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

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Part #1:
Learning is Changing... Through Open Ed, OCW, & MOOCs

Audience Poll #1:
Has learning technology has ever transformed your life.

May 10, 2013
10 ed-tech tools of the 70s, 80s, and 90s
eSchool News, Meris Stansbury
http://www.eschoolnews.com/2013/05/10/10-ed-tech-tools-of-the-70s-80s-and-90s/print/
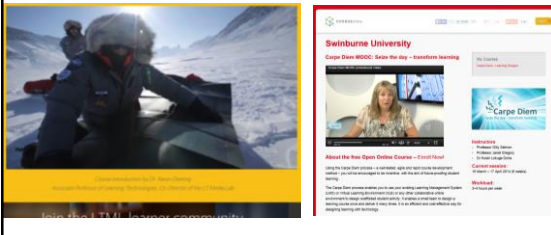

Looking to the Past...

## Life as an accountant/CPA in a high tech company in the 1980s...

3/2/2014

Fast Forward 25+ Years...
"Anyone can now learn anything from anyone at any time."

SKILLSHARE LEARN TEACH

Learn anything from anyone, anywhere.

Join us! Start learning and discover unique classes in your city.

August 5, 2013
Free Online Higher Education: 5 Best MOOCs
By Kannan Sankaran, Epoch Times
http://www.theepochtimes.com/n3/229640-5-best-moocs-for-free-online-higher-education/

MOOC at UPenn; Recession Fuels Explosion of Online Learning
http://on.aol.com/video/recession-fuels-explosion-of-online-learning-517885097

Learning is Changing...
(i.e., it's more informal, video-based, ubiquitous, collaborative, self-directed, global, mobile, open, massive, etc.)

Frank Basile, an aircraft technician, took an MITx course on circuits and electronics to increase his knowledge.

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

I. Learning is More Open
(80-Year-Old WGU Texas Grad Keeps His Promise, November 30, 2012, Reeve Hamilton, Texas Tribune)

THE TEXAS TRIBUNE
An 80-Year-Old Graduate With an Online Marketing Degree Kept His Promise

The Digital Campus
Open Education's Wide World of Possibilities

January 2014
II. Learning is More Online
Grade Change: Tracking Online Education in the United States, 2013, The Sloan Consortium, I. Elaine Allen & Jeff Seaman, 2013 Survey of Online Learning Report
http://sloanconsortium.org/publications/survey/grade-change-2013
Direct connect: http://www.onlinelearningsurvey.com/reports/gradechange.pdf

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February 2014
IU Online Enrollments
(at least one class online)
http://public.tableausoftware.com/views/Students-AtLeastOneOnlineClass/Dashboard-AtLeastOne?:embed=y&:display_count=no

January 2014
III. Learning is More Massive
Designing for Experiences: Principles for Technology Transformation,
Aaron Doering, U of Minnesota
http://lt.umn.edu/nexted/

August 19, 2013
Entrepreneurship Curriculum
NovoEd, Amin Saberi
https://novoed.com/courses/entrepreneurship
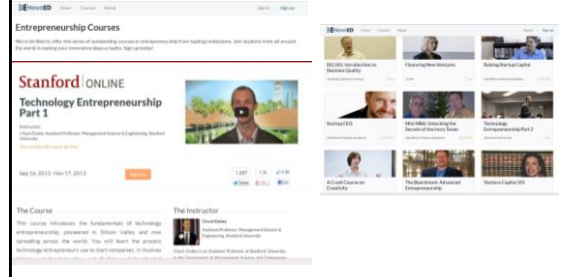
September 18, 2013
MIT Will Offer MOOC Curricula, Not Just Single Courses, on edX, Steve Kolowich, Chronicle of HE
http://chronicle.com/blogs/wiredcampus/mit-will-offer-mooc-curricula-not-just-single-courses-on-edx/46715

