

E-Learning - A Singapore Perspective

Dr. Kaizad Heerjee
Assistant Chief Executive

Union to raise more funds for training

NTUC hopes to double the \$20m it has in its Education and Training Fund; Govt will give \$3 for every \$1 raised

By AHMAD OSMAN

been spent so far to support

to-one matching grant amounting to \$15 million, National Development Minister Mah Bow Tan said yesterday.

Mr Mah, who is also chairman of the Singapore Institute of Labour Studies,

in an economy being driven by rapid changes in knowledge and technology.

He said: "The fund will help them to stay employable, take on higher-paying jobs and enjoy a better life for themselves and their

(source:Straits Times Nov 28, 2000)

Govt to launch \$5b fund for lifelong learning

Education: Up to \$1.5b more yearly

(source: Straits Times Aug 21, 2000)

Parents fork
out \$320m
a year on
kids' tuition

(source: Straits Times Nov 28, 2000)

Our Message Today

- E-Learning in Singapore
- What is driving E-Learning in Singapore?
- IDA's objectives and strategies

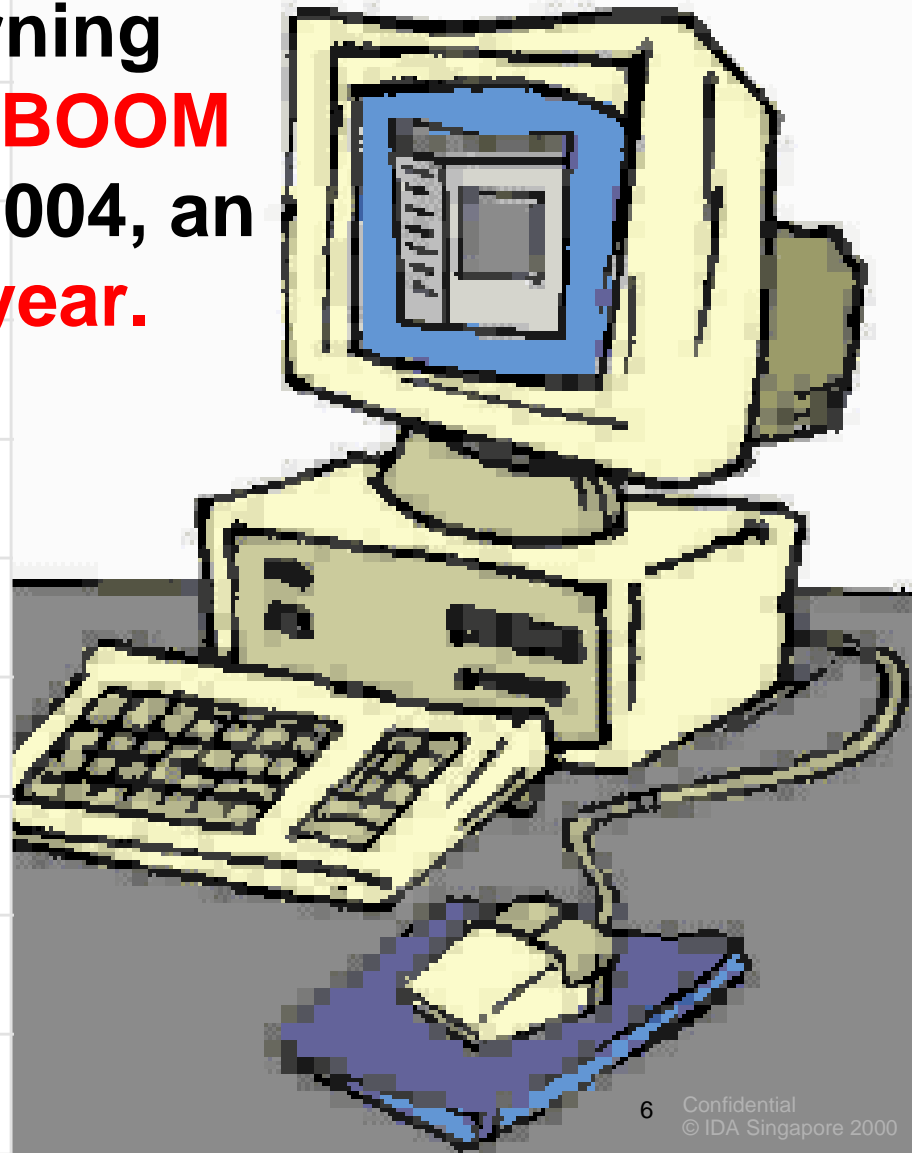


E-Learning - Why?

