



**OOFHEC2019**  
16 - 18 October 2019



## THE ONLINE, OPEN AND FLEXIBLE HIGHER EDUCATION CONFERENCE

**"Blended and online education within  
European university networks"**

**#OOFHEC2019**  
**UNED Madrid, Spain**  
16 – 18 October 2019

Dear colleagues,

With this announcement we would like to update you on the confirmed Keynote Speakers so far for our conference #OOFHEC2019 on 16 to 18 October in Madrid. Please find below an overview of the speakers and their biographies.

**Please note that the submission of abstract is open. Follow this [link to submit](#).**

We are really looking forward to the event!

Best wishes,  
Fenna Joosten-Adriaanse  
Event Organiser  
EADTU

### Keynotes

Already confirmed keynotes:



**Jesús G. Boticario**  
**Vice-Principal Digitalization & Innovation**  
**UNED**

Jesús is a Full Professor at the Computer Science School and currently the Vice-Principal for Digitalization and Innovation at UNED. He is the founder and head of aDeNu (ever since 2001) research group (recognised as a research consolidated group at UNED). He has published over 200 research articles. He has participated in 26 R&D funded projects (Spain, USA, EU). Scientific coordinator in European and National funded projects in the areas of e-learning and e-inclusion, where he has focused on applying artificial intelligence techniques for providing personalized solutions.

He is an invited speaker at National and International conferences. He has been a guest editor of National and International journals (most recently, International Journal of Artificial Intelligence in Education, 2016). Jesús has held several positions at UNED in the ICT area (Vice-Principal of Innovation and Technological Development, General Director of the Centre of Innovation and Technological



**Pastora Martínez Samper**  
**Vice President Globalization & Cooperation**  
**UOC**

Pastora is Vice President for Globalization and Cooperation at UOC since February 2016 and President of the UOC Equality Unit since September 2016.

She is member of the expert group on Open Science at the European University Association since May 2017 and she was leading the working group for Cooperation at the Conference of Rectors of Spanish Universities (CRUE) from October 2016 to March 2019.

She has a PhD in Physics (UAM, 2003), a Master in the Leadership and Management of Science (UPF-UB-UAB, 2008) and a Master in Business and Administration (EADA Business School, 2014). She has more than 14 years of experience in the management of science including management of research centers, European projects or networks. She has been invited to participate in several workshops and courses focused on Responsible Research and Innovation (RRI), and she coordinates a specific module on RRI at the Master in Translational Medicine-MSc from the University of Barcelona since 2013.

Development, Director of Innovation, Vice-Principal of Digitalization and Innovation).



**Dirk van Damme**  
**Senior Counsellor**  
**OECD/EDU**

Dirk is currently Senior Counsellor for OECD/EDU. He holds a PhD in educational sciences from Ghent University and is also professor of educational sciences in the same university (since 1995). He was also part-time professor in comparative education at the Free University of Brussels (1997-2000) and visiting professor of comparative education at Seton Hall University, NJ, USA (2001-2008). He was general director of the Flemish Rectors' Conference, the main advisory body for higher education policy in the Flemish part of Belgium between 2000 and 2003.

He was professionally involved in educational policy development between 1992 and 2008, and served as chief of staff of Mr Frank Vandenbroucke, Flemish minister of education between 2004 and 2008.



**Willem van Valkenburg**  
**Manager Teaching &**  
**Learning Services**  
**Delft University**

Willem is manager of Teaching & Learning Services at Delft University of Technology and Vice-President of the Open Education Consortium. He has been involved with digitization of education since 2000 in different roles.

Currently he is participating in the EMBED project to develop an European maturity model for blended education. Willem is a regular speaker at conferences around the world and blogs on [www.e-learn.nl](http://www.e-learn.nl).



