

Taking Leadership in Mystery of MOOCs and the Mass Movement toward Open Education

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May 10, 2013

10 ed-tech tools of the 70s, 80s, and 90s
 eSchool News, Meris Stansbury

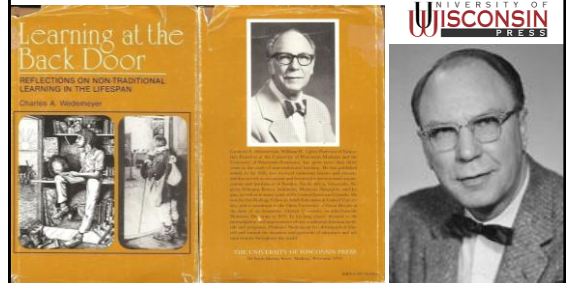
<http://www.eschoolnews.com/2013/05/10/10-ed-tech-tools-of-the-70s-80s-and-90s/print/>



Life as an accountant/CPA in a high tech company in the 1980s...



Took Correspondence & TV Courses
 (thanks to Bob Clasen and Charles Wedemeyer, the University of Wisconsin)



Learning is Changing
New Technologies =
New Delivery Methods...



May 20, 2013

The New Greatest Generation: Why Millennials will Save Us All, Time, Joel Stein

<http://www.time.com/time/magazine/article/0,9171,2143001,00.html>



Learning is More Open

(80-Year-Old WGU Texas Grad Keeps His Promise, November 30, 2012, Reeve Hamilton, Texas Tribune)

THE TEXAS TRIBUNE
An 80-Year-Old Graduate With an Online Marketing Degree Kept His Promise

Audience Polls #1:

I. Has this open educ. movement changed your life?
II. Who remembers what they were doing on 911?
III. Who remembers what they were doing on 411?

Charles Vest (April 4, 2001)

<http://web.mit.edu/newsoffice/2001/ocw.html>

“This is about something bigger than MIT. I hope other universities will see us as educational leaders in this arena, and we very much hope that OpenCourseWare will draw other universities to do the same. We would be delighted if -- over time -- we have a world wide web of knowledge that raises the quality of learning -- and ultimately, the quality of life -- around the globe.”

Learning is More Massive

April 16, 2013 (NovoEd)
New MOOC Provider Says It Fosters Peer Interaction
Chronicle of Higher Education, Jake New
<http://www.novoed.com>

Mystery of MOOCs:

Part I. Some MOOC news from the past year...

November 2, 2012

The Year of the MOOC, New York Times, Laura Pappano, http://www.nytimes.com/2012/11/02/education/edtech/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html?_r=1&page=1

Clockwise, from top left: an online course in circuits and electronics with an M.I.T. professor (edX); statistics, Stanford (Udacity); machine learning, Stanford (Coursera); organic chemistry, University of Illinois, Urbana (Coursera).

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>

Holy Apostles To Offer Massive Open Online Courses
By Mike Hisherberg • 08/08/12

Holy Apostles College and Seminary will begin to offer massive open online course (MOOC) programming through a partnership with Edvance360 and the Catholic Distance Learning Network involving two certification programs for the fall 2012 semester.



September 16, 2013

A Catholic Case Against MOOCs Chronicle of Higher Education, Jonathan Malesic

<http://chronicle.com/article/A-Catholic-Case-Against-MOOCs/141611/>

Commentary

September 16, 2013

A Catholic Case Against MOOCs

By Jonathan Malesic

An odd fact of MOOC mania is that it has barely touched one prominent sector of higher education: the nearly 250 Roman Catholic colleges and universities in the United States. So far, only Georgetown University has forged a partnership with one of the three major companies offering platforms for massive open online courses—Coursera, edX and Udacity.

September 16, 2013

Rwandan Degree Program Aims for a 'University in a Box', Chronicle of Higher Education, Megan O'Neil


<http://chronicle.com/article/Rwandan-Degree-Program-Aims/141631/>



Students attend an orientation session at Kepler, a new hybrid program in Kigali, Rwanda, which will use MOOCs and classroom time to help students earn competency-based associate degrees.

