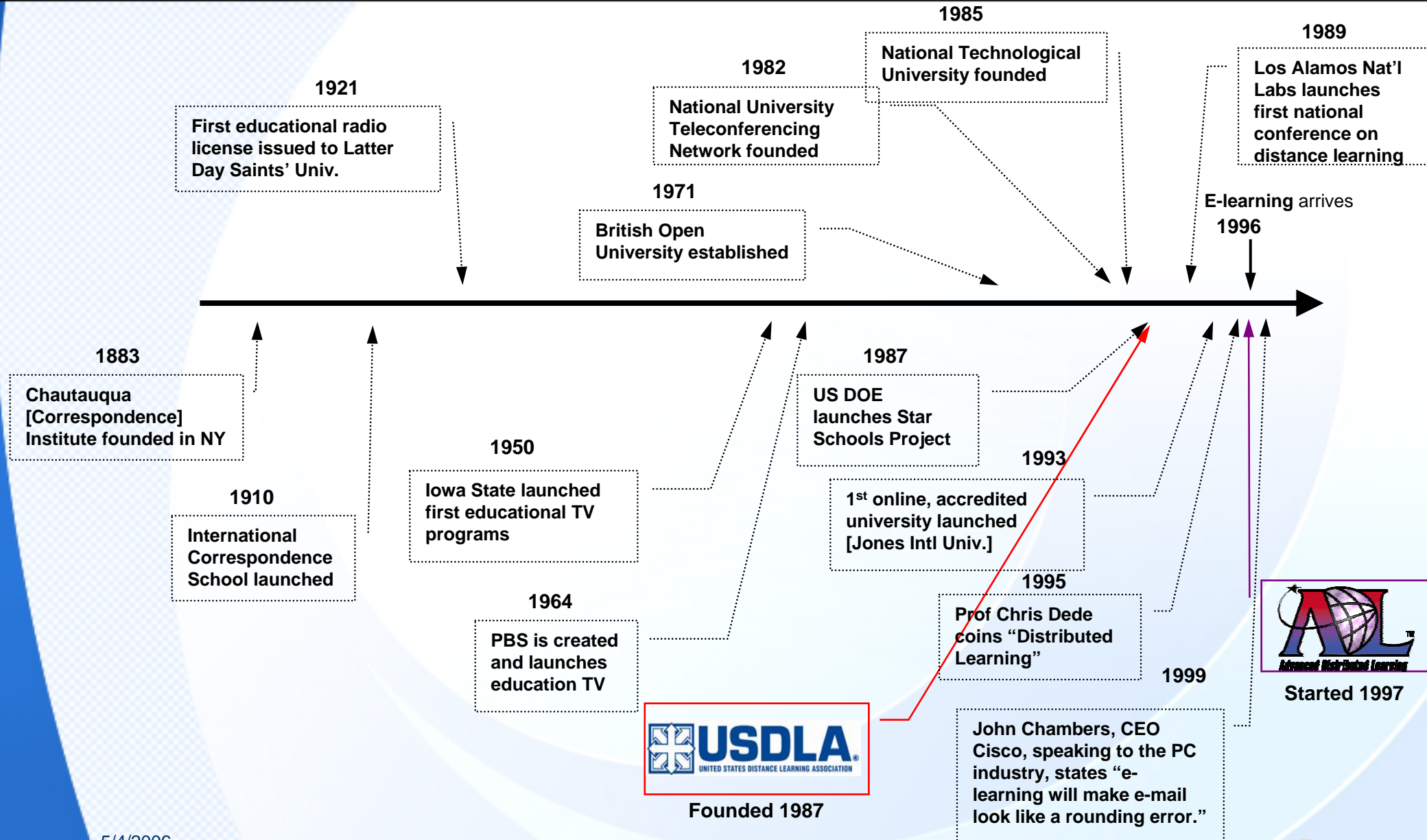


**What lies behind us and what lies  
before us are tiny matters  
compared to what lies within us.**

*- Ralph Waldo Emerson, (attributed)  
US essayist & poet (1803 - 1882)*



# Timeline of Distance Education

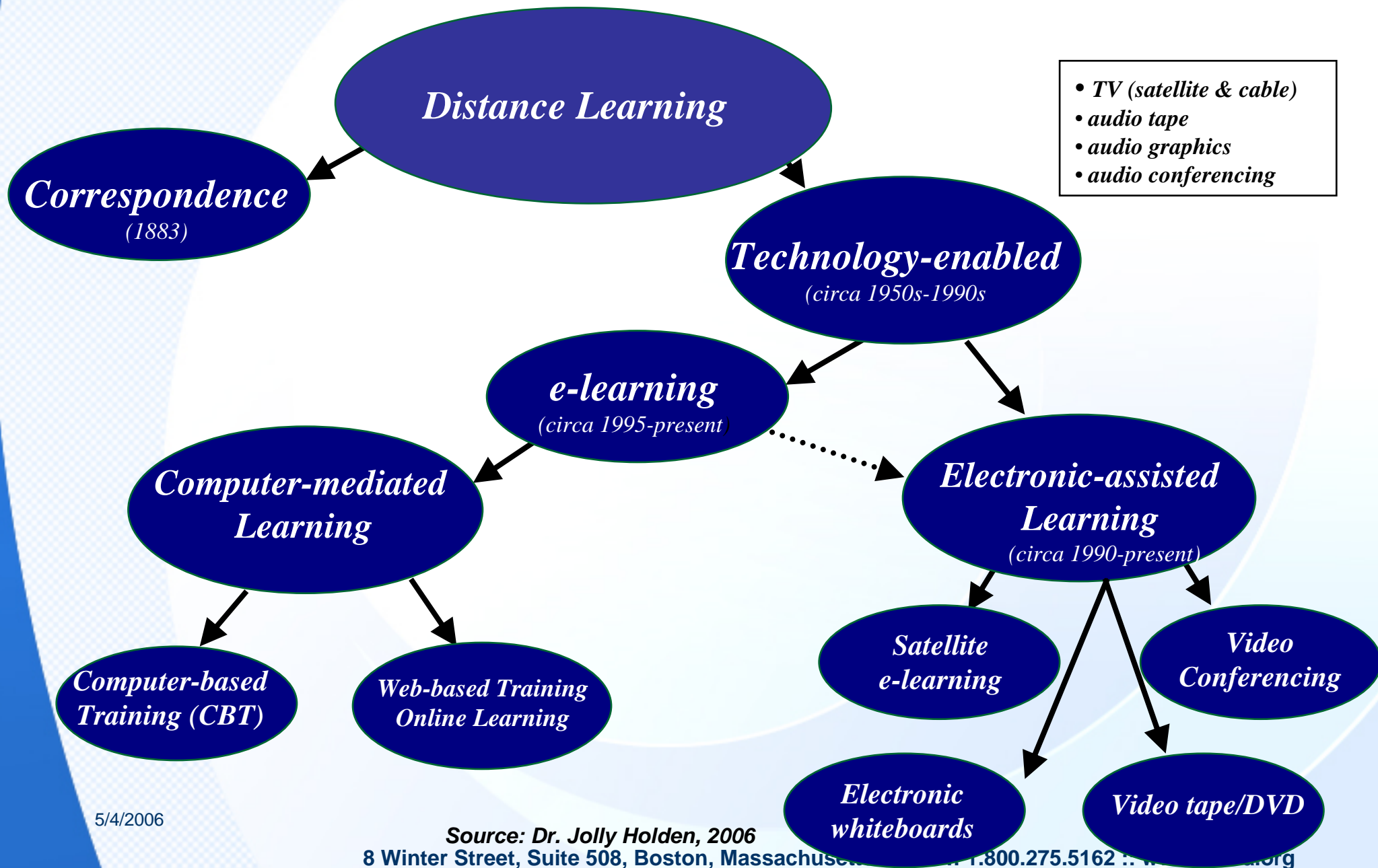


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Source: USDLA Instructional Media Selection Guide for Distance Learning , 2006  
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# Family Tree of Distance Learning







**An organization's ability to learn,  
and translate that learning into  
action rapidly, is the ultimate  
competitive advantage.**