**Ricardo Mairal**  
**Rector**  
**UNED**

Ricardo has been a Full Professor of English Linguistics in the Department of Modern Languages at the Spanish National Distance-Learning University (UNED) since 2002. He has been the Vicerrector for Teaching Staff and Academic Planning and First Vicerrector and he is currently the Rector at the UNED. He has also been the President of the Spanish Association for Applied Linguistics during 2011-2017

He has published over fifty scholarly articles which have appeared in specialised national and international journals. He has also lectured extensively as keynote speaker at national and international conferences on Applied and Theoretical Linguistics. Ricardo is one of the co-founders of the LEXICOM research group ([www.lexicom.es](http://www.lexicom.es)). His recent research has concentrated on the design of a multilingual and multifunctional lexical conceptual knowledge base for natural language processing applications ([www.fungramkb.com](http://www.fungramkb.com)).



**Liz Marr**  
**Pro-Vice-Chancellor**  
**OUUK**

Liz is Pro-Vice-Chancellor (Students) at The Open University in the United Kingdom. She has responsibility for all student facing development and enhancement, including student retention, progression, achievement and satisfaction, widening access and success, employability, quality monitoring and enhancement and the Teaching Excellence Framework.

Liz has over twenty years' experience in UK higher education and is co-author of 'Identity Crisis: Working in Higher Education in the 21st Century'. She is managing editor of the journal 'Widening Participation and Lifelong Learning', an editorial board member of Learning and Teaching in the International Social Sciences (LATTISS) and a regular reviewer for Open Learning and EURODL. In the UK, she is Chair of the Action on Access Forum and an executive member of the Universities Association of Lifelong Learning.

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## **"Blended and online education within European university networks"**

The OOFHEC2019 conference will focus on trends and high impact factors in the global and European higher education.

In a combination of plenary keynotes by key players in higher education at institutional and policy level and parallel presentations and workshops, OOFHEC2019 will cover latest developments under the following topics:

### **Plenary sessions**

- **Blended and online education**
- **Micro-credentials for continuous education and MOOCs**
- **European university networks, internationalisation and virtual mobility**
- **Learning bots**
- **Equal opportunities and inclusion**

### **Parallel sessions**

Parallel sessions give the opportunity to participants to give presentations on ongoing research and innovation, to discuss topics in the modernisation in higher education, to organise workshops and seminars.

Topics listed are:

### **OOFHEC2019 topics**

- Artificial Intelligence in teaching and learning
- Support services in online and distance education
- Assessment and recognition of Short Learning Programmes and MOOCs
- Gender equality
- European university networks and the OpenU Hub
- Moocs for the labour market
- Blended and online education
- Accreditation of online education
- Quality Assurance in Blended and Online Education
- Short Learning Programmes
- Open education and MOOCs, European MOOC Consortium
- Inclusiveness and accessibility
- Networked curricula and Virtual Mobility
- Changing the educational landscape: new competences for teachers

[Read more](#)

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## Abstract Submission

Please be reminded that Call for Abstracts is open!

**Please click on this link to submit your abstract**

Submit your abstract for a presentation or a workshop:

1. Abstract for presentation (15 minutes)
2. Abstract for workshop (45 minutes)

Click on the link and create your login via Ex Ordo, fill out all the information in order to submit your abstract.

**Deadline is Wednesday 15th of May 2019**

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## Important dates

**Opening of submission of abstract for parallel session presentation | workshop**  
Friday 15 March 2019

**Deadline for submission of abstract for parallel session presentation | workshop**  
Wednesday 15 May 2019

**Notification of acceptance**  
Friday 31 May 2019

All accepted abstracts can opt for full paper publication under the OOFHEC2019 proceedings. Submissions will be part of a review and some of the selected papers will be invited to develop a full paper for publication in a JIME (Journal for Interactive Media in Education) special issue.

**Conference Registration open**  
Monday 3 June 2019

**Deadline for submission of full conference paper of abstract**  
Tuesday 1 October 2019

**Online full paper publication - proceedings**  
Friday 1 November 2019

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**UNED** Hosted by  
Universidad Nacional  
de Educación a  
Distancia,  
Madrid, Spain

Questions on organisational matters: [fenna.adriaanse@eadtu.eu](mailto:fenna.adriaanse@eadtu.eu)

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[Conference website](#)