January 2013

MOOCs and the Collaboration Industry, Wainhouse Research Note, Analyst: Alan D. Greenberg



2008	2009 - 2010	2011	2012	2013 - 2017
First MOOC: Athabasca U & Canadian National Research Council (2,300+)	MOOCs slowly take hold: PLENK2010, DS106, University of the People, P2PU	Stanford Intro to AI MOOC (130,000)	Udacity, Coursera, edX (rebranded MIT program)	Big Name U, trial and error, best practices, business "remodeling," mainstreaming

Figure 1: A Short Recent History – and Prediction for the Future – of the MOOC

January 23, 2013: The Bush MOOC Party?

Academic Partnerships Launches MOOC2Degree Initiative Free, Open Online Courses As A First Step Toward A Degree

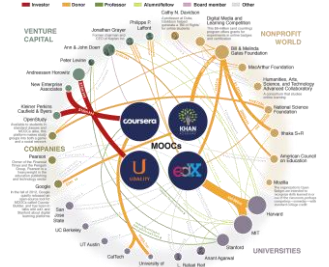
<http://www.mooc2degree.com/>



April 29, 2013

Major Players in the MOOC Universe, Chronicle of Higher Education, Jake New

<http://chronicle.com/article/Major-Players-in-the-MOOC/138817/>



February 27, 2013 (Inside HE) Grade My Course (i.e., Yelp for Ed)

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

The screenshot shows a course profile for 'Introductory Organic Chemistry Part 1' by Jeff Moore. The course has a grade of D+ and is labeled as 'Difficulty: HARD'. The workload is listed as 10 HRS. The website interface includes a search bar, a list of courses, and a 'Grade This Course' button.

April 20, 2013 Two Cheers for Web U!

A. J. Jacobs, New York Times

http://www.nytimes.com/2013/04/21/opinion/2013/04/21/opinion-jacobs-grading-the-moc-university.html?pagewanted=all&_r=1&emc=eta14

The cartoon depicts a classroom where students are engaged with technology. One student is using a laptop, another is on a tablet, and a third is holding a diploma. The scene is set in a modern classroom with a teacher and students interacting with digital devices.

July 16, 2013 "Golden Era of Learning"

Bill Gates Discusses MOOCs at Microsoft Research's Faculty Summit

http://chronicle.com/article/A-Conversation-With-Bill-Gates/132591/?cid=at&utm_source=at&utm_medium=en

The screenshot shows a Wired Campus article from July 16, 2013. The article is titled 'Bill Gates Discusses MOOCs at Microsoft Research's Faculty Summit'. It features a photo of Bill Gates and discusses his views on MOOCs, referring to them as the 'golden era of learning'. The article mentions that Gates gave the keynote address at Microsoft Research's Faculty Summit, an annual event that brings together Microsoft researchers and academics.

June-July, 2013 Welcome to the MOOC Research Hub, Gates Foundation

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

The screenshot shows the homepage of the MOOC Research Hub. The website features a navigation menu with 'Home', 'Research Initiatives', 'Conferences', 'Evidence Hub', 'Blog', and 'Contact Us'. The main content area includes a 'Welcome to the MOOC Research Hub' message and a 'Research Initiative' section. The website design is clean and professional, with a blue and red color scheme.

May 6, 2013 Faculty Backlash Grows Against Online Partnerships

Chronicle of Higher Education, Steve Kolowich

<http://chronicle.com/article/Faculty-Backlash-Grows-Against-1339249/>

The screenshot shows a Chronicle of Higher Education article from May 6, 2013. The article is titled 'Faculty Backlash Grows Against Online Partnerships'. It features a photo of a large crowd of people at a conference. The article discusses the growing concern among faculty members regarding the impact of online partnerships on their profession. The author, Steve Kolowich, notes that Michael Sandel, a Harvard professor, taught an online course that San Jose State II asked its philosophy professors to use in place of their own instruction.

June 19, 2013 2013 is "The Year of the Anti-MOOC"

George Siemens, UW-Madison Summit

<http://globalhigher.wordpress.com/european-moocs-in-global-context/>

The screenshot shows a poster for a workshop titled 'European MOOCs in Global Context'. The poster features a large image of a bull's head with its mouth open, showing its teeth. The text on the poster includes the workshop title, dates (June 19-20, 2013), and location (UW-Madison, Education Building). The poster also mentions that the workshop is part of the European MOOCs in Global Context project.

