

The Future of Education  
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FLORENCE – ITALY

THE INSTITUTIONAL DIVERSIFICATION IN  
BRAZILIAN HIGHER EDUCATION:  
ANALYSING THE DISTANCE EDUCATION

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# Paper Structure

Analyse the implementation of the institutional diversification policy in Brazilian higher education

## Central Question

- ✓ How has the Federal Government been supporting the distance education providers?
- ✓ **Source and data**
  - ✓ Census of Higher Education (Sinopse do Censo da Educação Superior) INEP/MEC
  - ✓ Between 2003 to 2014
  - ✓ Enrolments, courses and graduates
  - ✓ Public and private higher education institutions

# Landscape

- ✓ Brazil is a federation and a republic. It is the largest country in South America and Latin America. It is the world's 5th largest country by both area and population 200 million.
- ✓ Brazil's economy is the world's 7th largest by GDP (PPP) → \$3,208 trillion and 77th per capita \$ 15,680
- ✓ A member of the BRICS group, Brazil is an upper middle income country (World Bank)
- ✓ Brazil's excessive income inequality is associated with
  - ✓ Regressive public transfers;
  - ✓ Less equitable distribution of education;
  - ✓ Higher wage differentials

# Brazilian Higher Education Overview

- ✓ Higher education system is so heterogeneous
- ✓ Public and private universities, university centres and faculties
- ✓ Public sector is compounded by federal, state and municipality institutions.
- ✓ Private institutions can be:
  - ✓ Nonprofits (communities, religious and philanthropic)
  - ✓ For profit
- ✓ In 2014:
  - ✓ 18% of young people aged 18 to 24 were enrolled in higher education
  - ✓ 13% of people aged above 25 graduated from higher education institutions

# Diversification Policy

*How has the Federal Government been supporting the distance education providers?*

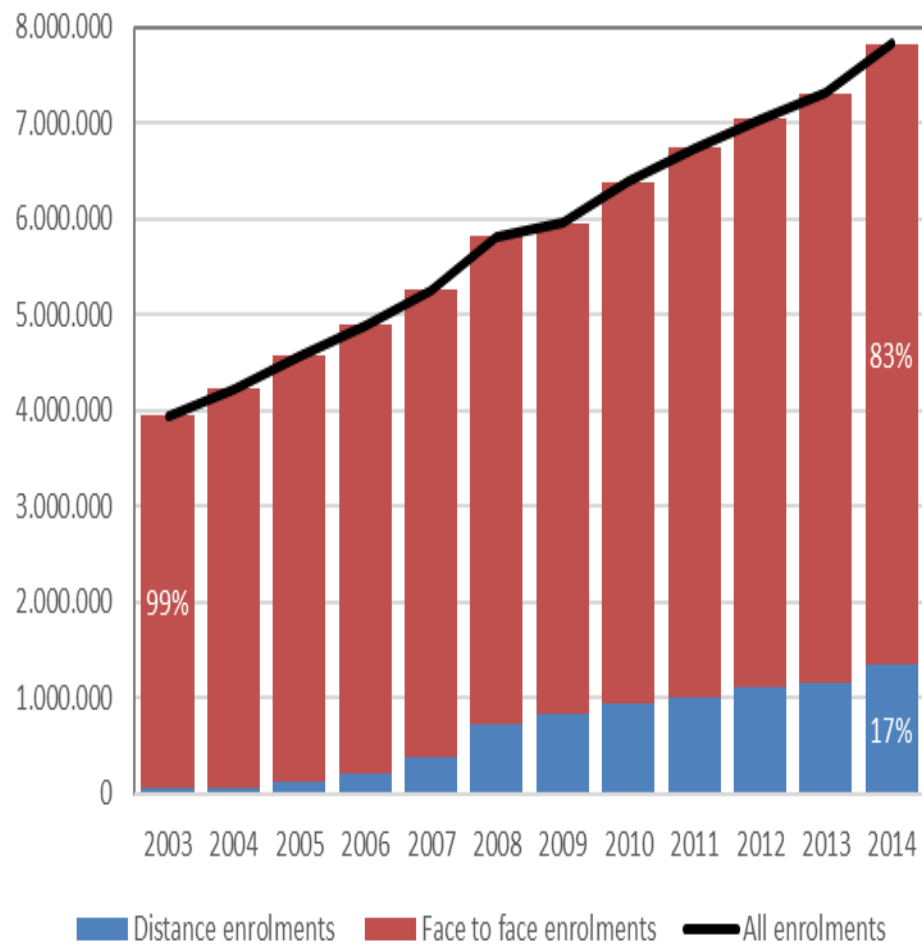
- In 90s, the diversification process has become a major issue of expansion policy in Brazilian higher education
- It has happened due to the argument that distance learning courses have opened the possibility of access vast restrained demand that could not attend a conventional course
- The idea was that to increase the net schooling it was necessary to give educational opportunities to the poorest and workers in non-traditional courses to improve opportunities in the labor market