February 20, 2014
Data Visualization Tools
(Harvard and MIT MOOCs) Lawrence Biemiller,
Chronicle of Higher Education
http://chronicle.com/blogs/wiredcampus/harvard-and-mit-release-visualization-tools-for-trove-of-mooc-data/50631?cid=pm&utm_source=pm&utm_medium=en
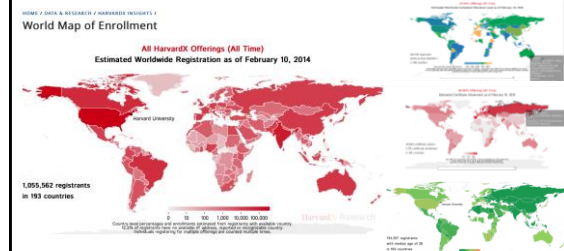
IV. Learning is More Mobile
New Coursera App for iOS!
Coursera Blog, December 8, 2013
http://blog.coursera.org/post/69518555384/this-holiday-season-learn-on-the-go-with-the-new

V. Learning is More Global
UC Irvine (2013 report)
Example 3: Fundamentals of Japanese
Dr. Hidemi Riggs, Fall 2012 & Winter 2013, Tech-enhanced: EEE AdvancedWebspace (Dreamweaver), Skype video conferencing tool, Active Learning. Format: 5 - 1A lectures (24 students maximum); 3 - 2A lectures (24 students maximum); 2- 3A lectures (24 students maximum)
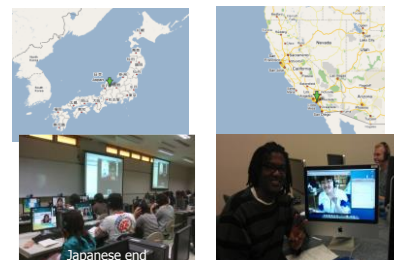
VI. Learning is More Flipped
**One Man, One Computer, 10 Million Students:
How Khan Academy Is Reinventing Education,**
Forbes, November 19, 2013, Michael Noer
http://www.forbes.com/sites/michaelnoer/2012/11/02/one-man-one-computer-10-million-students-how-khan-academy-is-reinventing-education/
The One World Schoolhouse (Twelve, Oct. 2, 2012)
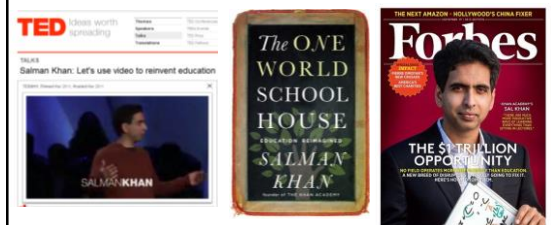
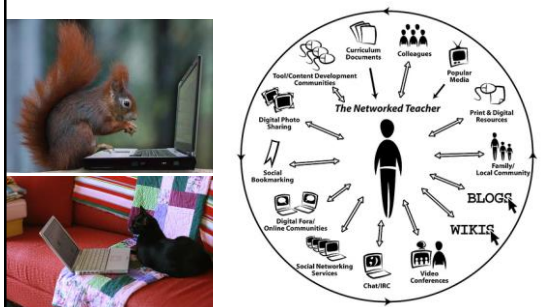

Poll #2: Is this a revolution in education today?
A. Yes...
B. No...

The Web of Learning

We are entering a jumping off point...

Audience Polls #2:
**I. Who remembers what they were doing on 911?
II. Who remembers what they were doing on 441?**

Charles Vest (April 4, 2001)

"This is about something bigger than MIT. I hope other universities will see us as educational leaders in this arena, and we very much hope that OpenCourseWare will draw other universities to do the same. We would be delighted if -- over time -- we have a world wide web of knowledge that raises the quality of learning -- and ultimately, the quality of life -- around the globe."

