A Transformation in Vocational Technical Education – The Way Forward

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PRESENTATION OUTLINE

- The Unique Challenges
- Alignment with Economic Development
- The Way Forward
- Closing Remarks
THE UNIQUE CHALLENGES

NATIONAL PLANS

EDUCATION

VTE SYSTEM

SOCIETY

ECONOMY
ALIGNMENT WITH ECONOMIC DEVELOPMENT

1960s-70s
Early Industrialisation

1980s-90s
Newly-Industrialised Economy

2000s
Globalised and Diversified Economy

Factor-Driven Economy
Labour Intensive

Investment-Driven Economy
Capital Intensive

Innovation-Driven Economy
Knowledge Intensive

The Singapore Experience
Vocational Technical Education and Economic Development
The Key Challenges of ITE (1992)

1. Repositioning as a post-secondary institution
2. Addressing the needs of the lower 25% of a cohort who are less academically-inclined
3. Developing modern and conducive campuses
4. Managing social and economic expectations
5. Changing public perception and image
THE FOUNDATION – ITE’s ORGANISATIONAL EXCELLENCE FRAMEWORK

Expected Outcomes

- An Enhanced Capability for Organisational Excellence
- An ITE Education for a Global Economy
- Lifelong Employability for ITE Graduates
- An Increased Global Presence for ITE

Mission, Vision, Values

- People
- Systems
- Citizens and Customers

Leadership

Development Plan
ITE Advantage

Impetus
PS21

Benchmark
SQA

PARTNERS
School Partners
Training & Industry Partners
International Partners

STAKEHOLDERS
Key Govt Agencies
Staff Unions
General Public

Results

People
Systems
Customers
Stakeholders/Partners

Winning the Singapore Quality Award – A Journey Towards Organisational excellence
KEY MILESTONES IN EXCELLENCE

1999 - Singapore Quality Class (SQC)

2000 - People Developer Award (PDA)

2001 - SQC Renewal


2003 - Public Service Award for OE
- SQC Annual Development Exercise (ADE)
- PDA Renewal

2005 - Singapore Quality Award
- Distinguished Public Service Award for OE

2007 – Harvard- IBM Award
USING FIVE-YEAR STRATEGIC PLANS

FIRST WAVE (1995 - 1999)

PLAN: ITE 2000
VISION: To Build ITE into An Established Post-Secondary Technical Education Institution

SECOND WAVE (2000 - 2004)

PLAN: ITE Breakthrough
VISION: A World-Class Technical Education Institution for a Knowledge-Based Economy

THIRD WAVE (2005 - 2009)

PLAN: ITE Advantage
VISION: A Global Leader in Technical Education
POSITIONING ITE AS A POST-SECONDARY INSTITUTION

ITE College Central (Tampines Campus)

ITE College West (Balestier Campus)

High-Tech Learning Equipment

"Hands-On" Training

Developing Useful Life Skills through Co-curricular Activities

Caring and Committed Lecturers
## A PRACTICE-ORIENTED CURRICULUM MODEL

<table>
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<tr>
<th>Core</th>
<th>8 Modules</th>
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<tr>
<th>Electives</th>
<th>2 Modules (Specialisation or outside Specialisation)</th>
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<th>Life Skills Modules</th>
<th>7 Modules</th>
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<td>(Examples: Communication, Thinking &amp; Problem-Solving, Sports and Wellness, Career Development &amp; Planning, Customer Service)</td>
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The curriculum of a typical course comprises 70% practical training and 30% theoretical lessons.
A PROCESS-ORIENTED PEDAGOGIC MODEL

LEARNER

Technical, Methodological & Social Competencies

PEPP MODEL

PLAN

EXPLORE

PERFORM

PRACTISE
**ITE’s BRAND OF “HANDS-ON, MINDS-ON, HEARTS-ON” HOLISTIC EDUCATION**

**“HANDS-ON”**
- Bio-Chemical Technology
- Nursing

**“MINDS-ON”**
- Robotics
- Digital Media Design

**“HEARTS-ON”**
- Community Service
- ITE SAFE Home Project

**HOLISTIC LEARNING ENVIRONMENT**

**Education Outcomes**
1) Market-relevant, Enterprising and Adaptable Graduates for a Global Economy
2) Lifelong Learners for Lifelong Employability

**Successful Graduates**
Winning the Singapore Quality Award – A Journey Towards Organisational excellence
REBRANDING OF ITE CAMPAIGNS

“Thinking Hands
Create Success”
Branding Campaign

Bus Advertisements
MRT Advertisements
Advertisements at MRT Gantries
WORLD-CLASS RESULTS

Record High
25,000
Student Enrolment
(More than doubled since 1995)

Remarkable
>90%
Employers’ Satisfaction with
ITE Graduates (since 1999)

Outstanding
83%
Success Rate
(+36% from 61% in 1994)

ISO 9001:2000

Significant
+76%
Improvement!
in Brand Equity Index
(from 34% in 1997 to
59% in 2005)

Strong
91%
Graduate Employment Rate in 2005

SQA Award
2005
Harvard-IBM Award 2007

People Developer
Standard (2000)

High
95%
Students’ Satisfaction
with ITE Education

Winning the Singapore Quality Award – A Journey Towards Organisational excellence
Vocational Training Environment in the 1980s
A New Image Emerging in the 1990s

Winning the Singapore Quality Award – A Journey Towards Organisational excellence
Present Day – “One ITE, Three Colleges” System

ITE College East – First Regional College (2005)
ITE COLLEGE WEST (2010)

Sky Plaza

Night View

Courtyard

Entrance View of New College

Unveiling Ceremony

An Aerial View

Reception Lobby

Sports Facilities

Events Plaza

Innovation Walkway

Winning the Singapore Quality Award – A Journey Towards Organisational excellence
The Way Forward

Some Broad Key Lessons:

1. Aligning Education Systems with Economic Development
2. Changing Public Perception and Image
3. Building a Close Partnership with Industry
4. Journey Towards Organisational Excellence
Closing Remarks

- VTE systems are dynamic and challenges unique
- No one “universal” model
- Policy decisions and choices to be made
- Hope Singapore’s experience can be an inspiration to others
- Timely to reflect “What and how governments could do to improve the VTE system?”
Thank You

ITE- A JOURNEY THAT NEVER ENDS.....