Taking Leadership in Mystery of MOOCs and the Mass Movement toward Open Education
Part I. Past Year Recap of MOOC and MOOC Leadership
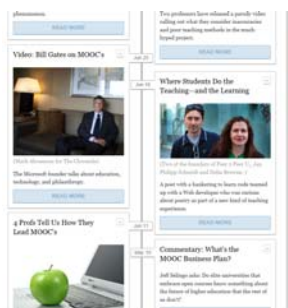
Curtis J. Bonk,

Professor, Indiana University

cjbonk@indiana.edu
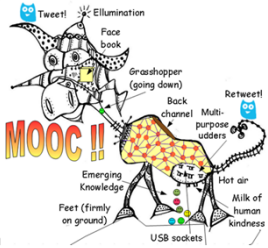
http://mypage.iu.edu/~cjbonk/

August 8, 2012
Holy Apostles To Offer Massive Open Online Courses, Cromwell, CT
http://campustechnology.com/articles/2012/08/holy-apostles-to-offer-massive-open-online-courses.aspx

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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/133475/?cid=at&utm_source=at&utm_medium=en

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What is a MOOC?

Gordon Lockhart, iBerry, http://iberry.com/
http://gbl55.wordpress.com/2011/03/08/cck11-man-this-mooc-is-something-else/

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

A. Yes

B. No

MOOC Leadership Principle #1:
Be First!
June 21, 2011 and August 1
Ray Schroeder, U of Illinois at Springfield
Stanford to offer free AI course
(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/
View lecture videos, access reading lists & course handouts, take quizzes and tests, and communicate with other students.

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!
http://www.marketplace.org/shows/marketplace-tech-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-vj68hQa5w
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/)

July 17, 2012
(Expanded Sept 19, 2012)
Into the Fray, Steve Kolowich, Inside Higher Ed
http://www.insidehighered.com/news/2012/07/17/uva-and-11-others-become-latest-plan-moocs#ixzz20ug9JXeW

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
U. of Virginia
Duke U.
Caltech
Rice U.
Georgia Tech
U. of Pennsylvania

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
Ohio State University
University of British Columbia
University of California at Irvine
University of Florida
University of London
University of Maryland
University of Melbourne
University of Pittsburgh
Vanderbilt University
Wesleyan University

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

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-behind/38801

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 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=SA6ELdIRkRU

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
http://chronicle.com/article/Multimedia-Why-Do-Students/133165/

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 resumé, 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 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.

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
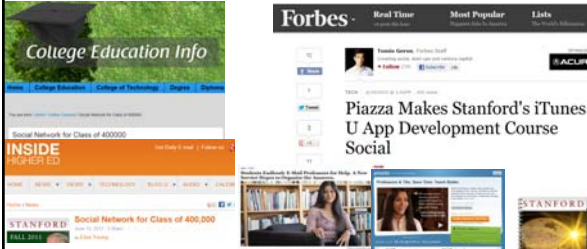
MOOC Leadership Principle #11: Use Free Resources
June 19, 2012
Piazza in Stanford Class of 400,000

MOOC Leadership Principle #12: Create New Programs
June 19, 2012
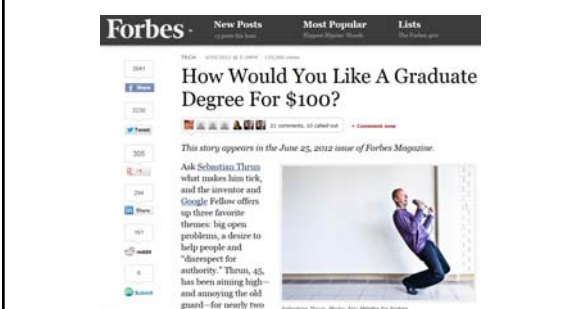
MOOC Leadership Principle #13: Generate Media Attention
June 25, 2012
http://www.forbes.com/sites/georgeanders/2012/06/05/udacity-sebastian-thrun-disrupting-higher-education/

**Online Education Grows Up, And For Now,
It's Free, NPR Staff, October 6, 2012**
http://www.npr.org/2012/09/30/162053927/online-education-grows-up-and-for-now-its-free
http://www.npr.org/player/v2/mediaPlayer.html?action=1&t=1&islist=false&id=162053927&m=162053877

**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-google+fu

July 23, 2012
**Coursera course on Internet History,
Technology, and Security, Chuck Severance
42,000+ sign up...**
https://www.coursera.org/#course/insidetheinternet

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/

**MOOC Leadership Principle #16:
Be Proactive in Addressing Concerns**
August 16, 2012
http://chronicle.com/article/Dozens-of-Plagiarism-Incidents/133697/

