Strategic partnerships for
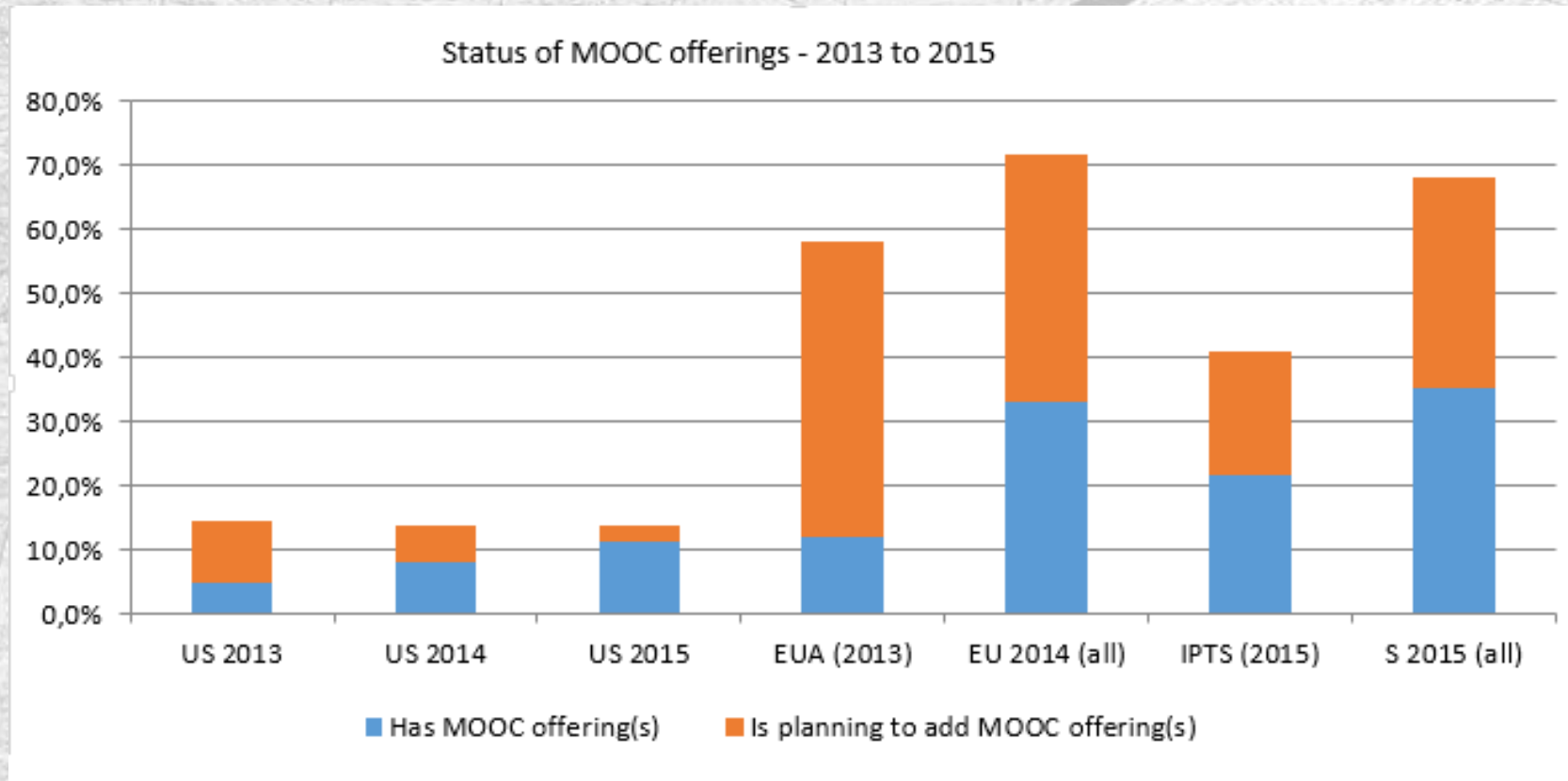
MOOC development

