

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

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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.chronicle.com>



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

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/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html?_r=1&ref=education

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 Huttenlocher • 08/08/12
 Holy Apostles College and Seminary will begin to offer massive online open 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 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/>

MOOC2DEGREE
 ABOUT US | PRESS ROOM | CONTACT US

Gov. Jeb Bush
 Former Governor, Florida

Free, Open Online Courses As A First Step Toward A Degree

MOOC2Degree can help you achieve your academic goals, going one step beyond simply learning for free. Academic Partnerships is collaborating with many of its 40 public university partners to launch the MOOC2Degree initiative which provides you with free, open online courses that lead to a degree credit as a first step toward your degree.

PROGRESSIVE BULL MOOSE PARTY

BULL MOOSE PARTY

February 27, 2013 (Inside HE)
Grade My Course (i.e., Yelp for Ed)
<http://www.grademycourse.com/>

Grade My Course
 See online course ratings and reviews

A+ Introductory Organic Chemistry Part 1
 Jeff Moore

D+

Difficulty: HARD

Workload: 10 HRS

Jeffrey S. Moore, Nicholas M. Ureavilyn
 University of Illinois at Urbana-Champaign

April 20, 2013

Two Cheers for Web U! A. J. Jacobs, New York Times

http://www.nytimes.com/2013/04/21/opinion/sunday/grading-the-mooc-university.html?pagewanted=all&_r=2&mc=cta1&h

Two Cheers for Web U!

By A. J. Jacobs

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/1325917684?source=sk&utm_medium=em

On the Meaning of MOOC's
"I've never thought I'd have a high school degree. Or a professional degree."

WIRED CAMPUS
The latest news on tech and education.

Bill Gates Discusses MOOCs at Microsoft Research's Faculty Summit
July 14, 2013, 4:55 am
By Sara Grossman

Bill Gates says that this is the "golden era" of learning, thanks to massive open online courses and easy access to information. The chairman of Microsoft gave the keynote address on Monday at Microsoft Research's Faculty Summit, an annual event that brings together Microsoft researchers and academics from more than 700 institutions for a two-day conference in Redmond, Wash., on current issues facing computer science.

June-July, 2013

Welcome to the MOOC Research Hub, Gates Foundation

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

MOOC RESEARCH

Home | Research Initiative | Conference | Evidence Hub | Blog | Contact Us

MASSIVE OPEN ONLINE COURSE

Welcome to the MOOC Research Hub

Research Initiative
MOOC Research Initiative (MRI) is funded by the Bill & Melinda Gates Foundation as part of a series of programs designed to support the potential of MOOCs to extend access to postsecondary education through more personalized and more affordable pathways.

Join Our Evidence Hub
Evidence for all evidence-based practice and research supports the success of all students in our online courses. This research will...

May 6, 2013

Faculty Backlash Grows Against Online Partnerships Chronicle of Higher Education, Steve Kolowich

<http://chronicle.com/article/Faculty-Backlash-Grows-Against/139049/>

May 6, 2013

Faculty Backlash Grows Against Online Partnerships

Michael Sandel, a Harvard professor, sought an online course that San Jose State U. asked its philosophy professors to use in place of their own instruction. They said no.

By Steve Kolowich

June 19, 2013

2013 is "The Year of the Anti-MOOC" George Siemens, UW-Madison Summit

<http://globalhighered.wordpress.com/european-mooc-in-global-context/>

European MOOCs in Global Context

UW-Madison Education Building

George Siemens

Wednesday 27 June 2013
8:00-9:00 pm (open to all)

Thursday 28 June 2013
8:00-9:00 pm (open to all)

February 24, 2013

Big (MOOC) Data, Inside Higher Education, Dayna Catropa

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

Metric	Count
Registered	12,725
Watched at least one video	7,761
Took any quiz during the course	3,658
Scored >0 on both Week 1 quizzes	1,267
Scored >0 on either quiz in Week 4	561
Attempted the final exam	346
Earned a certificate	313
Earned a distinction certificate	261

