


## MOOCs, Motivation, and the Mass Movement to Open Education

### Part I. Past Year Recap of MOOC and Open Ed News

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## June 25, 2012

### Massive Open Online Courses (MOOCs) A Conversation With Bill Gates About the Future of Higher Education, Chronicle of HE, Jeffrey R. Young

[http://chronicle.com/article/A-Conversation-With-Bill-Gates/1323917c0d-af&utm\\_source=stadium\\_medium\\_email](http://chronicle.com/article/A-Conversation-With-Bill-Gates/1323917c0d-af&utm_source=stadium_medium_email)

On the Meaning of MOOC's

Q. You have been interested in education for quite a while. I was looking back at your 1999 book, *The Road Ahead*, and you laid out a vision of education and how it could be transformed with technology. It seems like some of that vision is still only just emerging, so many years later. Did it take longer than you thought it would?

## 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 Hohendrick • 08/08/12

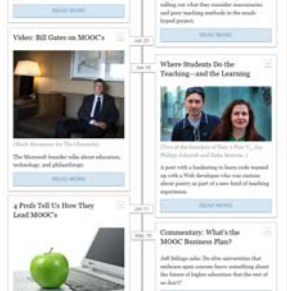
Holy Apostles College and Seminary will begin to offer massive online open course (MOOC) programming through a partnership with Edvance360 and the Catholic Distance Learning Network involving two certification programs for the fall 2012 semester.




## August 20, 2012

### MOOC Timeline: What You Need to Know About MOOC's, Chronicle of Higher Education


[http://chronicle.com/article/What-You-Need-to-Know-About-MOOCs/1324797c0d-af&utm\\_source=stadium\\_medium\\_email](http://chronicle.com/article/What-You-Need-to-Know-About-MOOCs/1324797c0d-af&utm_source=stadium_medium_email)



## August 31, 2012

### Newt and the MOOC Inside Higher Ed, Paul Fain

<http://www.insidehighered.com/news/2012/08/31/newt-cu-suns-kaplan-platform-gop-convention>



## September 23, 2012

### MOOCs – The revolution has begun, says Moody's

<http://www.universityworldnews.com/article.php?story=20120920124146236>



UNITED STATES

#### MOOCs – The revolution has begun, says Moody's

Sarah King Head 23 September 2012 Issue No:240

A new report by Moody's Investors Service suggests that while MOOCs' exploitation of expanded collaborative networks and technological innovation will benefit higher education in the United States as a whole, their long-term effect on the for-profit sector and smaller not-for-profit institutions could be damaging.

MOOCs – massive open online courses – have garnered considerable attention since Stanford University's artificial

## What is a MOOC?

What is a MOOC?

Gordon Lockhart, iBerry, <http://iberry.com/>  
<http://gettyimages.com/2011/03/08/08111mainthismooc-is-something-else/>

## Poll #1:

### Have you participated in a MOOC before?

**A. Yes**  
**B. No**

## MOOC Leadership Principle #1: Be First!

**June 21, 2011 (and February 16, 2012)**  
**Ray Schroeder, U of Illinois at Springfield**  
<http://breeze.iu.edu/p94lec5su62/>

U. of Illinois at Springfield Offers New 'Massive Open Online Course'  
 June 21, 2011 1:10 pm  
 By Matt Peck

## 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/>)

INTRODUCTION TO Artificial Intelligence  
 SEPT. 26 - DEC. 16, 2011

You can join Stanford's AI class online, worldwide, this fall! Get a certificate enhancing your skills to the Stanford grading curve!

Stanford U. Offers Free Online Course in Artificial Intelligence  
 News & Events  
 By Matt Peck

## 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 free access to Stanford's world-class engineering education to students anywhere in the world. SEE offers course materials, lecture videos, reading lists, and course handouts. SEE encourages active interaction in your Stanford course materials in their own environments.