Darco Jansen

Maastricht, 1 February
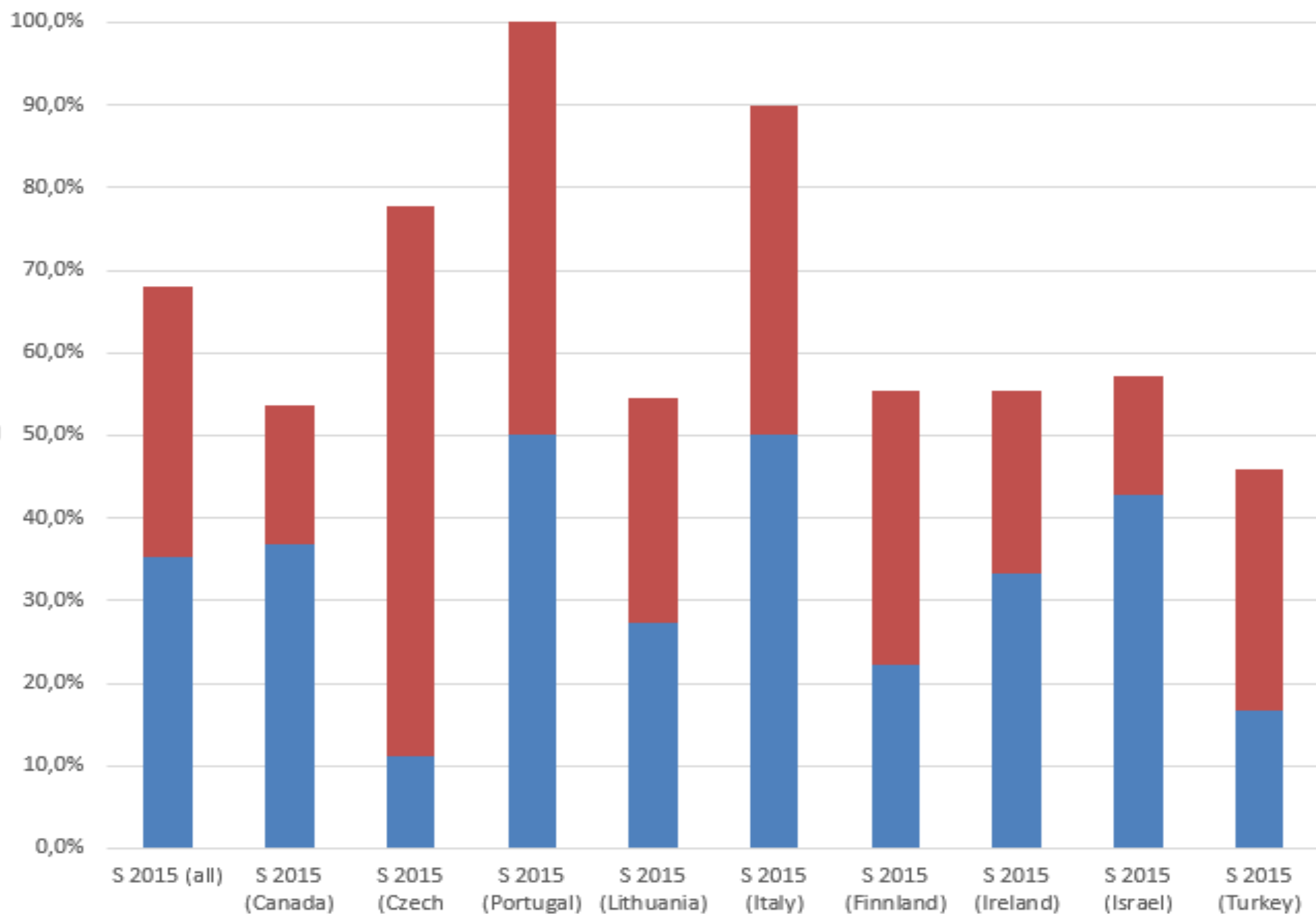
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Why is Europe so much more involved in MOOCS?

Status of MOOC offerings - 2013 to 2015

Legend: Has MOOC offering(s) · Is planning to add MOOC offering(s)

Categories: US 2013, US 2014, US 2015, EUA (2013), EU 2014 (all), IPTS (2015), S 2015 (all)

