



How Digital Transformation Changes Lifelong Learning in Finland

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FINLAND

samk



Personnel 512
Students 6 700

Additionally ca 3 500 / year
within the Service of Continuing
Education



More than 40 degree programmes

(of which 8 in English)

Bachelor's Degrees

Master's Degrees

Open UAS

Educational services, courses, seminars



**SAMK is in
Satakunta County
that is located on the
west coast of
Finland, in Northern
Europe**

Content

- Drivers of DT
- Digivision 2030 in Finnish HE
- DT in a midsize Finnish University of Applied Sciences
- Reflections on Strategy and Management
- Teachers' perceptions of Digivision 2030

References

- Multisilta J., Mattila T. (2022) Digital Transformation in Finnish Higher Education: A Perspective from a University of Applied Sciences. In Baptista M. & Isaias P. (eds.) (2022) *Proceedings of International Conference e-Learning 2022*, Lisbon Portugal, 19-22.7.2022. IADIS Press. pp. 93-110
- Multisilta J., Mattila T. & Lempinen K. (2023) Teachers' Expectations for Digivisio 2030 – A Joint Higher Education Digital Transformation Project in Finland. In Karolj Skala (ed.) (2023) *mipro 2023 Conference Proceedings*, Opatija Croatia, May 22 – 26. pp. 933-937

Basic Facts of Finnish Educational System

- Education is free in Finland – from basic education to the doctoral degree.
- The Ministry of Education and Culture is responsible for the planning and implementation of higher education and science policy and preparing statutes, national Budget proposals and Government decisions that apply to these. The Ministry steers the activities of the higher education system, science agencies and research institutes as well as supports the operating capacity of research organisations.
- The research universities are owned by the government.
- Universities of Applied Sciences are Limited Liability Companies owned a combination of municipalities and cities, and entrepreneurial associations (such as Chamber of Commerces)
- Two different laws for each sector.
- Agreement between MoE and the University (targets for graduates, the strategy of the university), funding model (competitive model based on indicators such as number of graduates, research volume, publications, employment after graduation, quality of teaching evaluated by the graduates etc.
- New vision for higher education and research being prepared.
 - It will extend to 2040. In the first phase for the new vision, we will collect views from higher education and research organisations and other stakeholders so that a shared situation picture can be formed.

Finnish Education Success Factors

- High quality teacher training (Master's Degree), entering to study for teacher is highly competitive
- Teachers have reasonably good salary and benefits, teacher profession is appreciated in Finland
- Teachers have the freedom to select the best pedagogical methods
- No national testing
- Homogeneous student background (in change now in big cities due to immigration)
- Social support system (free schools, free meals, free health care, however relatively high tax)
- Students have to take responsibility of their own studies, especially during matricular examination and university entrance tests

Drivers of Digital Transformation



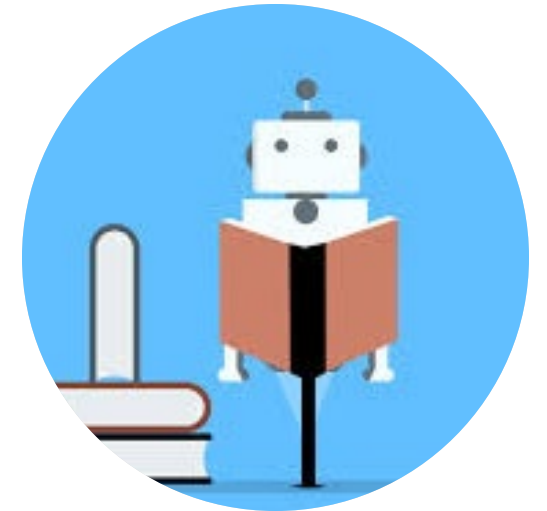
**Competition for
the best students,
faculty, and
researchers**



