

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

Curtis J. Bonk,
 Professor, Indiana University
 cjbonk@indiana.edu
<http://mypage.iu.edu/~cjbonk/>



Reflect on and share the recent MOOC news... (99 seconds)



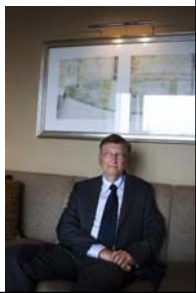
June 25, 2012

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/1325917?cid=at&utm_source=sl&utm_medium=en

On the Meaning of MOOC's

"I see though I only have a high school degree. For a professional degree."



Q: You have been interested in education for quite a while. I was looking back at your 1993 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 Hohenbink • 30/08/12

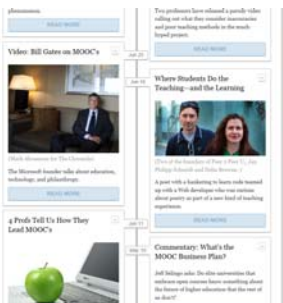
Holy Apostles College and Seminary will begin to offer massive open online course (MOOC) programming through a partnership with Edvance360 and the Catholic Distance Learning Network involving two certification programs for the fall 2012 semester.



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/134757?cid=at&utm_source=at&utm_medium=en



August 31, 2012

Newt and the MOOC Inside Higher Ed, Paul Fain

<http://www.insidehighered.com/news/2012/08/31/newt-i-runs-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

September/October, 2012
The Siege of Academy
 Washington Monthly, Kevin Carey,
http://www.washingtonmonthly.com/magazine/septemberoctober_2012/features/_its_three_clocks_in029317.php?page=all



October 10, 2012
How Australian university can play in the MOOCs market, David Sadler, The Conversation, Australia
<http://theconversation.edu.au/how-australian-universities-can-play-in-the-moocs-market-9735>

THE CONVERSATION

How Australian universities can play in the MOOCs market



ABOUT
 David Sadler is a professor at the University of Queensland.

ARTICLE STATEMENT
 Open education is the driving force behind the MOOCs movement. It is a new paradigm of education that is based on the sharing of knowledge and expertise. It is a new paradigm of education that is based on the sharing of knowledge and expertise.

WE ARE BACKLASH
 Education 2012-10-10 10:00 AM

FUTURE OF HIGHER EDUCATION: The rise of online and


October 11, 2012
MOOC and you're out of a job: uni business models in danger, Mark Gregory, The Conversation, Australia
<http://theconversation.edu.au/mooc-and-youre-out-of-a-job-uni-business-models-in-danger-9738>

THE CONVERSATION



Academics and universities might need to be careful of what they wish for with free online education.

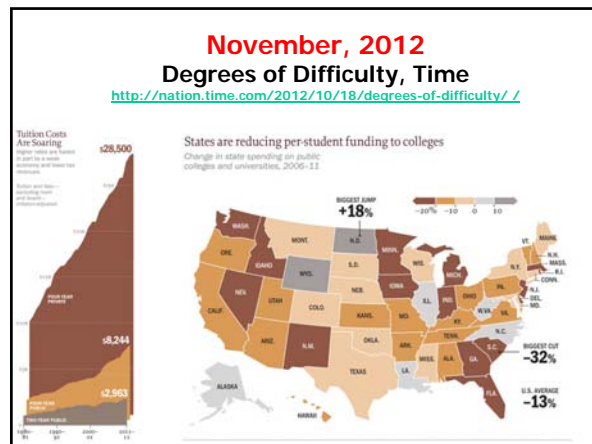
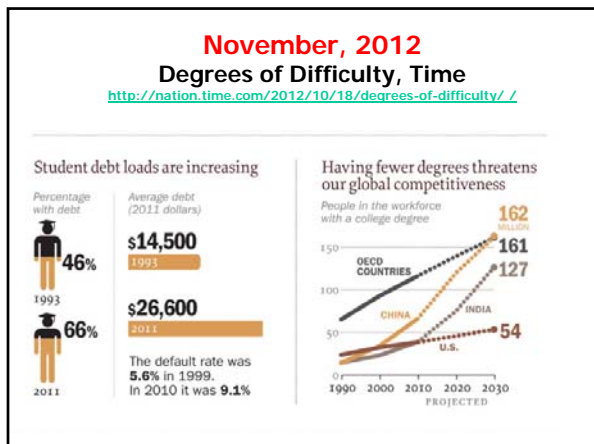
October 18, 2012
College Is Dead. Long Live College! Time, Amanda Ripley,
<http://nation.time.com/2012/10/18/college-is-dead-long-live-college/>