## MOOC Leadership Principle #3: Define Brand

### The Floating University

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


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

Paul Bloom, Professor of Psychology, Yale University  
 What Compassion, Racism, and Sex Tell Us About Human Nature \$39.99

MICHIKO KAKU, Professor of Physics, CUNY  
 The Universe in a Nutshell: The Physics of Everything \$39.99

### MOOC Leadership Principle #4: Take Risks

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



The image shows a screenshot of the Udacity website. At the top, it says 'UDACITY' and 'We 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 teach tens of thousands of students all over the world.' Below this are two course cards: 'CS 101: BUILDING A SEARCH ENGINE' taught by Professors David Evans and Professor Sebastian Thrun, and 'CS 373: PROGRAMMING A ROBOTIC CAR' taught by Professor Sebastian Thrun. To the right is a video player showing a hand drawing a diagram on a whiteboard with the word 'SEPARATION' written on it.


### September 6, 2012 MOOC Courses Accepted for Transfer, Chronicle of Higher Education

<http://chronicle.com/article/A-First-for-Udacity-a-U-S-University-Will-Accept-Transfer-Credit-for-One-of-Its-Courses/141927>

September 6, 2012  
**A First for Udacity: a U.S. University Will Accept Transfer Credit for One of Its Courses**  
By Katherine Mangan

A Colorado university is announcing on Thursday that it will give full transfer credit to students who complete a free introductory computer-science course offered by the online-education start-up company Udacity.


The announcement, by Colorado State University's Global Campus, is a milestone for the Stanford University spinoff.



The image features the Udacity logo in the bottom right corner, which consists of the word 'UDACITY' in a bold, sans-serif font above 'udacity.com' in a smaller font. To the left of the logo is a photograph of a graduation cap (mortarboard) sitting on a desk with several books.

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

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



The image shows a screenshot of the Marketplace.org website. The main headline reads 'Guess what! You just got into MIT! Free ride! Kind of?' with a sub-headline 'MIT's new online learning initiative'. Below the headline is a video player showing a person sitting at a desk with a laptop. To the right of the video player is a small image of a person's face and the 'edX' logo.

### February 16, 2012 Online Badges and Certifications from OER

<https://sites.google.com/site/opencontinuinged/>

Badges and other alternative certifications

Some sample badges:



The image displays four different certification badges. From left to right: 'Microsoft Certified Systems Engineer' (a blue and white logo), 'Web C&C University Certified' (a red and white logo), 'Certified Professional Horticulturist' (a green circular logo with a leaf), and 'Certified Instructor' (a yellow circular logo with a cartoon character). Below the badges is a small text block titled 'How Will Mozilla's Open Badges Project Affect Higher Ed?' by Audrey Watters.

### MOOC Leadership Principle #6: Inspire Your Team

TED Talk: Salman Khan  
Stanford Graduate School of Business, February 21, 2011  
<http://www.youtube.com/watch?v=W-j68nQ65w>  
Let's use video to reinvent education, TED, March 2011  
[http://www.ted.com/talks/Salman\\_Khan\\_let\\_s\\_use\\_video\\_to\\_reinvent\\_education.html](http://www.ted.com/talks/Salman_Khan_let_s_use_video_to_reinvent_education.html)



The image shows a YouTube video player on the left displaying a TED talk by Salman Khan titled 'Rethinking Learning with Salman Khan'. The video has 1,541 views. On the right is a TED talk slide with the title 'Salman Khan: Let's use video to reinvent education' and a small image of Salman Khan speaking.

### MOOC Leadership Principle #7: Form Symbiotic Partnerships

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



The image is a screenshot of the Coursera website. It shows a navigation bar with 'Courses', 'Jobs', 'Contact Us', and 'Sign In'. Below the navigation bar is a large image of a person reading a book with the word 'Learn.' above it. Underneath are logos for Princeton University, Stanford University, and Penn. At the bottom, there are several small circular icons representing different subjects like 'Healthcare, Medicine, and Biology'.

