Strategic partnerships for MOOC development

Darco Jansen
Maastricht, 1 February
Why is Europe so much more involved in MOOCs?

Darco Jansen
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?
MOOCs are important for institutions to learn about online pedagogy

- S 2015 (all)
- EU 2014 (MOOC offering)
- EU 2014 (all)
- US 2014
- US 2013

Legend:
- Agree
- Neutral
- Disagree
How well are MOOCs meeting institution's objectives?

- S 2015 (all)
- EU 2014 (MOOC offering)
- EU 2014 (all)
- US 2013

- Meeting most/all
- Meeting some
- Meeting very few
- Too early to tell
Relevance of cluster of objectives S 2015 (all)

- **demands of learners and societies**
- **innovation area**
- **reputation / visibility**
- **financial reasons**

Legend:
- Not at all relevant for my institution
- Somewhat relevant for my institution
- Neither irrelevant or relevant
- Relevant for my institution
- Highly relevant for my institution
MOOCs are a sustainable method for offering courses

S 2015 (all)

EU 2014 (all)

US 2014

US 2013

0,0% 10,0% 20,0% 30,0% 40,0% 50,0% 60,0% 70,0% 80,0% 90,0% 100,0%

Agree Neutral Disagree
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.
<table>
<thead>
<tr>
<th>Freemium at MOOC level</th>
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<tbody>
<tr>
<td>Formal certificates</td>
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<tr>
<td>Individual coaching/tutoring during the MOOC</td>
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<tr>
<td>Tailored courses for employees as part of company training (e.g., a SPOC based on a MOOC)</td>
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<td>Tailored follow-up resources based on participants’ data in the MOOC</td>
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<td>Remedial courses</td>
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<td>Training to qualify for access to universities</td>
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Freemium at Institutional level

<table>
<thead>
<tr>
<th>MOOCs</th>
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<tbody>
<tr>
<td>... can offer a good marketing model</td>
<td></td>
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<tr>
<td>... can attract better and/or more on-campus students</td>
<td></td>
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<tr>
<td>... can attract new kinds of students</td>
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<tr>
<td>... provide innovation in educational provision</td>
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<tr>
<td>... result in scalable educational services</td>
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<tr>
<td>... can improve the quality of on-campus education</td>
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<td>... can reduce the costs of regular course provision</td>
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<tr>
<td>... can be a research area</td>
<td></td>
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<td>... can be mass environments for exploring research questions</td>
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Freemium at B2B level

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

Darco.Jansen@eadtu.eu

SCORE2020  Coordinator

OpenupEd

home

ECO

biz MOOC  Partner

moonlit MOOCs for Social Inclusion & Employability