Duke University
Bioelectricity: A Quantitative Approach
Roger Coke-Barr

February 5, 2013

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

http://dukespace.lib.duke.edu/espac/883str/cm/handle/10181/62167/Duke_Bioelectricity_MOOC_Fall2012.pdf

Figure 5. Student motivations for enrolling

Motivation	Percentage
Other, please specify	10%
Geographically isolated from educational institutions	7%
Cannot afford to pursue a formal education	10%
Interest in how these courses are taught	34%
Professional Development	44%
Decide if I want to take college/university classes	11%
Supplement other college/university class	26%
Extending current knowledge of the topic	9.3%
General interest in the topic	8.7%

THE CONVERSATION

Quantitative Approach

Open Course Ware

For more information on this course and other open course ware, visit http://dukespace.lib.duke.edu/espac/883str/cm/handle/10181/62167/Duke_Bioelectricity_MOOC_Fall2012.pdf

May 2013

MOOCs @ Edinburgh 2013– Report #1

Weekly course site activity - video content engagement

Course	Week 1	Week 2	Week 3	Week 4	Week 5
Philosophy	35,000	20,000	18,000	16,000	15,000
Critical Thinking	20,000	15,000	12,000	10,000	9,000
Astrobiology	15,000	10,000	8,000	7,000	6,000
AI Planning	10,000	7,000	6,000	5,000	4,000
Equine Nutrition	8,000	6,000	5,000	4,000	3,000

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/SB100514240522238273966457930460814728172.html?pagetitle=MOOCs%20Don't%20Meet%20Expectations&mod=DESKTOP%20ARTICLE%20PAGE%20CONTENT%20ARTICLE%20PAGE%20CONTENT>

Signing On

Surveyed students said their main reason for taking a course was:

Reason	Percentage
Interest in learning more about the course topic	35%
Personal professional development	24%
The course is offered for free	16%
Want to see what MOOCs are all about	14%
I prefer learning online	3%
I want to be part of a big community of learners	2%
A friend or colleague recommended it	1%
Other	5%

Logging Off

Forty-four percent of those surveyed said they didn't finish their course. The biggest reason:

Reason	Percentage
I was too busy to finish	39%
The learning experience didn't meet expectations	19%
Lost interest in the course	11%
Not enough incentive to finish (credits or certification)	11%
I forgot about the course	6%
Never intended to finish the course	3%
Other	13%

Source: Qualtrics and Instruction Survey of 1,236 people who registered to take a MOOC on Canvas Network 11 May and June 2013

August 8, 2013

The MOOC 'Revolution' May Not Be as Disruptive as Some Had Imagined

Steve Kolowich, Chronicle of Higher Ed

http://chronicle.com/article/MOOCs-May-Not-Be-So-Disruptive/140965?cid=at&utm_source=at&utm_medium=an

August 8, 2013

The MOOC 'Revolution' May Not Be as Disruptive as Some Had Imagined

Wes McMillan/Getty Images

"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.

Getty Image

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

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/141331?cid=at&utm_source=at&utm_medium=an

September 3, 2013

A Star MOOC Professor Defects—at Least for Now

AP/Wide World

By Marc Parry

Mitchell Danner once was a MOOC star. But today he's more like a conscientious objector. 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. Danner 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. One of Coursera's founders.

Mitchell Danner, a sociologist at Princeton, loved teaching a MOOC introductory course. But he has second thoughts, he has had such success with offering help, under the wing of public.

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
 June 21, 2011
 By Scott Brinker
 What happens when you order the whole world to join an online class?

Stanford U. Offers Free Online Course in Artificial Intelligence
 August 2, 2011
 By Scott Brinker
 This year, Stanford U. offers an online course, "Introduction to Artificial Intelligence," for free. The course is available on the edX platform.

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 a new online platform for Stanford students to access their courses. It provides a centralized location for course materials, including lecture videos, reading lists, and course handouts. SEE offers a variety of courses, including those that are not currently offered on campus. SEE is a free service for all Stanford students.