October 18, 2012
College Is Dead. Long Live College! Time, Amanda Ripley,
<http://nation.time.com/2012/10/18/college-is-dead-long-live-college/>

Ivy League for the Masses
 First MOOCs (massive open online courses) come with catches

| | MIT | Harvard | UCLA |
|-------------------|------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| START DATE | January 2012 | April 2012 | May 2012 |
| COURSE | An island course, Harvard's oldest, taught by a Harvard professor | By colleges on its own, including Princeton, Stanford, Penn State, Ohio State and the University of Virginia | MIT and Harvard have been joined by the University of Texas and the University of California, Berkeley |
| ENROLLMENT | 14 | 148 | 7 |
| COURSE | Introduction to Statistics, Software Subjuncting, Applied Cryptography | Foundamentals of Electrical Engineering, Introduction to Greek Comedy and Roman Mythology | Introduction to Computer Science, Calculus and Electronics, Artificial Intelligence |
| ENROLLMENT | 20,000 | 1.4 million | 20,000 |



November 2, 2012

The Year of the MOOC, New York Times, Laura Pappano

http://www.nytimes.com/2012/11/04/us/politics/college-open-online-courses-are-thriving.html?_r=1&page=2&_r=1

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

December 3, 2012

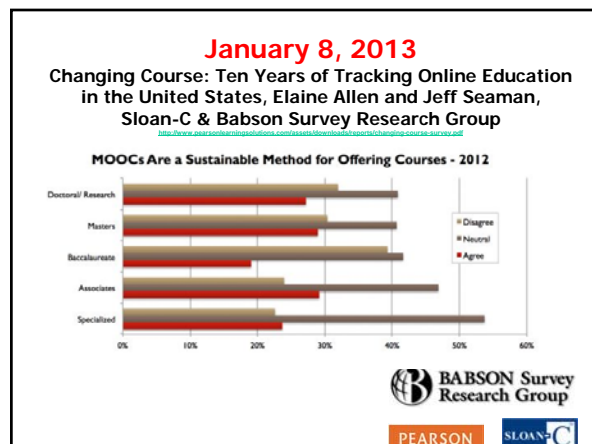
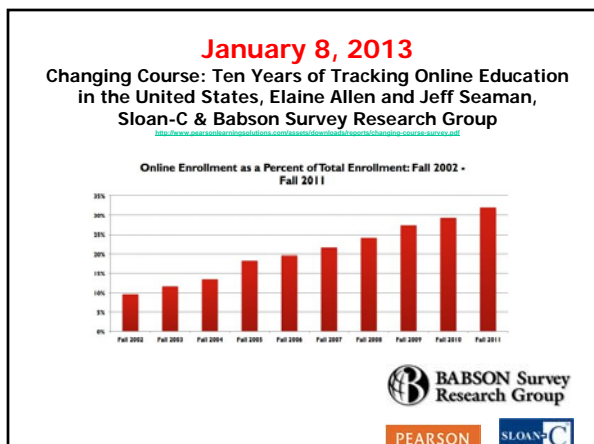
Top Ed-Tech Trends of 2012: MOOCs, Hack Education, Audrey Waters

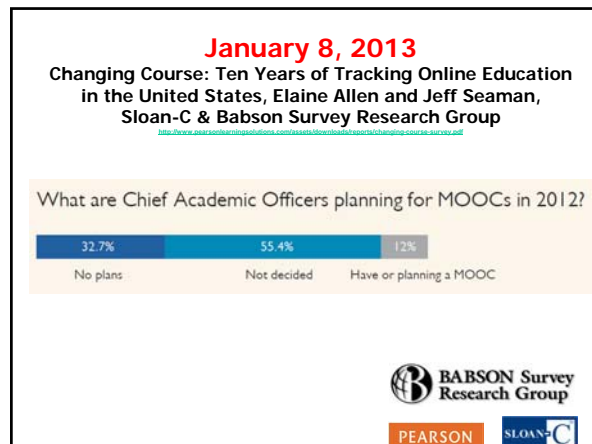
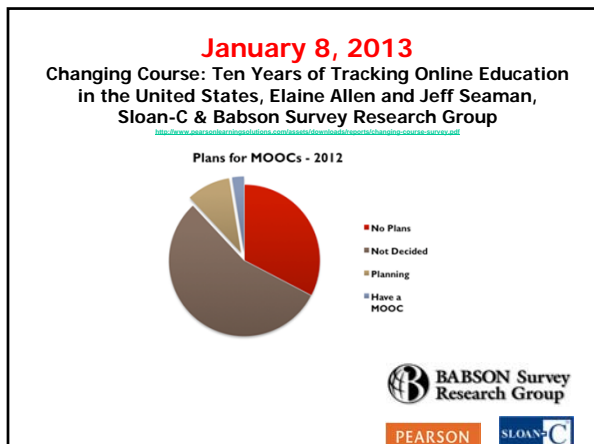
<http://www.hackeducation.com/2012/12/03/top-ed-tech-trends-of-2012-moocs/>