**Changing work
life and skills**



**Behavioral
changes caused
by COVID19**



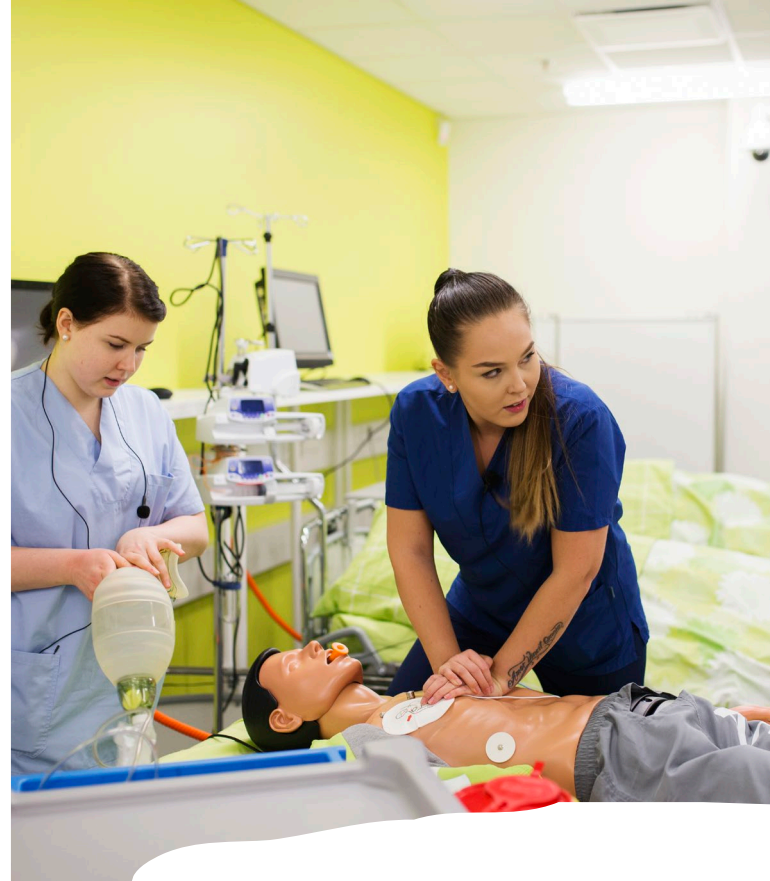
**Technological
developments**

**Some higher
education
students have
never used a
computer.**



“A quarter of parents have been concerned about their child's school attendance, their child's reluctance to go to school or their child's absence from school.”





The need of professionals

“20% of workers are in high-exposure AI jobs”

“About 10% of US workers are in jobs that face the greatest risk of disruption from rapidly evolving artificial intelligence, according to a White House analysis.”

CNN, March 21, 2024

<https://www.cnn.com/2024/03/21/business/ai-jobs-white-house-work-force/index.html>