### July 17, 2012 (Expanded Sept 19, 2012)

#### Into the Fray, Steve Kolowich, Inside Higher Ed

<http://www.insidehighered.com/news/2012/07/17/ivy-and-11-others-become-latest-plan-moocs#ixzz20uq9IXeW>

**Coursera's Institutional MOOC Partners**

- Original Member
- New Member

**Coursera's Newest Partners:**

- Dartmouth College of Music
- Brown University
- Columbia University
- Emory University
- Hebrew University of Jerusalem
- Hong Kong University of Science and Technology
- Ohio State University
- Mount Sinai School of Medicine
- Ohio State University
- University of British Columbia
- University of California at Irvine
- University of Florida
- University of London
- University of Maryland
- University of Melbourne
- University of Pittsburgh
- Vanderbilt University
- Wesleyan University

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

### August 10, 2012

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

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

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

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

### April 25, 2012

#### MIT+K-12 Making Video to Make a Difference

<http://k12videos.mit.edu/>

### 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=fBNe8CUePTQ&feature=youtu.be>

### May 2, 2012

#### MIT and Harvard announce edX

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

#### EdX: The Future of Online Education is Now

<http://www.youtube.com/watch?v=SA6ELdIRKRU>

### July 24, 2012

#### UC Berkeley latest to join edX program, Charlie Osborne, ZDNet

<http://www.zdnet.com/uc-berkeley-latest-to-join-edx-program-7100001446/>

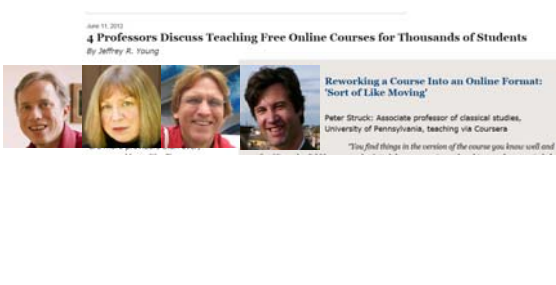
<http://chronicle.com/blogs/wiredcampus/uc-berkeley-joins-edx-to-offer-free-online-courses/17967>




**MOOC Leadership Principle #8:  
Offer Incentives**  
**May 20, 2012**  
**Udemy:** <http://www.udemy.com/>



**MOOC Leadership Principle #9:  
Collect Testimonials**  
**June 11, 2012**  
<http://chronicle.com/article/4-Professors-Discuss-Teaching/132125/>



**July 26, 2012**  
**An Upstart Free Course Provider Holds a Cookout to Meet Its Students, Chronicle of Higher Education, Jeffrey R. Young**  
<http://chronicle.com/article/MultiMedia-Why-Do-Students/131167/>



**Kimberly Spillman, 38, San Diego**  
 "I was socializing with students way more than I ever had. We'd hang out in the pub."  
**Charles Clark, 59, Washington, D.C.**  
 "I could have bought a book, but I think having a fixed deadline has a lot of value."  
**Yichuan Cao, 23, Mountain View, Calif.**  
 "I probably wouldn't put that on my resumé, but I would say I know how to do it."  
**Amy Tam, 42, Sunnyvale, Calif.**  
 "What I am hoping for is, if there are questions, the local study group will help."

**October 1, 2012: MOOC Student**  
**4 Massive Open Online Courses and How They Work, Ben Gose, Chronicle of HE**  
<http://chronicle.com/blogs/techtherapy/2012/10/03/episode-99-what-wearable-computers-could-mean-for-campuses/>




**Joe Alfonso, a financial adviser from Oregon, is taking the online finance course as a "refresher."**

**October 1, 2012: MOOC Students**  
**4 Massive Open Online Courses and How They Work, Ben Gose, Chronicle of HE**  
<http://chronicle.com/blogs/techtherapy/2012/10/03/episode-99-what-wearable-computers-could-mean-for-campuses/>