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Survey (2015)
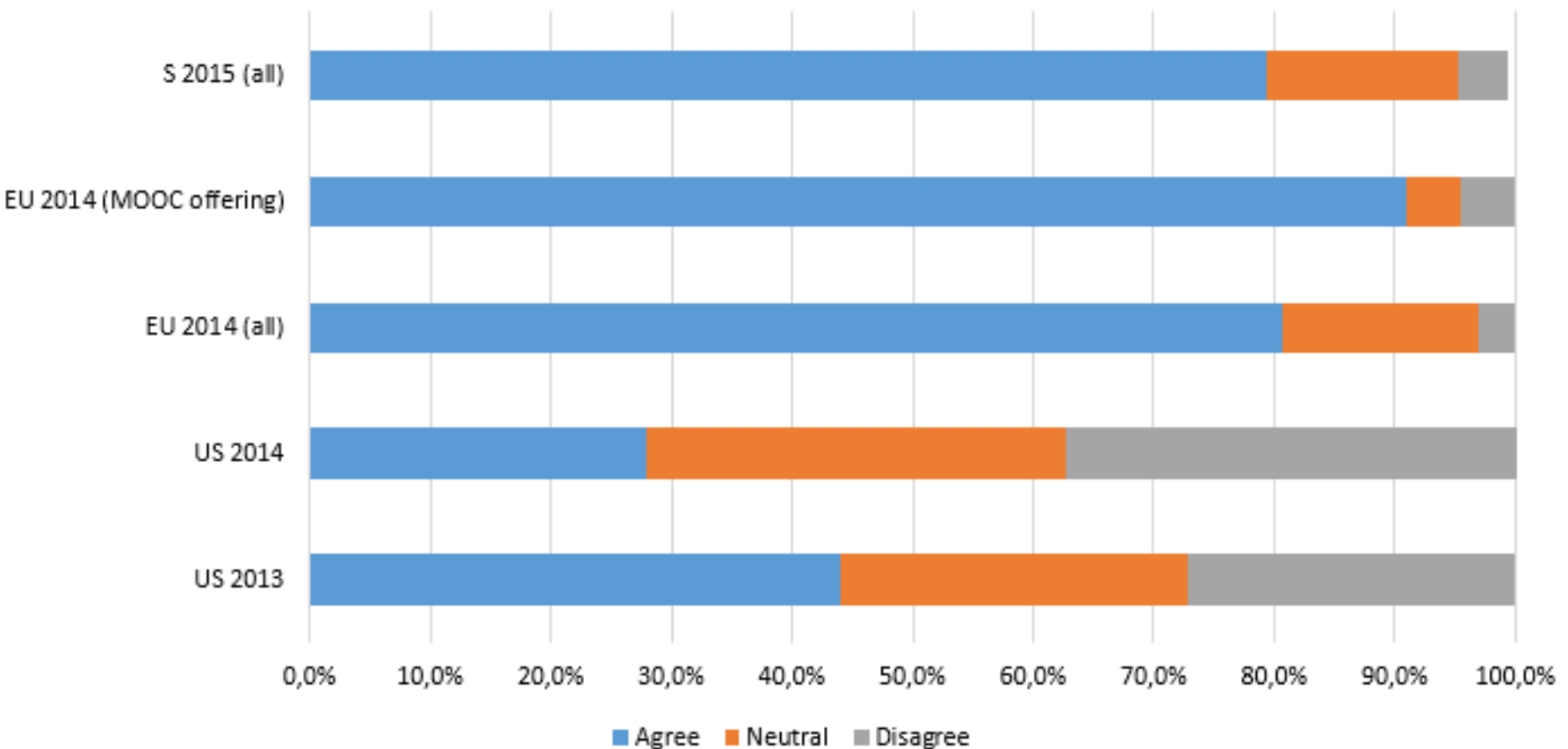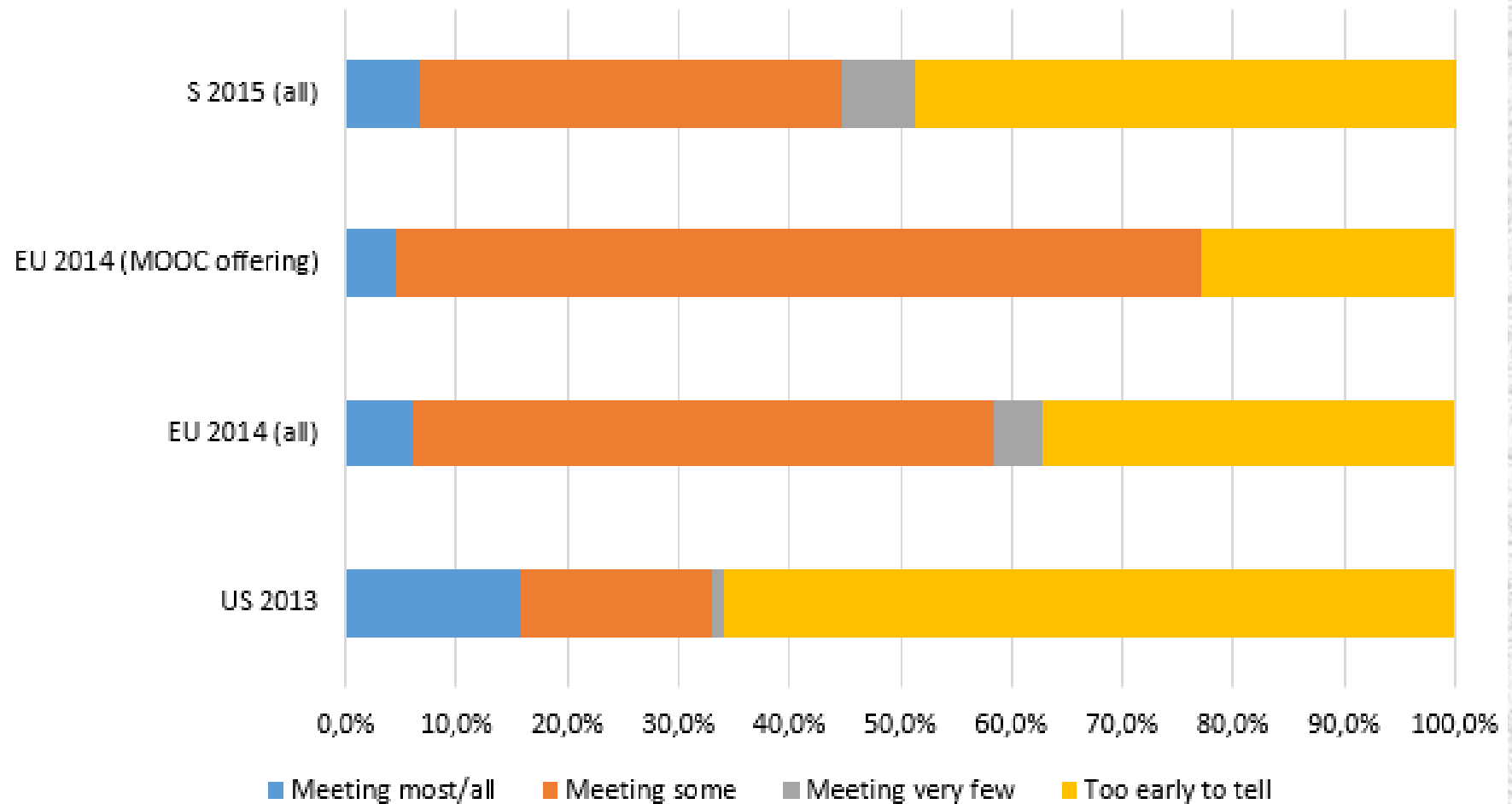
MOOC offering in Europe

