

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

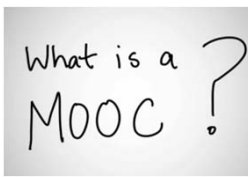
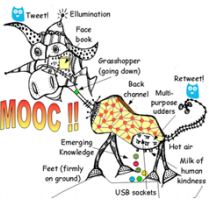
Curtis J. Bonk,  
Professor, Indiana University  
cjbonk@indiana.edu  
<http://mypage.iu.edu/~cjbonk/>



## Reflect on and share the recent MOOC news... (99 seconds)



## Mystery of MOOCs: Part I. A Funny Thing Happened...



Gordon Lockhart, iBerry, <http://iberry.com/>  
<http://gb155.wordpress.com/2011/03/08/cck11-man-this-mooc-is-something-else/>

June 25, 2012

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

[http://chronicle.com/article/A-Conversation-With-Bill-Gates/1325917?cid=at&utm\\_source=at&utm\\_medium=em](http://chronicle.com/article/A-Conversation-With-Bill-Gates/1325917?cid=at&utm_source=at&utm_medium=em)

### On the Meaning of MOOC's

"Even though I only have a high school degree, I'm a professional student."



## August 8, 2012 Holy Apostles To Offer Massive Open Online Courses, Cromwell, CT

<http://campustechnology.com/articles/2012/08/08/holy-apostles-to-offer-massive-open-online-courses.aspx>

### Holy Apostles To Offer Massive Open Online Courses

By Mae Hehenbrink • 08/05/12

Holy Apostles College and Seminary will begin to offer massive open online open course (MOOC) programming through a partnership with Edvance360 and the Catholic Distance Learning Network involving two certification programs for the fall 2012 semester.



## September 21, 2012 As Online Courses Grow, Sites Offering Unauthorized Academic Help Get More Brazen, Chronicle of Higher Education, Alisha Azevedo

### As Online Courses Grow, Sites Offering Unauthorized Academic Help Get More Brazen

September 21, 2012, 11:42 am

By Alisha Azevedo



**October 9, 2012**

MOOCs and exercise bikes – more in common than you'd think, Robert Nelson and Phillip Dawson, *The Conversation*, Australia

<http://theconversation.edu.au/moocs-and-exercise-bikes-more-in-common-than-you-d-think-9726>

THE CONVERSATION



Are you motivated or do you need a social setting and role models to keep you driven?

**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 2013**

*MOOCs and the Collaboration Industry, Wainhouse Research Note, Analyst: Alan D. Greenberg*

2008	2009 - 2010	2011	2012	2013 - 2017
First MOOC: Athabasca U & Canadian National Research Council (2,300+)	MOOCs slowly take hold: PLENK2010, DS106, University of the People, PZPU	Stanford Intro to AI MOOC (130,000)	Udacity, Coursera, edX (rebranded MIT program)	Big Name U, trial and error, best practices, business "remodeling," mainstreaming

Figure 1: A Short Recent History – and Prediction for the Future – of the MOOC

**January 2013**

Parthenon Perspectives: Finding Value in an Evolving Education Landscape (US) Parthenon Group

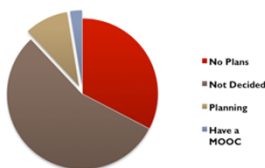


**January 8, 2013**

Changing Course: Ten Years of Tracking Online Education in the United States, Elaine Allen and Jeff Seaman, Sloan-C & Babson Survey Research Group

<http://www.pearsoneditionsolutions.com/assets/downloads/sloan-c-babson-changing-course-survey.pdf>

Plans for MOOCs - 2012



BABSON Survey Research Group

PEARSON SLOAN-C

**January 23, 2013**

Academic Partnerships Launches MOOC2Degree Initiative Free, Open Online Courses As A First Step Toward A Degree <http://www.mooc2degree.com/>