Top Ed-Tech Trends of 2012: MOOCs

The Year of the MOOC

Massive Open Online Courses (MOOCs). This was, without a doubt, the most important and talked about trend in education technology this year.





What is a MOOC?
 What is a MOOC? by Dave Cormier:
<http://www.youtube.com/watch?v=eW3qMGqcZQc>

What is a MOOC?

Gordon Lockhart, iBerry, <http://iberry.com/>
<http://gbt55.wordpress.com/2011/03/08/cock11-man-this-mooc-is-something-else/>

Poll #1:
Have you participated in a MOOC before?

A. Yes
 B. No

Part I. Past Year Recap of MOOC News and MOOC Leadership

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 11:20am
 by Marc Perry
 What happens when you join the whole world to join an online class?

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 screenshot of the Stanford AI class website. On the left is a page titled 'INTRODUCTION TO Artificial Intelligence' with a robot head graphic. On the right is a 'WIRED CAMPUS' article snippet titled '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.

The image shows a screenshot of the Stanford Engineering Everywhere (SEE) website. It features a globe graphic and the text 'stanford engineering everywhere'. Below is a video player showing a person at a computer.

**MOOC Leadership Principle #3:
Define Brand**

The Floating University

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

The image is an advertisement for 'The Floating University'. It features two speakers: Paul Bloom, Professor of Psychology at Yale University, and Michio Kaku, Professor of Physics at CUNY. The ad includes a price tag of '\$39.99' and the tagline 'What if the world's best thinkers all taught at the same school?'.

**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. It features a header with the Udacity logo and social media icons. Below are course listings for 'CS 101: BUILDING A SEARCH ENGINE' and 'CS 373: PROGRAMMING A ROBOTIC CAR'. There are also video thumbnails for these courses.

September 6, 2012

MOOC Courses Accepted for Transfer, Chronicle of Higher Education

<http://chronicle.com/article/A-First-for-Udacity-Transfer-Credit-earned-source-rekum-mainframe>

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

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 includes the Udacity logo and a graphic of a graduation cap on a globe.

October 26, 2012


MOOC Provider Udacity Raises Another \$15-Million in Financing, Wall Street Journal, Nick DeSantis

<http://blogs.wsj.com/digits/2012/10/25/startup-udacity-builds-bankroll-for-online-learning/>

The image shows a screenshot of a Wall Street Journal article. The headline reads 'Startup Udacity Builds Bankroll for Online Learning'. The article is dated 10/25/2012 and is part of the 'Digits' section.

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>



February 16, 2012 Online Badges and Certifications from OER

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

Badges and other alternative certifications

Some sample badges:



How Will Mozilla's Open Badges Project Affect Higher Ed? by Audrey Watters. Hack [Higher] Education - Inside Higher Ed

The Open Badges Project is a recognition that "learning looks very different today than traditionally imagined. Legitimate and interest-driven learning occurs through a multitude of channels outside of formal education, and yet much of that learning does not "count" in today's world. There is a need to demonstrate that learning and transfer it across contexts or use it for real results," Mozilla's Ezra Knight told me in an interview for *U.S. News & World Report*.

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-vj6BhQa5w>
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



MOOC Leadership Principle #7: Form Symbiotic Partnerships

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

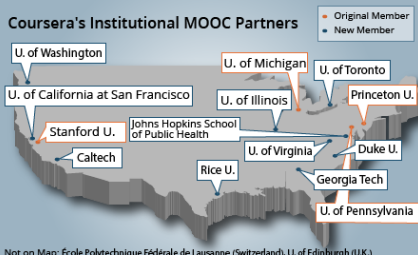


July 17, 2012 (Expanded Sept 19, 2012) Into the Fray, Steve Kolowich, Inside Higher Ed

<http://www.insidehighered.com/news/2012/07/17/iva-and-11-others-become-latest-plan-moocs-ixzz20uq2X6W>

Coursera's Institutional MOOC Partners

- Original Member
- New Member



U. of Washington, U. of Michigan, U. of Toronto, U. of California at San Francisco, U. of Illinois, Princeton U., Stanford U., Johns Hopkins School of Public Health, Caltech, U. of Virginia, Duke U., Rice U., Georgia Tech, U. of Pennsylvania