*- Jack Welch,*

*Former General Electric Chairman and CEO*



# How Big Is It?

- The worldwide number of Internet users surpassed **1 billion in 2005**—up from **only 45M in 1995 and 420M in 2000**.
- The **global education and training market is currently estimated at \$2 trillion**, out of which the U.S.A has a share of \$740 billion.
- Internet user **penetration is now in the 65% to 75% range for the leading countries** and future growth is limited. Internet user penetration for the **populous and developing countries is in the 10% to 20%** range.
- The **2 billion Internet users** milestone is expected in 2011.
- Much of current and future Internet user **growth is coming from** countries such as **China, India, Brazil, Russia and Indonesia**.
- In the next decade many Internet users will be **supplementing PC Internet usage with Smartphone and mobile device Internet usage**. In developing countries many new Internet users will come from cell phone and Smartphone Internet usage.
- The **U.S. continues to lead with nearly 200M Internet users** at year-end 2005. The two most populous countries—China and India—are now in 2nd and 4th place in Internet users. Computer Industry Almanac, 2006

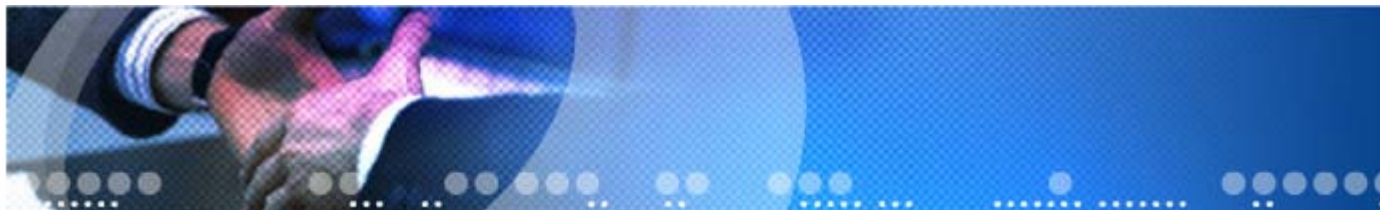
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Source: Computer Industry Almanac, 2006, learnframe, 2005; IDC, 2004, Datamonitor, 2005



## ...and What Do They Say?

- Global estimates in 2002 for **computer gaming were \$27 billion and growing at a rate of 20 percent** annually in the United States alone (Delaney, 2003).
- U.S. **computer and video game software sales** grew four percent in 2004 to **\$7.3 billion**.
- Schools expect the number of online students to **grow to over 2.6 million**.
- **40.7%** of schools offering online courses agree that “students are at least as **satisfied**” with their online courses, 56.2% are neutral and only 3.1% disagree.
- **57%** [of users believe that] the pace of learning in the next decade will increasingly be set by student choices. In ten years, most students will spend at least part of their “school days” in virtual classes, grouped online with others who share their interests, mastery, and skills.
- The **growth rate** for the vertical education and training market segments is projected at **10-15% CAGR through 2008**.
- **e-Learning** is now estimated to represent approximately **10% of the overall training and education market** in all sectors. (e.g., the global e-Learning market for **higher education is expected to grow with aCAGR of 12%, to \$1,891 million by 2008**.)



**But what we all have to learn is that  
we can't do everything ourselves.**

*- Vinton G. Cerf, Vice President & Chief Internet  
Evangelist, Google*



# State Chapters

- **State Chapters:**

- Designed to fulfill the needs of the USDLA membership local chapter meetings.
- State conferences and activities.
- Represent local offices of the national association.



ALLIANCE FOR DISTANCE EDUCATION  
IN CALIFORNIA



**FGDLA**  
Federal Government Distance Learning Association



# Global Affiliate Chapters (GAC)

- **Global Affiliate Chapters:**

- Designed to fulfill the needs of the Global USDLA membership via local chapter meetings.
- Multinational conferences and activities.
- Represent multinational offices of the national association.