**February 8, 2013**

**MOOC-tastic or MOOC-trociuous?, Dr. Susan C. Aldridge, AASCU**  
<http://www.aasculibrary.org/keyword/dr-susan-aldridge-exploring-the-academic-value-of-higher-education/latest-trend/>  
<http://www.aasculibrary.org/species/by-susan-aldridge/>

HOME WORK PUBLICATIONS SPEECHES RECOGNITIONS MEDIA BLOG CONTACT

## Dr. Susan C. Aldridge

### MOOC-tastic or MOOC-trociuous?

February 8, 2013 By *denelope* [Leave a Comment](#)

Dr. Susan Aldridge, Senior Fellow of AASCU delivered this speech, titled "MOOC-tastic or MOOC-trociuous? Exploring the Academic Value of Higher Education's Latest Trend". It was delivered at AASCU Winter Conference, Point Clear, Alabama.

As MOOCs explode onto the higher education landscape, American colleges and universities are rushing to jump on the distance learning bandwagons. But amid the hype, these ventures have also raised a number of legitimate questions. For example, does university brand necessarily equate to quality teaching, especially in the online environment? Likewise, does the rapidly emerging sMOOC model exploit the power of technology to promote effective learning (as its predecessor, the sMOOC, did)? And do the courses and certifications offered actually meet the

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Recent Posts

- Why Quality Matters in the Battle for Online Education's Future
- Susan Aldridge at ExOLA Conference 2013

**February 20, 2013**

**UW-Madison to expand distance learning with Massive Open Online Courses, Kari Knutson, University of Wisconsin-Madison News**  
[http://www.news.wisc.edu/215207utm\\_source=UW&utm\\_medium=email&utm\\_campaign=UW2013-02-21](http://www.news.wisc.edu/215207utm_source=UW&utm_medium=email&utm_campaign=UW2013-02-21)

Research in Education Center  
**Educational Innovation**

### More Than a High Score: Videogames and Learning

MOOCs at UW-Madison

**February 20, 2013**

**To Fix Its Education System, India Should Look to MOOCs**  
**William H. Avery, Chronicle of Higher Education**  
<http://chronicle.com/blogs/worldwise/to-fix-its-education-system-india-should-look-to-moocs/31789>

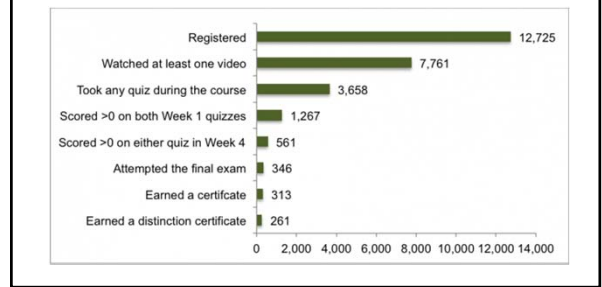
**To Fix Its Education System, India Should Look to MOOCs**

February 20, 2013, 10:09 am  
 By Guest Writer

The following is a guest post by **William H. Avery**, author of *China's Nightmare, America's Dream: India as the Next Global Power*. The blog post is adapted from a commentary published in the *Economic Times of India* and continues themes raised in a recent *Chronicle* article on the challenge *American colleges face in India*.

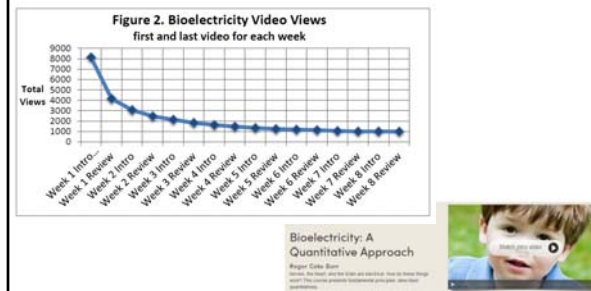
**February 24, 2013**

**Big (MOOC) Data, Inside Higher Education, Dayna Catropa**  
<http://www.insidehighered.com/blogs/strategy/big-mooc-data>