Market Boom

IDC estimates e-Learning market segment will **BOOM** to S\$411 million by 2004, an increase of **93.7% a year.**

The Business Times, 20/07/2000



E-Learning - Why?

The impact on Companies



- ▶ In 1999, e-Learning provided a **\$200 million cost benefit** to IBM.
- ▶ Basic Blue, deployed worldwide in 1999 to train line-managers, provides **five times the learning at one-third the costs**.



- ▶ E&Y's e-Learning transformation resulted in **35% reduction in costs**.
- ▶ About 2,900 hours of classroom training hours => 700 hours of web-based, 200 hours of distance learning and 500 hours in the classroom.

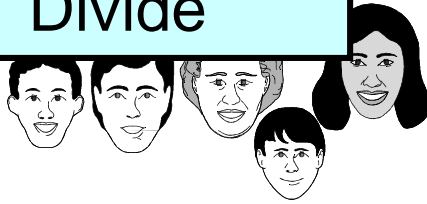


- ▶ Rockwell Collins' e-Learning initiative **reduced** learning and development expenditures **by 40%** (from US\$17.3 million to US\$10.6 million)
- ▶ Projected **savings after 4 years add up to \$23 million** in material, labor and travel costs.

National Info-Literacy Objectives

By 2010:

To help bridge
the Digital
Divide



- Equip **Singaporeans** with basic infocomm literacy skills

To help sharpen
Singapore's
business
competitiveness



- Nurture the **75%** of workforce with infocomm & e-biz savvy skills



To help build
Singapore's
workforce capability

- Upgrade infocomm manpower with critical infocomm skills

What is happening in Singapore?

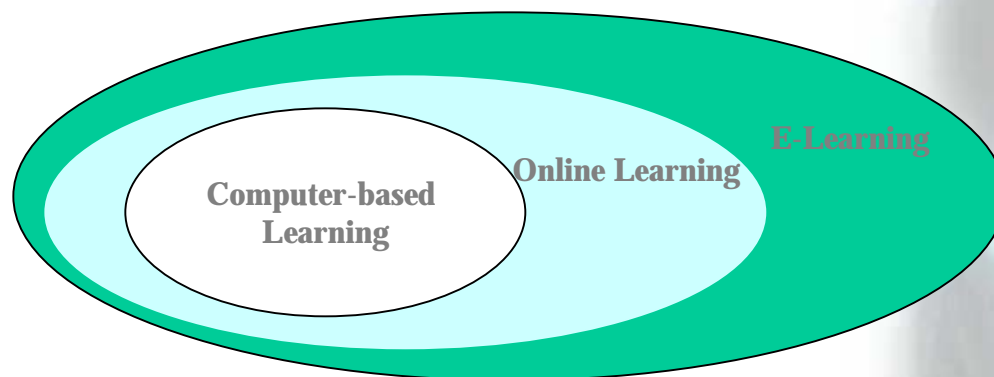
"Singapore is going **crazy** for e-learning, and it is **well-aligned** with what they're trying to do--become the **knowledge hub of Asia**, **It's possible that Singapore will become the leader of e-learning in Asia.**"

- *Dr Eilif Trondsen, SRI*
(Source: ASTD Learning Circuits Sep 2000)

E-Learning - What?

- **E-Learning**

- = Technology-based learning
- Delivery of content via all electronic media including Internet, Intranet, extranet, satellite, audio/video tape and CD-ROM.



(source: “E-Learning”, WR Hambrecht)

What is driving E-Learning in Singapore?

Demand

- ✓ Need to Bridge Digital Divide
- ✓ Instil Lifelong Learning
- ✓ Develop & Upgrade Infocomm Manpower Skills
- ✓ Transition into Digital Economy
- ✓ Singapore 21 - Building Stronger Family Ties

Supply

- ✓ Pervasive Internet Access
- ✓ Increasing Bandwidth
- ✓ Emerging Technology Standards
- ✓ Advances in Digital Technologies
- ✓ Proliferation of high quality e-Learning Products & Services

E-Learning

E-commerce/E-business

Our Demand-side Driven Strategies

Demand

Driving Adoption

Strategy 1: Bridge the Digital Divide by Implement e-Learning programmes

- ⚡ Infocomm & non-infocomm e-Learning Programmes nurture Workforce Skills
- ⚡ Groom the promising local e-Learning Companies



E-commerce/E-business

Our Demand-side Driven Strategies

Demand

Driving Adoption

Strategy 1: Develop & Implement e-Learning programmes

Strategy 2: Promote e-Learning Adoption

- ⚡ Attract Leading e-Learning Events to Singapore
- ⚡ Support and Organise Awareness and Networking Programmes and Events
- ⚡ Funding support for e-Learning Courses