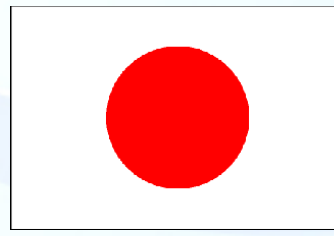
**BRAZIL**

**CHINA**

**JAPAN DLA**

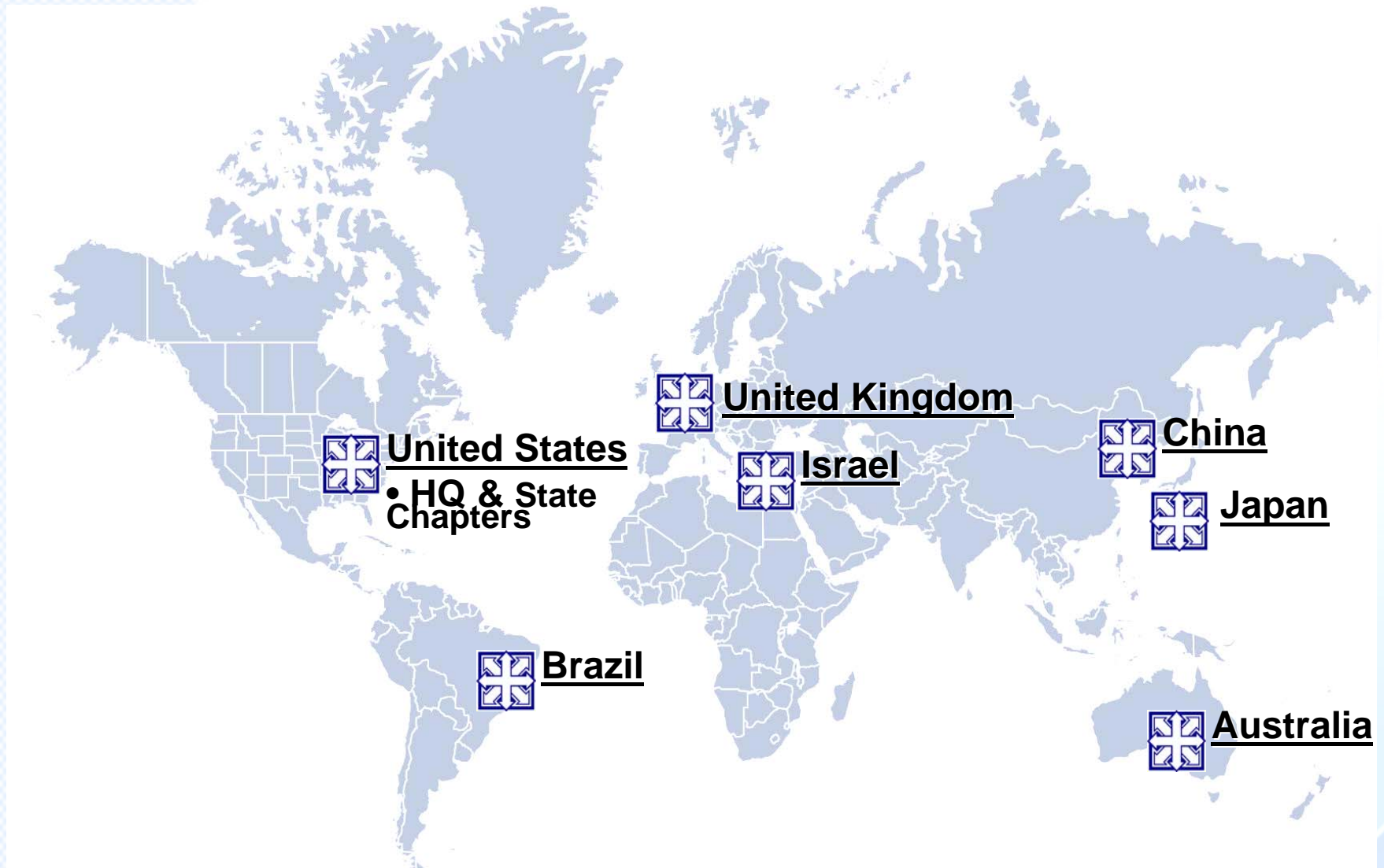
**UKDLA**

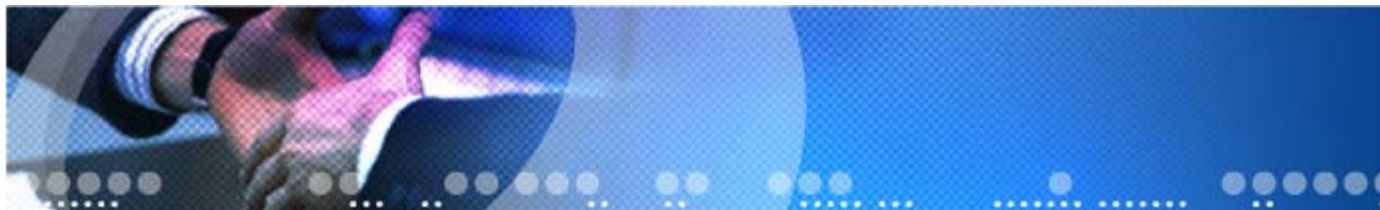