October 31, 2013
The launch of OERu: Towards free learning opportunities for all students worldwide, BC Campus (Canada)
http://bccampus.ca/2013/10/31/the-launch-of-oeru-towards-free-learning-opportunities-for-all-students-worldwide/

Fast Forward to February 2014
MIT OCW and the OpenCourseWare Consortium
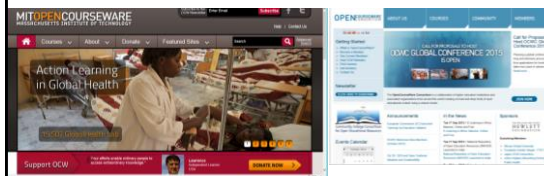
Instructor as Concierge

MIT OpenCourseWare (OCW)
http://ocw.mit.edu/index.htm

October 28, 2013
Announcing MERLOT II: Multimedia Educational Resource for Learning and Online Teaching
http://www.merlot.org/merlot/index.htm?action=find
http://www.youtube.com/watch?v=lYj1INA6zv0&feature=youtu.be

September 16, 2013
Rwandan Degree Program Aims for a 'University in a Box', Chronicle of Higher Education, Megan O'Neil
http://chronicle.com/article/Rwandan-Degree-Program-Aims/141631/


Students attend an orientation session at Kepler, a new hybrid program in Kigali, Rwanda, which will use MOOCs and classroom time to help students earn competency-based associate degrees.
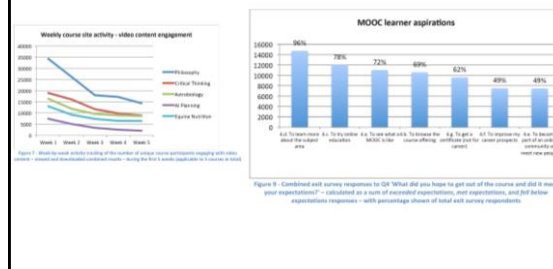
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February 5, 2013
Bioelectricity: A Quantitative Approach,
Duke University's First MOOC
http://dukespace.lib.duke.edu/dspace/bitstream/handle/10161/6216/Duke_Bioelectricity_MOOC_Fall2012.pdf
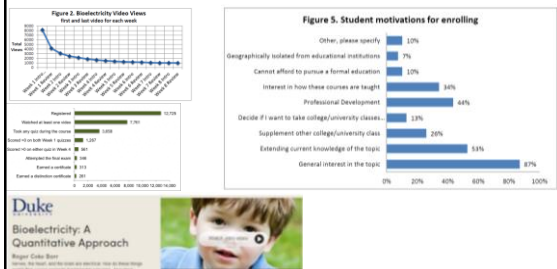
May 2013
MOOCs @ Edinburgh 2013– Report #1
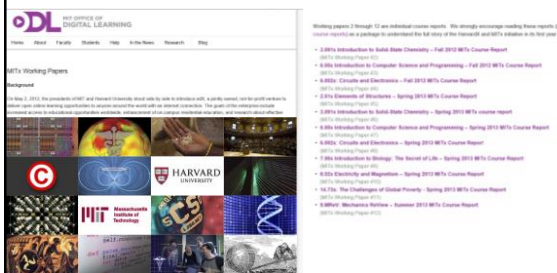

January 21, 2014
MITx Working Papers (research on MOOCs)
http://odl.mit.edu/mitx-working-papers/

October 31, 2013
U.S. Teams Up With Operator of Online Courses to Plan a Global Network, Tamar Lewin, NY Times
http://www.nytimes.com/2013/11/01/education/us-plans-global-network-of-free-online-courses.html?hp&_r=3&
From Seoul, South Korea, to La Paz, Mexico, Coursera is partnering with local institutions to create "Global Learning Hubs," the company announced Oct. 31.

