E-Schooling: Policy, Pedagogy and Practice
Barriers and enhancers to the use of new media in the schooling sector

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Barriers and enhancers to the use of new media in the schooling sector
1. Access Media
   - who we are
   - what we do

2. Challenges in e-learning
   - activity

3. What we’ve learnt from materials development
   - Presentation
   - Teachers, students, designers, developers

4. What this means for materials
   - Demonstration

5. Systematic implications
   - Presentation

6. Q&A
Access Media is the educational publishing house of the Open Access College. The College is the distance education provider for the Department of Education and Children’s Services, in South Australia.

The Unit develops and produces student materials covering the age range from Reception to year 12, VET and adult learners.

Enterprise activities are undertaken where they value add to work undertaken for the Open Access College.
Access Media is a service and enterprise unit within the Department of Education and Children’s Services, in South Australia.

The three elements of the Unit are:

1. Operate as a production house to research, develop, publish and distribute learning materials.
2. Operate as a contributor to e-schooling.
3. Operate as a commercial enterprise.
Access media/Outreach education

Executive Principal
Managers MAS 3 (PCO5)

Production
Manager, production and Design Services
(Seconded teacher level 3) (PCO3)

Production
Editors
(2 X Seconded teacher Level 2) (PCO2)
(Outsourced)

Studio Coordinator
(1 X OPS3)

Production Services Officer
(Sales/Adm) (1 X SSO1)

Print Coordinator
(SSO2)

Production Services Officer
(Reprints) (1 X SSO1)

Multi Media
(1 X Seconded teacher level 2)

Production Support Officer
(1 X SSO1)

Assistant Network Manager
(1 X SSO3)
(Line managed by OAC ICT Manager)

Finance Officer
(0.5 X SSO2)
(Line managed by OAC Business Manager)

Project Managers
(3 X Seconded teacher level 3) (PCO3)

Outreach Education
Outreach Education officers
(12 X Seconded teacher level 2) (PCO2)

Course writers
(17 X Seconded teacher level 1)

Outreach Education

Development

Secretary
(1 X SSO1)

Editors

Studio Coordinator
(1 X OPS3)

Production Services Officer
(Sales/Adm) (1 X SSO1)

Print Coordinator
(SSO2)

Production Services Officer
(Reprints) (1 X SSO1)

Multi Media
(1 X Seconded teacher level 2)

Production Support Officer
(1 X SSO1)

Production Officer
(Web Publisher/Designer)
(2 X SSO2)

Senior Production Officer
(Web Publisher/Designer)
(4 X SSO3)

Senior Production Officer
(Programmer)
(1 X SSO3)
What we’ve learnt

- Pedagogy and ‘digital learning’
- ICT is transformational
- Social inclusion
- Toxic media

*I’m always ready to learn, although I do not always like being taught. (Winston Churchill)*
Three principles

1. Instruction must be concerned with the experiences and contexts that make the student willing and able to learn (readiness).

2. Instruction must be structured so that it can be easily grasped by the student (spiral organisation).

3. Instruction should be designed to facilitate extrapolation and or fill in the gaps (going beyond the information given).

T. Kinnes
Systemic implications

- Policy framework
- Program delivery
- Resource provision