

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&hp

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 RE)
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_cid=118

OPENED
Two Cheers for Web U!

By A. J. Jacobs
Illustration by [Name]

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/1325917641?cid=source&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.

PREVIOUS
New Tappan Middle School '13
David Howell '13 Commencement

NEXT

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 **MOOCResearch 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 innovative partnerships.

Join Our Evidence Hub
Evidence Hub is an online resource that provides open access to research on MOOCs.

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

Worshiper

Worshiper 29 June 2013
3:00-5:00 pm keynote
3:00-5:00 pm registration
5:00-6:00 pm registration
Thursday 20 June 2013
8:00 am- 3:45 pm
8:00 am- 3:45 pm
8:00 am- 3:45 pm

February 24, 2013

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

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

Registered	12,725
Watched at least one video	7,761
Took any quiz during the course	3,655
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 Caba Barr

February 5, 2013

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

http://dukespace.lib.duke.edu/espac/883str/cm/handle/10181/6216/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

May 2013

MOOCs @ Edinburgh 2013– Report #1

Weekly course site activity - video content engagement

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

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

Sen. Darrell Steinberg, State Senate

"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.

Edutopia.org

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

By Marc Parry

Mitchell Danerle 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. Danerle 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 Danerle, a sociologist at Princeton, found 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/>)



The image shows a man holding a tablet and a screenshot of the 'Artificial Intelligence' course page on Stanford U. The page includes the title 'Stanford U. Offers Free Online Course in Artificial Intelligence' and a small video player showing a car.

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 image shows the Stanford Engineering Everywhere (SEE) website interface with a navigation menu and a 'what is stanford engineering everywhere?' section. To the right, a man is sitting at a desk with a computer and a whiteboard.

MOOC Leadership Principle #3: Take Risks

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



The image shows the Udacity website with course listings for 'CS 101: BUILDING A SEARCH ENGINE' and 'CS 373: PROGRAMMING A ROBOTIC CAR'. To the right, a hand is drawing a diagram on a whiteboard.

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 image shows a snippet of a New York Times article titled 'Master's Degree Is New Frontier of Study Online' with a photo of a man in a suit standing in front of a building.

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)




The image shows a man speaking at a podium, a video player with the title 'MIT's new online learning initiative', and the edX logo.

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



The image shows a snippet of a Chronicle of Higher Education article and the edX website interface.

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): U. of Washington, U. of California at San Francisco, Stanford U., Caltech, Johns Hopkins School of Public Health, U. of Michigan, U. of Illinois, U. of Virginia, Rice U., U. of Toronto, Princeton U., Duke U., Georgia Tech, U. of Pennsylvania.
- New Member** (Blue): Boston College of Boston, Brown University, Columbia University, Emory University, Hebrew University of Jerusalem, King Fahd 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, Wakefield University, Wesleyan University.

Coursera's Newest Partners: Boston College of Boston, Brown University, Columbia University, Emory University, Hebrew University of Jerusalem, King Fahd 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, Wakefield 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 Available

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

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/>

Universities bolster MOOCs for online learning

Mary Beth Marklein, USA TODAY | Updated 5:07 PM ET 5/30/13

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 21:40:27

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"

Coursera is among the UK universities joining the digital race as 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 rise, 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=52rFIM40I5w>



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



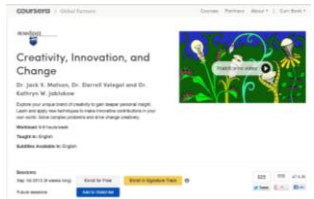
September 9, 2013

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)

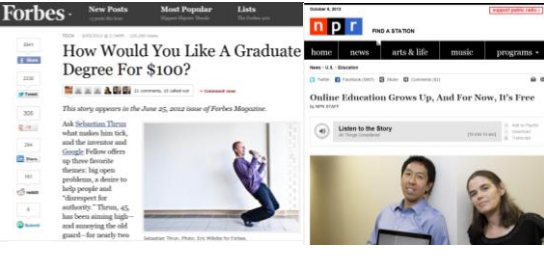
<http://campustechnology.com/articles/2013/09/09/creativity-mooc-draws-120000-students.aspx?c=CTNW>

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/>



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

July 2, 2012
<http://lifehacker.com/15922804/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>



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=JzNHvmSv8TI>



MOOC Leadership Principle #11: Do Not Make Rash Decisions

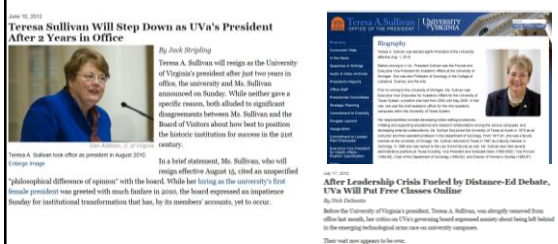
July 17, 2012
<http://chronicle.com/article/After-Leadership-Crisis-Fueled/132917/>

June 10, 2012
Teresa Sullivan Will Step Down as UVa's President After 2 Years in Office

By Jack Stimpert

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.



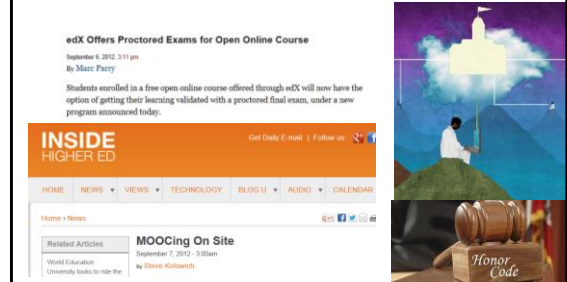
MOOC Leadership Principle #12: Be Proactive in Addressing Concerns

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

San Diego — Blackboard, a company that enables software that allows college users 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>



**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: Noted (Moderator)

The Sustainability of MOOCs in Higher Education
December 11, 2012

For Whom Is College Being Reimagined?
The panelists discuss the challenges and opportunities of MOOCs in higher education.

