



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

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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/1323917cid=sl&utm_source=sl&utm_medium=em

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 open online course (MOOC) programming through a partnership with Edvance360 and the Catholic Distance Learning Network involving two certification programs for the fall 2012 semester.




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/132479?cid=at&utm_source=at&utm_medium=em



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>

University World News

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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://g8t5.usgpress.com/2011/03/08/col11-man-who-mooc-cometology-abc/>

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'

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

WIRED CAMPUS
 The latest news on tech and education

Stanford U. Offers Free Online Course in Artificial Intelligence

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 everywhere.

SEE offers course content available in Stanford lecture videos, reading lists, and course handouts, and SEE encourages students to communicate with other students.

SEE encourages students to take advantage of the Stanford course materials in their own classrooms.

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

July 17, 2012 (Expanded Sept 19, 2012)

Into the Fray, Steve Kolowich, Inside Higher Ed

<http://www.insidehighered.com/news/2012/07/17/nyu-and-11-others-become-latest-plan-moocs#ixzz20uq9JX6W>

Coursera's Institutional MOOC Partners

- Original Member
- New Member

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
- Massachusetts Institute of Technology
- 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
- Yale 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

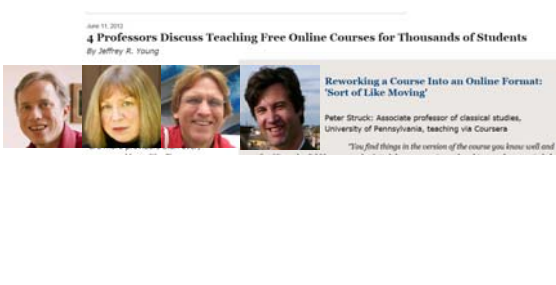
UC Berkeley latest to join edX program, Charlie Osborne, ZDNet

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

**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.

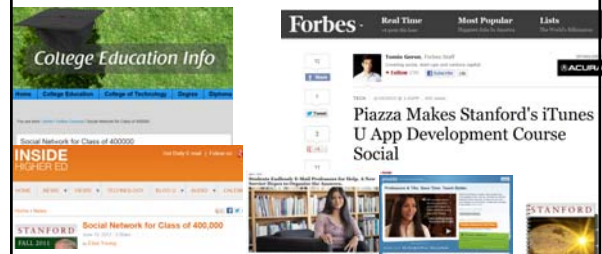
MOOC Leadership Principle #10: Set Bold (i.e., Audacious) Goals June 18, 2012

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



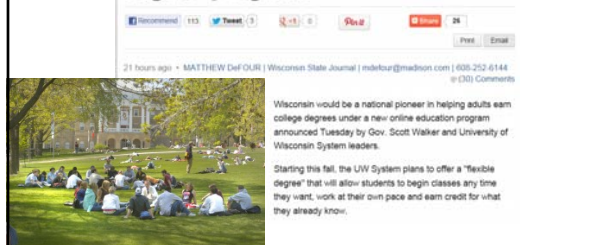
MOOC Leadership Principle #11: Use Free Resources June 19, 2012

Piazza in Stanford Class of 400,000



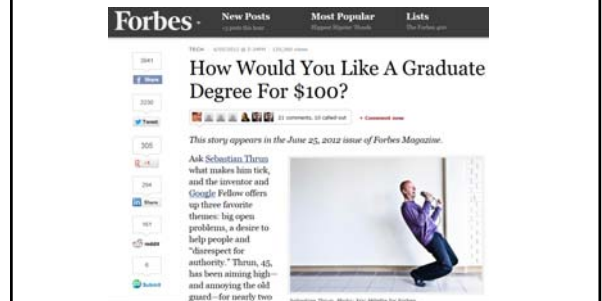
MOOC Leadership Principle #12: Create New Programs June 19, 2012

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



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-Move-to-131227704-s1404m_source-s1404m_jdoflmm



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/rmsid/player_2?function=1&is=1&id=1&forcedId=162053927&sc=162053927



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>

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

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

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

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

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

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


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

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

August 24, 2012,
Coursea 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

Coursea Adds Honor-Code Prompt in Response to Reports of Plagiarism
 August 24, 2012, 2:31 pm
 By Jeffrey R. Young

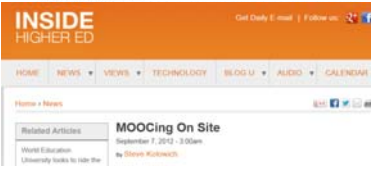
Leaders of Coursea, an upstart company offering free online courses by professors at well-known universities, this week added a feature designed to curb incidents of student plagiarism on homework assignments.





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

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 Shih


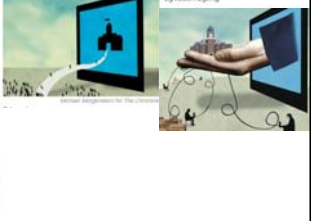


Mo Li, a Chinese postdoctoral fellow at the University of Michigan at Ann Arbor, wrote to a Yale University philosophy professor last year with a strange request: Mr. Li had never met the professor, Shih Hsiang, nor had he ever attended Yale.