November 4, 2012
Udemy (professors create own courses)
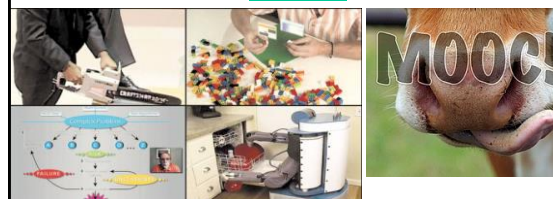**(e.g., "Planning Your Online Course")**
https://www.udemy.com/courses/

November 2, 2012
The Year of the MOOC,
New York Times, Laura Pappano,
http://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html?pagewanted=all
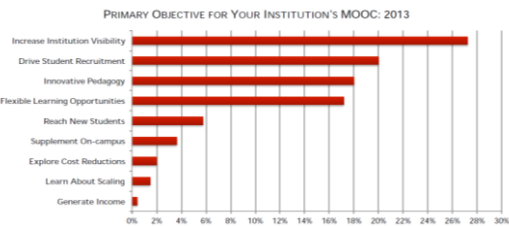

Clockwise, from top left: an online course in circuits and electronics with an M.I.T. professor (edX); statistics, Stanford (Udacity); machine learning, Stanford (Coursera); organic chemistry, University of Illinois, Urbana (Coursera).

January 2014
Grade Change: Tracking Online Education in the United States, 2013, The Sloan Consortium, I. Elaine Allen & Jeff Seaman, 2013 Survey of Online Learning Report
http://sloanconsortium.org/publications/survey/grade-change-2013
Direct connect: http://www.onlinelearningsurvey.com/reports/gradechange.pdf

PRIMARY OBJECTIVE FOR YOUR INSTITUTION'S MOOC: 2013

July 16, 2013
"Golden Era of Learning"
Bill Gates Discusses MOOCs at Microsoft Research's Faculty Summit
http://chronicle.com/article/A-Conversation-With-Bill-Gates/132591/?cid=at&utm_source=at&utm_medium=en

May 6, 2013
Faculty Backlash Grows Against Online Partnerships
Chronicle of Higher Education, Steve Kolowich
http://chronicle.com/article/Faculty-Backlash-Grows-Against/139049/

June 19, 2013
2013 is "The Year of the Anti-MOOC"
George Siemens, UW-Madison Summit
http://globalhighered.wordpress.com/european-moocs-in-global-context/

January 29, 2014
MOOCs and the Promise of Internationalization,
The Chronicle of Higher Education, Christina C. Davidson
http://chronicle.com/blogs/future/2014/01/29/moocs-and-the-promise-of-internationalization/?cid=pm&utm_source=pm&utm_medium=en

Mystery of MOOCs:
Part II. Five "5" MOOC Leadership Principles

MOOC Leadership Principle #1:
Be First!
June 21, 2011 and August 2, 2011
Stanford U. Offers Free Online Course in Artificial Intelligence (over 160,000 enroll, 23,000 complete, and 238 perfect scores; http://www.ai-class.com/)

MOOC Leadership Principle #2:
Take Risks
January 23, 2012, Udacity- Sebastian Thrun
http://www.udacity.com/

August 18, 2013
Virtual U: Master's Degree Is New Frontier of Study Online
Tamar Lewin, The New York Times
http://www.nytimes.com/2013/08/18/education/masters-degree-is-new-frontier-of-study-online.html?_r=0
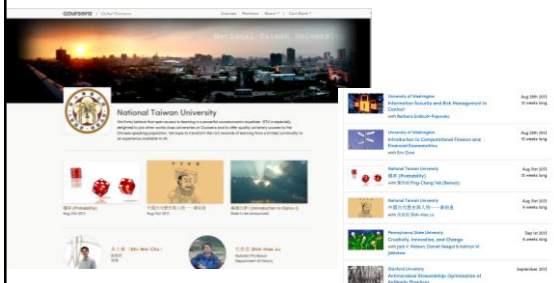