**Krissa Swain, of Knoxville, Tenn., is taking "Operations Management" online to help develop her management skills.**

**October 1, 2012: MOOC Students**  
**4 Massive Open Online Courses and How They Work, Ben Gose, Chronicle of HE**  
<http://chronicle.com/blogs/techtherapy/2012/10/03/episode-99-what-wearable-computers-could-mean-for-campuses/>



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

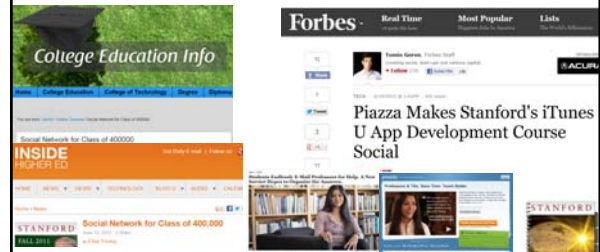
### MOOC Leadership Principle #10: Set Bold (i.e., Audacious) Goals June 18, 2012

[http://www.openculture.com/2012/06/udacity\\_to\\_launch\\_5\\_new\\_classes.html](http://www.openculture.com/2012/06/udacity_to_launch_5_new_classes.html)



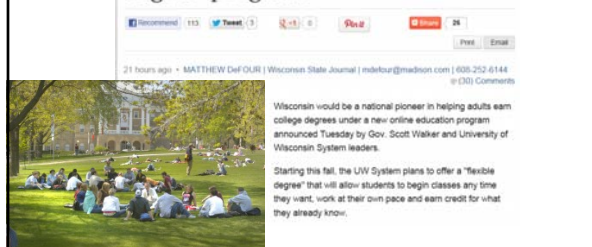
### MOOC Leadership Principle #11: Use Free Resources June 19, 2012

Piazza in Stanford Class of 400,000



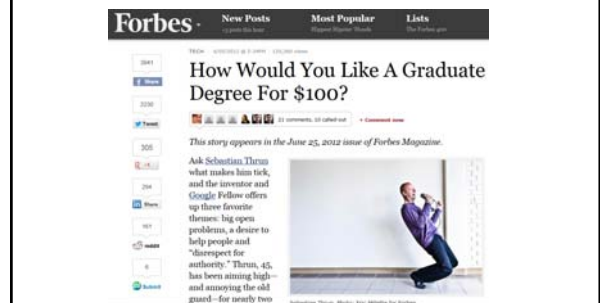
### MOOC Leadership Principle #12: Create New Programs June 19, 2012

UW System to offer new 'flexible degree' program



### MOOC Leadership Principle #13: Generate Media Attention June 25, 2012

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



### Daphne Koller: What we're learning from online education, TED Talk, June 2012 (post August, 2012)

[http://www.ted.com/talks/daphne\\_koller\\_what\\_we\\_re\\_learning\\_from\\_online\\_education.html](http://www.ted.com/talks/daphne_koller_what_we_re_learning_from_online_education.html)



### July 29, 2012 An Upstart Free Course Provider Holds a Cookout to Meet Its Students, Chronicle of Higher Education, Jeffrey R. Young

[http://chronicle.com/article/Coursera-Thrun-s-Master/133227?cid=ch\\_hm\\_source=ch\\_hm\\_jdr](http://chronicle.com/article/Coursera-Thrun-s-Master/133227?cid=ch_hm_source=ch_hm_jdr)



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

<http://www.npr.org/2012/10/06/162053927/online-education-grows-up-and-for-now-its-free>  
<http://www.npr.org/player/2/multiPlayer.html?function=1&is=1&id=1&trackId=162053927&nc=162053877>

The screenshot shows the NPR website interface from October 6, 2012. The main headline reads "Online Education Grows Up, And For Now, It's Free" by NPR Staff. Below the headline is a "Listen to the Story" audio player and a video player showing two people, a man and a woman, in a video call.