MOOC Leadership Principle #3: Take Risks

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



UDACITY
 You believe university-level education can be both high quality and low cost. Using the resources 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 David Borra and Professor Sebastian Thrun

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

UDACITY
 udacity.com

Hand-drawn diagram showing a tree structure with nodes labeled 'D-SEPARATION' and 'D-SEPARATION'.

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

On Friday, the dean of the College of Computing at the Georgia Institute of Technology, the nation plans to offer its master's degree in computer science through its online campus, edX.org.

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)



MIT's new online learning initiative

edX

September 18, 2013

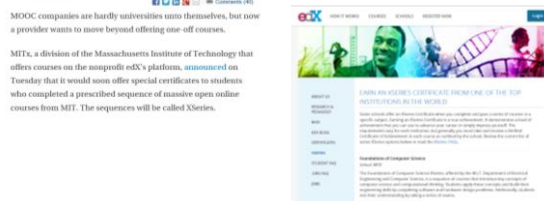
MIT Will Offer MOOC Curricula, Not Just Single Courses, on edX, Steve Kolowich, Chronicle of HE

<http://chronicle.com/blogs/wiredcampus/mit-will-offer-mooc-curricula-not-just-single-courses-on-edx/46715>

MIT Will Offer MOOC Curricula, Not Just Single Courses, on edX
 September 18, 2013, 10:58 am
 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 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.



edX

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** (Orange)
- New Member** (Blue)

Coursera's Newest Partners:

- Boston College of Boston
- Brown University
- Columbia University
- Emory University
- Hebrew University of Jerusalem
- Johns Hopkins 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 Massachusetts
- University of Pittsburgh
- Yale University
- Wesleyan 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/blogs/highered/steve-kolowich-edx-creates-a-mooc-site-for-the-rest-of-us/44137>

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>

13 Courses

- University of Michigan: Introduction to Business and Risk Management in Europe
- University of Michigan: Introduction to Business and Risk Management in Europe
- National Taiwan University: Introduction to Business and Risk Management in Europe
- National Taiwan University: Introduction to Business and Risk Management in Europe
- National Taiwan University: Introduction to Business and Risk Management in Europe
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- National Taiwan University: Introduction to Business and Risk Management in Europe

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 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-20997392>

13 December 2012, last updated at 21:40:57

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

A partnership of UK universities is launching an online project, challenging US universities that have dominated the emerging market.

There will only be one public sector in higher education courses on the globe, Martin Bean says.

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/highered/inside-a-mooc-in-progress/4437766>


Inside a MOOC in Progress
June 21, 2013, 12:55 am
By Karen Head

Meet Our Team

MOOC Leadership Principle #7: Collect Testimonials

June 11, 2012
<http://chronicle.com/article/4-Professors-Discuss-Teaching/1321125/>

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
"You find things in 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/n3/229849-5-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



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

in Math, Online Courses | June 18th, 2012 Leave a Comment

STATISTICS

INSIDE HIGHER ED

Social Network for Class of 400,000

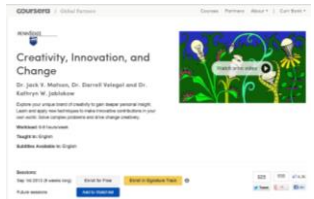
September 9, 2013

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)

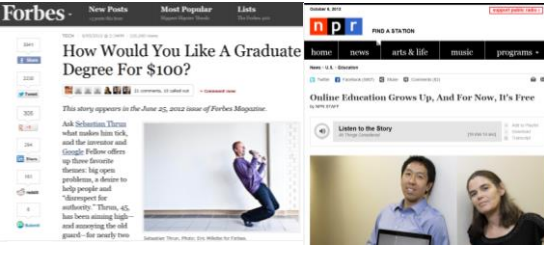
<http://campustechnology.com/articles/2013/09/09/creativity-mooc-draws-120000-students.aspx?c=CTNW>