MOOC Leadership Principle #3:
Rethink Delivery, Assessment, Certification, Students, etc.
MIT Will Offer MOOC Curricula, Not Just Single Courses, on edX, Steve Kolowich, Chronicle of HE (September 18, 2013)
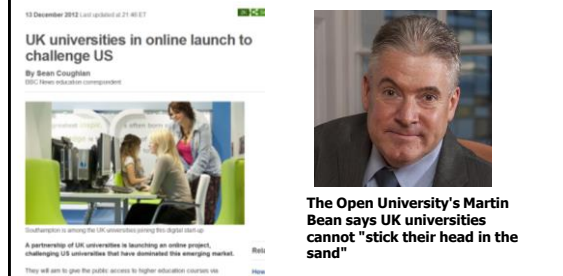http://chronicle.com/blogs/wiredcampus/mit-will-offer-mooc-curricula-not-just-single-courses-on-edx/46715
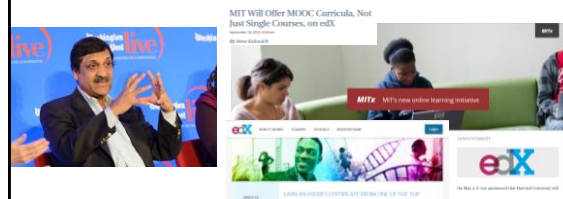
Coursera List of Courses
National Taiwan University
https://www.coursera.org/taiwan

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"

8

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

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 #5:
Build on Strengths and Niche Areas
Coursera course on Internet History, Technology, and Security, Chuck Severance 42,000+ sign up...
http://www.youtube.com/watch?v=JzNHvmSv8TI

September 9, 2013
**Creativity MOOC Draw 120,000 Students (Penn State), Campus Technology, Leila Meyer
3 Student Profiles: Adventurers (committed); Tourists (pick and choose); and Explorers (in between)**
http://campustechnology.com/articles/2013/09/09/creativity-mooc-draws-120000-students.aspx?=CTNU

Dr. Jack V. Matson, Dr. Darrell Velegol and Dr. Kathryn W. Jablokow, Penn State University, Coursera

April 27, 2012
Introduction to Blackboard/CourseSites MOOC, With Dr. Curt Bonk: "Instructional Ideas and Technology Tools for Online Success" (4,039 now enrolled)
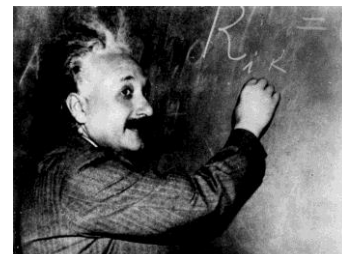http://www.youtube.com/watch?v=rBNe8CUePTQ&feature=youtu.be

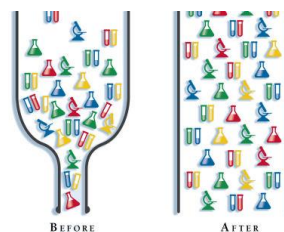## Mystery of MOOCs:
Part III. 4 Types of MOOCs

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

MOOC Type #2.
Remedial Course MOOC

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

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

Mystery of MOOCs:
**Part IV. Five "5" MOOC
Business Plans and Models**

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

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

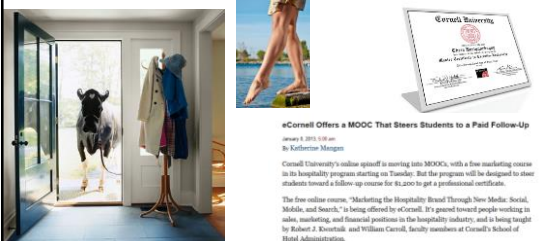**MOOC Business Model #3.**
Course Assessment Fee

MOOC Business Model #4.
Certificate Fee (with sticker)
https://twitter.com/drchuck/status/262423228717355009/photo/1

MOOC Business Model #5.
Free Entryway Course

Mystery of MOOCs:
Part V. Seven "7"
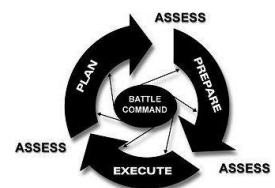**MOOC Instructor Guidelines**

Teaching a MOOC on Coursera

Audience Poll #3:
Have you taught a MOOC before?
Have you ever taken a MOOC as a student?
Have you ever browsed a MOOC?

