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

Part I. Past Year Recap of MOOC and MOOC Leadership

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

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

August 8, 2012
Holy Apostles To Offer Massive Open Online Courses, Cromwell, CT
Holy Apostles College and Seminary will offer online courses to more than 6,000 online students. The college, located near New Haven, Conn., will offer courses in the fall to students earning its bachelor’s degree in theology.

August 20, 2012
MOOC Timeline: What You Need to Know About MOOC’s, Chronicle of Higher Education

August 31, 2012
Newt and the MOOC Inside Higher Ed, Paul Fain

September 23, 2012
MOOCs – The revolution has begun, says Moody’s
University World News

MOOCs – The revolution has begun, says Moody’s

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 non-profit institutions could be damaging.

MOOCs – massive open online courses – have garnered considerable attention since Stanford University’s artificial
What is a MOOC?

Gordon Lockhart, iBerry, http://iberry.com/

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/

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/)

MOOC Leadership Principle #2:
Offer Something Novel or Distinct
September 15, 2011, Stanford Engineering, Everywhere (SEE) http://see.stanford.edu/

MOOC Leadership Principle #3:
Define Brand
The Floating University
http://www.floatinguniversity.com/
MOOC Leadership Principle #4:
**Take Risks**
January 23, 2012, Udacity - Sebastian Thrun
http://www.udacity.com/

MOOC Leadership Principle #5:
**Rethink Open Courses, Assessment, Certification, Students, etc.**
February 15, 2012
Guess what! You just got into MIT!

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

MOOC Leadership Principle #7:
**Form Symbiotic Partnerships**
April 18, 2012: Coursera
https://www.coursera.org/
July 17, 2012
(Expanded Sept 19, 2012)
Into the Fray, Steve Kolowich, Inside Higher Ed


August 10, 2012
Coursera Hits 1 Million Students, With Udacity Close Behind,
Jeffrey R. Young, Chronicle of Higher Ed


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=S46ELdFHrU

July 24, 2012
UC Berkeley latest to join edX program,
Charlie Osborne, ZDNet,

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

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.
"It 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 looking 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

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

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

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

July 2, 2012
MOOC Leadership Principle #14: Build on Strengths and Niche Areas

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

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

MOOC Leadership Principle #15: Do Not Make Rash Decisions

August 16, 2012
MOOC Leadership Principle #16: Be Proactive in Addressing Concerns
August 24, 2012,
Coursera Adds Honor-Code Prompt in Response to Reports of Plagiarism, Chronicle of Higher Education, Jeffrey R. Young

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 catch 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

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

http://www.youtube.com/watch?feature=player_embedded&v=GAY5ICoVnA8

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

September 14, 2012
MOOC Leadership Principle #18:
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http://www.usatoday.com/video/news/1839139560001

October 1, 2012
MOOC Leadership Principle #19:
Expand Markets


October 1, 2012
MOOC Leadership Principle #20:
Ask Questions

October 1, 2012, Chronicle of HE
http://chronicle.com/article/Massive-Excitement-About/134678/
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...

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

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 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 of 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 is 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 comments
cjbonk@indiana.edu
http://mypage.iu.edu/~cjbonk/