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

Coursera's Newest Partners:


- Berklee College of Music
- Brown University
- Columbia University
- Emory University
- Hebrew University of Jerusalem
- Hong Kong University of Science and Technology
- Mount Sinai School of Medicine
- Otto von Guericke 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
- Vanderbilt University
- Wesleyan University

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=rBNe8CUEPTQ&feature=youtu.be>



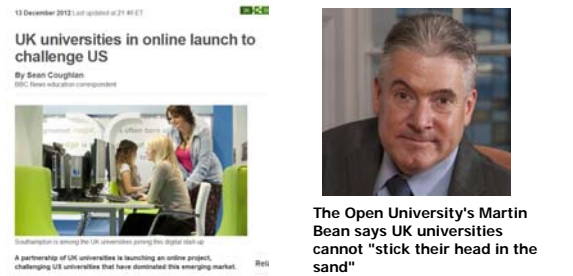
May 2, 2012
MIT and Harvard announce edX
<http://www.edxonline.org/about.html>
EdX: The Future of Online Education is Now
<http://www.youtube.com/watch?v=SA6FLdIRkRU>



July 24, 2012
UC Berkeley latest to join edX program, Charlie Osborne, ZDNet,
<http://www.zdnet.com/uc-berkeley-latest-to-join-edx-program-7000011460/>
http://www.zdnet.com/blog/wednesday-uc-berkeley-joins-edx-effort-to-offer-free-online-courses/71969?tid=uk-us-source-edx.com_medium=source-edx.com




December 13, 2012
UK universities in online launch to challenge US, BBC News, Sean Coughlan
<http://www.bbc.co.uk/news/education-20697392>



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


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/>

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"

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/131162/>




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 resume, 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-93-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-93-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/>



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

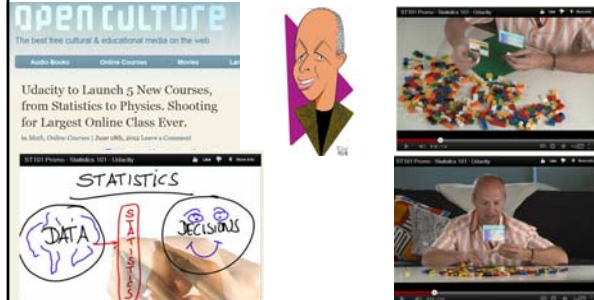
October 22, 2012
MOOC Brigade: What I Learned from Learning Online, Time, Harry McCracken,
<http://nation.time.com/2012/10/22/mooc-brigade-what-i-learned-from-learning-online/>

EDUCATION
MOOC Brigade: What I Learned From Learning Online
By Harry McCracken Oct 22, 2012 9



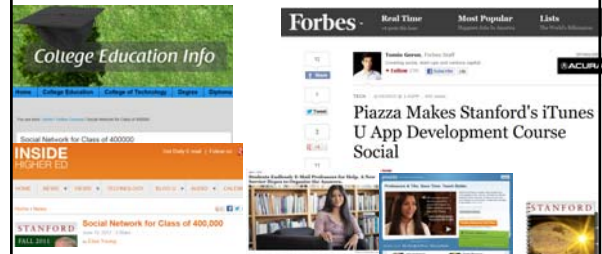
MOOC Leadership Principle #10: Set Bold (i.e., Audacious) Goals June 18, 2012

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



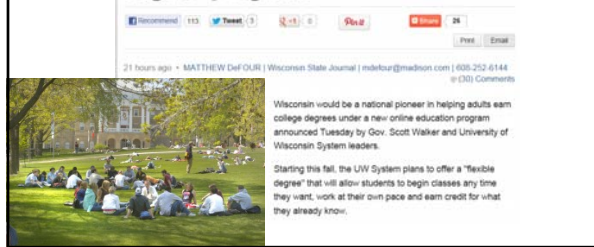
MOOC Leadership Principle #11: Use Free Resources June 19, 2012

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-Throws-a-Meat-and-Potatoes-Cookout-to-Meet-its-Students/133227?cid=ch_ukm_source=ukm_jodfitem