Dr. Jack V. Matson, Dr. Darrell Velegol and Dr. Kathryn W. Jablowski, Penn State University, Coursera



MOOC Leadership Principle #9: Generate Media Attention

June 25, 2012
<http://www.forbes.com/sites/georgeanders/2012/06/05/udacity-sebastian-thrun-disrupting-higher-education/>



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 theories: big open problems, a desire to help people and "steampunk for authority." Thrun, 45, has been among high-end earning the old guard—for nearly two

MOOC Leadership Principle #10: Build on Strengths and Niche Areas

July 2, 2012
<http://lifehacker.com/5922804/sign-up-for-googles-power-searching-online-course-to-boost-your-google-fu>



Power Searching with Google

...a short course on becoming a great internet searcher

Google Search makes it amazingly easy to find information. Come learn about the powerful advanced tools we provide to help you find just the right information when the stakes are high.

Course Details

Power Searching with Google is a free online, community-based course introducing search techniques and how to use them to solve real, everyday problems. 2 classes.

Ready to get started?

Registration is open from July 2nd to August 15th. The first class will be on July 16th, 2012.

MOOC Course from Canvas "The Walking Dead"

September 4, 2013
<https://www.canvas.net/courses/the-walking-dead>



MOOCs Meet the Zombie Apocalypse

By Steve Kohnke

How do you get thousands of people excited about an online course in math, physics, and public health that will not earn them formal credit or any kind of certificate?


July 23, 2012 Coursera course on Internet History, Technology, and Security, Chuck Severance 42,000+ sign up...

<http://www.youtube.com/watch?v=JzNHvmSv8Tt>



MOOC Leadership Principle #11: Do Not Make Rash Decisions

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



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

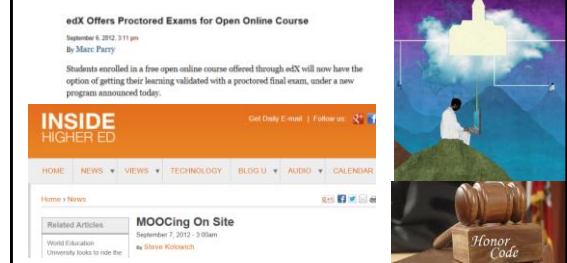
By Jack Stirling

Teresa A. Sullivan will resign as the University of Virginia's president after just two years in office, the university and 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 15, 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.

MOOC Leadership Principle #12: Be Proactive in Addressing Concerns

August 16 & September 6, 2012
<http://chronicle.com/article/Oceans-of-Plagiarism-Incidents/133877/>




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.

MOOC Leadership Principle #13: Give Something Away

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



Blackboard Goes MOOC

The first course to be published on Blackboard's new MOOC platform.

WIRED CAMPUS


Blackboard Announces New MOOC Platform

By Adam B. LIVING

See Video - Blackboard, a company that makes software that many colleges use to run their classrooms and online courses, announced on Wednesday that it was expanding its 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

Thank you for enrolling in this course. In the first year of our Blackboard MOOC, we have had over 4,000 students enrolled. We are excited to have you here and to see how you will benefit from the course.

MOOC Leadership Principle #14: Ask Questions Dec 11, 2012 UMass Boston

<http://chronicle.com/article/Massive-Ed-lectures-About/134579/>

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

The Sustainability of MOOCs in Higher Education

December 11, 2012

For Whom Is College Being Reimagined?
The answer may lie in the future of higher education and its students.

MOOC Leadership Principle #15: Locate New Markets Coursera Snags \$43-Million in Venture Capital, Chronicle of Higher Education, Steve Kolowich, July 10, 2013

http://chronicle.com/blog/wiredcampus/mooc-companies-snag-43-million-in-venture-capital/146673cde-jmk/utm_source=sm&utm_medium=cr

WIRED CAMPUS
The latest news on tech and education.