# Legislation in education

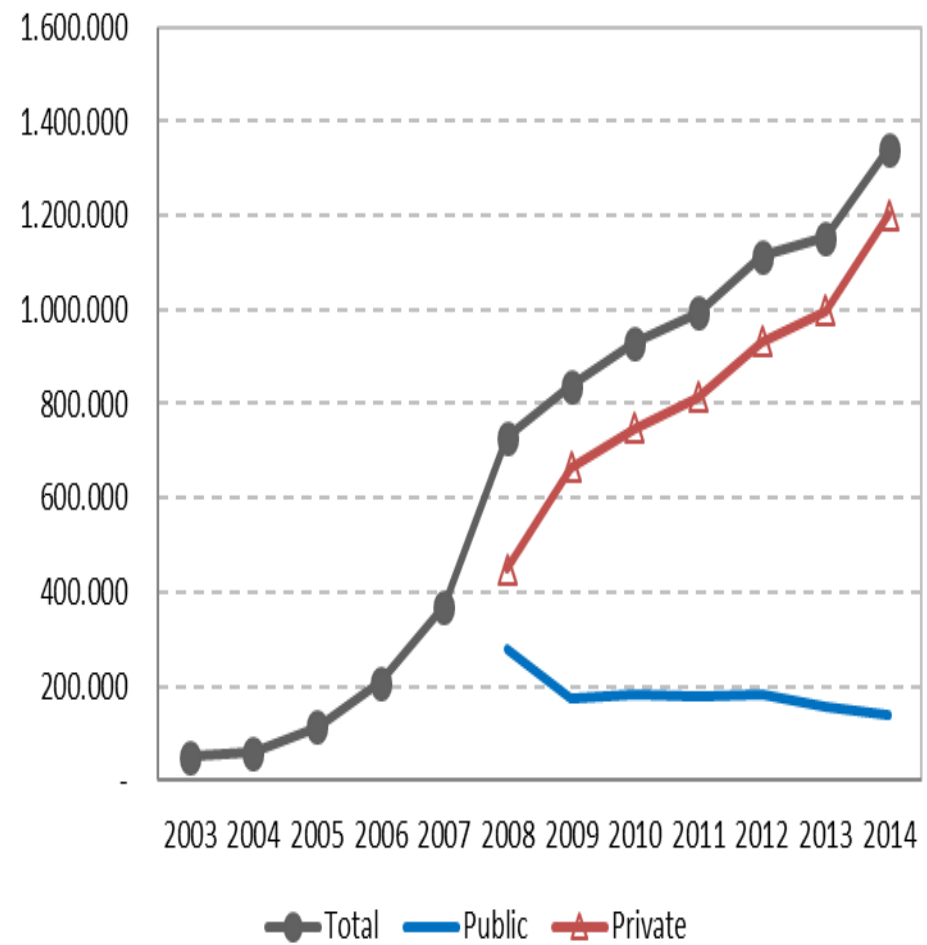
- Legislation concerning the distance education has been insufficient
- Distance providers accreditation has been at the discretion of the Ministry of Education
- Brazilian legislation has become obligatory the graduated in training teachers to teach in basic education
- It has been an excellent opportunity to private sector to expand distance higher education courses