### MOOC Leadership Principle #14: 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>

The screenshot shows a Google search page with a video overlay. The video title is "Power Searching with Google" and it's described as a short course on becoming a great internet searcher. The video shows a man speaking at a podium. The background of the slide features a circular graphic with the word "search" repeated in various colors and orientations.

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

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

The screenshot shows the Coursera course page for "Internet History, Technology, and Security" by Chuck Severance. The page includes a video player showing a man speaking, and text indicating that over 42,000 people have signed up for the course. The course is part of the "Stanford Online" program.

### Fall 2012 (Paul Kim: Oct 15, 2012) Stanford Venture Lab (MOOCs)

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

The screenshot shows the Stanford Venture Lab website. It features a navigation bar with "VENTURE UNIVERSITY" and "Venture Lab" options. Below the navigation bar, there are several course listings, including "A Crash Course on Creativity" and "Designing a New Learning Environment". The website has a clean, professional layout with a red and white color scheme.

### MOOC Leadership Principle #15: Do Not Make Rash Decisions July 17, 2012

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

The screenshot shows an article from THE CHRONICLE of Higher Education. The headline is "After Leadership Crisis Fueled by Distance-Ed Debate, UVa Will Put Free Classes Online". The article discusses the resignation of Teresa A. Sullivan as president of the University of Virginia and the university's decision to offer free classes online. The article is dated July 17, 2012.

### MOOC Leadership Principle #16: Be Proactive in Addressing Concerns August 16, 2012

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

The screenshot shows an article from THE CHRONICLE of Higher Education. The headline is "Dozens of Plagiarism Incidents Are Reported in Coursera's Free Online Courses". The article reports that students taking free online courses offered by the startup company Coursera have reported dozens of incidents of plagiarism. The article is dated August 16, 2012.




## August 24, 2012, Coursera Adds Honor-Code Prompt in Response to Reports of Plagiarism, Chronicle of Higher Education, Jeffrey R. Young

[http://chronicle.com/article/What-You-Need-to-Know-About-134757?cid=at&utm\\_source=at&utm\\_medium=em](http://chronicle.com/article/What-You-Need-to-Know-About-134757?cid=at&utm_source=at&utm_medium=em)

**Coursera Adds Honor-Code Prompt in Response to Reports of Plagiarism**

August 24, 2012, 2:31 pm  
By Jeffrey R. Young

Leaders of Coursera, an upstart company offering free online courses by professors at well-known universities, this week added a feature designed to curb incidents of student plagiarism on homework assignments.




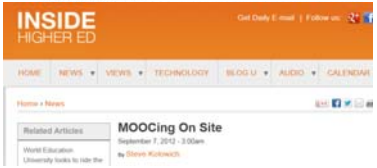
## September 6, 2012 Pearson Offers 450 Testing Centers in 110 Countries

<http://chronicle.com/blogs/wiredcampus/edx-offers-proctored-exams-for-open-online-course/29556>  
<http://www.insidehighered.com/news/2012/09/07/site-based-testing-deals-strengthen-case-granting-credit-mooc-students>

**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 #17: Give Something Away

### September 12, 2012

[http://www.youtube.com/watch?feature=player\\_embedded&v=GAY5lCoVnA8](http://www.youtube.com/watch?feature=player_embedded&v=GAY5lCoVnA8)





## MOOC Leadership Principle #18: Look Way Ahead

### September 14, 2012

### The Next 30 Years, USA Today: No Grades?

<http://www.usatoday.com/video/news/1839139560001>




## MOOC Leadership Principle #19: Expand Markets

### October 1, 2012

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

### Open Courses From America Find Eager Audiences in China

October 1, 2012  
By Timothy O'Neil





Shady Aggan, a philosopher at Yale (L) who teaches a popular course on death, says he enjoys the challenge he receives from around the world about the subject he teaches.

Mo Li, a Chinese postdoctoral fellow at the University of Michigan at Ann Arbor, sends to a Yale University philosophy professor last year with a strange request: Mr. Li had never met the professor, Shady Aggan, nor had he ever attended Yale.