**AUSTRALIA**





# Global Collaborative Partnerships





**An investment in knowledge pays  
the best interest.**

*-Benjamin Franklin*



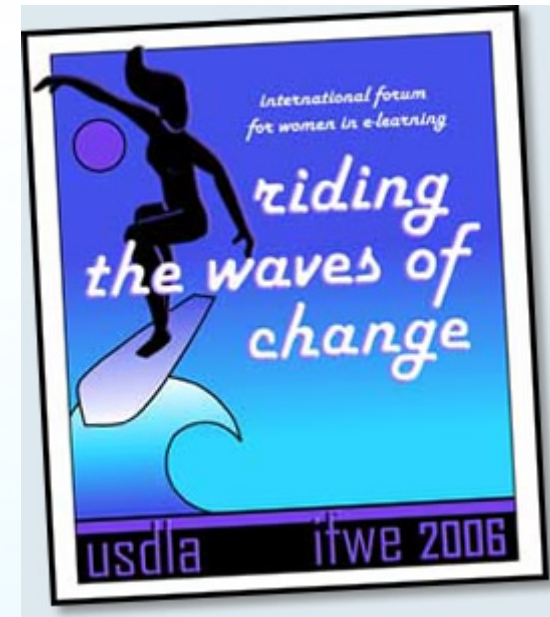
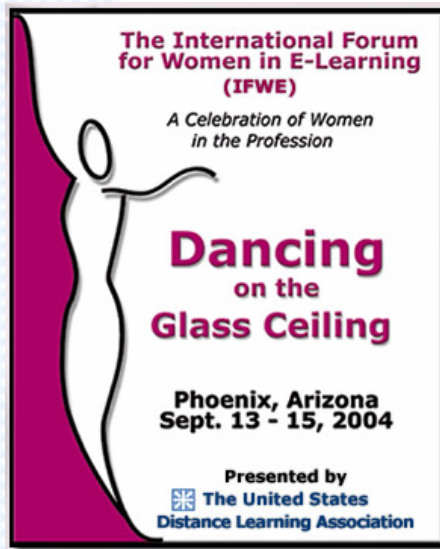