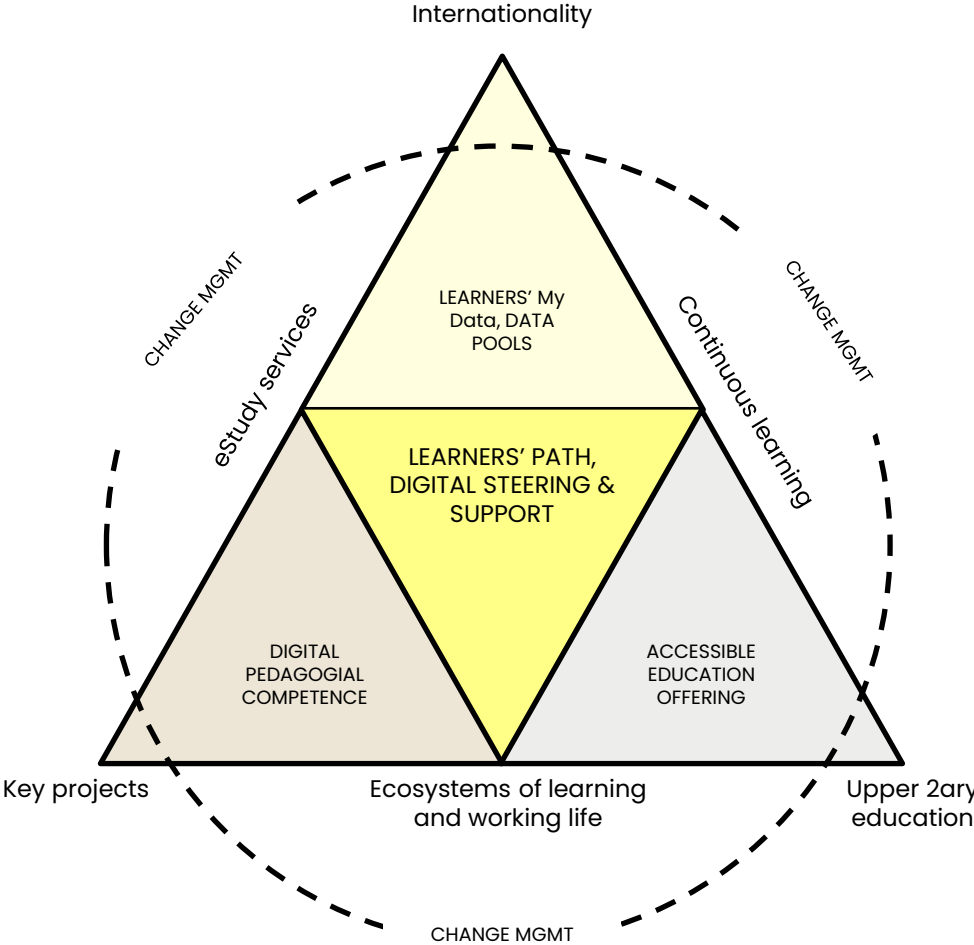


Digivisio is a **joint project of Finnish higher education institutions** whose aim is to create a future for learning that benefits **leaners, higher education institutions, and our society.**



The objective is to create, as mutual and stakeholder cooperation

- 1. A national digital service platform
- 2. Guidance based on e-learning, the learner's path and shared data
- 3. Support for change management for higher education institutions