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/mediaplayer.html?function=1&id=1&id1=1&id2=1&id3=1&id4=1&id5=1&id6=1&id7=1&id8=1&id9=1&id10=1&id11=1&id12=1&id13=1&id14=1&id15=1&id16=1&id17=1&id18=1&id19=1&id20=1&id21=1&id22=1&id23=1&id24=1&id25=1&id26=1&id27=1&id28=1&id29=1&id30=1&id31=1&id32=1&id33=1&id34=1&id35=1&id36=1&id37=1&id38=1&id39=1&id40=1&id41=1&id42=1&id43=1&id44=1&id45=1&id46=1&id47=1&id48=1&id49=1&id50=1&id51=1&id52=1&id53=1&id54=1&id55=1&id56=1&id57=1&id58=1&id59=1&id60=1&id61=1&id62=1&id63=1&id64=1&id65=1&id66=1&id67=1&id68=1&id69=1&id70=1&id71=1&id72=1&id73=1&id74=1&id75=1&id76=1&id77=1&id78=1&id79=1&id80=1&id81=1&id82=1&id83=1&id84=1&id85=1&id86=1&id87=1&id88=1&id89=1&id90=1&id91=1&id92=1&id93=1&id94=1&id95=1&id96=1&id97=1&id98=1&id99=1&id100=1>



**December 11, 2012
Sustainability of MOOCs in Higher Education, UMass Boston**



**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-googles-fu>



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

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



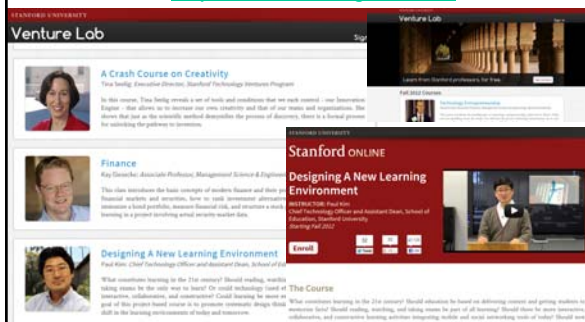
**October 27, 2012
Chuck Severance in Barcelona
(football dinner & course stickers)**

<https://twitter.com/luisvicent/status/262315328116228096/photo/1>
<https://twitter.com/drchuck/status/262423228717355009/photo/1>



**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/>

The screenshot shows a news article from The Chronicle of Higher Education. The headline is "Teresa Sullivan Will Step Down as UVa's President After 2 Years in Office". The byline is "By Jack Stripling". The article text discusses Sullivan's resignation and the university's future. A small photo of Teresa Sullivan is visible on the left side of the article snippet.

November 20, 2012 The Future is MOOC! David Galef, Inside Higher Education

<http://www.insidehighered.com/views/2012/11/20/u-all-people-gets-mooc-madness-essay>

The Future is MOOC!

November 20, 2012 - 3:00am
By David Galef

To: Provost Will Phayle
From: Assessment Committee #23
Re: MOOC

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

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

The screenshot shows a news article from The Chronicle of Higher Education. The headline is "Dozens of Plagiarism Incidents Are Reported in Coursera's Free Online Courses". The byline is "By Jeffrey R. Young". The article text discusses plagiarism incidents on Coursera. A photo of Eric S. Ratzkin is included in the article snippet.

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/1334757?cid=at&utm_source=at&utm_medium=en

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/39656>
<http://www.insidehighered.com/news/2012/09/07/site-based-testing-deals-strengthen-case-granting-credit-mooc-students>


The screenshot shows an article from Inside Higher Ed. The headline is "edX Offers Proctored Exams for Open Online Course". The byline is "By Marc Prensky". The article text discusses proctored exams on edX. A small image of a person sitting at a desk is visible in the article snippet.

MOOC Leadership Principle #17: Give Something Away September 12, 2012

http://www.youtube.com/watch?feature=player_embedded&v=GAYSiCoVnA8

The screenshot shows a YouTube video player. The video title is "Course Builder Intro Video". The video shows a man speaking. In the background, there are logos for Google and Course Builder.

**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>



Sebastian Thrun
Stanford University Professor, Google VP

The next 30 years

**MOOC Leadership Principle #19:
Expand Markets**
October 1, 2012
<http://chronicle.com/article/Open-Courses-From-America-Find-Eager-Audiences-in-China/134660/>


Open Courses From America Find Eager Audiences in China



Shelly Kagan, a philosopher at Yale U, who teaches a popular course on death, lets his class be taught from around the world via online lectures.

Mr. 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, Shelly Kagan, nor had he ever attended Yale.

