


Taking Leadership in Mystery of MOOCs and the Mass Movement toward Open Education
Part I. Past Year Recap of MOOC and MOOC Leadership

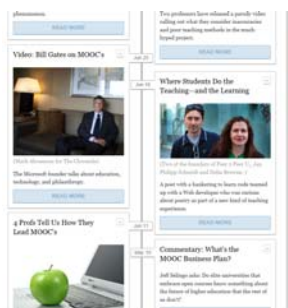
Curtis J. Bonk,
Professor, Indiana University
 cjbonk@indiana.edu
<http://mypage.iu.edu/~cjbonk/>



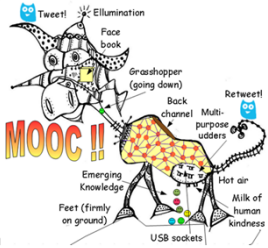
August 8, 2012
Holy Apostles To Offer Massive Open Online Courses, Cromwell, CT
<http://campustechnology.com/articles/2012/08/08/holy-apostles-to-offer-massive-open-online-courses.aspx>



August 20, 2012
MOOC Timeline: What You Need to Know About MOOC's, Chronicle of Higher Education
http://chronicle.com/article/What-You-Need-to-Know-About-MOOCs/134757?cid=story_mediumpromo




What is a MOOC?



Gordon Lockhart, iBerry, <http://iberry.com/>
<http://gh55.wordpress.com/2011/03/08/ock11-man-this-mooc-is-something-else/>

Poll #1:
Have you participated in a MOOC before?

A. Yes
 B. No



MOOC Leadership Principle #1: Be First!
June 21, 2011 and August 1
 Ray Schroeder, U of Illinois at Springfield
 Stanford to offer free AI course
 (over 160,000 enroll, 23,000 complete, and 238 perfect scores; <http://www.ai-class.com/>)



MOOC Leadership Principle #2: Offer Something Novel or Distinct

September 15, 2011, Stanford Engineering, Everywhere (SEE) <http://see.stanford.edu/>
View lecture videos, access reading lists & course handouts, take quizzes and tests, and communicate with other students.

The screenshot shows the Stanford Engineering Everywhere website. It features a globe with the text "stanford engineering everywhere" overlaid. Below the globe, there is a section titled "what is stanford engineering everywhere?" with a sub-header "Stanford Engineering Everywhere is an online global offering for Stanford University's School of Engineering, providing free course materials, including video lectures, to students worldwide." The website also includes a navigation menu on the left and a video player showing a person at a computer.

MOOC Leadership Principle #3: Define Brand

The Floating University

<http://www.floatinguniversity.com/>

What if the world's best thinkers all taught at the same school?

The promotional image for The Floating University features two speakers. On the left is Paul Bloom, Professor of Psychology at Yale University, with a price tag of \$39.99. On the right is Michio Kaku, Professor of Physics at CUNY, with a price tag of \$39.99. The text "The Universe is a Nutshell: The Physics of Everything" is visible below his name. The background includes a stylized tree and a globe.

MOOC Leadership Principle #4: Take Risks

January 23, 2012, Udacity- Sebastian Thrun
<http://www.udacity.com/>

The screenshot shows the Udacity website. It features a header with the Udacity logo and a navigation menu. Below the header, there are two course listings: "CS 101: BUILDING A SEARCH ENGINE" and "CS 373: PROGRAMMING A ROBOTIC CAR". To the right, there is a video player showing a hand drawing a diagram on a whiteboard.

MOOC Leadership Principle #5: Rethink Open Courses, Assessment, Certification, Students, etc.

February 15, 2012
Guess what! You just got into MIT!
<http://www.marketplace.org/shows/marketplace:tech-report>

The screenshot shows the Marketplace website. It features a video player with the title "Guess what! You just got into MIT! Free ride! Kind of?". Below the video player, there is a section titled "Badges and other alternative certifications" with several certification logos, including Microsoft Certified, Coursera, and others.

MOOC Leadership Principle #6: Inspire Your Team

TED Talk: Salman Khan

Stanford Graduate School of Business, February 21, 2011
<http://www.youtube.com/watch?v=W-j68nQ65w>
Let's use video to reinvent education, TED, March 2011
http://www.ted.com/talks/salman_khan_let_s_use_video_to_reinvent_education.html

The screenshot shows the TED website. It features a video player with the title "Rethinking Learning with Salman Khan" and a thumbnail image of Salman Khan. Below the video player, there is a section titled "TED Ideas worth spreading" with a sub-header "Salman Khan: Let's use video to reinvent education".

