The Research on the Use Efficiency of Educational Resource Center Based on the Balanced Scorecard

肖君 博士 (Dr. Xiao Jun)
Shanghai Distance Education Group, Mainland China
教育资源库是什么？

What is Educational Resource Center?

资源管理和服务系统

Resource Management and Service System

Composition:

Electronic Lesson Plans, Teaching Animation, Courseware, Video, Audio, Network Courses
The Use Efficiency of Educational Resource Center

Gain

Education Benefit

Effect

Mean

Promote

The Sustainable Development of Educational Resource Center

The Use Efficiency of Educational Resource Center
The Trend of Educational Resource Center Development

Resource Centre Ecosystem

The Build & Share Mode of Education Informational Resource
The Development Phases of Educational Resource Center

- **Primary**: Educational Resource System
- **Intermediate**: Educational Resource Websites
- **Advanced**: The Educational Resource Clouds

The Complexity of Educational Resource Center

- **Low**: The ecology of Educational Resource Center
- **High**: The development of Educational Resource Center
The Ecosystem formed by Educational Resource Center & Learning Management System

- Educational Resource Center
- Learning Management System
- Courses
- Original Material
- Offer Material
- Resource Center
- Learner
- Course Material
- Take Resources
- Resource Audit
- Course Organizations

Unified management of resources and renewable resources
The Introduction of Performance Evaluation based on the Balanced Scorecard
教育资源库使用效益评估模型
The Assessment Model of Educational Resource Center Use Efficiency

Ecological Development
Strategic Objectives
Ecological Construction
Ecological Operation Management

Resource Center Construction and Operation of Latitude
Organizational Development and Social Impact
Financial Latitude

Users Latitude
Ecological Resources Application Services
上海教育资源库使用效益案例分析
The Case Study of Shanghai Educational Resource Center Use Efficiency

- Resource Capacity: **15T**
- Enrollment: **2,085,459**
- Total Hits: **331,216,491**
- Digital TV Sites: **15706**
Point 1: The more people use Educational Resource Center, the better they like it. Teachers like the Educational Resource Center better than the teaching and research staffs.

用户对各资源内容的满意度评分

The Satisfaction Score of the users to each Resource Content

- 教研员
- 教师
User attention are mainly attracted from the aspects of resources, and user friendly, less in the interface design, and activities.

优秀教育资源网站特征
The Feature of a Good Educational Website

用户关注度按照资源丰富实用、界面友好、组织活动逐步递减

资源数量丰富 资源实用 更新速度快 操作简单 互动充分 界面人性化 访问量大 经常组织活动 其他

教研员 Teaching Researcher 教师 Teacher
Point 3: Promote the sharing and application standard through multiple ways.

- Share Resource
- Reduce Investment
- Expand the Application

Shanghai Educational Resources Center

**Diversified Services**
Preparing lessons, giving classes, teaching and research, training, teacher professional development

**Multi-crowd Services**
Teachers, Students, Citizens, Party Members

**Multi-platform Reference**
Ten Websites

**Multi-regional Radiation**
Shanghai, China, World
Comprehensive consideration is needed in funds output efficiency.
Questions