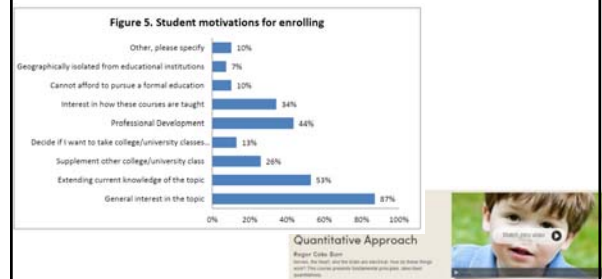
**February 5, 2013**

**Bioelectricity: A Quantitative Approach, Duke University's First MOOC**  
[http://dukespace.lib.duke.edu/dspace/bitstream/handle/10161/6216/Duke\\_Bioelectricity\\_MOOC\\_Fall2012.pdf](http://dukespace.lib.duke.edu/dspace/bitstream/handle/10161/6216/Duke_Bioelectricity_MOOC_Fall2012.pdf)



**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](http://dukespace.lib.duke.edu/dspace/bitstream/handle/10161/6216/Duke_Bioelectricity_MOOC_Fall2012.pdf)



**February 27, 2013 (Inside HE)**  
**Grade My Course (i.e., Yelp for Ed)**  
<http://www.grademycourse.com/>

The screenshot shows the Grade My Course interface. At the top, it displays the course title 'Introductory Organic Chemistry Part 1' by Jeff Moore. A large orange box shows a grade of 'D+' with a breakdown: A=4, A-4, B=3, C=2, D=1, F=1. Below this, it indicates 'Difficulty: HARD' and 'Workload: 10 HRS'. The course is listed as being taught by Jeffrey S. Moore and Nicholas M. Unswelty at the University of Illinois at Urbana-Champaign. A 'Grade This Course' button is visible at the bottom.

**February 27, 2013 (Inside HE)**  
**CourseTalk**  
<http://coursetalk.org/>

The screenshot shows the CourseTalk website. It features a list of courses with user ratings and reviews. Courses listed include 'Functional HTML5 & CSS3', 'Gamification', 'Functional Programming Principles in Scala', 'Try R', and 'CS188: 1x Artificial Intelligence'. A prominent review for 'An Introduction to Interactive Programming in Python' is shown, with a 5-star rating and a comment: 'Incredible, wonderful course on learning Python. The professors seem to be teaching the class and really seem to like each other, which comes across and actually makes the class even more engaging! The lessons and mini projects are perfectly calibrated to be challenging without being impossible... after the first week I started each homework assignment saying "I DON'T KNOW HOW TO DO THIS!" but then realized that they did indeed teach us everything and had to be here to complete the assignment.'

**February 27, 2013 (Inside HE)**  
**TopFreeClasses**  
<http://www.topfreeclasses.com/>

The screenshot shows the TopFreeClasses website. It features a list of free online courses. A featured course is 'Learn to Program: The Fundamentals' by Jennifer Campbell and Paul Gruns at the University of Toronto. The course is 7 weeks long, 6-8 hours per week, and is suitable for beginners. Other courses listed include 'An Introduction to Interactive Programming in Python', 'Introduction to Computer Science', and 'Introduction to Java'. The website also has a sidebar with various subject categories like Art, Design, Music, Film, Biology, Anatomy, Physiology, Business and Management, Chemistry, Computer Science, Engineering, Finance and Economics, Health and Medicine, Humanities and Social Studies, Languages, Mathematics, Physics and Earth Studies, and Statistics and Data Analysis.