MOOC Leadership Principle #7: Form Symbiotic Partnerships

April 18, 2012: Coursera
[\(https://www.coursera.org/\)](https://www.coursera.org/)

The screenshot shows the Coursera website. It features a video player with the title "Learn." and a thumbnail image of a person reading a book. Below the video player, there is a section titled "Coursera" with several university logos, including Princeton University, Stanford University, and Penn State.

July 17, 2012 (Expanded Sept 19, 2012)

Into the Fray, Steve Kolowich, Inside Higher Ed

<http://www.insidehighered.com/news/2012/07/17/nyu-and-11-others-become-latest-plan-moocs#ixzz20uq9Jx6w>

Coursera's Institutional MOOC Partners

- Original Member
- New Member

Partners include: U. of Washington, U. of Michigan, U. of Toronto, U. of California at San Francisco, U. of Illinois, Princeton U., Stanford U., Johns Hopkins School of Public Health, Caltech, Rice U., U. of Virginia, Duke U., Georgia Tech, U. of Pennsylvania.

Coursera's Newest Partners: Denison College of Music, Brown University, Columbia University, Emory University, Hebrew University of Jerusalem, Hong Kong University of Science and Technology, Mount Sinai School of Medicine, Ohio State University, University of British Columbia, University of California at Irvine, University of Florida, University of London, University of Maryland, University of Melbourne, University of Pittsburgh, Vanderbilt University, Wesleyan University.

Not on Map: École Polytechnique Fédérale de Lausanne (Switzerland), U. of Edinburgh (UK).
Source: Coursera
Designed by Lauren Rouppes

August 10, 2012

Coursera Hits 1 Million Students, With Udacity Close Behind, Jeffrey R. Young, Chronicle of Higher Ed

<http://chronicle.com/blog/wiredcampus/coursera-hits-1-million-students-with-udacity-close-behind28801>

Coursera said that it had students registered in 196 countries. The highest proportions are in the United States (38 percent), Brazil (6 percent), India (5 percent), and China (4 percent).

The breakdown is similar at **Udacity**, which says it has students in 203 countries, with the greatest numbers hailing from the United States (42 percent), India (7 percent), Britain (5 percent), and Germany (4 percent).

April 27, 2012

Introduction to Blackboard/CourseSites MOOC, With Dr. Curt Bonk: "Instructional Ideas and Technology Tools for Online Success" (4,039 now enrolled)

<http://www.youtube.com/watch?v=rBNe8CuePTQ&feature=youtu.be>

The screenshot shows a course page titled "Empowering Learning Through Community" with a video player and navigation options.

May 2, 2012

MIT and Harvard announce edX

<http://www.edxonline.org/about.html>

EdX: The Future of Online Education is Now

<http://www.youtube.com/watch?v=SA6FLdIRkRU>

The image shows the MIT and Harvard logos above a video player featuring a presentation about the edX initiative.

MOOC Leadership Principle #8: Offer Incentives

May 20, 2012

Udemy: <http://www.udemy.com/>

The screenshot displays the Udemy website interface, including course listings and a testimonial from a student.

MOOC Leadership Principle #9: Collect Testimonials

June 11, 2012

<http://chronicle.com/article/4-Professors-Discuss-Teaching/132125/>

4 Professors Discuss Teaching Free Online Courses for Thousands of Students
By Jeffrey R. Young

Reworking a Course Into an Online Format: "Sort of Like Moving"
Peter Struck: Associate professor of classical studies, University of Pennsylvania, teaching via Coursera
"You find things in the version of the course you know well and"

July 26, 2012

An Upstart Free Course Provider Holds a Cookout to Meet Its Students, Chronicle of Higher Education, Jeffrey R. Young

<http://chronicle.com/article/In-Media-3002-Do-Students/131162/>



Kimberly Spillman, 38, San Diego
 "I was socializing with students way more than I ever had. We'd hang out in the pub."

Charles Clark, 59, Washington, D.C.
 "I could have bought a book, but I think having a fixed deadline has a lot of value."

Yichuan Cao, 23, Mountain View, Calif.
 "I probably wouldn't put that on my resumé, but I would say I know how to do it."