# Enrolments in Brazilian Higher Education

## Share of enrolments in higher education



## Enrolments in higher education distance courses

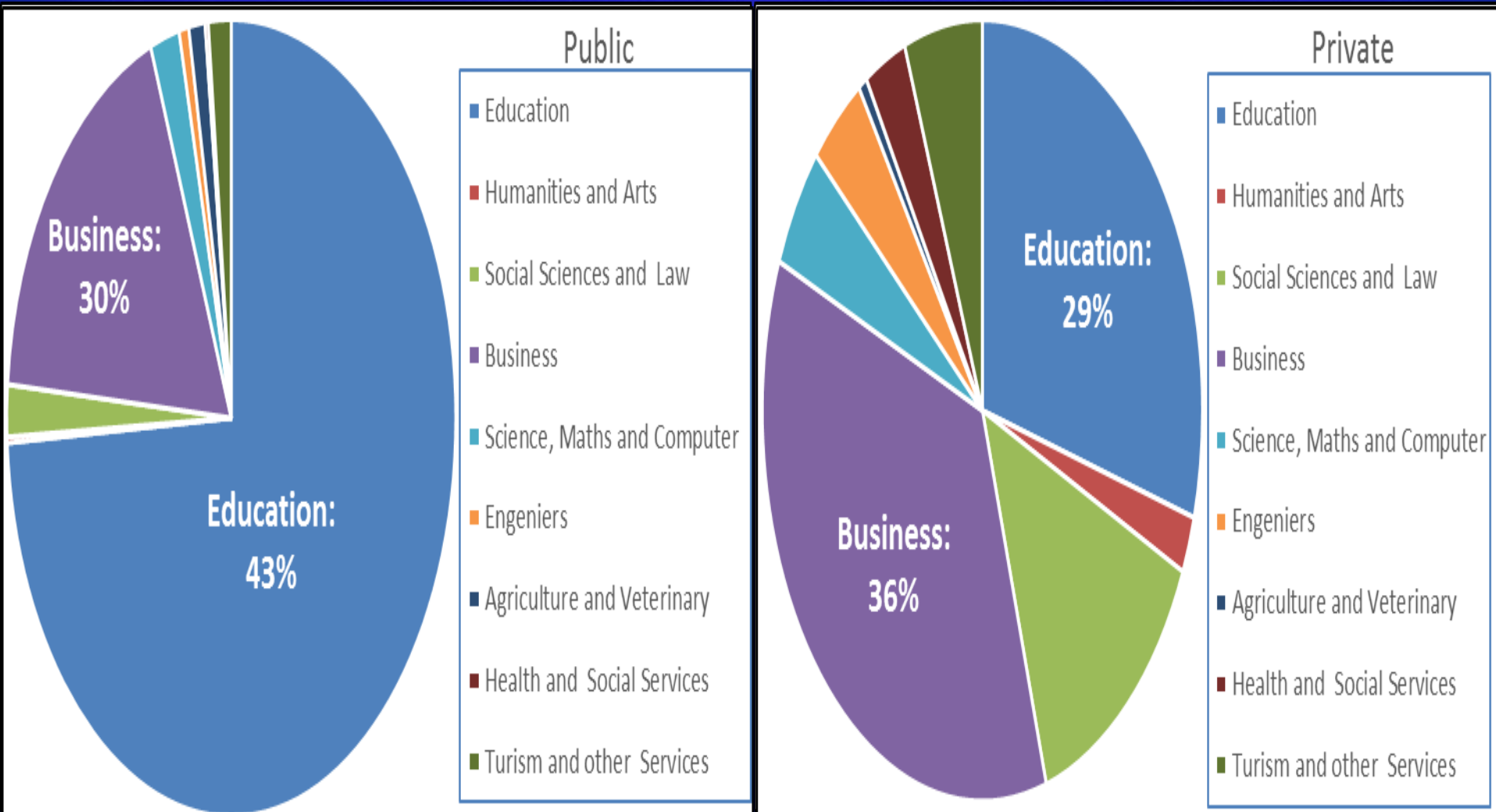


# Private Sector strategies

- ✓ *Cost Reduction:*
  - ✓ Learning in a classroom environment (face to face) replaced by distance learning