**MOOC Leadership Principle #20:
Ask Questions**
October 1, 2012, Chronicle of HE
<http://chronicle.com/article/Massive-Excitement-About134679/>



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

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

December 18, 2012
The MOOCs fad and bubble: please tell us another story!, Dominique Boullier, Inside Higher Ed
<http://www.insidehighered.com/blogs/globalhigher/moocs-fad-and-bubble-please-tell-us-another-story>




INSIDE HIGHER ED

GlobalHigherEd
Nurturing the Construction of Global Knowledge/Bases for the Knowledge Economy

The MOOCs fad and bubble: please tell us another story!

December 17, 2012
For Whom Is College Being Reinvented?
Chronicle of Higher Education, Scott Carlson and Goldie Blumenstyk
<http://chronicle.com/article/The-False-Promise-of-the/136305/>



For Whom Is College Being Reinvented?
"Disruptive" have the buzz but may put higher education out of reach for those students likely to benefit the most.

By Scott Carlson and Goldie Blumenstyk


December 17, 2012
Jump Off the Coursera Bandwagon,
Chronicle of HE, Doug Guthrie
<http://chronicle.com/article/Jump-Off-the-Coursera/136307/>

Commentary

think


Jump Off the Coursera Bandwagon
By Doug Guthrie

Like lemmings, too many American colleges are mindlessly rushing out to find a way to deliver online education, and more and more often they are choosing Coursera. The company, founded this year by two Stanford University computer scientists, has already enrolled more than two million students, has engaged 33 academic institutions as partners, and is offering more than 200 free massive open online courses, or MOOCs.




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-levolution.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...




October 9, 2012
MOOCs and exercise bikes – more in common than you'd think, Robert Nelson and Phillip Dawson, The Conversation, Australia
<http://theconversation.edu.au/moocs-and-exercise-bikes-more-in-common-than-you-d-think-9726>

THE CONVERSATION




Are you motivated or do you need a social setting and role models to keep you driven?

Open Educational Resources:
Part II. 20 MOOC Instructor Guidelines
+ 5 Tips for MOOC Students




October 29, 2012
Teaching a MOOC on Coursera
<https://class.coursera.org/mooc2auth/welcome?type=logout&visiting=%2Fmooc%2Fclass%2Findex>

Teaching a MOOC on Coursera



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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
<http://theconversation.edu.au/pdf/allradical-rethink-how-to-design-university-courses-in-the-online-age-9727>

THE CONVERSATION

TRADITIONAL STUDY MODEL – LINEAR

The diagram illustrates a traditional linear study model. It shows a grid of topics and assessments arranged in a strict, sequential order. The flow is linear, moving from left to right and then down to the next row. This represents a rigid, one-size-fits-all approach to learning.

October 12, 2012
Radical rethink: how to design university courses in the online age, Paul, Wappett, The Conversation, Australia
<http://theconversation.edu.au/pdf/allradical-rethink-how-to-design-university-courses-in-the-online-age-9727>

THE CONVERSATION

ONLINE STUDY MODEL – DYNAMIC

The diagram illustrates an online dynamic study model. It shows a network of interconnected topics and assessments, allowing for a more flexible and personalized learning path. The flow is non-linear, with multiple entry and exit points, representing a more adaptive and learner-centered approach.

Paul Kim, Stanford: Oct 28, 2012
 17,380 students. I haven't met f2f. I am shocked to see students from places where Internet is very limited. You will find students from even Zanzibar!!! Many teams are formed and they meet f2f in the region where they live.
<http://venture-lab.org/education/>

The screenshot shows a course page on Stanford University's website. The course is titled "Designing a New Learning Environment" and is led by Professor Paul Kim. The page includes a navigation menu, a list of topics, and a "Teams" section. The "Teams" section lists a "Cal Poly Team" with 6 members, including a proposed project on "Online Education/MOOC" and a goal to "design online course material to empower women to pursue STEM education".

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

The image shows a market stall with various fruits like oranges and apples. To the right of the stall is a word cloud with terms related to digital marketing and technology, including "INTERNET", "Marketing", "Social", "Global", "SEO", "Media", "Business", and "Mobile". This visualizes the concept of marketing a course in a digital, interconnected environment.

MOOC Guide #3.
Offer Multiple Types of Contact Info

The image shows two 3D rendered figures, one on the left and one on the right, both holding up white envelopes. This symbolizes the importance of providing multiple and accessible ways for students to contact the course instructor or support team.

MOOC Guide #4.
Get Help/Assistance

The image shows a pair of hands reaching out from a blue background towards a desk covered with papers. This represents the need for students to have easy access to help and assistance throughout their learning journey.