PREVIOUS
— Announced MOOC Pioneers Face Intense Market Competition

NEXT
— Next-Gen Massive Open Online Course (MOOC) Platform

Coursera Snags \$43-Million in Venture Capital
July 10, 2013, 5:00 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/215297/utm_source=UWMadison_medium=email&utm_campaign=UW2013-02-24

University of Wisconsin-Madison
Educational Innovation

More Than a High Score: Videogames and Learning

January 10, 2012

While playing the computer game for learning, the video game industry is the world of learning and research that goes to the education and public affairs sectors. The industry is a major force in the development of digital learning, creating unique opportunities for educational innovation and research.

Computer simulations provide a safe and controlled environment for learning. They can be used to simulate complex systems and processes, allowing students to explore and understand them in a way that is not possible in a traditional classroom.

Researchers are exploring the use of video games in education, and the results are promising. Studies have shown that students who play educational games are more engaged and motivated, and they learn more effectively.

At the University of Wisconsin-Madison, researchers are exploring the use of video games in education. They are developing new games that are designed to help students learn and understand complex concepts.

For more information, contact Kari Knutson, Director of Educational Innovation, at knutson@facstaff.wisc.edu or 608-262-1234.

Mystery of MOOCs: Part III. 4 Types of MOOCs

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

MOOC Type #2. Remedial Course MOOC

eCAMPUS NEWS
Technology News for Today's Higher-Education Leader

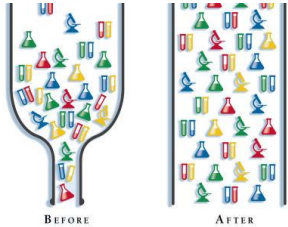
HOME PUBLICATION RESOURCES EVENTS FUNDING SECURE

Engineering programs get a dose of reality
Top Higher-ed tech news: November/December 2012

November 15th, 2012
Next step for MOOCs: Helping with remedial math
UW-La Crosse developing free online math course to boost students' proficiency

From wire service reports
Read more by staff and wire services reports

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

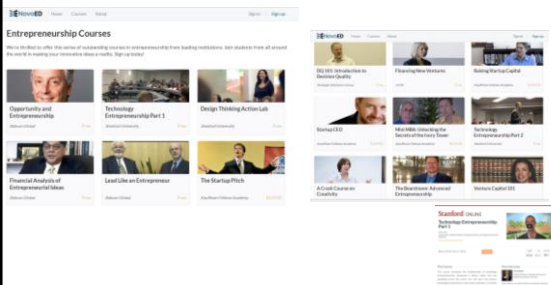


MOOC Type #4.
Professional Development (PD)
(practical) MOOC



August 19, 2013
Entrepreneurship Curriculum
 NovoEd, Amin Saberi

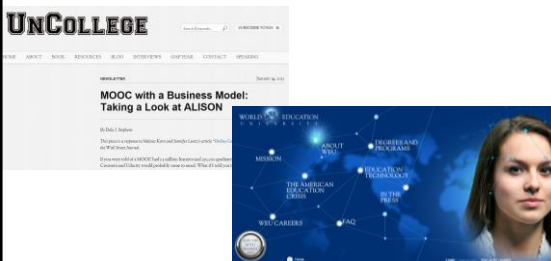
<https://novoed.com/courses/entrepreneurship>



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**

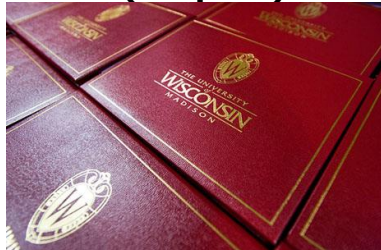


**MOOC Business Model #4.
Certificate Fee (with sticker)**

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



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



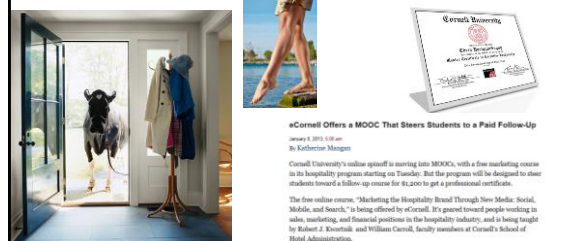
**MOOC Business Model #6.
Percent of First Year Salary
(companies pay for names and contact
info of high performers)**