  - ✓ Cutting administrative costs with staff, wages and the number of qualified lecturers
- ✓ Brazil is now credited with the largest higher education company in the world (*Kroton-Anhanguera* group)
  - ➔ more than 1 million students on face to face students and distance learners



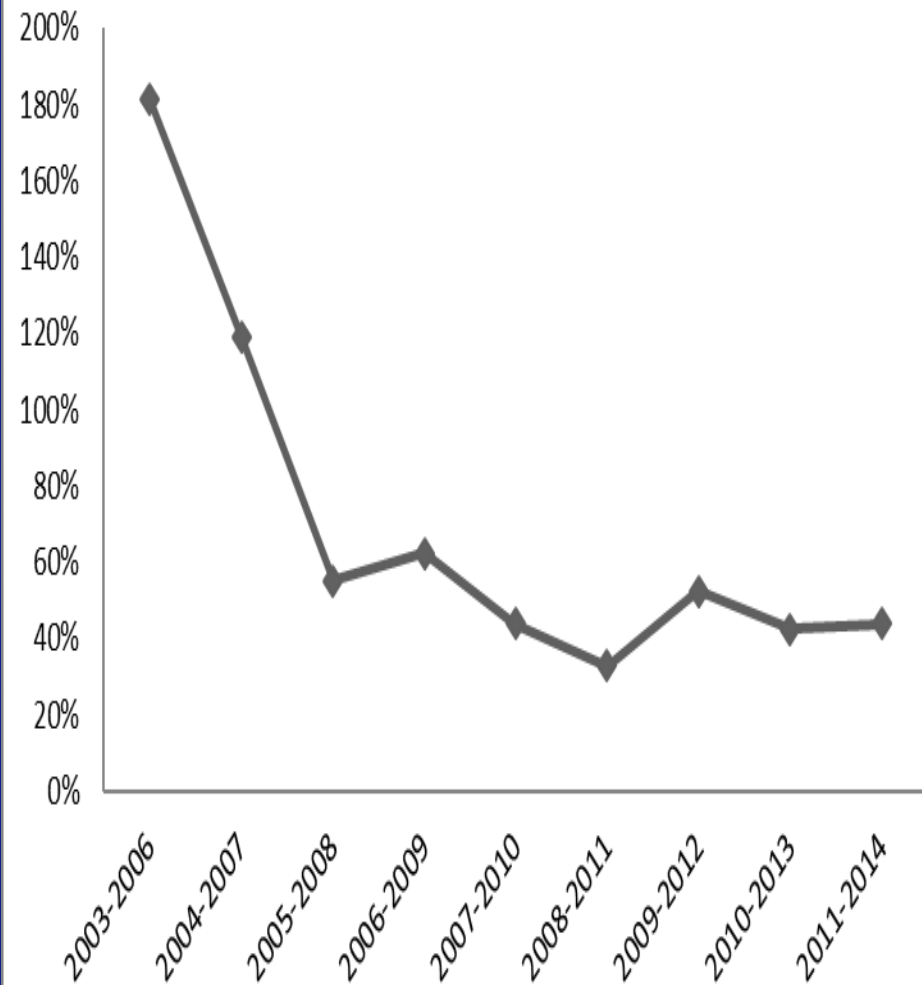
# Distribution of distance courses (2014)