August 19, 2013 Feminist Anti-MOOC Scott Jaschik, Inside Higher Ed

<http://www.insidehighered.com/news/2013/08/19/feminist-professors-create-alternative-mooc>

News TOPICS: TEACHING AND LEARNING

Feminist Anti-MOOC

August 19, 2013
by Scott Jaschik

At first glance, "Feminism and Technology" sounds like another massive open online open course. The course will involve video components, and will be available online to anyone, with no charge. There are paths to credit, and it's fine for students to take the course without seeking credit. An international student body is expected.

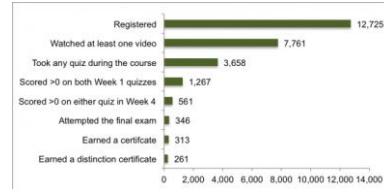
But don't look for this course in any MOOC catalog. "Feminism and Technology" is trying to change in ways consistent with feminist pedagogy to create a distributed open collaborative course or DOCC (pronounced "dock").

Essay on what MOOCs are missing to truly transform higher education

Essay on a contradiction facing MOOCs and their

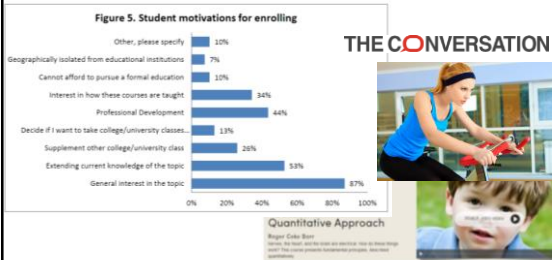
February 24, 2013 Big (MOOC) Data, Inside Higher Education, Dayna Catropa

<http://www.insidehighered.com/blogs/strategy/big-mooc-data>



February 5, 2013 Bioelectricity: A Quantitative Approach, Duke University's First MOOC

http://dukespace.lib.duke.edu/dspace/bitstream/handle/10181/5216/Duke_Bioelectricity_MOOC_Fall2012.pdf



May 2013 MOOCs @ Edinburgh 2013– Report #1

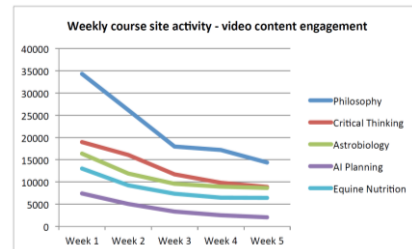
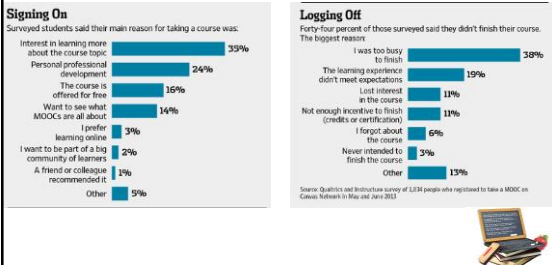


Figure 7 - Week-by-week activity tracking of the number of unique course participants engaging with video content - viewed and downloaded combined results - during the first 5 weeks (applicable to 5 courses in total)

October 8, 2013 An Early Report Card on Massive Open Online Courses, Geoffrey A. Fowler, WSJ Online

http://online.wsj.com/article/SB10051430527253032396045750970000147201273.html?mod=article_inline



August 8, 2013 The MOOC 'Revolution' May Not Be as Disruptive as Some Had Imagined

Steve Kolowich, Chronicle of Higher Ed

August 8, 2013
The MOOC 'Revolution' May Not Be as Disruptive as Some Had Imagined



By Steve Kolowich


In California, the MOOC revolution came to a halt unceremoniously.

Sen. Darrell Steinberg, the leader of the State Senate, quietly decided to put his online-education bill on the back burner last month. The bill, introduced with fanfare in March, originally aimed to push public universities

West Hills, Calif. — Sign up, Sen. Steinberg: "A medium where only self-motivated, Web-savvy people sign up, and the success rate is 10 percent, doesn't strike me quite yet as a solution to the problems of higher education," says Sebastian Thrun, of Udacity.

September 3, 2013
A Star MOOC Professor Defects—at Least for Now,
Mark Parry, Chronicle of Higher Education
<http://chronicle.com/article/A-MOOC-Star-Defects-at-Least-for-Now/2313121704>


September 3, 2013
A Star MOOC Professor Defects—at Least for Now
 By Marc Parry



Mitchell Dusier once was a MOOC star. But today he's more like a conservation object. Worried that the massive open online courses might lead legislators to cut state university budgets, the Princeton University sociology professor has pulled out of the movement—at least for now.

