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## Mix of 'Clicks and Bricks' Essential for Information Age Universities

Sanders, John

Monterey, California, Naval Postgraduate School

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### **Mix of 'Clicks and Bricks' Essential for Information Age Universities**

Universities must transform themselves in order to respond to a \$2 trillion global market, and Congress must consider new legislation in areas such as intellectual property and interstate commerce to ensure that universities can compete in the growing electronic marketplace.

Fifty leaders from academe, industry, accrediting bodies, government, and the military met August 8-9 in Monterey at a symposium co-sponsored by the White House Office of Science and Technology Policy (OSTP) and the Naval Postgraduate School (NPS) to discuss "the most revolutionary technology since the printing press," said James Duderstadt, president emeritus of the University of Michigan and a keynote speaker at the symposium.

Duderstadt said that universities must adapt not only to the exploding technologies but also to the complex economic, social, and cultural changes occurring throughout the world. He cited futurist Peter Drucker's prediction: "Thirty years from now the big campuses will be relics. Universities won't survive. It's as large a change as when we first got the printed book."

Merrill Lynch executive Michael Moe, author of The Knowledge Web, told the group that his published estimate of a future \$2 trillion Knowledge Enterprise industry was "probably conservative." He estimated that the e-knowledge market will top \$50 billion by 2003, up from \$9.4 billion in 1999.

Cong. Sam Farr (D-Carmel) discussed recent Congressional hearings on the impact of information technologies on universities and invited attendees to advise him and other members of Congress on national policy to facilitate e-education, as well as specific legislative and regulatory issues associated with e-learning.

OSTP official Lori Perine reinforced the urgent need to understand how accelerating educational technology will transform the educational, economic, and social landscapes among institutions of higher learning. She also sought suggestions on how the federal government can address the growing digital divide and support undergraduate and graduate education for underserved populations.

Program co-chairs Tom Hazard and Carson Eoyang of the Naval Postgraduate School in

Monterey viewed the meeting as a kickoff to a broader, richer dialogue. According to Eoyang,

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**Symposium: Virtual Education and the Future Role of the University**

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director of the Institute of Defense Education and Analysis at NPS: "The growth of online learning is inexorable. The challenge for educational institutions is to prepare themselves to succeed in the world of virtual education." Nishikant Sonwalker, director of the Hypermedia Teaching Facility at the Massachusetts Institute of Technology, argued that web- and computer-based learning methodologies have the power to dramatically improve and extend the effectiveness of traditional education.

"There's no question that the Information and Knowledge Revolution will be as central and defining to the 21<sup>st</sup> Century as the Industrial Revolution was to the 19<sup>th</sup> Century," said NPS Superintendent Rear Adm. Richard Wells. "The directions taken and decisions begun and made here will catalyze the process of shaping the role of education and learning in the New Economy."

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**Following is contact information for the sources cited in this release:**

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Carson Eoyang, Director, Institute for Defense Education and Analysis, Naval Postgraduate School, 831-656-3200

Cong. Sam Farr, 17<sup>th</sup> District, California, 202-225-2861

Tom Hazard, Executive Officer for Information Technology, Naval Postgraduate School, 831-656-3580

Michael Moe, Director of Global Growth Research, Merrill Lynch, 415-676-3570

Lori Perine, Deputy to the Associate Director for Technology, White House Office of Science and Technology Policy, 202-456-6031

Richard Wells, Superintendent, Naval Postgraduate School, 831-656-2511

**Other keynote speakers who might be contacted for information about the symposium are:**

Tom Duffy, Chief Learning Officer, UNEX.com, 847-405-5009

Ann Kirschner, President and CEO, Fathom.com, 212-279-9494 ext. 1007

Brian Mueller, Chief Operating Officer, University of Phoenix Online, 602-387-7000

Pamela Pease, President, Jones International University, 303-784-8040

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