- European institutions are more involved in MOOCs than the US
- Is Eastern Europe going to be involved significantly as well?
  - In Czech Republic 66% is planning a MOOC
  - In Poland 24%
- Large US and EU differences:
  - ECTS framework
  - Difference between higher educational systems.
    Continental European related to state funding - most institutions have equal resources
    Market-based US model has mixed private-public funding and provision with large differences between HEIs.

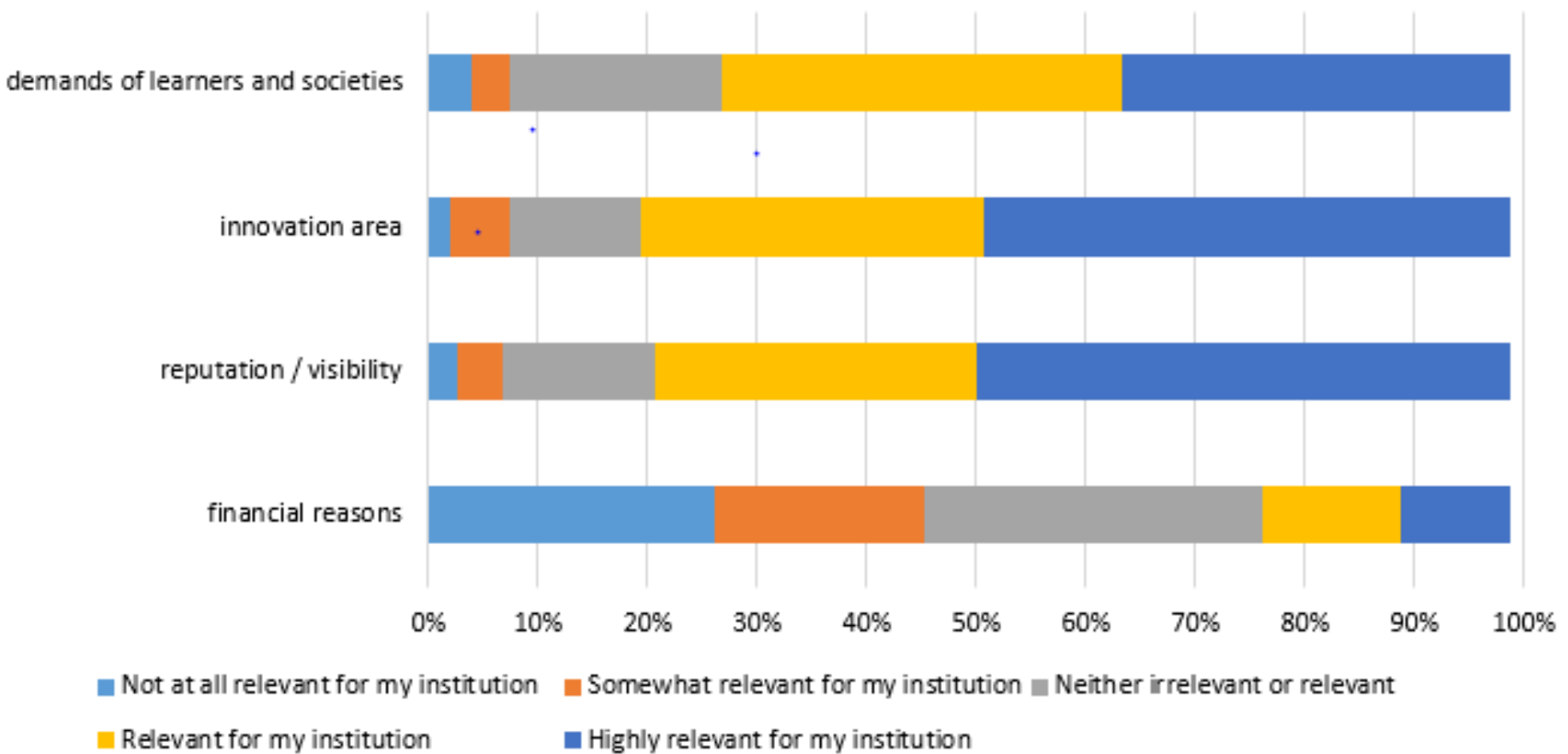- What are the main motives at institutional level to be involved (or not) in MOOCs?

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MOOCs are important for institutions to learn about online pedagogy

How well are MOOCs meeting institution's objectives?

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Legend:
- ■ Meeting most/all
- ■ Meeting some
- ■ Meeting very few
- ■ Too early to tell

Categories (y-axis):
- S 2015 (all)
- EU 2014 (MOOC offering)
- EU 2014 (all)
- US 2013

x-axis: 0,0% 10,0% 20,0% 30,0% 40,0% 50,0% 60,0% 70,0% 80,0% 90,0% 100,0%

Relevance of cluster of objectives S 2015 (all)