## MOOC Leadership Principle #20: Ask Questions

### October 1, 2012, Chronicle of HE

<http://chronicle.com/article/Massive-Economy-About-134974/>

October 1, 2012  
**MOOC Mania**  
It's raising big questions about the future of higher education  
By Katherine Mangan

September 3, 2012  
**Before You Jump on the Bandwagon ...**  
By Allen Parry

Allen Parry is a professor at Duke (L) and director-founder of the Humanities, Arts, Science, and Technology



**More MOOC Leadership Principles:**

**October 4, 2012, Campus Technology**  
**In Online Learning, Vive L'Evolution**  
<http://campustechnology.com/articles/2012/10/04/in-online-learning-vive-l-evolution.aspx>

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



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

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

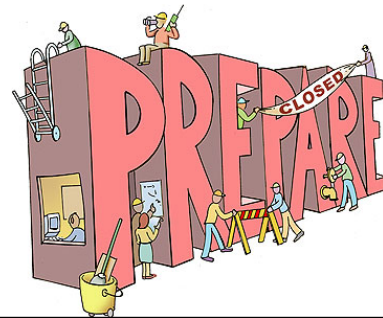


**Open Educational Resources:**  
**Part II. 20 MOOC Instructor Guidelines**

**+  
5 Tips for MOOC Students**



**MOOC Instructor Guide #1.**  
**Plan and Prepare**



**MOOC Guide #2.**  
**Market the Course**  
**(especially to friends)**



**MOOC Guide #3.**  
**Offer Multiple Types of**  
**Contact Info**



**MOOC Guide #4.**  
**Get Help/Assistance**



**MOOC Guide #5.**  
**Designate Feedback Providers and Tasks**



**MOOC Guide #6.**  
**Offer Ample Feedback in Week One**



**MOOC Guide #7.**  
**Use Peer, Machine, Volunteer, and Self-Assessment**



**MOOC Guide #8.**  
**Gather Geographic Data**



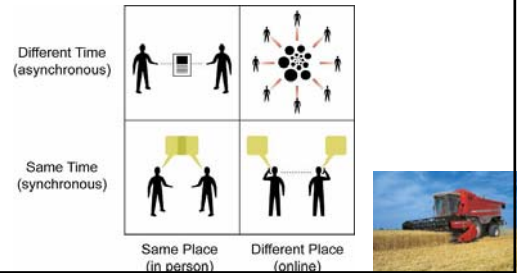
**MOOC Guide #9.**  
**Use a Warm and Friendly Tone**



**MOOC Guide #10.**  
**Form Groups and Social Supports**



**MOOC Guide #11.**  
**Combine Sync and Async Instruction**



**MOOC Guide #12.**  
**Arrive Early for Sync Session**



**MOOC Guide #13.**  
**Allocate Ample Q&A Time During Sync Session**



**MOOC Guide #14.**  
**Share Resources**



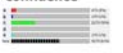

**MOOC Guide #15.**  
**Personalize Where Possible!**



### MOOC Guide #16. Use Polling Questions



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

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


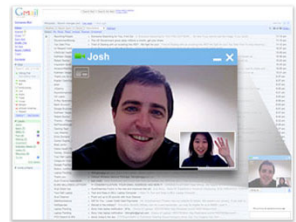



**Poll #2:**  
What time is it there?


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

### MOOC Guide #17. Check Chat Window for Comments and Questions

### MOOC Guide #18. Reflect After Each Session (e.g., Top 3 Activity in Chat Window)




### MOOC Guide #19. Offer Weekly Recaps and Updates

Let's  
Recap

UPDATE




### MOOC Guide #20. Be Willing to Change Midstream



### MOOC Student Guidelines 5 Study Tips (from Udacity blog)

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

LEARN. THINK. DO.  
**UDACITY BLOG**





**Open Educational Resources:**  
**Part III. Type of MOOCs**



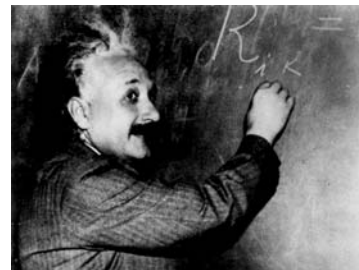
**MOOC Type #1.**  
**Alternative Admissions Systems**  
**or Hiring System MOOC**