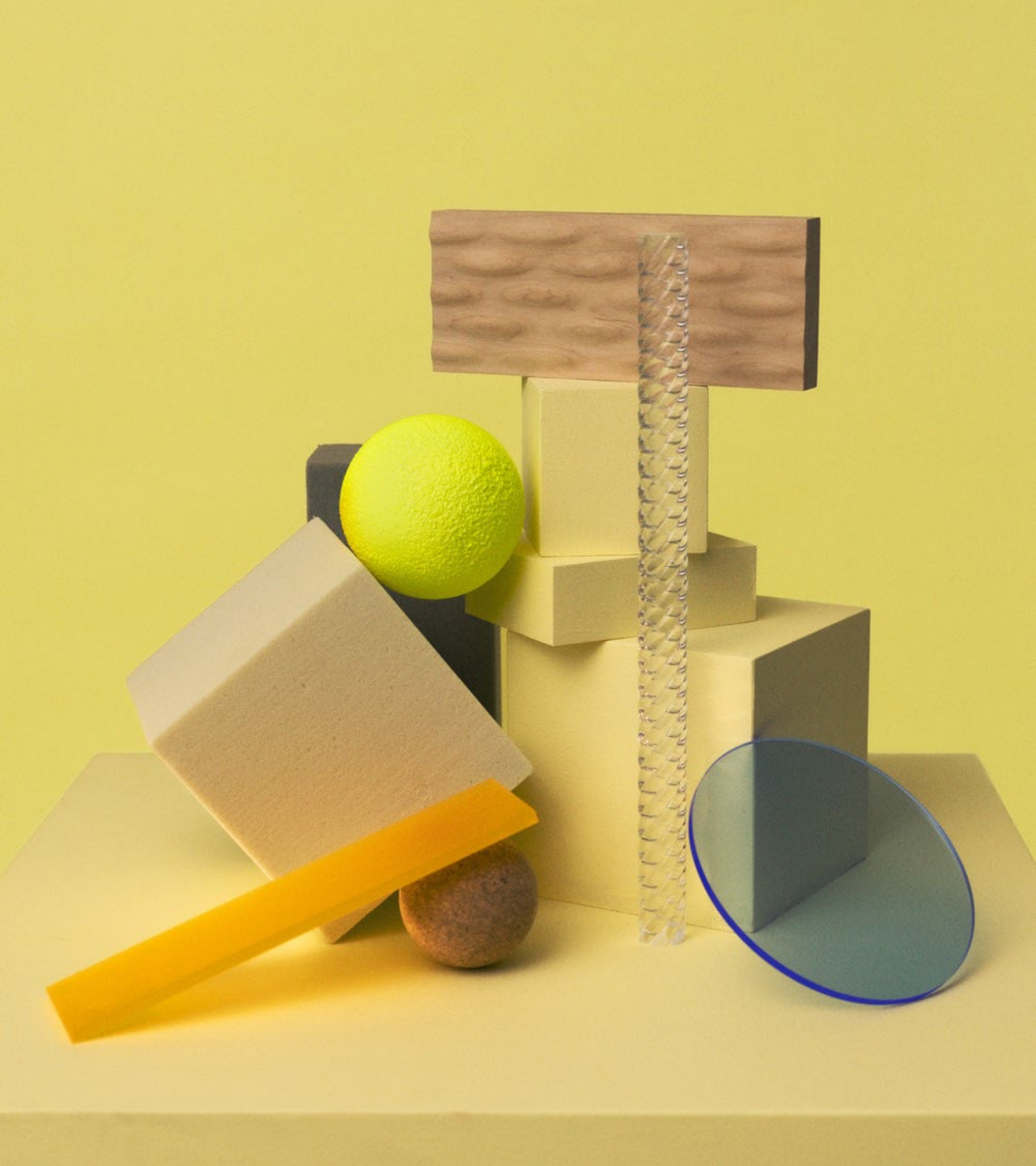
DIGIVISIO

Digivisio enables **learners** to learn more easily and flexibly, thus allowing them to accumulate the necessary expertise for a constantly changing world.

Digivisio strengthens the role of the **teacher** as a producer of high-quality content and as a facilitator of internationally renowned study experiences.

Digivisio ensures that the standard of **higher education** rises and Finns' access to employment improves – both in Finland and abroad.

One of the goals of Digivision is to build a national digital service platform, **Opin.fi**, which opens up endless learning opportunities for all stages of work and life. It brings together the offerings of Finnish universities and universities of applied sciences. Op.in.fi is open and free of charge for everyone.



Digivisio 2030 timeline

DIGIVISIO

2022–2023

The implementation of the services will begin, the higher education institutions will begin their change work and the vision work on e-learning is completed.

2024

The first versions of the services are being piloted. Joint criteria for high quality e-learning is applied in the open offering at higher education institutions.

2025

Education offering for continuous learning at higher education institutions and the learner's own data can be found in one service, which is open to all continuous learners.

2026

The learning ecosystem is starting to form. Digivisio services are widely used by higher education institutions and learners.



OPIN.FI

DIGIVISIO

Opin.fi – takes you on your own learning journey

Opin.fi is a completely new digital service that brings together the open study offerings of Finnish higher education institutions in one place. It is a service created for all learners who want to apply or return to higher education.

In the future, each learner will continuously develop themselves, learning new things and updating their old skills. Opin.fi encourages students to familiarise themselves with the most diverse study opportunities and helps them plan their own individual learning journey.

Finnish higher education institutions are currently developing the service, and it is expected to be ready for use by 2025. Join us and create a world of future learning together.

Continuous and flexible learning tray

- Provides the student with one user interface that is seamlessly integrated with other national information systems
- A brand that strengthens the HEI's own brands will be created and implemented in accordance with the Digivision scenario

As a learner, I can...

- Examine the education offered by higher education institutions for education that does not lead to a degree. The offering consists of formal, non-formal and informal education.
- Find education offering that best meets my lifestyle, schedule and competence needs
- Select a Finnish higher education institution, whose offering I value highly and trust to be of a good quality, as a partner in continuous learning

As a higher education institution, we can...