TECHLEARN

**OnLine Learning
2001 Asia**
conference and exposition
Incorporating Training, OnLine Learning & Presentations

sg@work

Purple Train

Singapore
LEARNING FESTIVAL
2000
27th August - 10th September

itsAsia



Queensland
OPENLEARNING
NETWORK

Our Supply-side Driven Strategies

Supply



E-commerce/E-business

Our Supply-side Driven Strategies

Supply

- ⚡ Form Alliances and Attract world-class e-Learning Service Providers to Singapore
- ⚡ Support development of innovative e-Learning technology, content & applications.
- ⚡ Develop Local Education & Training Institution Capability to deliver e-Learning

e-Learning

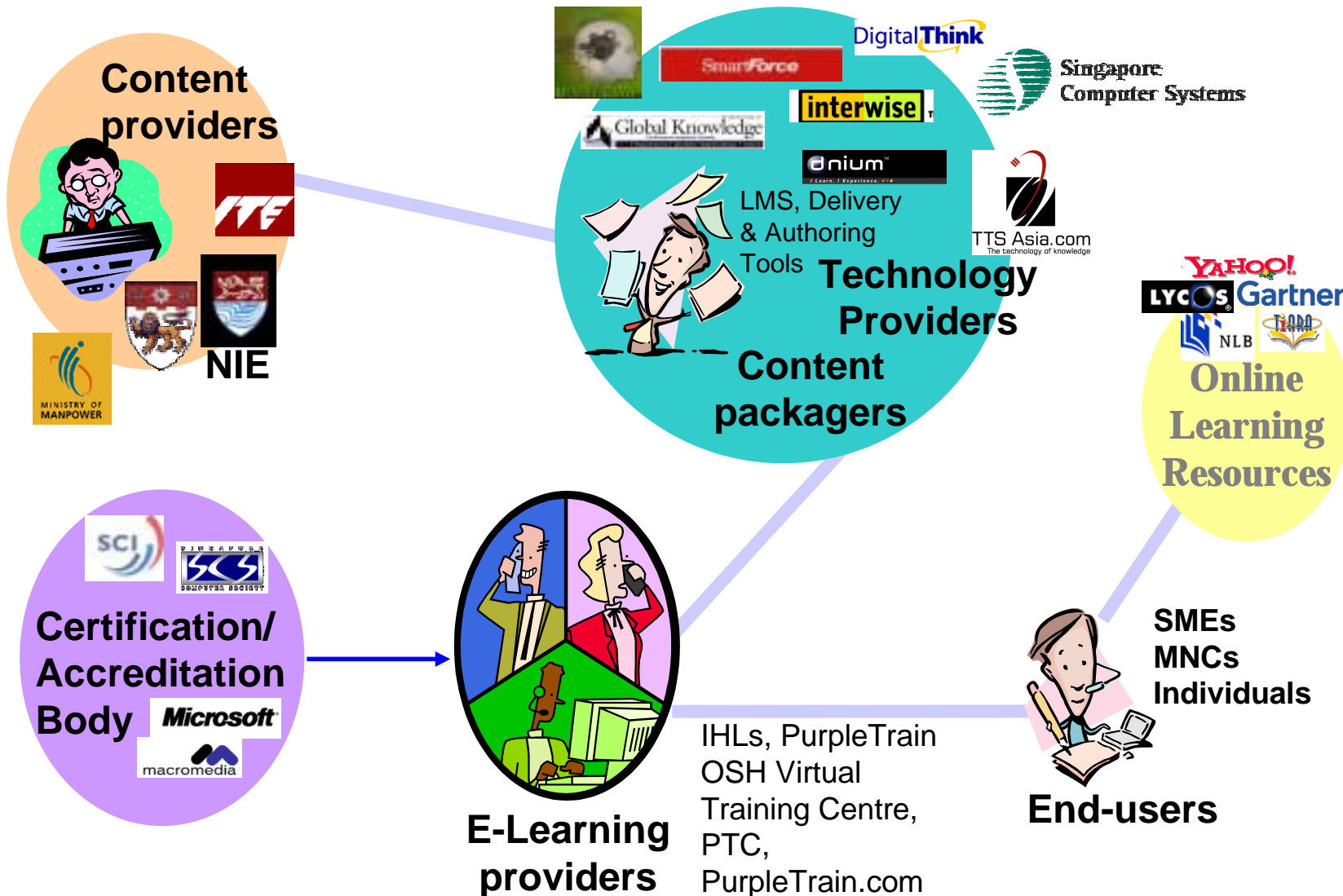
Fostering Innovation

Strategy 3:
Establish e-Learning
Infrastructure

**Strategy 4: Build
Capability in
e-Learning Innovation**

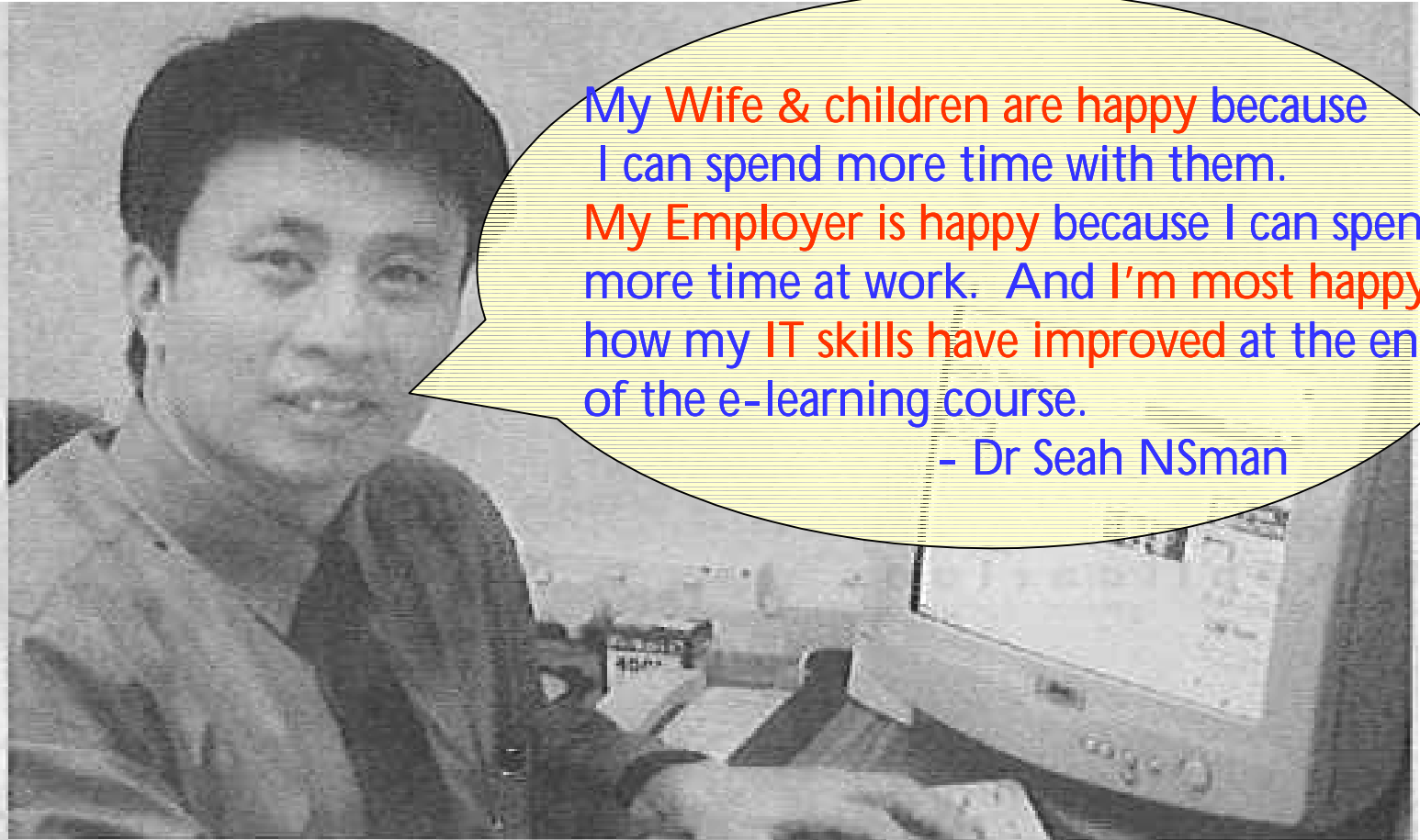
E-commerce/E-business

Singapore e-Learning Value Chain



E-Learning - "Learning without Sacrificing"

Making learning easy, relevant and convenient



My Wife & children are happy because I can spend more time with them.
My Employer is happy because I can spend more time at work. And I'm most happy at how my IT skills have improved at the end of the e-learning course.
- Dr Seah NSman

Dr Seah is happy to put the SAF's Spot-On e-learning system through its paces.

An Internet-based e-learning trial project has made it possible for 300 NSmen to spend up to 40 per cent less time doing their in-camp training this year.

Don't you want to do the same ?

Helping people see possibilities and live into those possibilities

“ We need to bring learning to people instead of bringing
people to learning”

- *The MASIE Center, TechLearn 1999*

