

The Challenge of eCompetence in Academic Staff Development

Editors:

Iain Mac Labhrainn
Christina McDonald Legg
Dirk Schneckenberg
Johannes Wildt



Editors: Mac Labhrainn, I., McDonald Legg, C., Schneckenberg, D., Wildt, J.

Publisher: CELT, NUI Galway
Centre for Excellence in Learning and Teaching
NUI Galway
Galway
Ireland

In association with the European eCompetence Initiative

Email: celt@nuigalway.ie

Website: www.nuigalway.ie/celt/ecompbok

(cc) 2006 Released under Creative Commons Attribution-Non-Commercial-Share-Alike 2.0
licence

ISBN-10 0-9551698-1-X
ISBN-13 978-0-9551698-1-6

Funded by: European Commission

Cover Design: Ray McDonnell, Link Associates, Galway, Ireland

A C K N O W L E D G E M E N T S

The authors who contributed their time, energy and willingness to share their research and strategies through this publication.

Dirk Schneckenberg for his committed and dedicated management of the European eCompetence Initiative.

The Editors would especially like to thank the following people for their help during many of the stages of the eCompetence project and the publication of this book: Jenny Booth, Maurice De Volder, Andrew Hamilton and Hannah Wächter.

Ray McDonnell for his patience in designing the cover to this book.

E D I T O R S

Dr. Iain Mac Labhrainn, iain.maclaren@nuigalway.ie

Iain Mac Labhrainn is the Director of NUI Galway's *Centre for Excellence in Learning and Teaching* (CELT), which was established in 2002/2003. He was originally an astrophysicist and lectured in Physics for 15 years before moving over to educational development. He has a particular interest in educational evaluation of learning technologies. In his current post he has supported a wide range of learning innovations.

Christina McDonald Legg, MA christina.legg@nuigalway.ie

Christina McDonald Legg is the Communications Specialist for the eCompetence Initiative, in which she has actively been involved in all dissemination and publication activities for the project. Originally from Seattle, Christina has a BA in Communications from the University of Washington and an MA in Journalism from NUI Galway. She previously worked for the *Sunday Times* in Dublin, the *Beacon Hill News* in Seattle and is a freelance Journalist for the *Connacht Tribune* and *Galway Independent* in Galway.

Dirk Schneckenberg, MA dirk.schneckenberg@uni-dortmund.de

Dirk Schneckenberg, M.A. is the Project Coordinator for the European eCompetence Initiative, where he designs and develops the web portal, is in charge of public relations, finance management and other organisational aspects of the project. He has an MA in Media Studies and an MA in Political Sciences and History, and has been involved with numerous international projects, conferences and publications.

Professor Dr. Dr. Johannes Wildt, johannes.wildt@uni-dortmund.de

Professor Dr. Dr. h.c. Johannes Wildt has more than 25 years of expertise in the management of scientific research projects in different areas of academic development. He is currently the Director of the *Centre for Research and Development in Higher Education* and full Professor of the Faculty for Education and Sociology at the University of Dortmund, Germany. He is also Head of the German Network for Academic Development (Arbeitsgemeinschaft für Hochschuldidaktik, AHD). His research fields include academic staff development, teaching and learning processes in Higher Education, institutional research, research in education, innovation and the use of eLearning in Higher Education.

C O P Y R I G H T

Original Works

The separate and original works comprising this collection are subject to copyright by their individual authors. The aggregation of the works into the collection and all ancillary original works are copyright by the editors. All these original works are made available under the [Creative Commons](#)¹ Attribution-Non-Commercial-Share Alike 2.0 licence.

Informally, this means that you are free:

- to copy, distribute, display, and perform the work
- to make derivative works
- under the following conditions:

Attribution

You must give the original author(s) credit.

Noncommercial

You may not use this work for commercial purposes.

Share Alike

If you alter, transform, or build upon this work, you may distribute the resulting work only under a licence identical to this one.