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



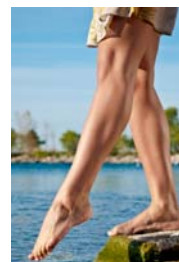
**MOOC Type #3.**  
**Theory- or Trend-Driven**  
**MOOC**



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




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



**Poll #3:**  
**Which of these MOOCs seem viable to you?**


- A. Alternative Admission and Hiring
- B. Just-in-Time Skills and Competencies
- C. Theory or Trend
- D. Professional Development
- E. Loss Leader



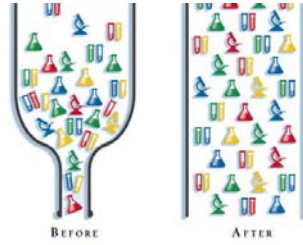
**MOOC Type #6.**  
**Bait and Switch MOOC**



**MOOC Type #7.**  
**Experimental MOOC**



**MOOC Type #8.**  
**Degree or Program Qualifier or System Bottleneck MOOC**



**MOOC Type #9.**  
**Personality MOOC**



**MOOC Type #10.**  
**Name Branding MOOC**



**Poll #4:  
Which is these MOOCs seem viable to you?**

- A. Bait and Switch
- B. Experimental
- C. Degree Qualifier & System Bottleneck
- D. Personality
- E. Name Branding



**MOOC Type #11.  
Goodwill MOOC**



**MOOC Type #12.  
Interdisciplinary MOOC**



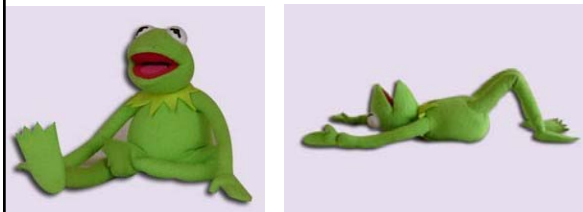
**MOOC Type #13.  
Recruiting MOOC  
(companies pay for names and contact info of high performers)**



**MOOC Type #14.  
Marketing MOOC  
(content provided in the MOOC that fosters product discussion)**



**MOOC Type #15.  
Conference MOOC  
(stretch a conference)**



**Poll #5:  
Which of these MOOCs seem  
viable to you?**

- A. Goodwill
- B. Interdisciplinary
- C. Recruiting
- D. Marketing
- E. Conference



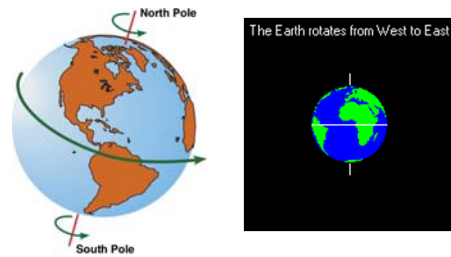
**MOOC Type #16.  
Learning Room MOOC  
(space to play with ideas)**



**MOOC Type #17.  
Religious Revival MOOC**



**MOOC Type #18.  
Rotating MOOC**



**MOOC Type #19.  
Repeatable MOOC**



**MOOC Type #20.  
Reusable MOOC**





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



**MOOC Business Model #1.  
Advertisers Underwrite  
Courses and Degrees**



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



**MOOC Business Model #3.  
Course Assessment Fee**



**MOOC Business Model #4.  
Certificate Fee**



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



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



**MOOC Business Model #7.**  
**Company Sponsored**



**MOOC Business Model #8.**  
**Percent of First Year Salary**



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



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



**The World is Open!**

Write to me with questions and comment  
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