ABOUT EOLLA
The Empower Online Learning Leadership Academy (EOLLA) is an exciting and challenging professional development programme for university leaders. EOLLA aims to support the needs of both experienced and new and emerging institutional leaders responsible for managing and leading a variety of open, online and flexible learning initiatives in higher education.

WHY PARTICIPATE?
By participating in EOLLA you will have a chance to connect with a range of colleagues from other institutions across Europe. Participants will have an opportunity to share experiences, develop a network with similar professionals and learn from a number of experienced institutional leaders. You will also extend and develop your knowledge of new developments in the area and a toolbox of leadership and strategic planning skills that can be applied within your own institution.

WHO DOES IT TARGET?
The EOLLA programme targets people with leadership responsibility for teaching and learning and the effective use of technology either within faculties or across their entire institution. It will offer something for both new and emerging leaders as well as experienced senior and middle managers. Notably, the group is limited to just 20 participants to ensure a highly interactive programme.

WHAT IS THE MODEL?
The professional development model is designed around the principles of active learning. A variety of activities will engage participants in high-level discussions, creative problem solving and strategic thinking in response to new and
emerging models of teaching and learning. A number of real
dilemmas, challenging case studies and future scenarios will
be explored to better understand how to develop a
strategic, research-informed response to both the
opportunities and treats facing higher education in an era of
rapid change. Importantly, EOLLA provides an opportunity to
focus on some of the real issues likely to impact your
institution in the future.

WHAT DOES IT INVOLVE?
The EOLLA programme starts with an Online Primer where
you will be introduced to everyone, given access to a
number of useful resources and challenged with a case study
as preparation for a collaborative small group task.

The Workshop in Brussels involves intensive meetings where
besides the main case study each of the facilitators will share
an actual example or future scenario raising a number of
questions and specific challenges. At the end of the
workshop each group will give a brief presentation on their
case challenge with proposed action plan to a panel of
senior leaders. After the workshop using the online
environment over more detailed feedback on the cases will
be provided, participants will reflect on and share key
lessons, and have access to additional resources.

A strong team of two institutional leaders with a rich variety
of leadership experience in open, online and flexible learning
will facilitate the programme:

• **Mark Brown** is Director of the National Institute for Digital Learning
  at Dublin City University, Ireland. Mark is a past President of the
  New Zealand Association for Open, Distance and Flexible
  Learning.

• **Fred de Vries** is programme director Educational Technology at
  Saxion University of Applied Sciences in Enschede (NL). Fred was
  policy advisory and Technology Enhance Learning Expert at the
  Open University of the Netherlands.