**February 27, 2013 (Inside HE)**  
**StudyRoom and Open Study**  
<http://www.getstudyroom.com/>  
<http://openstudy.com/>

The screenshot shows the StudyRoom and Open Study website. It features a large image of a classroom scene with a teacher pointing at a whiteboard. The text on the page reads 'BRING THE CLASSROOM EXPERIENCE ONLINE' and 'CREATE A COURSE'. The website also has a sidebar with various subject categories like Art, Design, Music, Film, Biology, Anatomy, Physiology, Business and Management, Chemistry, Computer Science, Engineering, Finance and Economics, Health and Medicine, Humanities and Social Studies, Languages, Mathematics, Physics and Earth Studies, and Statistics and Data Analysis.

**March 7, 2013**  
**At South by Southwest Education Event, Tensions Divide Entrepreneurs and Educators, Jeffrey R. Young, Chronicle of HE,**  
<http://chronicle.com/blogs/wiredcampus/at-south-by-southwest-education-event-tensions-divide-entrepreneurs-and-educators/42777>



**March 14, 2013**  
**California's Move Toward MOOCs Sends Shock Waves, but Key Questions Remain Unanswered, Lee Gardner and Jeffrey R. Young Chronicle of HE**  
<http://chronicle.com/article/California-Considers-a-Road/137903/>

The screenshot shows the Chronicle of Higher Education article titled 'California's Move Toward MOOCs Sends Shock Waves, but Key Questions Remain Unanswered'. The article is by Lee Gardner and Jeffrey R. Young. It discusses the proposed legislation in California to reduce the number of students shut out of key courses by forging an unprecedented partnership between traditional public colleges and online-education upstarts. The article also mentions that on Wednesday specific details of how the deal would work were hard to pin down. The article is dated March 14, 2013.



**March 17, 2013**  
**Globalizing MOOCs**  
**Steve Kolowich, Inside Higher Ed**  
<http://www.insidehighered.com/blogs/globalhighered/globalizing-moocs>

**Globalizing MOOCs**

March 17, 2013 - 5:45pm

by **Kims Olds**

After nearly 12  
 when acting at  
 amazing place



I noted  
 JS is an  
 ad to

**March 18, 2013**  
**The Minds Behind MOOCs:**  
**The Professors Who Make the MOOCs,**  
**Steve Kolowich, Chronicle of HE**

[http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905/7cid=at&utm\\_source=at&utm\\_medium=en&id=overview](http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905/7cid=at&utm_source=at&utm_medium=en&id=overview)



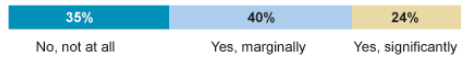
Paul Gries, of the U. of Toronto, has taught MOOCs on computer science.

**The Minds Behind MOOCs:**  
**The Professors Who Make the MOOCs,**  
**Steve Kolowich, Chronicle of HE, March 18, 2013**

[http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905/7cid=at&utm\\_source=at&utm\\_medium=en&id=overview](http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905/7cid=at&utm_source=at&utm_medium=en&id=overview)

**FROM THE SURVEY**

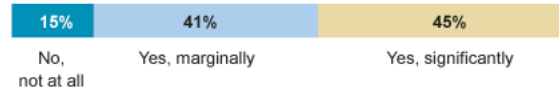
Do you believe MOOCs could eventually reduce the cost of attaining a college degree at your institution?



**The Minds Behind MOOCs:**  
**The Professors Who Make the MOOCs,**  
**Steve Kolowich, Chronicle of HE, March 18, 2013**

[http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905/7cid=at&utm\\_source=at&utm\\_medium=en&id=overview](http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905/7cid=at&utm_source=at&utm_medium=en&id=overview)

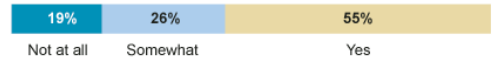
Do you believe MOOCs could eventually reduce the cost of attaining a college degree in general?



**The Minds Behind MOOCs:**  
**The Professors Who Make the MOOCs,**  
**Steve Kolowich, Chronicle of HE, March 18, 2013**

[http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905/7cid=at&utm\\_source=at&utm\\_medium=en&id=overview](http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905/7cid=at&utm_source=at&utm_medium=en&id=overview)

Did teaching a MOOC cause you to divert time from other duties, such as research, committee service, or traditional teaching?