MOOCs are a sustainable method for offering courses
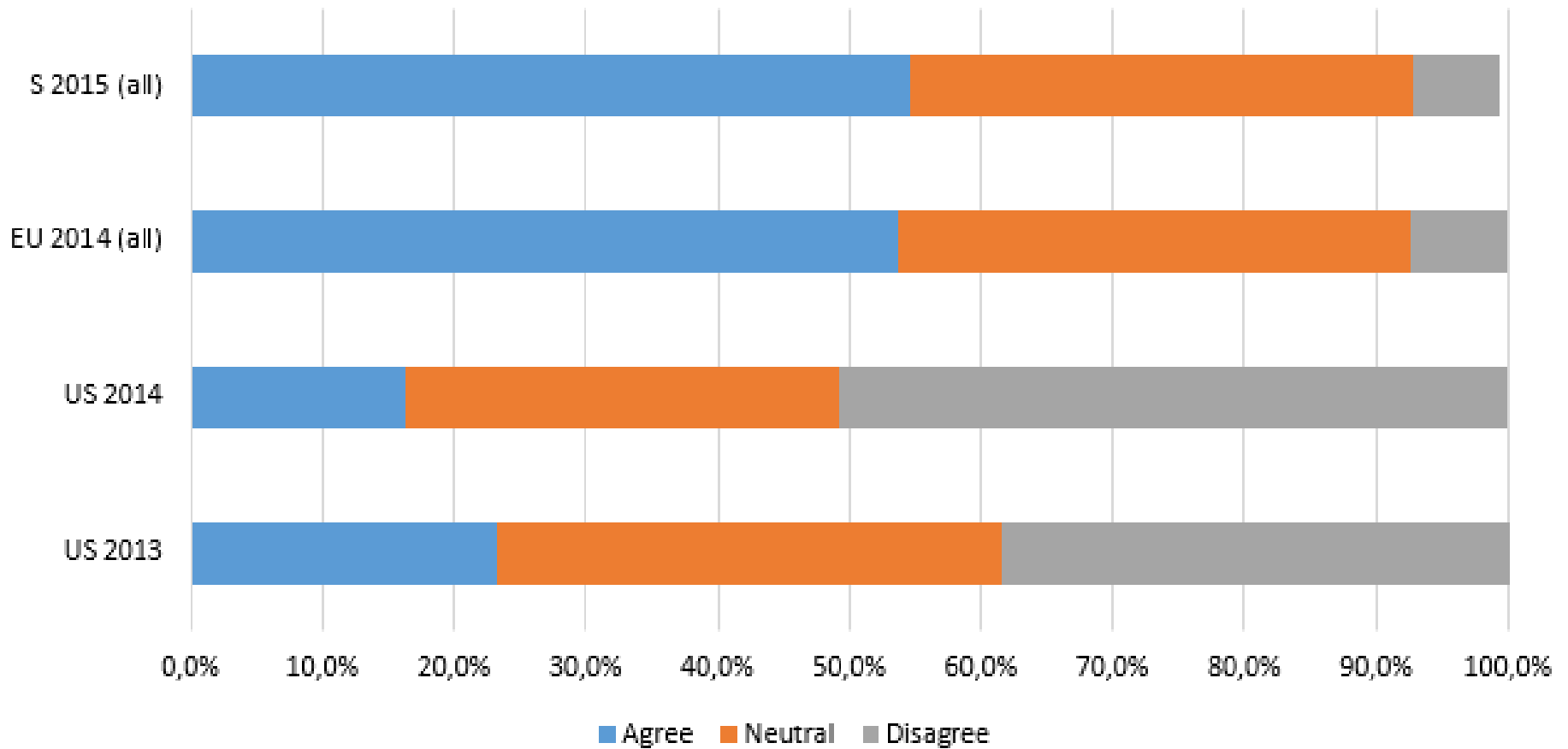
MOOCs are for free...

- MOOCS are for free for the participants....

- ... but someone has to pay for the development and operational costs

    - the costs for MOOC production and delivery range from nearly US$40,000 to over 325,000.
    - In addition, approximately US$10,000–50,000 is needed to cover operational costs every time the course is offered.
    - it costs up to US$35,000 per course to record and publish lectures as part of an xMOOC.

How MOOCs may benefit society

- Widening participation in higher education

- Equality in and democratisation of education

- The ROI of tertiary education for society

- The potential to reduce education costs

MOOCs are just another milestone in the process of transforming HE into a more open, accessible, flexible, affordable, transparent and accountable entity.