# Events

Training Magazine's 25th Annual Event Incorporating Online Learning

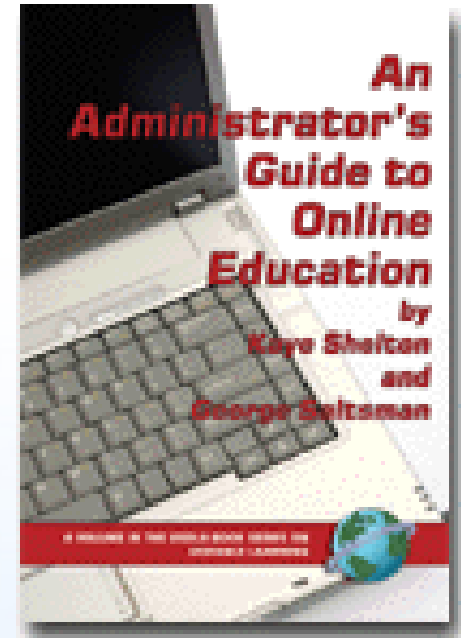
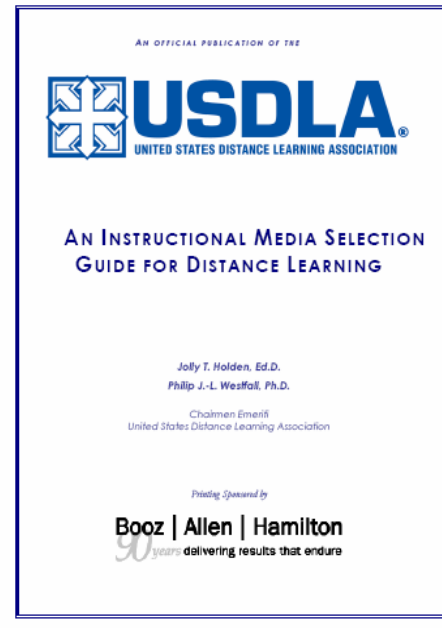
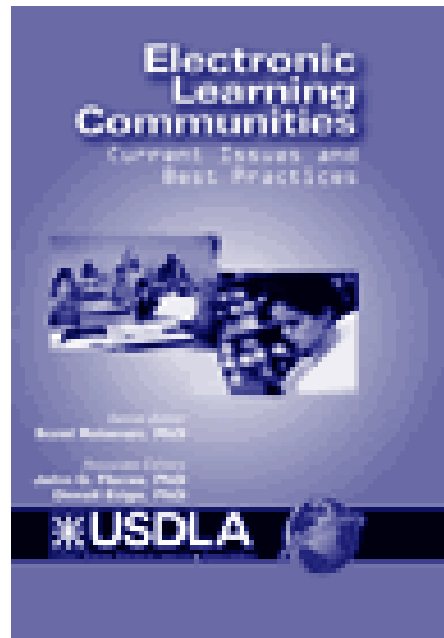
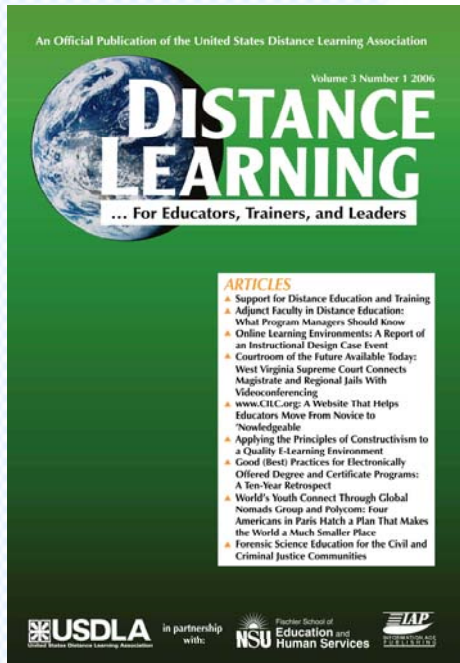
## training 2006 conference & expo

## training solutions





# Publications





# Distance Learning Accreditation Board (DLAB)

By reviewing and accrediting distance learning institutions, USDLA provides leadership and guidance that will improve the distance learning profession. DLAB especially focuses on these aspects:

- Evaluating effectiveness in distance learning.
- Evaluating the quality of institutions:  
accreditation of educational institutions, programs,  
or courses of study.
- Providing information on quality assurance of distance learning by means of its publications, website, and other communications.



DLAB is guided by its Accreditation Advisory Committee which is composed of top professionals in education, quality assurance, business and intergovernmental agencies. DLAB operates under the auspices of the USDLA Board of Directors and its Executive Committee.



# Distance Learning Leader Certificate Program (DLLCP)

- The DLLCP is designed for professionals in a wide range of positions including:
  - Chief Learning Officers,
  - Higher Education/University Distance Education Directors
  - Training Directors and Managers
  - Educational Technology Directors
  - Teachers
- Designed to tackle the emerging needs of today's managers to include:
  - Leadership skills
  - Distance learning knowledge and applications
  - Best practices
  - Hands-on activities





# Industry Awards



**USDLA Outstanding State Chapter**  
California Chapter – the Alliance for Distance Education in California



**USDLA 2005 Hall of Fame Award**  
Dr. Robert A. Wisher, Associate Director of Training Transformation (T2) and Director of the Advanced Distributed Learning (ADL) Initiative



**USDLA 2005 Eagle Award**  
Florida Governor John Ellis “Jeb” Bush



# Alliances & Partnerships



**Canadian Association  
for Distance Education**





# Your Support

***USDLA is a non-profit 501(c) (3) organization and to continue providing services such as publications, membership support, awards and much more we need the support of learners like you!***

***Become a member, sponsor or volunteer today.***

5/4/2006

Higher Education  
HOME SCHOOLING

**Connect with the World  
of Distance Learning...  
Join USDLA Today!**

**800.275.5162**  
**[www.usdla.org](http://www.usdla.org)**  
**[information@usdla.org](mailto:information@usdla.org)**

 **USDLA**  
UNITED STATES DISTANCE LEARNING ASSOCIATION  
8 Winter Street, Suite 508 • Boston, MA • 02108 • USA

CORPORATE



# Membership & Sponsorship Levels

## USDLA Memberships

<u>Student Membership</u>	\$30.00
<u>Individual Membership</u>	\$125.00

## Organizational Memberships

<u>Non-Profit Organizations</u>	\$500.00
<u>For-Profit Organizations</u>	\$1000.00
<u>State Chapter Initiation Fee</u>	\$500.00