Note:

- All other rights are reserved by the copyright holders.
- For any reuse or distribution, you must make clear to others the licence terms of the work(s).
- Any of these conditions can be waived if you get permission from the relevant copyright holder(s).
- Your fair dealing and other rights are in no way affected by the above.
- This is an *informal*, human-readable summary of the licence terms, which has no force in its own right. The legal terms of the licence are determined solely by the Legal Code (the full licence).²

Third Party Copyright Works

All usage of third party copyright works in this collection, by way of quotation or otherwise, is done in good faith under the “fair dealing” and/or “incidental inclusion” provisions of the Irish Copyrights Act 2000³, sections 51 and 52. Any specific query in relation to such usage should be referred to the individual author(s).

¹ <http://creativecommons.org/>

² <http://creativecommons.org/licenses/by-nc-sa/2.0/legalcode>

³ <http://www.irishstatutebook.ie/ZZA28Y2000.html>

C O N T E N T S

Section 1 – Introduction

1. **Open Knowledge Resources for Higher Education: Scholarly Publications, Course Materials, Academic Software**
Thomas Pfeffer 1
2. **Introduction**
Editors 15

Section 2 - Background and Approaches to eCompetence

3. **Adapting Existing Competence Frameworks to Higher Education Environments**
Claudio Dondi, Elisa Mancinelli and Michela Moretti 19
4. **Towards a Conceptualisation of eCompetence in Higher Education**
Dirk Schneckenberg and Johannes Wild..... 29
5. **Ecompetence Profiles: An Instrument for eCompetence Management**
Marjo Stalmeier..... 37
6. **Social Representation and Communication Thematic Network: A Case Study for Monitoring the Development of a Scientific Community**
Annamaria Silvana de Rosa 49

Section 3 - Institutional and Organisational eCompetence Development

7. **KU Leuven and eCompetence**
Jef Van den Branden and Wim Van Petegem..... 61
8. **eCompetence: Fostering Sustainable Use of eLearning at the University of Duisburg-Essen**
Michael Kerres and Steffi Engert..... 71
9. **eCompetence at the Universitat Autònoma De Barcelona (UAB): A Context Analysis**
Marina Tomàs, Mònica Feixas, Carme Armengol, Diego Castro and José Manuel Yabar 75
10. **The Quest for eCompetent Academic Staff: The University of Pretoria as a Case Study**
Jill Fresen, Dolf Steyn and Alta Marx..... 91
11. **On The Provision and Use Of E-Teaching Services At The University of Athens**
Pantelis Balaouras, Costas Tsibanis, Spiros Bolis and Lazaros Merakos 97

12. The Dutch Digital University: Realising eCompetence via Institutional Cooperation	
<i>Maurice De Volder</i>	107
13. Teaching Practice Supported by Technology Use – Unveiling Ecompetence in Practice	
<i>Helle Bækkelund</i>	113
14. Competences For Managing Learners’ Relationships – Introducing CRM in Education Centres	
<i>Miguel Arjona, Javier Ortiz, Carlos Mendez and Juan Peire</i>	123

Section 4 – Approaches to Individual eCompetence Development

15. The Portfolio as a Documentation Tool of eCompetence in the “TieVie” Training Programme	
<i>Taru Jokinen, Anna-Kaarina Kairamo and Riikka Rissanen</i>	131
16. Emoderating: Teaching and Learning in the Online Classroom	
<i>Iain Mac Labhrainn</i>	137
17. 80:20 for E-Moderators	
<i>Gilly Salmon</i>	145
18. eCompetence Skills for Adaptive Learning Environments in Higher Education	
<i>Maria Grigoriadou, Kyparisia A. Papanikolaou, Grammatiki Tsaganou, Evangelia Gouli and Agoritsa Gogoulou</i>	155
19. How To Learn By ODL, Pedagogical Roles Of ODL	
<i>Emmanuel Duplaà, Telecom Paris, Hervé Piault and Hugues Choplin</i>	167
20. CMALT – The Association For Learning Technology’s Certified Membership Scheme	
<i>Seb Schmoller</i>	173

Section 5 – Analysis of Case Studies and the Way Ahead

21. eCompetence and Effective Practices in Higher Education	
<i>Thomas Pfeffer and Sjoerd de Vries</i>	183
22. The Relevance of Ecompetence in the ICT Policy Goals of the European Commission	
<i>Dirk Schneckenberg</i>	201
23. eCompetence Case Studies	
<i>Dirk Scheckenberg and Helle Baekkelund</i>	211
24. Concluding Remarks: From “Competence” to “Confidence”	
<i>Editors</i>	237