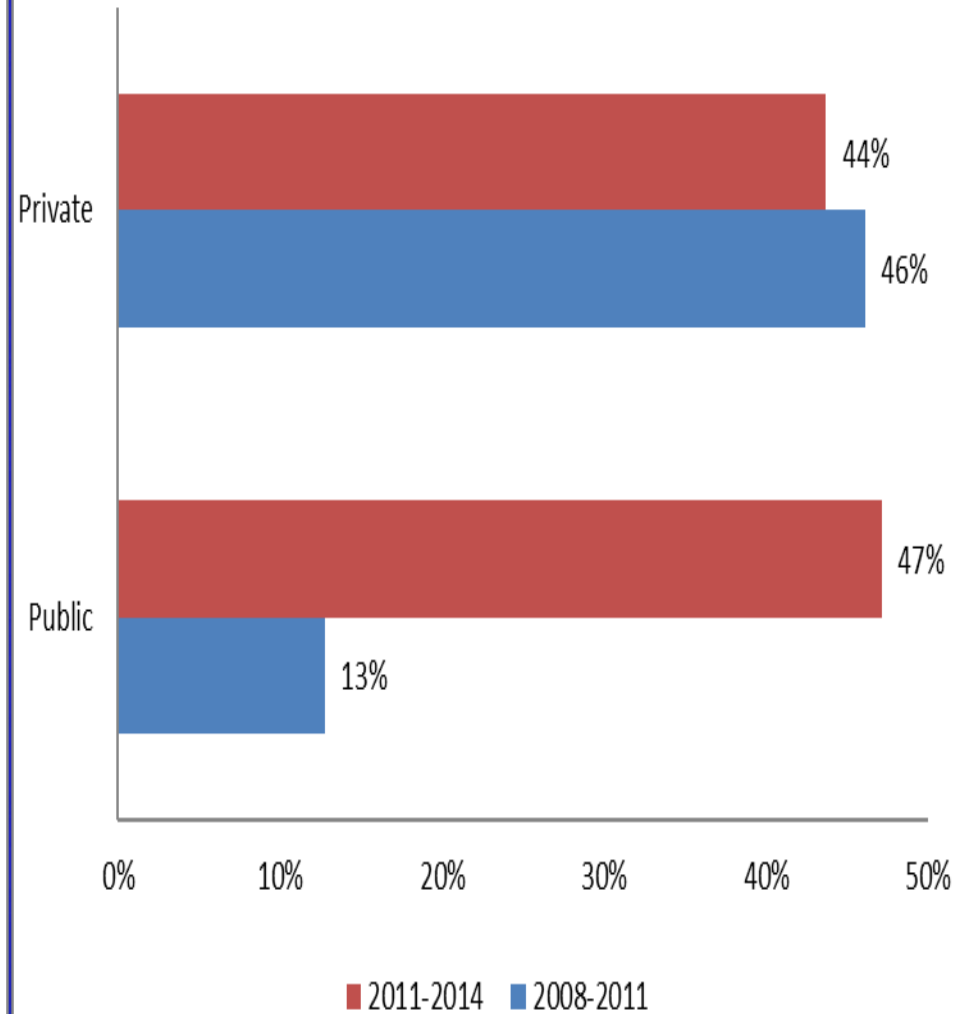
Source: Census of Higher Education (2014)

# Conclusion rate in distance courses

## Total conclusion rate



## Conclusion rate in public and private courses



Source: Census of Higher Education (2003 – 2014)

# Key Implications and Challenges

- ✓ There have been problems with access to computers, internet and new technologies in poor and isolated regions in Brazil
- ✓ For-profit Private sector has taken advantage of distance courses not to follow the diversification of public policy. The main objective is to reduce costs and to increase profits
- ✓ Kroton/Anhanguera group holds 45% of all for distance learning enrolments
- ✓ The Ministry of Education does not regulate the capital concentration in education and the distance learning providers
- ✓ The financial logic of the market seems to have negative implications on the educational process and teaching conditions as well in distance education