## USDLA Sponsorships

<u>21st Century Sponsorship</u>	\$30,000.00
<u>USDLA Platinum Sponsorship</u>	\$20,000.00
<u>USDLA Gold Sponsorship</u>	\$10,000.00
<u>USDLA Silver Sponsorship</u>	\$5000.00
<u>USDLA Bronze Sponsorship</u>	\$2000.00





**UNITED STATES DISTANCE LEARNING ASSOCIATION®**

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**USDLA New Member Application**

Student Membership \_\_\_\_ (\$30) Date Paid \_\_\_\_\_ Amt. Paid \$ \_\_\_\_\_

Individual Membership \_\_\_\_ (\$125) Payment Method Check # \_\_\_\_\_

Organizational Memberships: Visa \_\_\_\_ M/C \_\_\_\_ Amex \_\_\_\_  
PO # \_\_\_\_\_

\_\_\_\_ Non-Profit (\$500) \_\_\_\_ For-Profit (\$1000)

Premium Sponsorships: \_\_\_\_ Bronze (\$2000) \_\_\_\_ Silver (\$5,000) \_\_\_\_ Gold (\$10,000)

\_\_\_\_ Platinum (\$25,000) \_\_\_\_ 21st Century Benefactor (\$30,000+)

Primary Contact: Name \_\_\_\_\_ Title \_\_\_\_\_ Dept \_\_\_\_\_

Company Name \_\_\_\_\_

Co. Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Tel (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

Number of Auxiliary Members per Category (included in cost of membership) Website \_\_\_\_\_

Non-Profit (2) For-Profit (2) Bronze(2) Silver (3) Gold (4) Platinum (6) 21st Century (9)

**Auxiliary Member**

(1) Name \_\_\_\_\_ Title \_\_\_\_\_ (2) Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Dept. \_\_\_\_\_ Company \_\_\_\_\_ Dept. \_\_\_\_\_

Address \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Tel. \_\_\_\_\_ Fax \_\_\_\_\_ Tel. \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Web \_\_\_\_\_ E-mail \_\_\_\_\_ Web \_\_\_\_\_

(3) Name \_\_\_\_\_ Title \_\_\_\_\_ (4) Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Dept. \_\_\_\_\_ Company \_\_\_\_\_ Dept. \_\_\_\_\_

Address \_\_\_\_\_ Address \_\_\_\_\_

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**For Additional Auxiliary Memberships, Please List On Separate Page.**

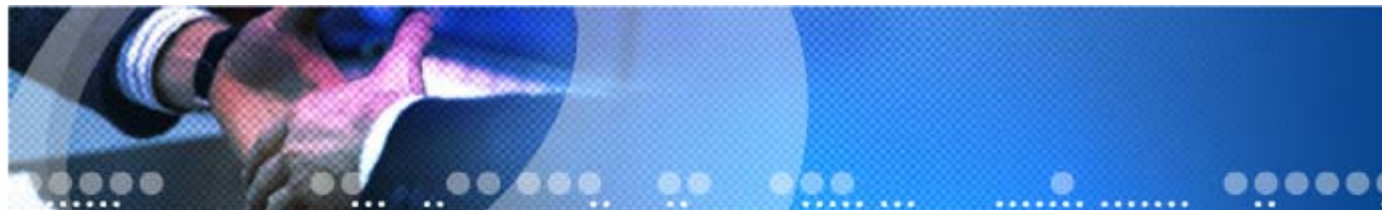
Check here if you do not wish to be added to list serve.

Name on Credit Card \_\_\_\_\_ Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature of Member \_\_\_\_\_ Total Due \$ \_\_\_\_\_

❖ Please Return This Membership Form With Your Payment ❖

Make checks payable and mail to: USDLA • 8 Winter Street • Suite 508 • Boston, MA 02108-4705



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***For more information call  
800.275.5162 or visit the  
USDLA website located at  
[www.usdla.org](http://www.usdla.org)***