After teaching introductory sociology through Coursera last year, Mr. Dusier enrolled his experience in a *Chronicle* commentary. The *New York Times* featured him on its front page, and Thomas L. Friedman wrote about him in a column. *Chronicle of Higher Education*

Mystery of MOOCs:
Part II. 16 MOOC Leadership Principles




MOOC Leadership Principle #1:
Be First!
June 21, 2011 and August 2, 2011
Stanford U. Offers Free Online Course in Artificial Intelligence (over 160,000 enroll, 23,000 complete, and 238 perfect scores; <http://www.ai-class.com/>)



U. of Illinois at Springfield Offers New 'Massive Open Online Course'
 www.illinois.edu
 By Marc Parry
 What happens when you enter the whole world to join an online class?


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.



STANFORD ENGINEERING EVERYWHERE

what is stanford engineering everywhere?
 Stanford Engineering Everywhere is an online program offering the Stanford Engineering Everywhere (SEE) course, including the best course materials available to all students worldwide, including the best course materials available to all students worldwide, including the best course materials available to all students worldwide.

MOOC Leadership Principle #3:
Take Risks
January 23, 2012, Udacity- Sebastian Thrun
<http://www.udacity.com/>



UDACITY

We believe university-level education can be both high quality and low cost. Using the economics of the Internet, we've recruited some of the greatest teachers to hundreds of thousands of students all over the world.

CS 101: BUILDING A SEARCH ENGINE
 Taught by Professor Sebastian Thrun

CS 373: PROGRAMMING A ROBOTIC CAR
 Taught by Professor Sebastian Thrun

UDACITY
 udacity.com

August 18, 2013
Virtual U: Master's Degree Is New Frontier of Study Online
Tamar Lewin, The New York Times
http://www.nytimes.com/2013/08/18/education/masters-degree-is-new-frontier-of-study-online.html?_r=0



The New York Times

Master's Degree Is New Frontier of Study Online

Dr. Clark, the dean of the College of Computing at the Georgia Institute of Technology. This article plans to offer students insight in computer science through interactive open online courses, or MOOCs.

July 7, 2013
A University's Offer of Credit for a MOOC Gets No Takers,
Chronicle of Higher Education, Steve Kolowich,
<http://chronicle.com/article/A-Universitys-Offer-of-Credit-for-a-MOOC-Gets-No-Takers/146137>


Technology

July 9, 2013
 A University's Offer of Credit for a MOOC Gets No Takers

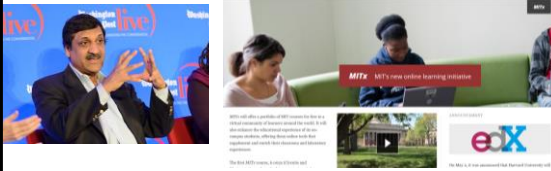
By Steve Kolowich

It was big news last fall when Colorado State University Global Campus became the first college in the United States to grant credit to students who passed a MOOC, or massive open online course.

Students at as many as seven colleges will earn credit for a massive open online course.



MOOC Leadership Principle #4:
Rethink Delivery, Assessment, Certification, Students, etc.
Guess what! You just got into MIT! (Feb 15, 2012)
<http://www.marketplace.org/shows/marketplace-tech-report>
Stanford to help build edX MOOC platform,
Washington Post, Nick Anderson (April 2, 2013)




September 18, 2013
MIT Will Offer MOOC Curricula, Not Just Single Courses, on edX, Steve Kolowich, Chronicle of HE
<http://chronicle.com/blog/wiredcampus/mit-will-offer-mooc-curricula-not-just-single-courses-on-edx/146715>

MIT Will Offer MOOC Curricula, Not Just Single Courses, on edX

September 18, 2013, 4:58 pm
 By Steve Kolowich

MOOC companies are hardly universities unto themselves, but now a provider wants to move beyond offering one-off courses.

MITx, a division of the Massachusetts Institute of Technology that offers courses on the nonprofit edX's platform, announced on Tuesday that it would soon offer special certificates to students who completed a prescribed sequence of massive open online courses from MIT. The sequences will be called XSeries.