MOOC Leadership Principle #17:
Give Something Away
September 12, 2012
http://www.youtube.com/watch?feature=player_embedded&v=GAY5lCoVnA8
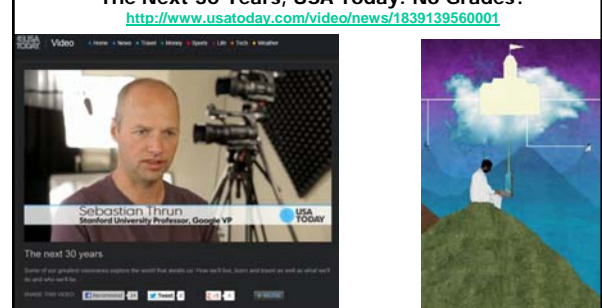
MOOC Leadership Principle #18:
Look Way Ahead
September 14, 2012
The Next 30 Years, USA Today: No Grades?
http://www.usatoday.com/video/news/1839139560001

MOOC Leadership Principle #19:
Expand Markets
October 1, 2012
http://chronicle.com/article/Open-Courses-From-America-Find/134660/

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

Open Educational Resources:
Part II. 15 MOOC Instructor Guidelines
+
5 Tips for MOOC Students

MOOC Instructor Guide #1.
Plan and Prepare

MOOC Guide #2.
Designate Feedback
Providers and Tasks

MOOC Guide #3.
Offer Ample Feedback
in Week One

MOOC Guide #4.
Use Peer, Machine, Volunteer,
and Self-Assessment

MOOC Guide #5.
Gather Geographic Data

MOOC Guide #6.
Use a Warm and
Friendly Tone

MOOC Guide #7.
Form Groups and Social Supports

MOOC Guide #8.
Arrive Early for Sync Session

MOOC Guide #9.
Allocate Ample Q&A Time During Sync Session

MOOC Guide #10.
Share Resources

MOOC Guide #11.
Personalize Where Possible!

MOOC Guide #12.
Use Polling Questions

MOOC Guide #13.
Check Chat Window for Comments and Questions
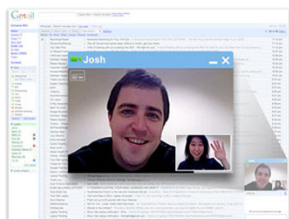
MOOC Guide #14.
Reflect After Each Session (e.g., Top 3 Activity in Chat Window)

MOOC Guide #15.
Offer Weekly Recaps and Updates

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**

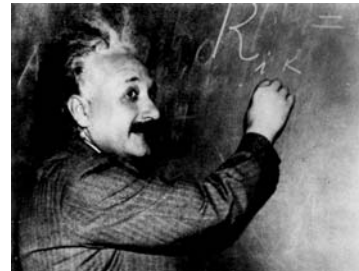**Open Educational Resources:**
Part III. Type of MOOCs

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

MOOC Type #2.
Just-in-Time Skills and Competencies MOOC
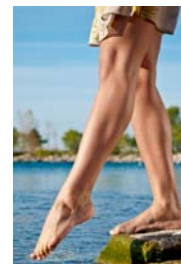

MOOC Type #3.
Theory- or Trend-Driven MOOC

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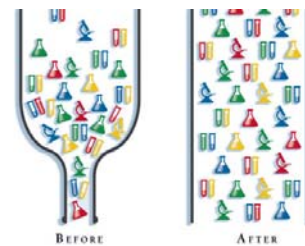

MOOC Type #5.
Loss Leader (dip toe in water) MOOC

MOOC Type #6.
Experimental MOOC

MOOC Type #7.
Degree or Program Qualifier or System Bottleneck MOOC
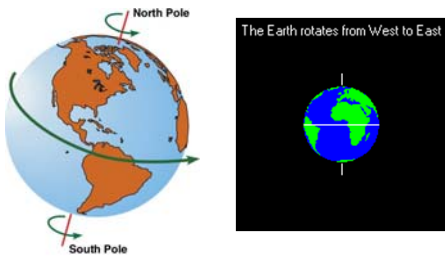

BEFORE   AFTER

MOOC Type #8.
Personality MOOC

MOOC Type #9.
Name Branding MOOC

MOOC Type #10.
Rotating MOOC

MOOC Type #11.
Repeatable MOOC

MOOC Type #12.
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.
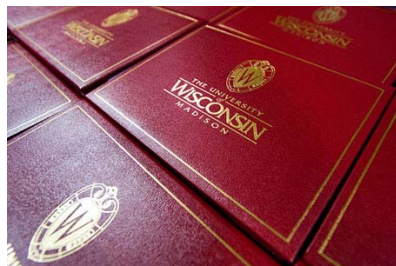**Course Assessment Fee**

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
(companies pay for names and contact
info of high performers)

MOOC Business Model #9.
Sell or Lease Courses
(e.g., to Community Colleges)

MOOC Business Model #10.
Share Revenues
(i.e., professors, university, companies)

**Poll #2: Are MOOCs creating a
revolution in education today?**
A. Yes…
B. No…

The World is Open!

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