



**E P I C , R o t t e r d a m**  
**2 0 2 2**

# **Moving away from a one-size-fits nobody approach**

(Lack of) alignment, buzzing the buzzwords  
Maurice Melenberg and Marina Brinkman - Staneva





# Successful Education?

Definitions and perspectives

Your perspective?

What should be the main  
objective of education?



# + 01

## Why the buzz?



# + 02

## Let's unbuzz

Differentiation  
Personalized Learning  
Flexible Education

and

# + 03

## Alignment b/n vocational and higher education?

Examples and discussion



# Why the buzz?

## The need for flexible learning paths



### Trends

#### What is happening?

- Data-driven society
- Labour markets are changing faster
- Increasing mental well-being concerns

#### What has happened?

Continuous learning  
Access to knowledge

#### What will happen?

Agency role for students  
Learning and working intertwined  
Co-creation of courses  
Credentials



# Let's Unbuzz

## Differentiated

Differentiation is:

"A didactic approach in which teachers proactively adapt process, products and content of education to the differences between individual students in the same classroom/learning environment."  
(Tomlinson et al., 2003)

A. Differentiation between classes (eg vocational education in the Netherlands, **MAVO**, **HAVO**, **VWO**, etc)

B. Differentiation in class (by the teachers) (Bosker & Doolgaard, 2009)  
Adapting to 3 student characteristics (Tomlinson et al., 2003):

1. Readiness

Zone of immediate development, challenge

2. Interest

Motivation, flow

3. Learning profile

Gender, culture, socioeconomic status, learning preferences



differentiated

#

blended

#

personalized

#

flexible

DIFFERENTIATE



# Let's Unbuzz



## Personalized - Data Driven Society

Examples of areas where data has empowered personalization:

Retail: Amazon  
News - Media: Youtube,  
Google, Facebook,  
Entertainment: Netflix

<https://www.ecosia.org/images?q=personalized>

Personalized

Personalized mug glitter dipped m...  
[www.etsy.com](http://www.etsy.com)

Personalized Coasters w/ Your Initials...  
[www.woodbemine.com](http://www.woodbemine.com)

Personalized wooden C...  
[www.etsy.com](http://www.etsy.com)

Personalized Gifts to Ma...  
[www.pinterest.com](http://www.pinterest.com)

Anybody Can Be Personalized Mug | ...  
[www.giftsforyounow.com](http://www.giftsforyounow.com)

Person...  
[www.etsy.com](http://www.etsy.com)



Wedding Personalized Coffee ...  
[www.glasscoasterstore.com](http://www.glasscoasterstore.com)



Personalized Halloween...  
[www.walmart.com](http://www.walmart.com)



Personalized Any Name...  
[www.giftsforyounow.com](http://www.giftsforyounow.com)



DIY Personalized Pillowcases - Let's ...  
[letsmingleblog.com](http://letsmingleblog.com)



Personalized wooden tags | WoofWoofWood  
[woofwoofwood.com](http://woofwoofwood.com)



Per...  
[www.etsy.com](http://www.etsy.com)



Personalized Beer Bottle Lab...  
[www.onlinelabels.com](http://www.onlinelabels.com)



Personalized Uniq...  
[www.kraze4paper.com](http://www.kraze4paper.com)



Buy a Hand Made Family Name Sign Es...  
[www.custommade.com](http://www.custommade.com)



Personalized Garden Sto...  
[www.walmart.com](http://www.walmart.com)



First Home Ornament, Per...  
[www.hartwoodco.com](http://www.hartwoodco.com)