MOOC Leadership Principle #5:
Form Strategic Relationships
April 18 and Sept 19, 2012: Coursera
(https://www.coursera.org/)

Coursera's Institutional MOOC Partners

- Original Member
- New Member

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, U. of Virginia, Duke U., Caltech, Rice U., Georgia Tech, U. of Pennsylvania.

Coursera's Newell Partners:

- Birkbeck College of London
- Brown University
- Columbia University
- Emory University
- Indiana University of Amsterdam
- Hong Kong University of Science and Technology
- Howard Stern 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
- Western University

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


Google and edX Create a MOOC Site for the Rest of Us, Steve Kolowich, September 10, 2013
<http://chronicle.com/blog/wiredcampus/google-edx-create-mooc-site-for-the-rest-of-us/146437>

Google and edX Create a MOOC Site for the Rest of Us

September 10, 2013, 3:28 pm
 By Steve Kolowich

Until now, massive open online courses have mostly reinforced existing hierarchies in higher education. MOOC providers have recruited elite institutions and offered them and their professors the opportunity to broadcast their courses to the world.

But now edX, a nonprofit provider founded by Harvard University and the Massachusetts Institute of Technology, is joining forces with Google to create a spinoff Web site where ordinary folks—and professors at colleges that have not been invited to join high-profile MOOC consortiums—can not only sign up for a MOOC but also build one themselves.



Coursera List of Courses
National Taiwan University
<https://www.coursera.org/taiwan>





August 10, 2012

Coursera Hits 1 Million Students, With Udacity Close Behind, Jeffrey R. Young, Chronicle of Higher Ed
<http://chronicle.com/blogs/chronocom/coursera-hits-1-million-students-with-udacity-close-behind38801>


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).

May 30, 2013

Universities bolster MOOCs for online learning, USA Today, Mary Beth Marklein
<http://www.usatoday.com/story/news/nation/2013/05/30/universities-coursera-mooc-online-learning/2371421/>



NEW PARTNERS

University systems that will partner with Coursera to develop online courses:

- ▶ University of Colorado
- ▶ University of Georgia
- ▶ University of Houston
- ▶ State University of New York
- ▶ University of Tennessee
- ▶ Tennessee Board of Regents

Individual universities that will partner with Coursera:

- ▶ University of Kentucky
- ▶ University of Nebraska
- ▶ University of New Mexico
- ▶ West Virginia University

Source: Coursera



December 13, 2012

UK universities in online launch to challenge US, BBC News, Sean Coughlan
<http://www.bbc.co.uk/news/education-20897932>

13 December 2012 Last updated at 21:40 EST

UK universities in online launch to challenge US

By Sean Coughlan
 BBC News education correspondent

The Open University's Martin Bean says UK universities cannot "stick their head in the sand"


Technological is driving the UK university sector to change its focus. A partnership of UK universities is launching an online project, challenging US universities that have dominated this emerging market. They will aim to give the public access to higher education courses via computer, tablet or smartphone.

MOOC Leadership Principle #6: Conduct Formative Evaluation Inside a MOOC in Progress, Karen Head, Chronicle of Higher Education, June 21, 2013
http://chronicle.com/blogs/chronocom/inside-a-mooc-in-progress/1432726#article_source=chc.com_mediawire

Inside a MOOC in Progress

June 21, 2013, 12:02 am


By Karen Head



MOOC Leadership Principle #7: Collect Testimonials

June 11, 2012
<http://chronicle.com/article/4-Professors-Discuss-Teaching/132125/>



June 11, 2012
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

This final thing is the version of the course you know well and

August 5, 2013

Free Online Higher Education: 5 Best MOOCs
 By **Kannan Sankaran, Epoch Times**
<http://www.theepochtimes.com/n3/229640-5-best-moocs-for-free-online-higher-education/>

MOOC at UPenn; Recession Fuels Explosion of Online Learning
<http://www.youtube.com/watch?v=52rFIM40ISw>



**MOOC Leadership Principle #8:
Set Bold (i.e., Audacious) Goals
June 18, 2012**
http://www.openculture.com/2012/06/udacity_to_launch_5_new_classes.html

September 9, 2013
Creativity MOOC Draw 120,000 Students (Penn State), Campus Technology, Leila Meyer
3 Student Profiles: Adventurers (committed); Tourists (pick and choose); and Explorers (in between)
<http://campustechnology.com/articles/2013/09/09/creativity-mooc-draws-120000-students.aspx?c=CTNU>
Dr. Jack V. Matson, Dr. Darrell Velegol and Dr. Kathryn W. Jablkoew, Penn State University, Coursera