- Achieve a wider and more diverse learning base regardless of regional boundaries
- Improve our operations based on the data collected by the service
- Develop a more versatile offering that can respond to the different motivations and interests of continuous learners

DT in a midsize Finnish UAS

Step 1. Fostering enthusiasm for digitality, Late 1990s

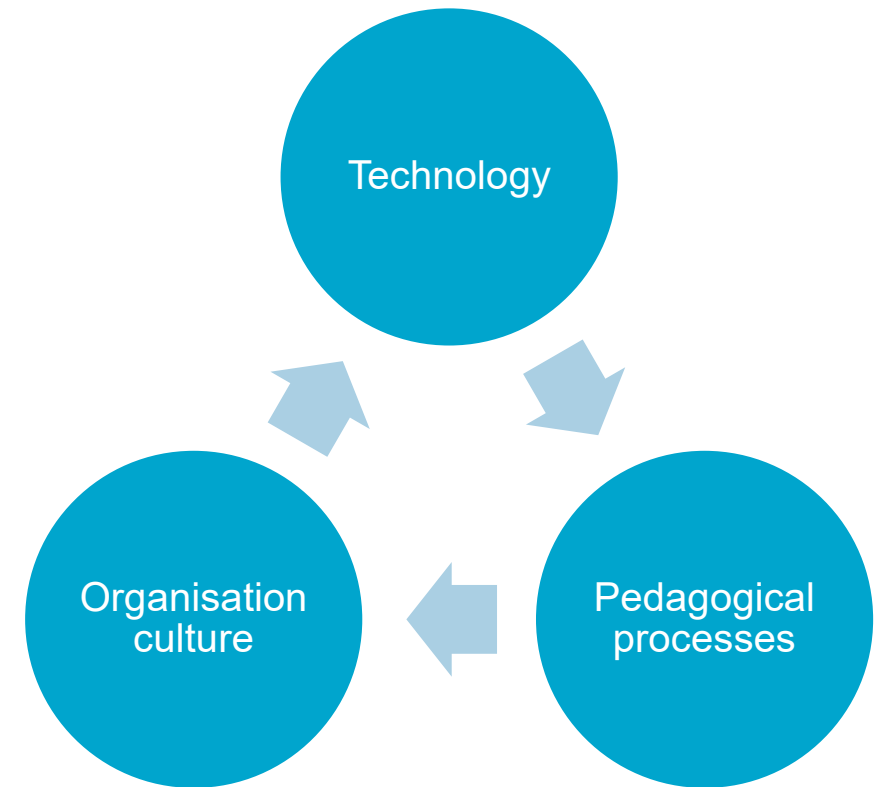
- Building an online learning environment, Virtualia
- The first steps of a digital library

Step 2. Preparing for digital learning, From 2000

- Coordinator for digital learning and the technical support assistant for teachers
- Obligation for teachers to complete a course in online learning

Step 3. Transforming one degree program and campus to online learning, Early 2010s

- SAMK with multinational actors developed an e-learning environment
- Systemic change: all the actors planning and learning together while a change in one area requires modifications in all other areas to meet the learning needs of digital campus customers.