2019 Unique Personalized...  
[umadeshop.com](http://umadeshop.com)

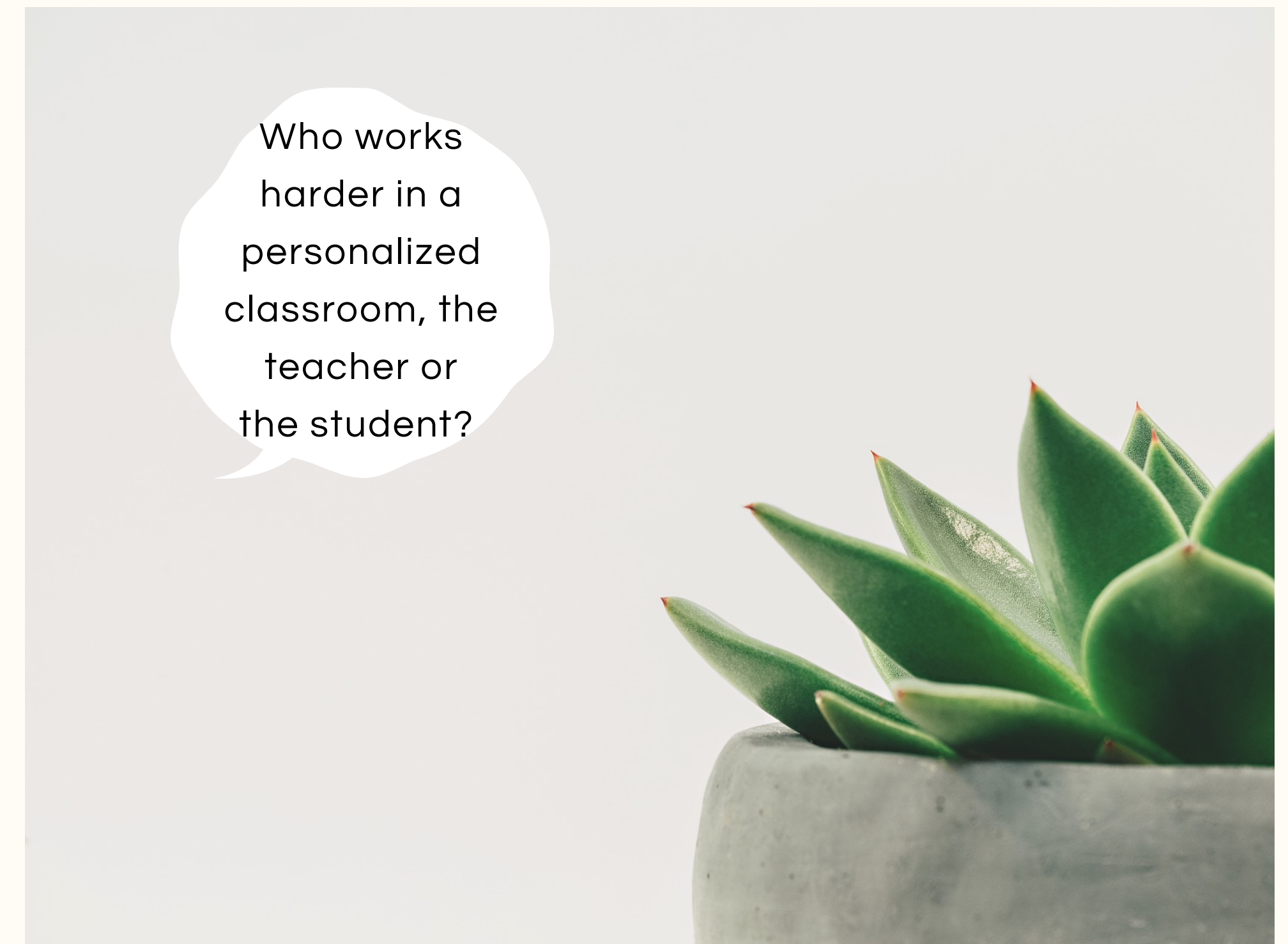
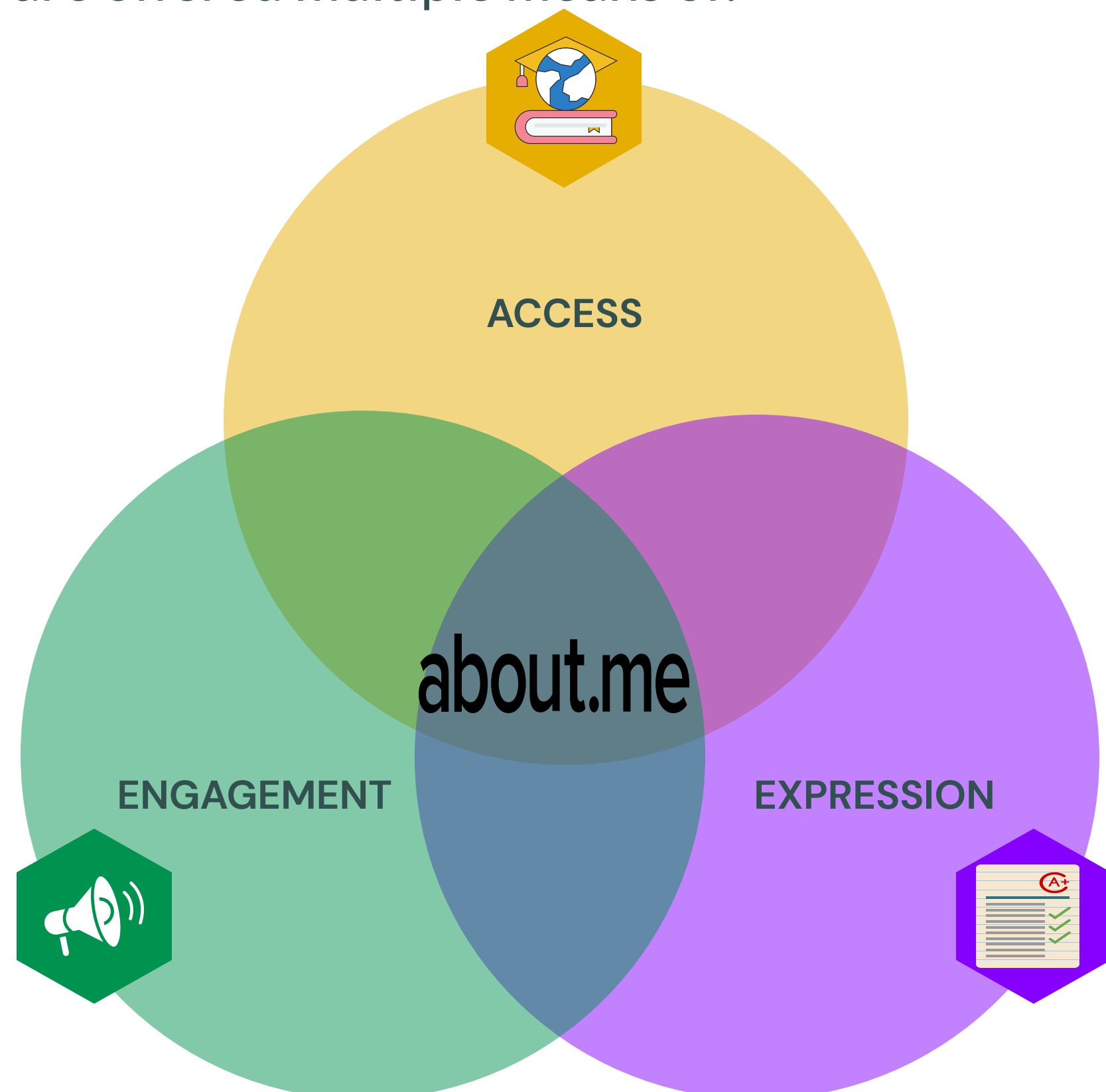


