

My Experience as the First COO of the College of Internet Distance Education

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Abstract- Prof.Dr. Srisakdi Charmonman has been the first person in Thailand to say that educational system in Thailand will become eLearning system. He founded the College of Internet Distance Education (CIDE) as the first college-level organization in Thailand to provide eLearning degree programs. As the Founding CEO, Prof. Srisakdi invited Prof. Utumporn Jamornmann from Chulalongkorn University to become the Chief Operating Officer of CIDE. In this paper, Prof. Utumporn discussed the beginning of CIDE, the year 2003-2005, and the year 2006 which was her last year at CIDE before moving to be the Director of the National Institute of Educational Testing.

Keywords- CIDE, Internet Distance Education, Srisakdi Charmonman, COO

1. INTRODUCTION

Educational System has been classified as Formal Education, Non-Formal Education and Informal Education. Since new technology has been developed and has grown rapidly, both in and outside of classroom. ELearning is an example of technology changing formal education to non-formal education. ELearning students can study through educational e-media at anytime, anywhere and anyhow. They do not have to come to classroom to learn but they can learn through computer or notebook by pressing their username and password. Thus, instruction can begin just by clicking or touching. With this change, formal education is becoming nonformal education and

informal education. Therefore, educational system is merged into one system so called eLearning system.

2. THE BEGINNING

Professor Dr. Srisakdi Charmonman has been the first person in Thailand who said that “in the near future, educational system in Thailand will become eLearning system since education in schools or universities in the world have been moved toward this direction” He has founded the College of Internet Distance Education (CIDE) under the Assumption University in order to provide degree programs for anyone who wants to learn at anytime and at anyplace.

3. DURING THE YEARS OF 2003 – 2005

Professor Dr. Utumporn Jamornmann was invited to join CIDE as Chief Operating Officer (COO) in October 2003 after her retirement from Chulalongkorn University. She accepted the invitation because she trusted the vision of Professor Dr. Srisakdi Charmonman and also wanted to see CIDE the first eLearning institute of Thailand.

The first group of CIDE were Professor Dr. Srisakdi Charmonman as CEO, Professor Dr. Utumporn Jamornmann as COO, Dr. Jitlekha Teerajamorn as Director of Academic Affairs, Mr. Firouz as Director of Courseware Production.

Few months later, Dr. Taey joined CIDE and drafted M.S. in Business Management also as Dr. Suntithorn, M.S. in ICT. Both programs were classroom based.

During these years, CIDE faced 3 main problems:

- 1) How to run CIDE with limited resources.
- 2) How to convert the two M.S. degree programs from classroom base to internet base, what model should be adopted?
- 3) How to publicize CIDE eLearning to people outside of CIDE.

These Three main problems put a lot of burden to COO who has very limited knowledge and experience in eLearning. Her background is test and measurements in classroom. Luckily, Professor Dr. Srisakdi Charmonman invited Professor Dr. Chaoyong to be Chief Technology Officer, and recruited more instructors, staff members. There were about 15 people working full time for CIDE.

At this time, two eLearning Models were implemented. The first one, with the effort of Dr. Thanomsak who replaced Dr. Taey, Dr. Jintawee, and the cooperation of Samart Telecom made M.S. in Business Management Program to be the first eLearning degree program with internet base, starting from e-application, to eLearning and ended with e-graduation. This model was called AU Plus.

On the other hand, the M.S. Program in ICT, the second model was accomplished with the cooperation of Professor Dr. Chaoyong, Dr. Suntithorn, Mr. Firouz, and IT staff members. This model was called CIDE model.

CIDE at these times ran quite smoothly, under the leadership of Professor Dr. Srisakdi Charmonman, the President, the President Emeritus, and other administrators of AU.

4. THE LAST YEAR AT CIDE

During the year 2006, Professor Dr. Utumporn Jamornmann has developed the third curriculum called “The eLearning Methodology” for M.S. and Ph.D. students, and just about to implement, she was invited to be the director of National Institute of

National Educational Testing Service (NIETS), the first national testing center in Thailand. She thus, has to resigned from CIDE in September 30, 2006.

5. CONCLUDING REMARKS

During 3 years at CIDE, she has marked that it was the great years in her life. She learnt about eLearning, how to turn classroom degree program to eLearning degree program, from Professor Dr. Srisakdi Charmonman. She has learnt how to run the CIDE from the AU President, the President Emeritus, the vice president, Dr. Chawalit, the assistant president, Dr. Krisana Kitcharoen, and all other administrators, staff member.

These three years at CIDE therefore, the memorable year in her life. Thanks to the AU and CIDE.

Last but not least, thanks to Professor Dr. Srisakdi Charmonman, the father of eLearning and Happy Birthday.