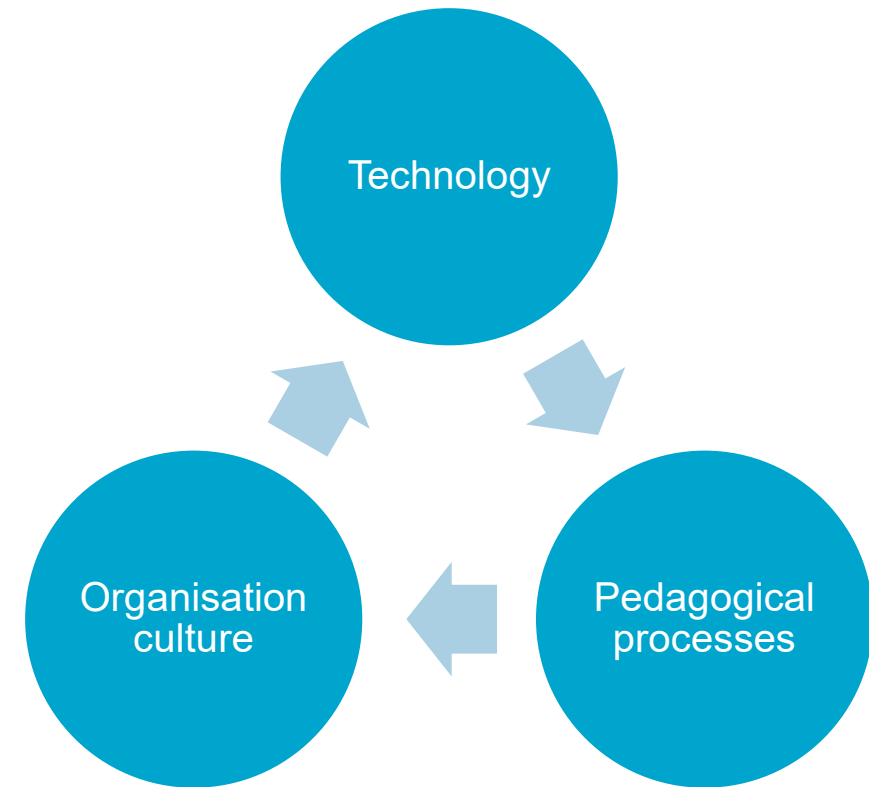
DT in a midsize Finnish UAS

Step 4. Expanding digital services, mid-2010

- Comprehensive digitality of services
- Bring Your Own Device (BYOD) concept

Step 5. Initiating pedagogical changes, from 2018

- The pedagogical change became the central component of the business
- For example
 - defining the common pedagogical starting points of the HEI
 - establishing the frameworks for the identification and evaluation of competences.
- Skill pools for ongoing dialogue between teachers and the administration
- Digital leaders' group was established to develop the pedagogical framework of the future.



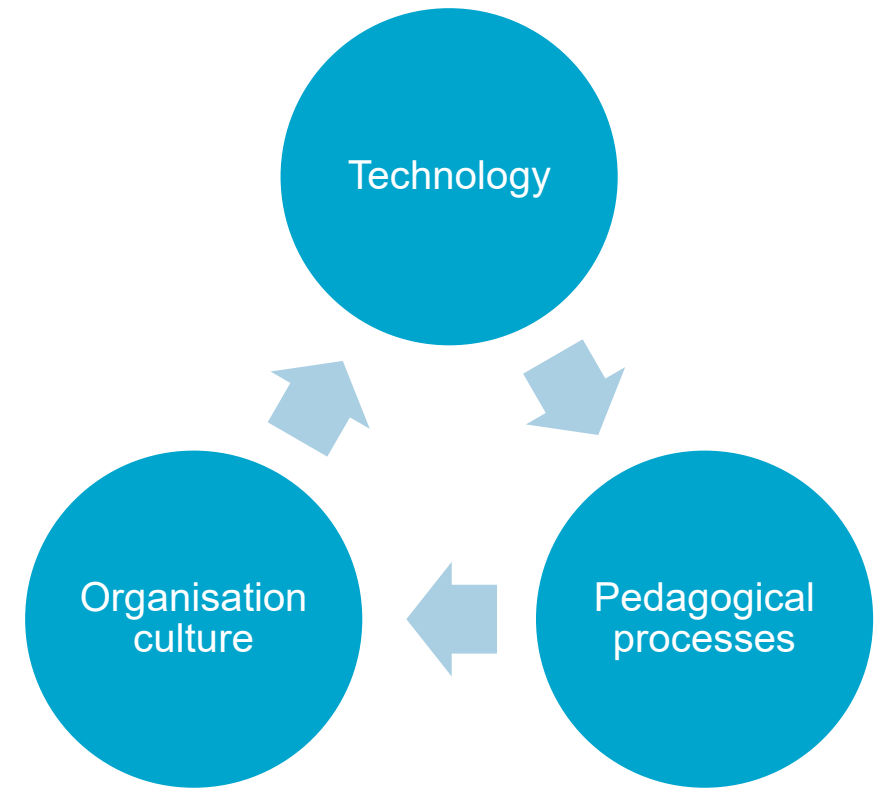
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Step 6. Preparing for Digivision