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



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



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 employee-matching service, called Coursera Career

Mystery of MOOCs: Part V. 15 MOOC Instructor Guidelines

Teaching a MOOC on Coursera

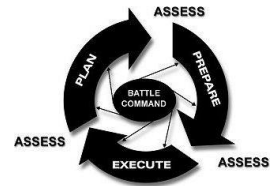


Audience Poll #2:
Have you taught a MOOC before?
Have you ever taken a MOOC as a student?
Have you ever browsed a MOOC?

- A. Yes
- B. No



MOOC Instructor Guide #1. Plan and Prepare



October 12, 2012
Radical rethink: how to design university courses in the online age, Paul, Wappett, The Conversation, Australia

THE CONVERSATION



MOOC Guide #2. Designate Feedback Providers and Tasks (especially in Week One)



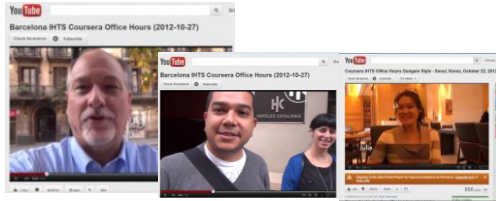
MOOC Guide #3.
Use Peer, Machine, Volunteer,
and Self-Assessment



MOOC Guide #4.
Address Participants by
Geographic Region



October 27, 2012
Chuck Severance (U Michigan/Coursera) in
Barcelona, Seoul, Manila, Melbourne, etc.
<http://www.youtube.com/watch?v=JzNHvMsv6TI>



MOOC Guide #5.
Personalize Where Possible!



Certificate Fee (with sticker)

<https://twitter.com/drchuck/status/26243228717355009/photo/1>



MOOC Guide #6.
Use a Warm and
Friendly Tone



**MOOC Guide #7.
Form Groups and Social
Supports**



WIRED CAMPUS
The latest news on tech and education

MOOC Students Who Got Offline Help Scored Higher, Study Finds
June 1, 2013, 9:56 am
By Steve Kohnovich

One of the first things researchers have learned about student success in massive open online courses is that in person, one-on-one teaching still matters.

**MOOC Guide #8.
Combine Sync and Async
Instruction**

Different Time (asynchronous)			
Same Time (synchronous)			
	Same Place (in person)	Different Place (online)	

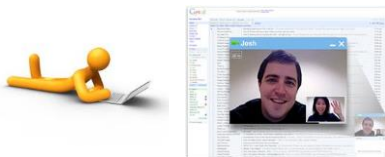
**MOOC Guide #9.
Arrive Early for Sync Session**



**MOOC Guide #10.
Allocate Ample Q&A Time
During Sync Session**



**MOOC Guide #11.
Check Chat Window for
Comments and Questions**



**MOOC Guide #12.
Reflect Near End of Each
Sync Session (e.g., Top 3
Activity in Chat Window)**



**MOOC Guide #13.
Share Resources**



**MOOC Guide #14.
Offer Weekly Recaps
and Updates**

Let's
Recap



**MOOC Guide #15.
Involve the Participants
(e.g., 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



March 7, 2013
At South by Southwest Education Event, Tensions
Divide Entrepreneurs and Educators, Jeffrey R.
Young, Chronicle of HE,
<http://chronicle.com/blog/posts/26144-should-by-southwest-education-event-tensions-divide-entrepreneurs-and-educators/4227>



Bank

Severance

**Poll #3: Would you like to
teach or take a MOOC now?**

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



Gordon Lockhart, Berry,
<http://berry.com/>
<http://gds.wordpress.com/2011/03/08/ck11-man-this-mooc-is-something-else/>

Questions?



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