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




October 22, 2012
Chuck Severance in Seoul
<http://www.youtube.com/watch?v=nHaPvqU4MrM>



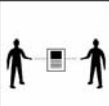



MOOC Guide #9.
Use a Warm and Friendly Tone




MOOC Guide #10. Form Groups and Social Supports




MOOC Guide #11. Combine Sync and Async Instruction


| | |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Different Time (asynchronous) |   |
| Same Time (synchronous) |   |
| | <div style="display: flex; justify-content: space-around;"> Same Place (in person) Different Place (online) </div> |





Guest Speakers Designing a New Learning Environment Professor Paul Kim, Stanford University <http://venture-lab.org/education/lectures/45>



MOOC Guide #12. Arrive Early for Sync Session




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





Questions and Answers

MOOC Guide #14. Share Resources



MOOC Guide #15.
Personalize Where Possible!



October 27, 2012
Chuck Severance (U Michigan/Coursera) in Barcelona
<http://www.youtube.com/watch?v=JzNHvmSv8TI>



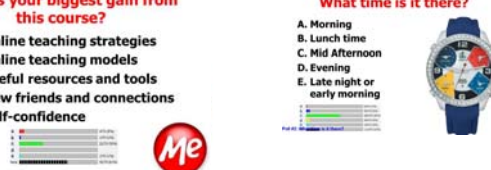
MOOC Guide #16.
Use Polling Questions

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

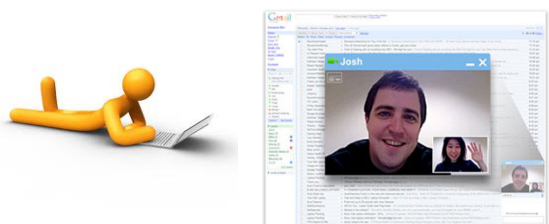
- A. Online teaching strategies
- B. Online teaching models
- C. Useful resources and tools
- D. New friends and connections
- E. Self-confidence

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





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. 22 Types of MOOCs



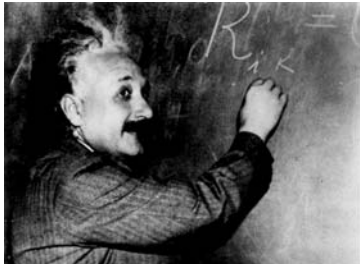
MOOC Type #1.
**Alternative Admissions Systems
or Hiring System MOOC**



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



MOOC Type #11.
Goodwill MOOC



MOOC Type #12.
Interdisciplinary MOOC



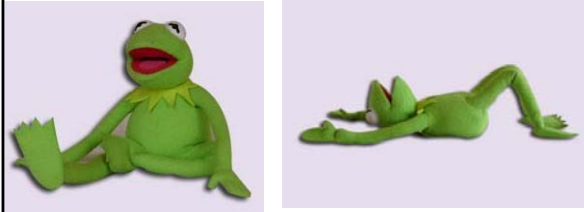
MOOC Type #13.
Recruiting MOOC
(companies pay for names and
contact info of high performers)



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



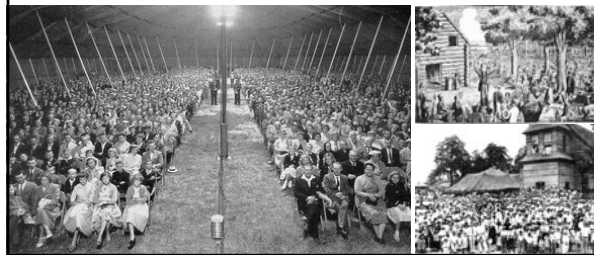
MOOC Type #15.
Conference MOOC
(stretch a conference)



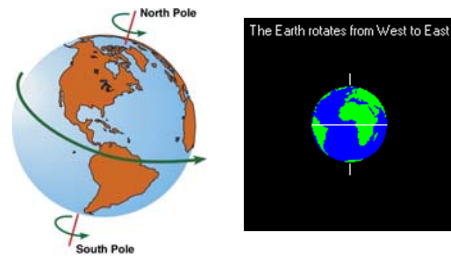
MOOC Type #16.
Learning Room MOOC
(space to play with ideas)



MOOC Type #17.
Religious Revival MOOC



MOOC Type #18.
Rotating MOOC



MOOC Type #19.
Repeatable MOOC



MOOC Type #20.
Reusable MOOC



MOOC Type #21. Oral History MOOC

'History Harvest' Project May Spawn a New Kind of MOOC

December 21, 2012, 4:55 am
By Marc Parry





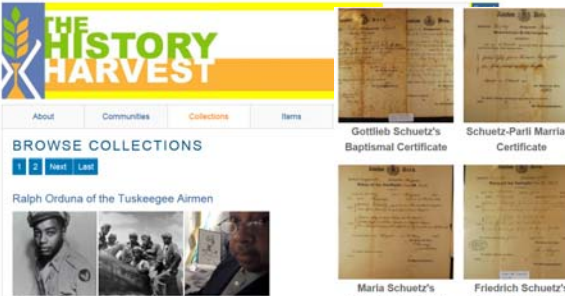
...Works ... to States. The ... of me the ... tributing to ... place from G. Thomas ... ebraska at ... as possible ... d a story." And ... el for

massive open online courses, or MOOC's.