## More on personalized

Based on the work of Barbara Bray and Kathleen McClaskey:

Personalization refers to instruction paced to learning needs, tailored to learning preferences, and adapted to specific interests of different learners. In a fully personalized environment, **the learning outcomes and content**, as well as **the method and pace** may all vary.

It means, above all, that learners: have a voice and a choice about their learning. They are offered multiple means of:



Personalized

AltSchool, 2016

# Flexible

For what we now consider a regular student, for a better match with :

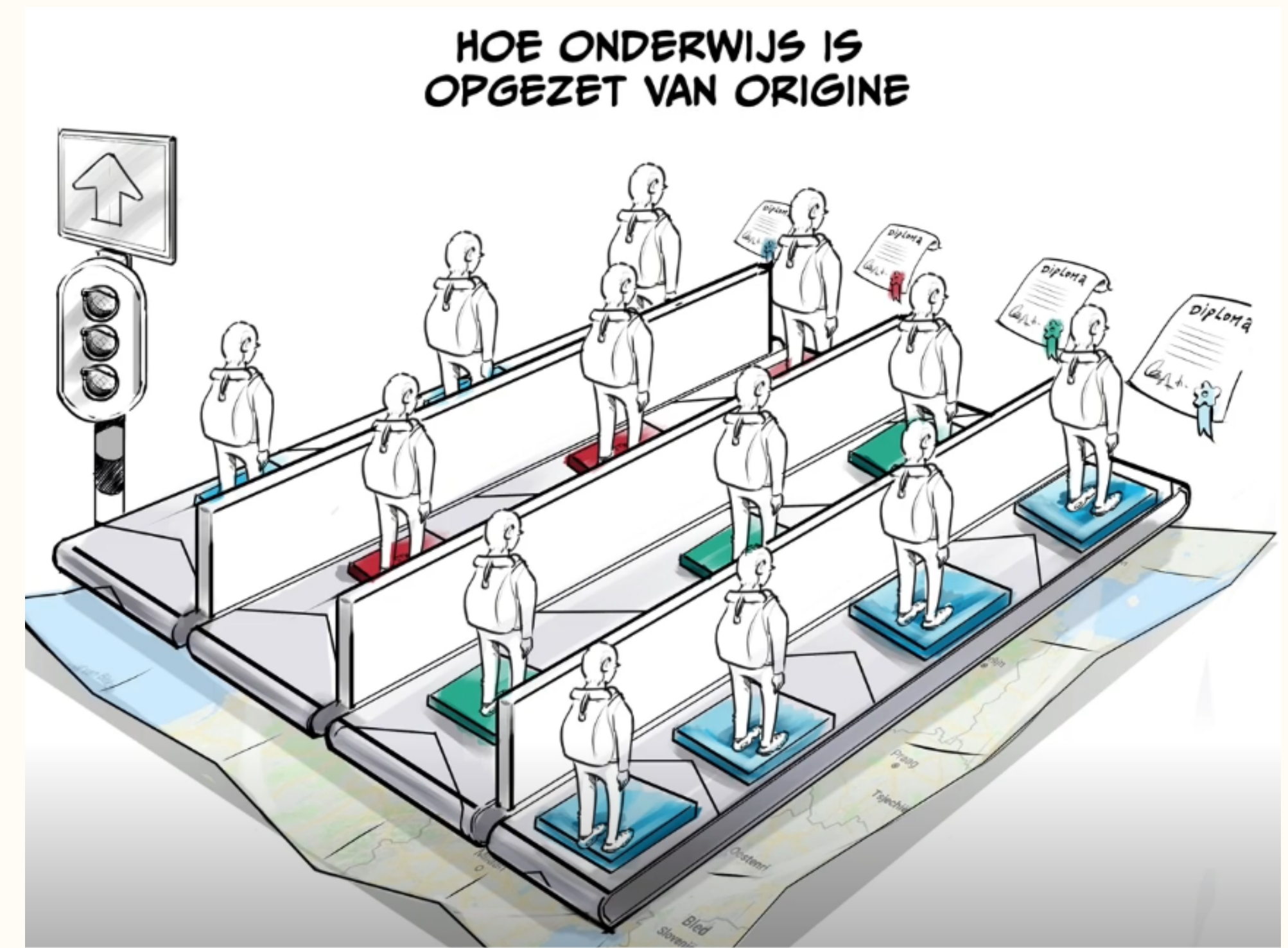
- needs and wants
- background
- interests
- pace
- the labour market