MOOC Leadership Principle #20:
Ask Questions
October 1, 2012, Chronicle of HE
<http://chronicle.com/article/Massive-Economy-About-134974/>

MOOC Mania
 It's raising big questions about the future of higher education
 By Katherine Mangan

Before You Jump on the Bandwagon ...
 By Allen Parry

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**



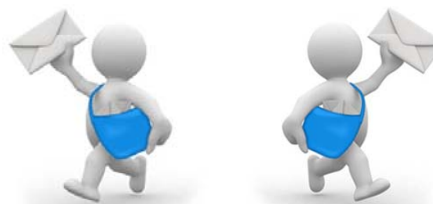
MOOC Instructor Guide #1.
Plan and Prepare



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



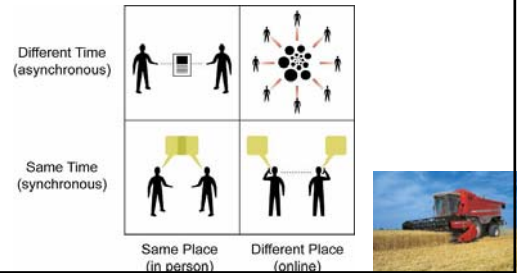
MOOC Guide #9.
Use a Warm and Friendly Tone



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



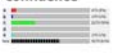

MOOC Guide #15.
Personalize Where Possible!



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


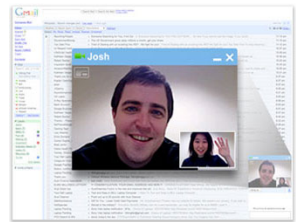



Poll #2:
What time is it there?


- 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





Open Educational Resources:
Part III. Type of MOOCs



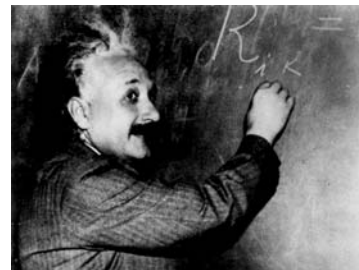
MOOC Type #1.
Alternative Admissions Systems
or Hiring System MOOC



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



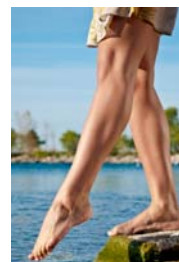
MOOC Type #3.
Theory- or Trend-Driven
MOOC



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




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



Poll #3:
Which is 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



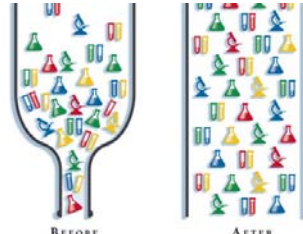
MOOC Type #6.
Bait and Switch MOOC




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**



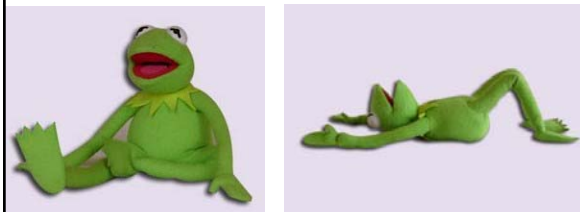
**MOOC Type #13.
Recruiting MOOC
(companies pay for names and contact info of high performers)**



**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?**

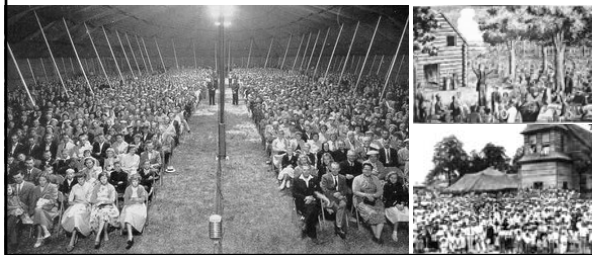
- A. Goodwill
- B. Interdisciplinary
- C. Recruiting
- D. Marketing
- E. Conference



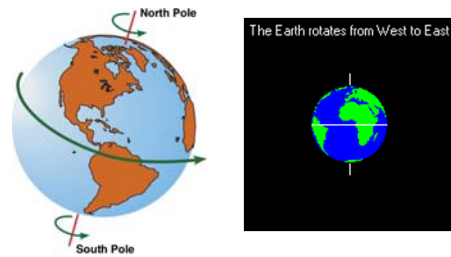
**MOOC Type #16.
Learning Room MOOC
(space to play with ideas)**



**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**



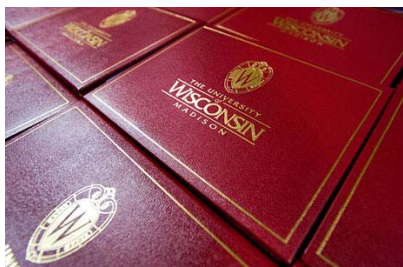
**MOOC Business Model #4.
Certificate Fee**



**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
cjbonk@indiana.edu
<http://mypage.iu.edu/~cjbonk/>