**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/146673en.jmk@umass_boston.edu

WIRED CAMPUS
The latest news on tech and education.

PREVIOUS
— Announced MOOC Pioneers Face Intense Market Competition

NEXT
— Next-Gen Massive Open 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/wm_source%3DUWmatn_medium%3emadison_campaign%3UW2013-10-24

University of Wisconsin-Madison
Educational Innovation

More Than a High Score: Videogames and Learning
October 23, 2013

While playing the popular online game for learning, The Sims University, students at the University of Wisconsin-Madison are gaining valuable skills in critical thinking and problem-solving. The game is designed to help students learn about the challenges of higher education and the importance of persistence and hard work.

UW-Madison is expanding its distance learning with Massive Open Online Courses (MOOCs). The university is partnering with Coursera to offer a variety of courses, including Introduction to Computer Science and Introduction to Psychology. These courses are available to students worldwide and are designed to be flexible and self-paced.

**Mystery of MOOCs:
Part III. 4 Types of MOOCs**

The image shows a golden figure standing on a dark surface, holding a large golden telescope. The figure is looking through the telescope. In the background, there is a dark structure with a sign that says 'MOOC' in white letters. The sign also has some smaller text below it, including 'COURSERA' and 'UNIVERSITY OF WISCONSIN-MADISON'.

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

A black and white photograph of Albert Einstein. He is shown from the chest up, wearing a dark jacket. He has his characteristic wild hair and mustache. He is looking towards the right of the frame, and his right hand is raised, with his index finger pointing at a chalkboard. The chalkboard has some faint, illegible writing on it.

**MOOC Type #2.
Remedial Course MOOC**

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

HOME PUBLICATION RESOURCES EVENTS FUNDING SECURE

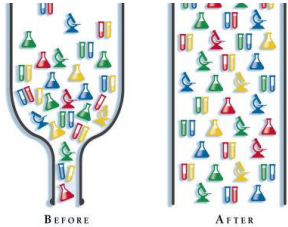
Engineering programs get a dose of reality
Top Higher-ed tech news: November/December 2012

November 19th, 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

The background of the article is a collage of various numbers in different colors and sizes, including 2, 1, 8, 9, 7, 2, 0, 3, 0, 0, 6, 7, 5, 5, 9, 2, 8, 4, 7, 5, 8, 4, 5, 6, 8, 1, 3, 5.

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

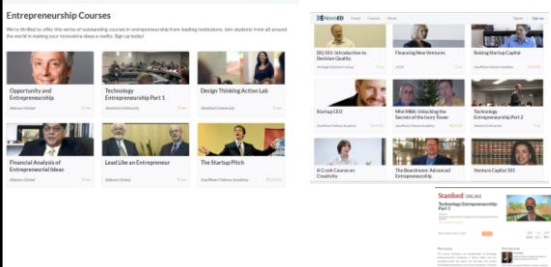


MOOC Type #4.
Professional Development (PD)
(practical) MOOC



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**

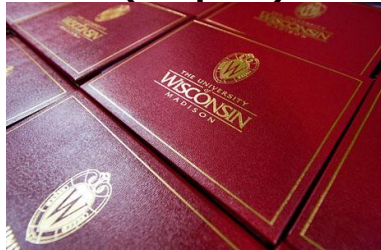


**MOOC Business Model #4.
Certificate Fee (with sticker)**

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



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



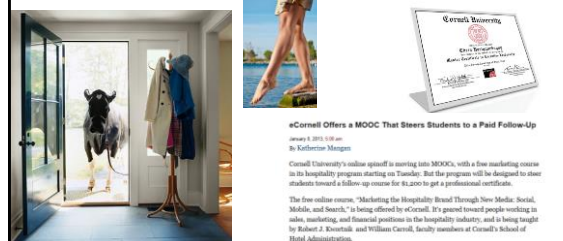
**MOOC Business Model #6.
Percent of First Year Salary
(companies pay for names and contact
info of high performers)**



**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?

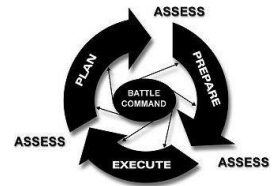
- A. Yes
- B. No



MOOC Instructor Guide #1. Plan and Prepare



Plan!
Prepare!
Practice!



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)



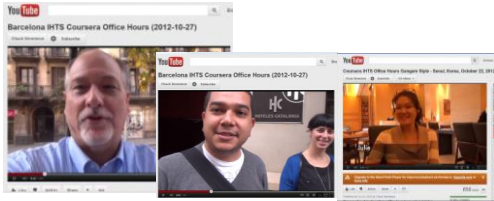
MOOC Guide #3.
Use Peer, Machine, Volunteer,
and Self-Assessment



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=JzNHvmSv8TI>



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, 9:56am
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)	

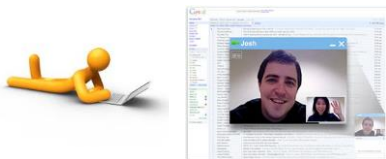
**MOOC Guide #9.
Arrive Early for Sync Session**



**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.php?title=How%20to%20sell%20at%20south%20west%20education%20event&tid=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