Building a degree of flexibility on a course and programme level, giving learners a greater choice over what and how to learn

## 7 dimensions

### 4 ideal student paths (Acceleration plan)

- **At your own pace**
- **Off the beaten track**
- **My Diploma**
- **Modular Learning**



Source: [HU ambition for flexible education](#)

Moving away from:  
- cohorts  
and  
- fixed curricula

Flexible



# 7 dimensions related to freedom of choice

## 1 PACE

Fasten/ slow down and flexible hop-on/hop-off

## 2 TIME

Flexible starting moments, freedom of choice for order or parts to be followed, time-independent learning possibilities.

## 3 PLACE

The place to learn eg on campus, at home, at a company.

## 4 CONTENT

The choice for content to learn and the depth of learning on micro- (a learning situation during a lesson), meso- (within a course) and macro-didactical level (within a programme). The lens of personalization adds having multiple means of accessing content – for example digital media, touch, audio and visual media.

## 5 WORKING METHOD

Freedom of choice related to working format best fit with student needs and preferences; formats which are designed to give students authority and responsibility for their own learning process like problem-based, project based, blended learning, collaboration

## 6 ASSESSMENT

The choice of multiple means of expressing what the student knows and understands, and the choice of timing of assessment.

## 7 COACHING

This entails tailor-made coaching, meeting the needs and wants of the students; coaching during contact moments, during placements and practical education; coaching when shaping up the learning path and making choices; general academic career coaching;



Flexible



# 7 dimensions at Brave Generation Academy

**A balancing act: matching expectations and meeting reality - alignment of secondary and higher education**

## 1 PACE

Fasten/ slow down and flexible hop-on/hop-off

## 2 TIME

Flexible starting moments, freedom of choice for order or parts to be followed, time-independent learning possibilities.

## 3 PLACE

The place to learn eg on campus, at home, at a company.

## 4 CONTENT

## 5 WORKING METHOD

Freedom of choice related to working format best fit with student needs and preferences; formats which are designed to give students authority and responsibility for their own learning process like problem-based, project based, blended learning, collaboration

## 6 ASSESSMENT

The choice of multiple means of expressing what the student knows and understands, and the choice of timing of assessment.