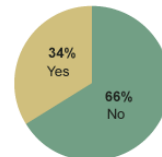


Note: Because of rounding, percentages may not add up to 100 percent.

**The Minds Behind MOOCs:**  
**The Professors Who Make the MOOCs,**  
**Steve Kolowich, Chronicle of HE, March 18, 2013**

[http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905/7cid=at&utm\\_source=at&utm\\_medium=en&id=overview](http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905/7cid=at&utm_source=at&utm_medium=en&id=overview)

Do you believe your home institution will eventually grant formal credit to students who succeed in your MOOC?



**The Minds Behind MOOCs:  
The Professors Who Make the MOOCs,  
Steve Kolowich, Chronicle of HE, March 18, 2013**  
[http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905/?id=at&utm\\_source=at&utm\\_medium=en#id=overview](http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905/?id=at&utm_source=at&utm_medium=en#id=overview)

Do you believe students who succeed in your MOOC deserve formal credit from your home institution?

Yes	28%
No	72%

**March 18, 2013**  
**The Minds Behind MOOCs:  
The Professors Who Make the MOOCs,  
Steve Kolowich, Chronicle of HE**  
[http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905/?id=at&utm\\_source=at&utm\\_medium=en#id=overview](http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905/?id=at&utm_source=at&utm_medium=en#id=overview)

Over all, do you believe MOOCs are worth the hype?

Yes	79%
No	21%

**February 21, 2013**  
**What is a MOOC? 100k people want to know.  
UPEI, University of Prince Edward Island,**  
<http://research.upei.ca/blogs/2013/02/21/what-mooc-100k-people-want-know>

The screenshot shows a blog post from UPEI Research Services. The title is "What is a MOOC? 100k people want to know." The post is dated Thursday, 21 February 2013. The text discusses the trend of Massive Open Online Courses (MOOCs) and mentions that the acronym MOOC is usually credited to Dave Cormier, UPEI's Manager of Web Communications and Innovations.

**April 2, 2013**  
**Stanford to help build edX MOOC platform,  
Washington Post, Nick Anderson**  
[http://www.washingtonpost.com/local/education/stanford-to-help-build-edx-mooc-platform/2013/04/02/?hpid=hp-local-education-11p2\\_9p79\\_p5280a1-c3\\_story.html](http://www.washingtonpost.com/local/education/stanford-to-help-build-edx-mooc-platform/2013/04/02/?hpid=hp-local-education-11p2_9p79_p5280a1-c3_story.html)

Jeff Martin for The Washington Post - Anant Agarwal, president of edX, at Washington Post Live's Education forum Dec. 10, 2012.

**April 5, 2013**  
**The Minerva Moment  
Inside Higher Education**  
<http://www.insidehighered.com/news/2013/04/05/minerva-project-plans-different-kind-online-education>

The screenshot shows an article from Inside Higher Education titled "The Minerva Moment" by Ry Rivard, dated April 5, 2013. The article discusses the Minerva Project, a venture in San Francisco aiming to create an elite university for the 21st century. It mentions that the company made a splash last year for attracting \$25 million in venture capital and is planning to transform global higher education.

**April 10, 2013,**  
**California State U. System Will Expand MOOC  
Experiment,** Chronicle of Higher Education, Steve Kolowich  
[http://chronicle.com/blog/wikipedia/california-state-u-system-will-expand-mooc-experiment/13361354-pon&utm\\_source=pon&utm\\_medium=en](http://chronicle.com/blog/wikipedia/california-state-u-system-will-expand-mooc-experiment/13361354-pon&utm_source=pon&utm_medium=en)

**California State U. System Will Expand MOOC Experiment**

April 10, 2013, 3:34 pm  
By Steve Kolowich

San Jose State University plans to widen its relationship with edX, the nonprofit provider of massive open online courses, and the California State University system is encouraging similar experiments on 11 other campuses.