Freemium business models and open

- Open source and free software
- Open access journals
- Open textbooks
- OER

The basic product is free for end-users, and an open licence allows modifications of the original source

Freemium at MOOC level

Formal certificates
Individual coaching/tutoring during the MOOC
Tailored courses for employees as part of company training (e.g., a SPOC based on a MOOC)
Tailored follow-up resources based on participants' data in the MOOC
Remedial courses
Training to qualify for access to universities

Freemium at Institutional level

MOOCs
… can offer a good marketing model
… can attract better and/or more on-campus students
… can attract new kinds of students
… provide innovation in educational provision
… result in scalable educational services
… can improve the quality of on-campus education
… can reduce the costs of regular course provision
… can be a research area
… can be mass environments for exploring research questions

Freemium at B2B level

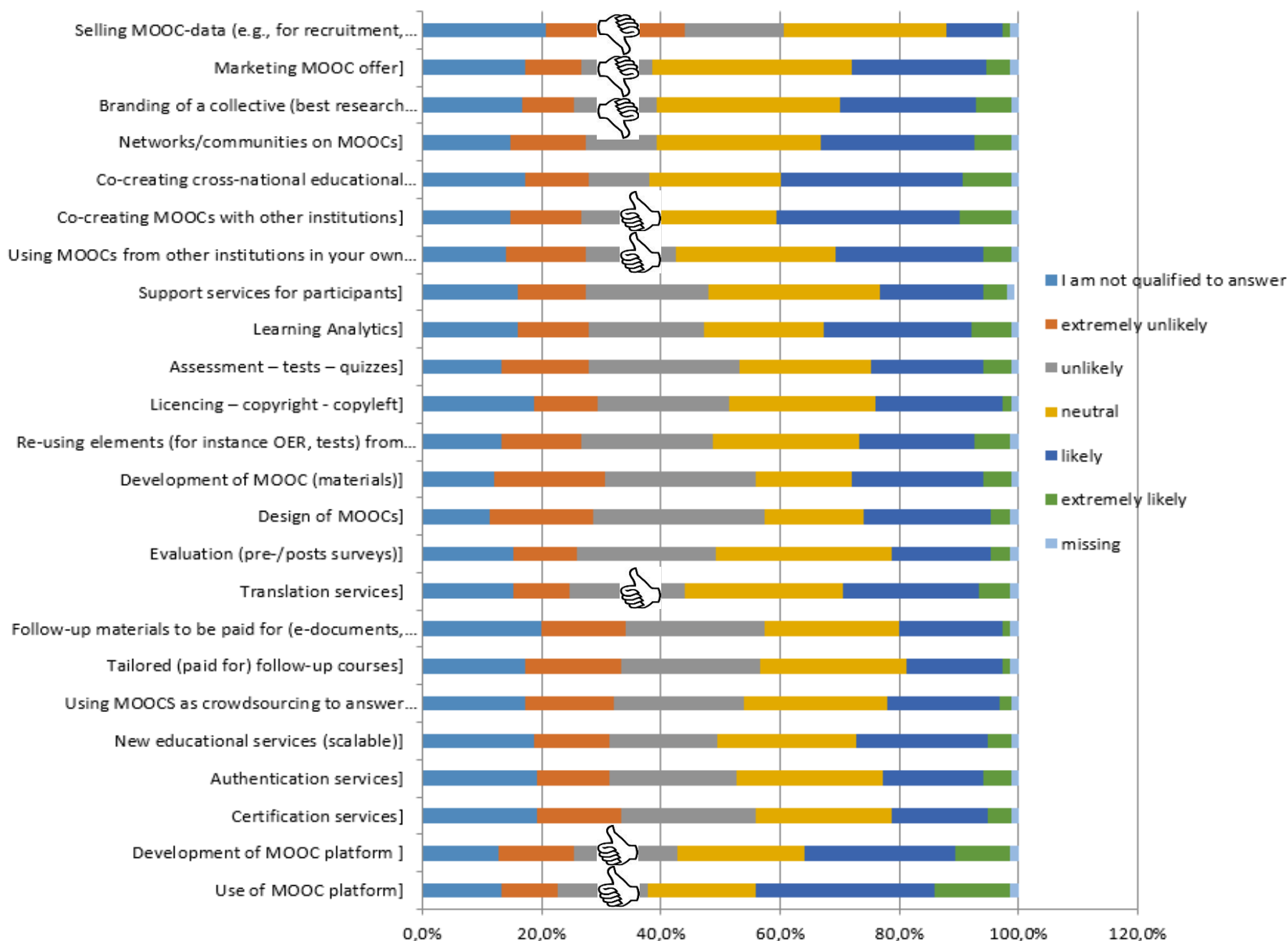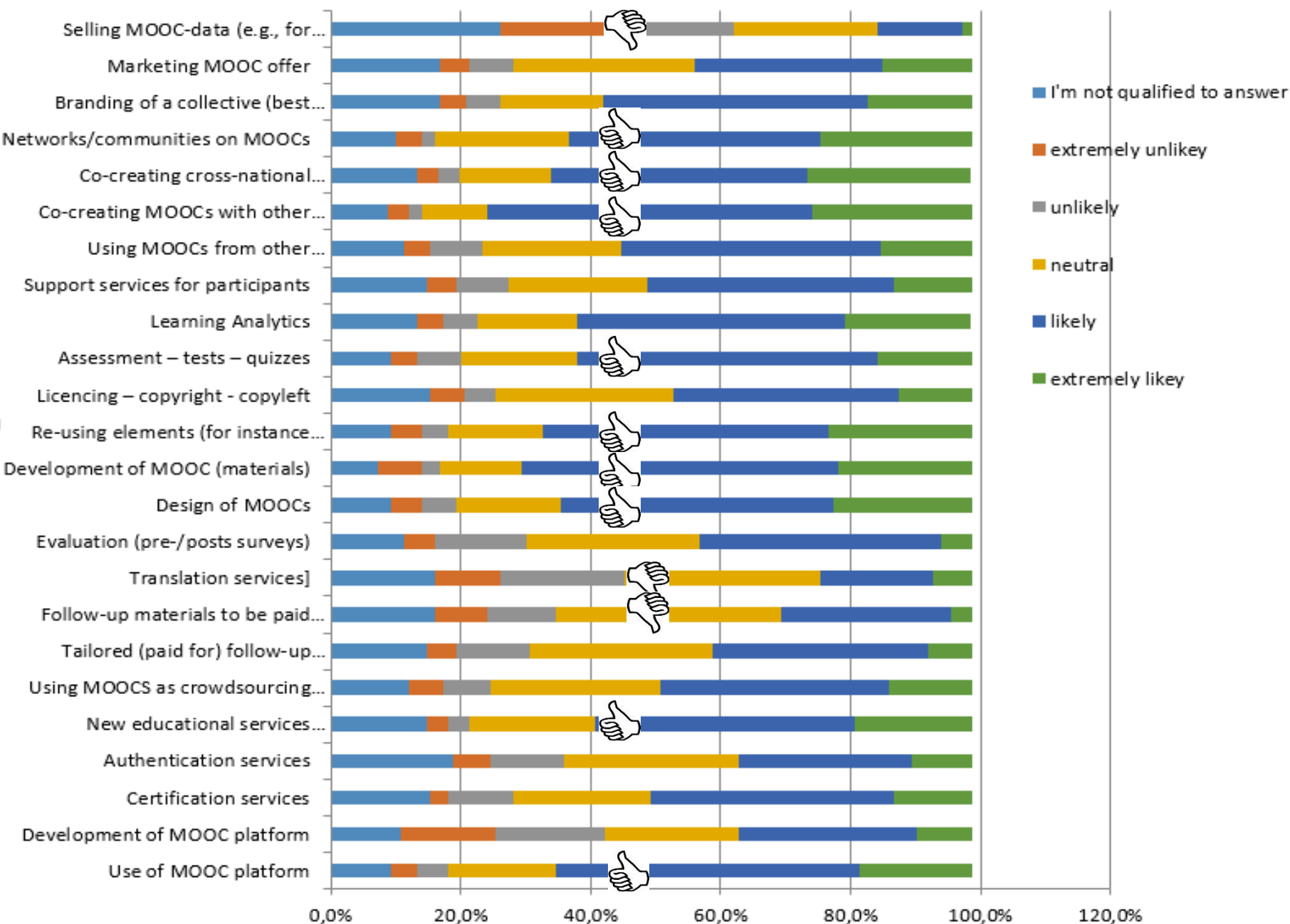| |
|---|
| MOOC platform |
| Course aggregator |
| Global marketing and increasing reputation |
| Learning analytics tools |
| Translation services |
| Certification services - Proctoring |
| Quality label for institutions/MOOCs |
| Training in how to design/develop MOOCs |
| Using (anonymised) data for recruitment |

Outsourcing of services to other providers, S 2015

Collaboration with other organisations on MOOC offering, S 2015

Thank you!!!

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OpenupEd

Coordinator

home — Higher education Online: MOOCs the European way

Biz MOOC

Partner

moonlite — MOOCs for Social Inclusion & Employability

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