Amy Tam, 42, Sunnyvale, Calif.
 "What I am hoping for is, if there are questions, the local study group will help."

October 1, 2012: MOOC Students

4 Massive Open Online Courses and How They Work, Ben Grove, Chronicle of HE

<http://chronicle.com/blogs/techtherapy/2012/10/03/episode-99-what-wearable-computers-could-mean-for-campuses/>



Rajeev Bajpai, an airline pilot based in Mumbai, took an online computer-science course to gain programming skills.

MOOC Leadership Principle #10: Set Bold (i.e., Audacious) Goals

June 18, 2012

http://www.openculture.com/2012/06/udacity_to_launch_5_new_classes.html



Udacity to Launch 5 New Courses, from Statistics to Physics. Shooting for Largest Online Class Ever.

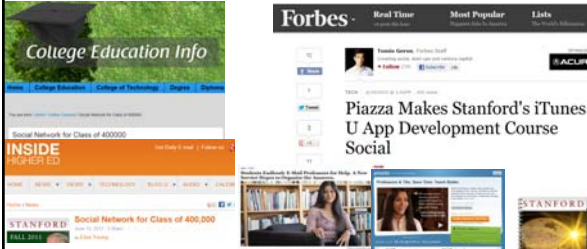
STATISTICS

DATA → STATISTICS → DECISIONS

MOOC Leadership Principle #11: Use Free Resources

June 19, 2012

Piazza in Stanford Class of 400,000



College Education Info

Forbes: Piazza Makes Stanford's iTunes U App Development Course Social

MOOC Leadership Principle #12: Create New Programs

June 19, 2012

UW System to offer new 'flexible degree' program



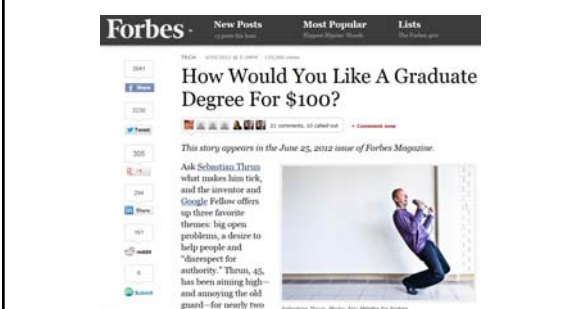
Wisconsin would be a national pioneer in helping adults earn college degrees under a new online education program announced Tuesday by Gov. Scott Walker and University of Wisconsin System leaders.

Starting this fall, the UW System plans to offer a "flexible degree" that will allow students to begin classes any time they want, work at their own pace and earn credit for what they already know.

MOOC Leadership Principle #13: Generate Media Attention

June 25, 2012

<http://www.forbes.com/sites/georgeanders/2012/06/05/udacity-sebastian-thrun-disrupting-higher-education/>



Forbes: How Would You Like A Graduate Degree For \$100?

This story appears in the June 25, 2012 issue of Forbes Magazine.

Ask Sebastian Thrun what makes him tick, and the inventor and Google Fellow offers up three favorite themes: big open problems, a desire to help people and "disrespect for authority." Thrun, 45, has been amazing high- and annoying the old guard—for nearly two

Online Education Grows Up, And For Now, It's Free, NPR Staff, October 6, 2012

<http://www.npr.org/2012/10/06/162053927/online-education-grows-up-and-for-now-its-free>
<http://www.npr.org/player/2.0/mediaPlayer.html?function=1&id=1&title=after-education-162053927&mc=162053927>

The screenshot shows the NPR website interface with the article title and a video player showing two people in a discussion.

MOOC Leadership Principle #14: Build on Strengths and Niche Areas

July 2, 2012

<http://lifebacker.com/5922804/sign-up-for-googles-power-searching-online-course-to-boost-your-google-fu>

The screenshot shows a course page for 'Power Searching with Google' with a video of a man speaking and a search engine interface.

July 23, 2012

Coursera course on Internet History, Technology, and Security, Chuck Severance

42,000+ sign up...

<https://www.coursera.org/#course/insidetheinternet>

The screenshot shows the Coursera course page with a video of Chuck Severance and course details.

Fall 2012 (Paul Kim: Oct 15, 2012)

Stanford Venture Lab (MOOCs)

<http://venturelab.stanford.edu/>
<http://venture-lab.org/education>

The screenshot shows the Stanford Venture Lab website with various course listings and a video of a man speaking.