**MOOC Leadership Principle #9:
Generate Media Attention
June 25, 2012**
<http://www.forbes.com/sites/georgedanders/2012/06/06/udacity-sebastian-thrun-disrupting-higher-education/>

**MOOC Leadership Principle #10:
Build on Strengths and Niche Areas
July 2, 2012**
<http://lifehacker.com/5922804/sign-up-for-google-power-searching-online-course-to-boost-your-google-fu>


**MOOC Course from Canvas
"The Walking Dead"
September 4, 2013**
<https://www.canvas.net/courses/the-walking-dead>

July 23, 2012
Coursera course on Internet History, Technology, and Security, Chuck Severance
42,000+ sign up...
<http://www.youtube.com/watch?v=JzNHvmSv8TI>

MOOC Leadership Principle #11: Do Not Make Rash Decisions

July 17, 2012
<http://chronicle.com/article/After-Leadership-Crisis-Fueled/132917/>


Teresa Sullivan Will Step Down as UVa's President After 2 Years in Office



By Jack Stigling
Teresa A. Sullivan will resign as the University of Virginia's president after just two years in office, the university said. Ms. Sullivan announced on Sunday. While neither gave a specific reason, both alluded to significant disagreements between Ms. Sullivan and the Board of Visitors about how best to position the historic institution for success in the 21st century.

In a brief statement, Ms. Sullivan, who will resign effective August 16, cited an unspecified "philosophical difference of opinion" with the board. While her listing as the university's first female president was greeted with much fanfare in 2010, the board expressed an impatience Sunday for institutional transformation that has, by its members' accounts, yet to occur.

After Leadership Crisis Fueled by Distance-Ed Debate, UVa Will Put Free Classes Online



By Neil DeBruin
Billion the University of Virginia's president, Teresa A. Sullivan, was abruptly removed from office last month, but critics at UVa's governing board expressed anxiety about being left behind in the emerging technological sector over its university campuses.

That's what now appears to be the case.


MOOC Leadership Principle #12: Be Proactive in Addressing Concerns

August 16 & September 6, 2012
<http://chronicle.com/article/Dozens-of-Plagiarism-Incidents/133697/>

edX Offers Proctored Exams for Open Online Course

September 6, 2012 3:11 pm
By Marc Parry

Students enrolled in a free open online course offered through edX will now have the option of getting their learning validated with a proctored final exam, under a new program announced today.



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Related Articles


MOOCing On Site
September 7, 2012 - 3:00am
By Steve Kolowich

World Education University looks to ride the

MOOC Leadership Principle #13: Give Something Away

July 11, 2013, Blackboard Goes MOOC Inside Higher Ed, Rv Rivard

Course Builder Intro Video




Blackboard Goes MOOC

WIRED CAMPUS
The latest news on tech and education.

Blackboard Announces New MOOC Platform

By Jeffery S. Thayer

Las Vegas — Blackboard, a company that makes software that many colleges use to run their classroom and online courses, announced on Wednesday that it was expanding to support for MOOCs.



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>

Empowering Learning Through Community

Welcome to Instructional Ideas and Technology Tools for Online Success

What is an Open Course? Learning Your Way


Blackboard Announces New MOOC Platform



MOOC Leadership Principle #14: Ask Questions


Dec 11, 2012 UMass Boston
<http://chronicle.com/article/Massive-Extension-About/134678/>

The Sustainability of MOOCs in Higher Education: Please Return on December 11, 2012 For Live Event



The Sustainability of MOOCs in Higher Education

December 11, 2012



MOOC Leadership Principle #15: Locate New Markets

Courseera Snags \$43-Million in Venture Capital, Chronicle of Higher Education, Steve Kolowich, July 10, 2013
http://chronicle.com/blog/colwecampus/mooc-company-snags-43-million-in-venture-capital/134677/?cid=pr&utm_source=pr&utm_medium=em

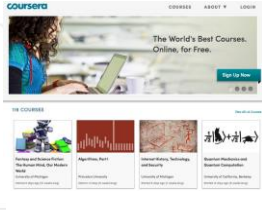
WIRED CAMPUS
The latest news on tech and education.