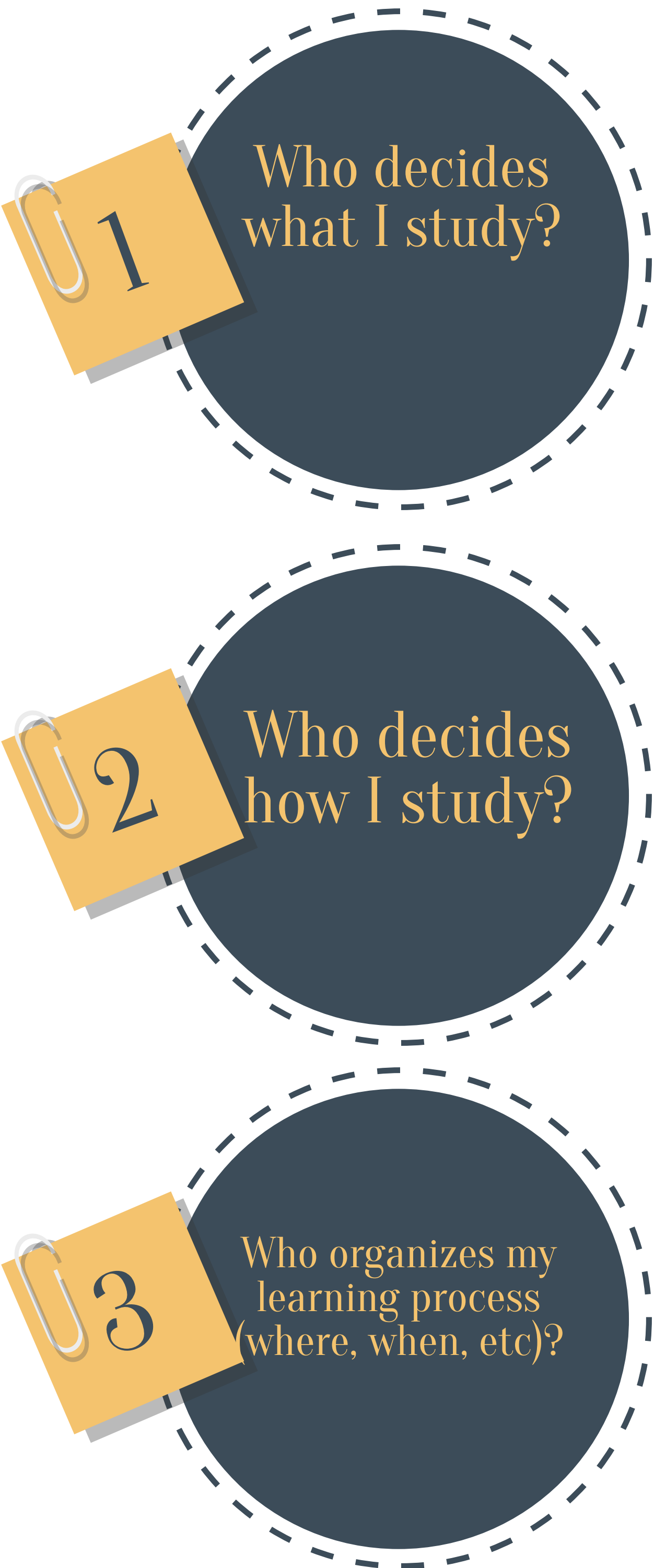
## 7 COACHING

This entails tailor-made coaching, meeting the needs and wants of the students; coaching during contact moments, during placements and practical education; coaching when shaping up the learning path and making choices; general academic career coaching;

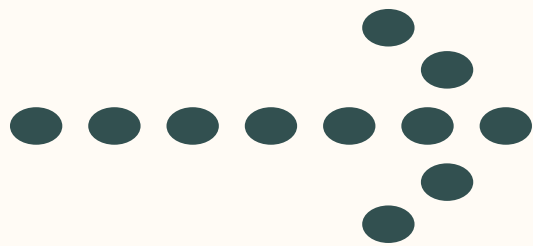
Flexible



The shift is one of control, of competition to collaboration:



Somebody else



Myself,  
together with...

Coaches and mentors  
Learning Community  
EdTech

Flexible



# **‘What gets measured gets done’**

Which perspective is decisive?

What is successful education?

Which data and metrics will be applied?

Aligning these 3 questions is the basis of aligning secondary and higher education

But most of all... It´s  
about their future





# THANK YOU!

## SOURCE BLOCK

All speakers during the congress on Personalized Education,  
Utrecht 22 January 2019

<https://www.surf.nl/en/innovationprojects/customised-education/acceleration-plan-for-innovation-in-education.html>

<https://www.edglossary.org/differentiation/>

Bormans, R., Guernina, Z., & Van den Brink, W. (Eds.). (2020). *Hoger beroepsonderwijs in 2030, Toekomstverkenningen en scenario's vanuit Hogeschool Rotterdam*. Hogeschool Rotterdam Uitgeverij.

Bray, B., & McClaskey, K. (2014). *Make Learning Personal: The What, Who, WOW, Where, and Why*. Corwin Press Inc.

Hogeschool Leiden. (n.d.). *Casestudies Organiseren van Flexibel Onderwijs* [Research report]. Hogeschool Leiden. Retrieved October 10, 2020, from <https://www.hsleiden.nl/goed-georganiseerde-school/themas/flexibilisering/index>