MOOC Leadership Principle #15: Do Not Make Rash Decisions

July 17, 2012

<http://chronicle.com/article/After-Leadership-Crisis-Fueled/132917/>

The screenshot shows a Chronicle article titled 'Teresa Sullivan Will Step Down as UVa's President After 2 Years in Office' with a photo of Sullivan.

MOOC Leadership Principle #16: Be Proactive in Addressing Concerns


August 16, 2012

<http://chronicle.com/article/Dozens-of-Plagiarism-Incidents/133697/>

The screenshot shows a Chronicle article titled 'Dozens of Plagiarism Incidents Are Reported in Coursera's Free Online Courses' with a photo of a man at a desk and a gavel.

MOOC Leadership Principle #17: Give Something Away

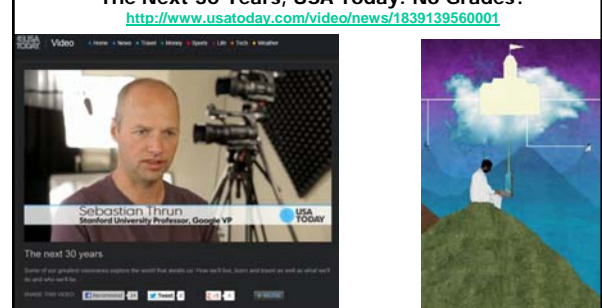
September 12, 2012
http://www.youtube.com/watch?feature=player_embedded&v=GAY5iCoVnA8



The image shows a YouTube video player for 'Course Builder Intro Video' with 20,804 views. To the right is a large Google logo and the 'course-builder' logo.

MOOC Leadership Principle #18: Look Way Ahead

September 14, 2012
The Next 30 Years, USA Today: No Grades?
<http://www.usatoday.com/video/news/1839139560001>



The image shows a USA Today video player for 'The next 30 years' featuring Sebastian Thrun. To the right is an illustration of a person on a hill looking up at a glowing light in the sky.

MOOC Leadership Principle #19: Expand Markets

October 1, 2012
<http://chronicle.com/article/Open-Courses-From-America-Find/134660/>

Open Courses From America Find Eager Audiences in China

By Angela Chen



The image shows a snippet of an article from Chronicle of Higher Education. It features a photo of a man in a classroom and the headline 'Open Courses From America Find Eager Audiences in China'.


MOOC Leadership Principle #20: Ask Questions

October 1, 2012, Chronicle of HE
<http://chronicle.com/article/Massive-Excitement-About/134678/>

MOOC Mania

It's raising big questions about the future of higher education

Before You Jump on the Bandwagon ...



The image shows two article snippets from Chronicle of Higher Education. The first is 'MOOC Mania' and the second is 'Before You Jump on the Bandwagon ...'.

More MOOC Leadership Principles: October 4, 2012, Campus Technology In Online Learning, Vive L'Evolution


<http://campustechnology.com/articles/2012/10/04/in-online-learning-vive-levolution.aspx>

1. Draft Strategic Plan on How Educate
2. Design Institutional Learning and Teaching Model Focused on the Student
3. Create Authentic Assessments
4. Design the Learning Environment
5. Provide Faculty Resources



The image shows a snippet of an article from Campus Technology. It includes a list of five principles and a photo of a chessboard.

Open Educational Resources: Part II. 15 MOOC Instructor Guidelines + 5 Tips for MOOC Students



The image shows a person wearing a headset and holding a glowing sword in front of a laptop. The laptop has 'VIVO' on it.

MOOC Instructor Guide #1.
Plan and Prepare



MOOC Guide #2.
Designate Feedback Providers and Tasks



MOOC Guide #3.
Offer Ample Feedback in Week One



MOOC Guide #4.
Use Peer, Machine, Volunteer, and Self-Assessment



MOOC Guide #5.
Gather Geographic Data



MOOC Guide #6.
Use a Warm and Friendly Tone



MOOC Guide #7.
Form Groups and Social Supports



MOOC Guide #8.
Arrive Early for Sync Session



MOOC Guide #9.
Allocate Ample Q&A Time During Sync Session



MOOC Guide #10.
Share Resources



MOOC Guide #11.
Personalize Where Possible!



MOOC Guide #12.
Use Polling Questions

Poll #1:
What is your biggest gain from this course?