PREVIOUS Blackboard Announces New MOOC Platform

COURSEERA SNAGS \$43-MILLION IN VENTURE CAPITAL

July 10, 2013, 8:00 am
By Steve Kolowich

The jury may still be out on how much money massive open online courses stand to generate for the companies and universities that offer them, but that has not deterred investors from betting big on



MOOC Leadership Principle #16: Find Your Element

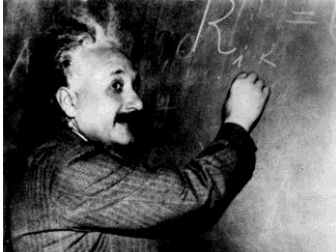
UW-Madison to expand distance learning with Massive Open Online Courses, Kari Knutson, University of Wisconsin-Madison News
http://www.news.wisc.edu/21520?utm_source=UWMadison_medium=email&utm_campaign=UW2013-02-21



Mystery of MOOCs: Part III. 4 Types of MOOCs



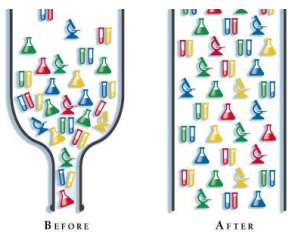
MOOC Type #1. Theory- or Trend-Driven MOOC



MOOC Type #2. Remedial Course MOOC



MOOC Type #3. Degree or Program Qualifier or System Bottleneck MOOC

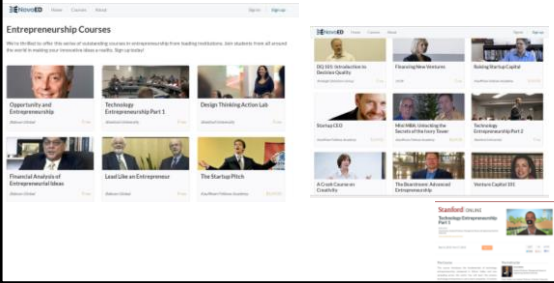


MOOC Type #4. Professional Development (PD) (practical) MOOC



August 19, 2013 Entrepreneurship Curriculum NovoEd, Amin Saberi

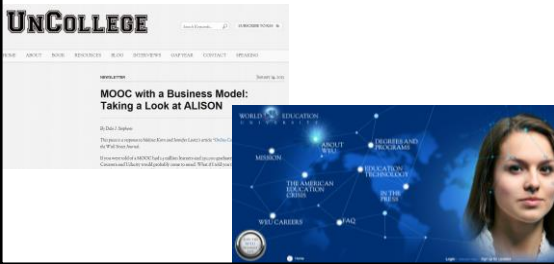
<https://novued.com/courses/entrepreneurship>



Mystery of MOOCs: Part IV. Nine 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 (with sticker)

<https://twitter.com/drchuck/status/262423228717355009/photo/1>



**MOOC Business Model #5.
Enhanced Course Fee and
Option for University Credit
(full price)**



**MOOC Business Model #6.
Percent of First Year Salary
(companies pay for names and contact
info of high performers)**



**MOOC Business Model #7.
Sell or Lease Courses
(e.g., to Community Colleges)**



**MOOC Business Model #8.
Free Entryway Course**



eCornell Offers a MOOC That Steers Students to a Paid Follow-Up
January 9, 2013, 1:08 pm
By Katherine Mangano
eCornell University's online spinoff is merging into MOOCs, with a free marketing course in its hospitality program starting on Tuesday. But the program will be designed to steer students toward a follow-up course for \$1,200 to get a professional certificate.
The free online course, "Marketing the Hospitality Brand Through New Media: Social, Mobile, and Search," is being offered by eCornell. It's geared toward people working in sales, marketing, and financial positions in the hospitality industry, and is being taught by Robert J. Kivetz and William Cornell, faculty members at Cornell's School of Hotel Administration.

**MOOC Business Model #9.
Charge Fee for Student Data**

December 4, 2012
**Providers of Free MOOC's Now Charge Employers for
Access to Student Data**



By Jeffrey R. Young
Providers of free online courses are officially in the headhunting business, bringing in revenue by selling to employers information about high-performing students who might be a good fit for open jobs.
On Tuesday, Coursera, which works with high-profile colleges to provide massive open online courses, or MOOC's, announced its employment-matching service, called Coursera Career

Questions?



Slides at: TrainingShare.com
Papers: PublicationShare.com
Book: <http://worldisopen.com/>
Email: curt@worldisopen.com

