



**ASST. PROF. CHANINTORN J. NUKOON
DEAN**

**GRADUATE SCHOOL OF ADVANCED
TECHNOLOGY MANAGEMENT (GSATM)**

Welcome to the hot and humid month of the summer season. From this month onward all program will be winding down. Please contact your Program Directors, instructors and advisers for more information about the upcoming exams, exam sites and other details. All PhD students should contact their Advisers and Program Directors to finalize the schedule/date of their QE-PD-FE. All students and faculty should note that GSeL has now a new name- Graduate School of Advanced Technology Management (GSATM).

If you need any help, please use the contact information given below to get in touch with me.

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**CAN MOOCs PREDICT THE FUTURE OF
ONLINE EDUCATION?**

Jonathan Shaw

The best of Massive Online Open Courses (MOOCs) may be in providing instruction that leads to online professional degrees—not the extension of basic college education to U.S. and international learners who do not have access to existing higher-education institutions. That conclusion is spelled out in a forum titled “The MOOC Pivot” published in the January 11 issue of *Science*. Co-authors Justin Reich and José Ruipérez-Valiente argue that low student retention and enrollment declines in [MOOCs](#) mean that their applications and effects differ significantly from the enthusiasm that accompanied the launch of the edX platform in the spring of 2012. The researchers use data provided by HarvardX and MITx—edX’s founding partners—

[Read more](#)

**HOW THE BRAIN LINKS
GESTURES, PERCEPTIONS AND
MEANING?**

Raleigh Mcelvery

Remember the last time someone flipped you the bird? Whether or not that single finger was accompanied by spoken obscenities, you knew exactly what it meant. The conversion from movement into meaning is both seamless and direct, because we are endowed with the capacity to speak without talking and comprehend without hearing. We can direct attention by pointing, enhance narrative by miming, emphasize with rhythmic strokes and convey entire responses with a simple combination of fingers.



[Read more](#)

VOL. 9: ISSUE 4

APRIL, 2019

GSATM: NEW ACADEMIC CALENDAR FOR 2018-2019



First Semester (1/2018): August, 2018 – December, 2018*

Second Semester (2/2018): January, 2019 – May, 2019

Summer Session (3/2018): June, 2019 – July, 2019

**This calendar is subject to change without notice. For further details contact you're Program Director*

Call for Papers

2018-2019

2nd International Conference on Open Learning and Education
Technologies

Osaka (2nd ICOLET Osaka), Japan
5th – 6th April 2019

International Conference on Interdisciplinary, Social Science, Business and
Economics, Education and Technology (ISBTEC 2019)

Penang, Malaysia
13th – 14th July, 2019

Melaka International Intellectual Exposition 2019
(MIIEx 2019)

UiTM Cawangan Melaka
Malaysia
6th -7th August 2019

[Click here for more Conferences](#)

ATM_News@AU: April, 2019
Graduate School of Advanced Technology Management (GSATM)

**CHANGING THE
NARRATIVE: NEW
DIRECTIONS IN ONLINE
RETENTION**

**Andrea Gregg, Penny
Ralston-Berg, Alison Carr-
Chellman**

The growth of online higher education has outpaced residential enrollments for the past six years and adults are a significant population of online learners. While certainly concerns about the efficacy of learning online have not fully gone away, online courses, and often entire online degrees, are now an established part of the contemporary higher education landscape. At the same time, persistence and retention remain important areas of concern for both online learners and the [higher education](#) institutions serving them. In this paper, we will identify some of the key challenges adult online learners face, suggest an integrated model for approaching the retention of online learners, and offer specific examples of services and interventions to help with online retention.

**Challenges In Online
Retention**

University leaders in online learning have identified retention and graduation rates the top indicators of quality for online education at their schools. At the same time, recent reports have suggested that retention rates in online higher education might not be as high as those of residential and hybrid settings. The majority of learners in online learning are adults who need to balance multiple responsibilities outside of their education

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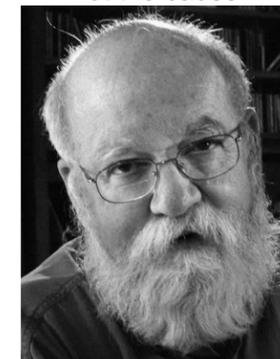
APRIL FOOL'S DAY

Celebrated on April 1 every year, the day was first celebrated in Europe, but soon started being celebrated across the world. Historians believe the day started being celebrated after Pope Gregory XIII introduced the Gregorian calendar and ruled that the new calendar starts from January 1 back in 1552, instead of end of the March when New Year used to be celebrated. It was on April 1, as believed, when the change of calendar from Julian to Gregorian was initiated, hence making it the most commonly believed reason for celebrating the day.



THOUGHT OF THE MONTH

The mind is the effect,
not the cause.



Daniel Dennett
American Philosopher,
Writer, and Professor
(Born 1942)

**THIS IS HOW YOU KILL A
PROFESSION?**

Herb Childress

How did we discard the idea of college faculty? That is, how did we decide to systematically eliminate an entire class of professionals whom we once trusted to conduct the final distillation of our children into capable, confident adults? How did we come to decide that college teachers didn't deserve job security, didn't deserve health insurance, and didn't deserve to make more than convenience-store clerks? It wasn't hard, really. We discarded college faculty in the same way that we discarded medical general practitioners: through providing insane rewards to specialists and leaving most care in the hands of paraprofessionals. We discarded college faculty in the same way that we discarded cab drivers: by leveling the profession and allowing anyone to participate, as long as they had a minimum credential and didn't need much money.



We discarded college faculty in the same way that we discarded magazine and newspaper writers: by relabeling the work “content” and its workers “content providers.”

We discarded college faculty in the same way that we discarded local auto mechanics: by making all of the systems...

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**MONTHLY ENEWSLETTER
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FROM THE EDITOR

Welcome to the April Fool's Day new edition of ATM_News@AU. In this edition you will find a series of interesting articles about new pedagogies, technologies and trends. It is not an April Fool's Day prank that the name of GSeL has been now changed to Graduate School of Advanced Technology Management. Hence from this month the contents of this newsletter will reflect these changes. In his excellent piece, Herb Childress discusses how the teaching profession can be harmed by hiring wrong people. GSATM also publishes a biannual journal titled AU-eJournal Interdisciplinary Research. Details of this journal can be accessed from the link given below. Please send your comments about the contents of this eNewsletter and other suggestions to-

knagi@au.edu

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