- A. Online teaching strategies
- B. Online teaching models
- C. Useful resources and tools
- D. New friends and connections
- E. Self-confidence

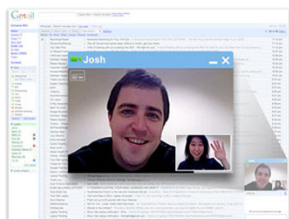


Poll #2:
What time is it there?

- A. Morning
- B. Lunch time
- C. Mid Afternoon
- D. Evening
- E. Late night or early morning



MOOC Guide #13.
Check Chat Window for
Comments and Questions



MOOC Guide #14.
Reflect After Each Session
(e.g., Top 3 Activity in
Chat Window)



MOOC Guide #15.
Offer Weekly Recaps and
Updates

Let's
Recap



MOOC Student Guidelines
5 Study Tips (from Udacity blog)

1. Do a little bit everyday (chip away)
2. Use supplemental materials
3. Take short notes (hints)
4. Be patient
5. Make friends



LEARN. THINK. DO.
UDACITY BLOG

Open Educational Resources:
Part III. Type of MOOCs



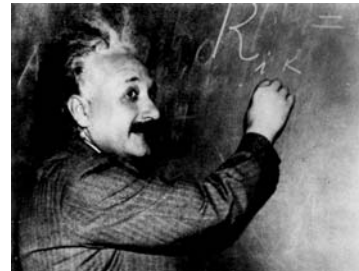
MOOC Type #1.
Alternative Admissions Systems
or Hiring System MOOC



MOOC Type #2.
Just-in-Time Skills and
Competencies MOOC



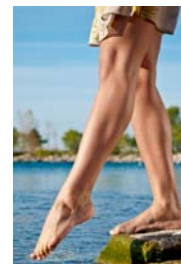
MOOC Type #3.
Theory- or Trend-Driven
MOOC



MOOC Type #4.
Professional Development (PD)
(practical) MOOC



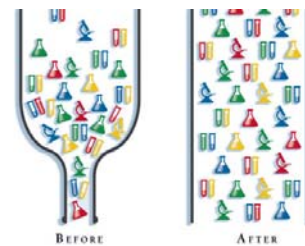
MOOC Type #5.
Loss Leader
(dip toe in water) MOOC



MOOC Type #6.
Experimental MOOC



MOOC Type #7.
Degree or Program Qualifier
or System Bottleneck MOOC



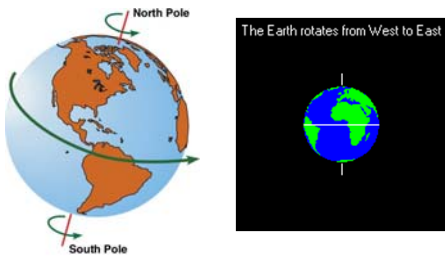
MOOC Type #8.
Personality MOOC



MOOC Type #9.
Name Branding MOOC



MOOC Type #10.
Rotating MOOC



MOOC Type #11.
Repeatable MOOC



MOOC Type #12.
Reusable MOOC



Open Educational Resources:
Part IV. Possible MOOC Business Plans
and Models



MOOC Business Model #1.
Advertisers Underwrite Courses and Degrees



MOOC Business Model #2.
Small and Flexible Application or Enrollment Fee



MOOC Business Model #3.
Course Assessment Fee



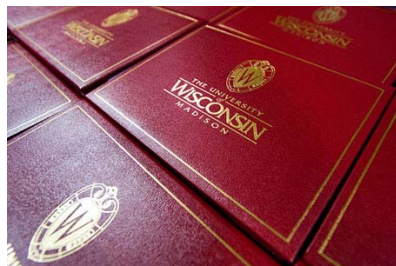
MOOC Business Model #4.
Certificate Fee



MOOC Business Model #5.
Enhanced Course Fee
(same rate as other online courses)



MOOC Business Model #6.
Option for University Credit
(full price)



MOOC Business Model #7.
Company Sponsored



MOOC Business Model #8.
Percent of First Year Salary
 (companies pay for names and contact info of high performers)



MOOC Business Model #9.
Sell or Lease Courses
 (e.g., to Community Colleges)



MOOC Business Model #10.
Share Revenues
 (i.e., professors, university, companies)



Poll #2: Are MOOCs creating a revolution in education today?

- A. Yes...
- B. No...



The World is Open!

Write to me with questions and comment
cjbonk@indiana.edu
<http://mypage.iu.edu/~cjbonk/>