ORAL HISTORY PROJECT

The History Harvest





<http://historyharvest.unl.edu/collections>
 'History Harvest' Project May Spawn a New Kind of MOOC,
 Chronicle of Higher Education, Dec 21, 2012, Marc Parry
<http://chronicle.com/blogs/wiredcampus/history-harvest-project-may-spawn-a-new-kind-of-mooc/41329>




BROWSE COLLECTIONS

1 | Next | Last

Ralph Orduna of the Tuskegee Airmen

| | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |
| Gottlieb Schuetz's Baptismal Certificate | Schuetz-Parill Marriage Certificate |
|  |  |
| Maria Schuetz's Baptismal Certificate | Friedrich Schuetz's Baptismal Certificate |

MOOC Type #22. Remedial Courses



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

Read more by staff and write services reports

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



BUSINESS-PLAN

? → Lightbulb → IF WORK → ELSE → \$

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)**

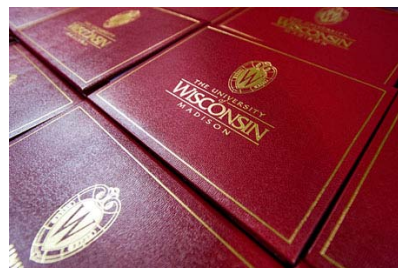
<https://twitter.com/drchuck/status/262423228717355009/photo/1>



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



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



October 29, 2012

Antioch U. Will Offer MOOC's for Credit Through Coursera, Nick DeSantis, Chronicle of Higher Education

<http://chronicle.com/blogs/ticker/antioch-u-will-offer-moocs-for-credit-through-coursera/51252>

October 29, 2012 by Nick DeSantis

Comments

Antioch U. Will Offer MOOC's for Credit Through Coursera

Antioch University announced on Monday that it had reached an agreement with the Silicon Valley start-up company Coursera to offer students college credit for MOOC's, the free online courses that have recently captured the attention of elite universities across the country. In a news release, the university, which has five campuses in four states, said its Los Angeles location would offer the Coursera courses "for less than the per-course cost of tuition and fees at either of the California public four-year university systems." The Los Angeles campus created a pilot program this fall in which its students could enroll in two Coursera courses created by the University of Pennsylvania; three additional courses will be offered this winter, and the university hopes to introduce an expanded program nationwide next year.



November 13, 2012

College credit for online courses gains momentum. USA Today, Mary Beth Marklein,

<http://www.usatoday.com/story/news/nation/2012/11/13/more-on-board-with-online-education-trend-of-moocs/1113079/>



November 18, 2012
MOOCs Gaining Popularity, But New Frontier For
Scaling Up Online Classes Is Course Credit,
Huffington Post (College), Justin Pope
<http://www.coursera.com/story/mooc/mooc101118/mooc-on-its-way-to-online-education-kind-of-mooc-11-18-2012>



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)



MOOC Business Model #11.
Free Entryway Course



January 8, 2013
eCornell Offers a MOOC That Steers Students to a Paid Follow-Up, Katherine Mangan, Chronicle of Higher Education
http://chronicle.com/415197018-at&utm_source=st&utm_medium=cn

eCornell Offers a MOOC That Steers Students to a Paid Follow-Up
 January 8, 2013, 1:00 am
 By Katherine Mangan

Cornell University's online giant is moving into MOOCs, with a free marketing course in its hospitality program starting on Tuesday. But the program will be designed to steer students toward a follow-up course for \$4,200 to get a professional certificate.


The free online course, "Marketing the Hospitality Brand Through New Media: Social, Mobile, and Search," is being offered by eCornell. It's geared toward people working in sales, marketing, and financial positions in the hospitality industry, and is being taught by Robert J. Kowstak and William Carroll, faculty members at Cornell's School of Hotel Administration.




MOOC Business Model #12. 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

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

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

Reflect on the MOOC news now...what new news did you learn?



The World is Open!

Write to me with questions and comment
cjbonk@indiana.edu
<http://mypage.iu.edu/~cjbonk/>