- HigherEd Hub Finland Oy, platform pilot fall 2024
- Continuing education content offering and SAMK's profile
- Broad discussion of the quality of online courses

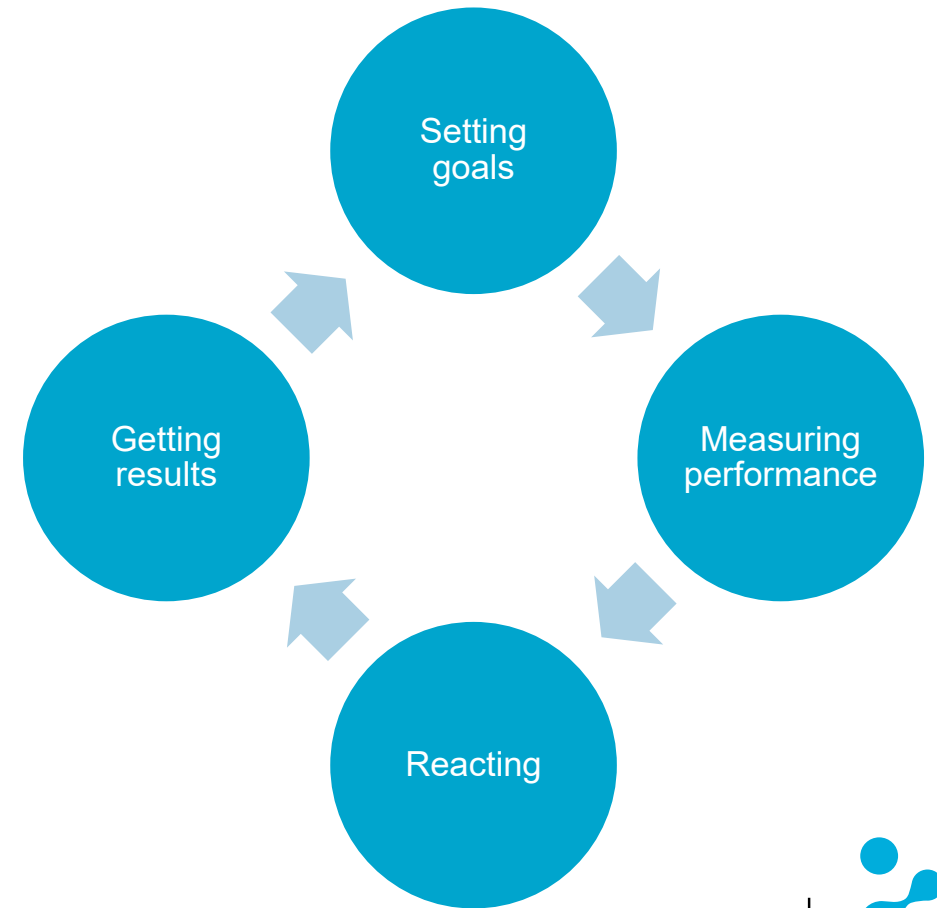
Step 7. Towards utilizing Artificial Intelligence

- Chatbot integrated to web pages
- Guidelines for using AI in SAMK
- Establishing a pilot group for ChatGPT 4.0 and Copilot Pro
- Ethical guidelines for using AI in SAMK



Strategy and Management

- Management: performance indicators
- Administrative staff: clarity and functionality of processes
- Teachers: autonomous role of teachers



"This in itself is great and important, but maybe it doesn't completely change the way we learn and do things. Gives it one additional way of working."

"I think that pioneering work is being done here and great progress has been made. From the point of view of the customer, i.e. the student, it's top notch. This is a very welcome reform/project."



Thanks!

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