A. Yes
B. No

MOOC Instructor Guide #1.
Plan and Prepare

Plan!
Prepare!
Practice!

MOOC Guide #2.
Use Peer, Machine, Volunteer, and Self-Assessment (designate feedback providers)
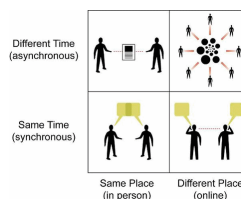

MOOC Guide #3.
Personalize Where Possible!

MOOC Guide #4.
Form Groups and Social Supports

MOOC Guide #5.
Combine Sync and Async Instruction

MOOC Guide #6.
Offer Weekly Recaps and Share Resources

MOOC Guide #7.
Involve the Participants
(e.g., use Polling Questions)

Mystery of MOOCs:
Part VI. Research on MOOCs and OER
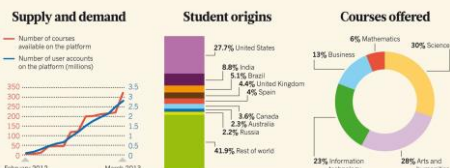
Study #1.
### MIT OpenCourseWare (OCW) Study

- **E-newsletter subscription 156,000 people**
  - **1,429 completed surveys**
    - **613 completed open ended items**
  - **50% over age 40**
  - **76% males**
  - **North America (44 percent); Asia (23 percent); Europe (14 percent); South America (10 percent); Middle East (3 percent); Oz (2 percent).**
    - **Top countries in the MIT OCW subscriber list were the United States, India, China, Brazil, Nigeria, Pakistan, Iran, Canada, the UK, Taiwan, Indonesia, Mexico, and Egypt.**
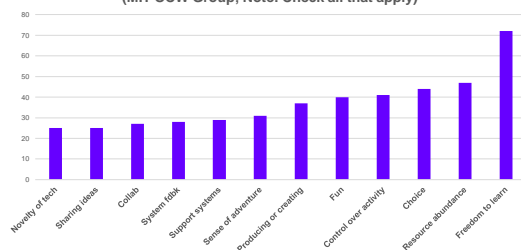

Reasons to explore?

**Main Reason Explore the Web Informally to Learn
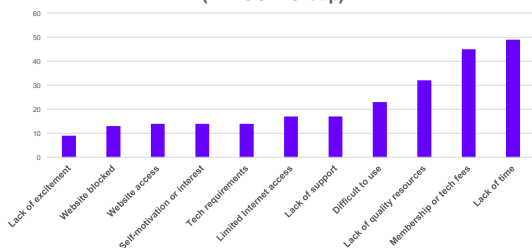(MIT OCW Group; Note: Check all that apply)**
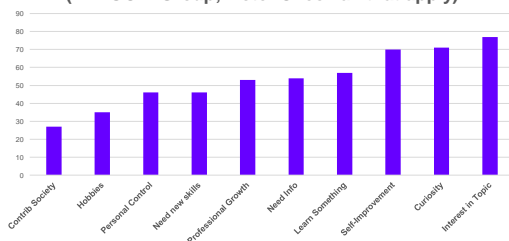
Factors leading to success or personal change?

**Factors Leading to Success or Personal Change When Exploring Online
(MIT OCW Group; Note: Check all that apply)**

What obstacles faced?

**What Obstacles Faced When Learning Informally Online
(MIT OCW Group)**

MIT Data:
Self-Taught on Social Media
(21-30 year old unemployed female, North America)

At first my purpose was to fulfill boredom ...**After graduating with a MS, I was faced with unemployment.** I took the opportunity to read blogs, watch Youtube videos, and more to learn about blogging and social media. Since than I have become well versed in social media and other business topics and started a business... **I decided not to pursue a PHD because I am learning a more rapid pace.** Instead of spending 5 years in school, I can be flexible and work on what I am learning.

MIT Data:
Prepares to Reenter University
(41-50 year old male, Middle East)

Most interesting experience of my own was my use of MIT OCW to refresh on Calculus. I purchased the textbook and followed one of several calculus options on the site. This was quite successful in re-introducing Calculus, as a prep to re-entering college 28 years after graduation - this time to study for a Master's.

MIT Data:
Retiree Develops New Hobby
(70+ year old female, North America)

I'm am avid photographer and have developed skills for developing my own website for display of my photography and books I have written that include my photographs...I've had multiple careers, from science, to public administration, and information technology. The development of my art is a new and exciting experience.
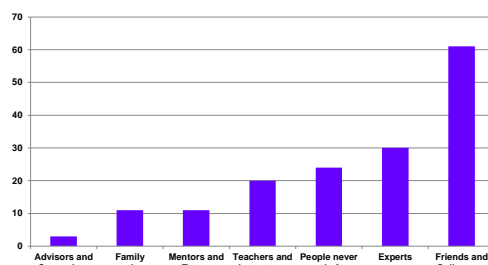
Study #2.
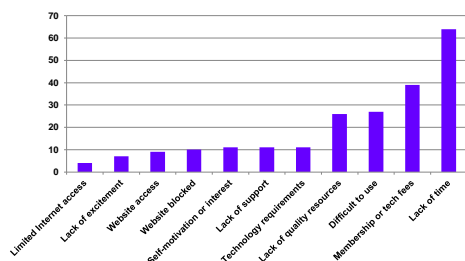## Blackboard (CourseSites) MOOC
http://events.blackboard.com/open
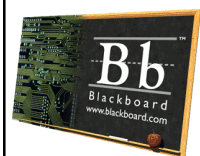
Blackboard Data
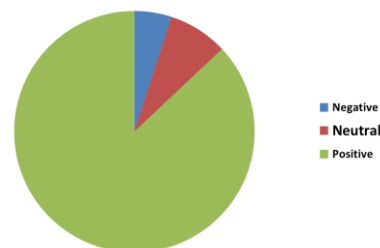### Who typically supports your informal learning experiences?

Blackboard Data
Figure 7. Obstacles and challenges faced when learning informally online.

Experience life change?
(0 = not at all; 5 = moderately; 10 = significantly)
Has your life changed from informal learning on the Web?

- Negative
- Neutral
- Positive

Life Changing Example #1

Yes. I plan to focus my Ph.D. research on alternative forms of learning (informal DIY) and credit (like open badges) and the changes higher ed and employers will have to make to accept these forms of credit.

Life Changing Example #2

It has made my job much easier and it's been easier for me to execute certain tasks, making me more willing to take on bigger challenges. It was also shown me how enjoyable it is to learn a computer language. It opened my mind to considering possibilities in this area. It also made my husband respect my ability around computers a bit more.

Life Changing Example #3

My life has changed in a big way. I used these new skills to create a small business that supplements my income. I couldn't use this income soley to support myself, but it does pay some bills.

Life Changing Example #4

It has changed because I have learned new things and got more creative in my own field...The key moment was when I felt that the world is now becoming open as Dr. bonk describes it. I don't need to travel to different countries and spend my time and money trying to get a new idea or learn a new skill. I can have the access to quality materials, novel ideas and experts anywhere and any time.

December 13, 2013

Former MIT president Charles M. Vest dies at 72
As the Institute's leader from 1990 to 2004, he sparked a period of dynamism.
Steve Bradt, MIT News Office

http://web.mit.edu/newsoffice/2013/former-mit-president-charles-m-vest-dies-at-72-1213.html

We thank you for attending!

Slides at: TrainingShare.com
Papers: PublicationShare.com
Books: http://worldisopen.com/
Email: curt@worldisopen.com
cjbonk@Indiana.edu