The moves were announced on Wednesday, just two semesters after San Jose State began a pilot project with edX to improve teaching and learning in its own classrooms. The university will incorporate three to five new edX courses into its local curriculum next fall, including courses in the humanities and social sciences.

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

- A. Yes
- B. No



**Mystery of MOOCs:**  
**Part II. 15 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:**  
**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:**  
**Take Risks**  
**January 23, 2012, Udacity- Sebastian Thrun**  
<http://www.udacity.com/>

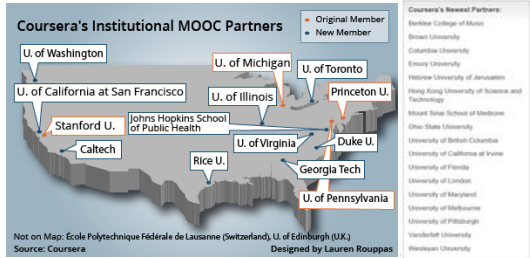


**MOOC Leadership Principle #4:**  
**Rethink Open Courses, Assessment, Certification, Students, etc.**  
**February 15, 2012**  
**Guess what! You just got into MIT!**  
<http://www.marketplace.org/shows/marketplace-tech-report>



### MOOC Leadership Principle #5: Form Symbiotic Partnerships

April 18 and Sept 19, 2012: Coursera  
<https://www.coursera.org/>



**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-behind28801>

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>



**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"

### MOOC Leadership Principle #6: Offer Incentives

May 20, 2012

Udemy: <http://www.udemy.com/>



### MOOC Leadership Principle #7: Collect Testimonials

June 11, 2012

<http://chronicle.com/article/4-Professors-Discuss-Teaching/132125/>

April 11, 2012

### 4 Professors Discuss Teaching Free Online Courses for Thousands of Students

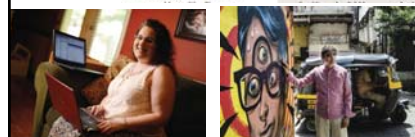
By Jeffrey R. Young



Reworking a Course Into an Online Format: "Sort of Like Moving"

Peter Struck: Associate professor of classical studies, University of Pennsylvania, teaching via Coursera

"You find things in the version of the course you know well and"

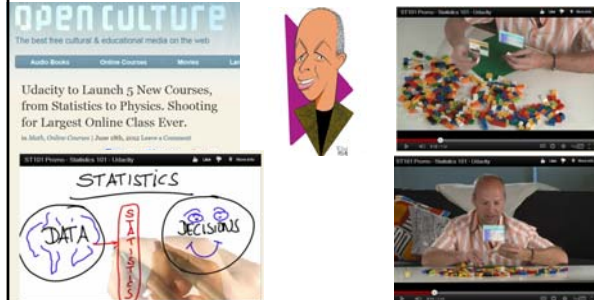




## MOOC Leadership Principle #8: Set Bold (i.e., Audacious) Goals

June 18, 2012

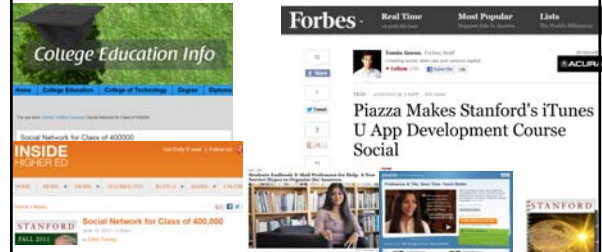
[http://www.openculture.com/2012/06/udacity\\_to\\_launch\\_5\\_new\\_classes.html](http://www.openculture.com/2012/06/udacity_to_launch_5_new_classes.html)



## MOOC Leadership Principle #9: Set Newsworthy Records

June 19, 2012

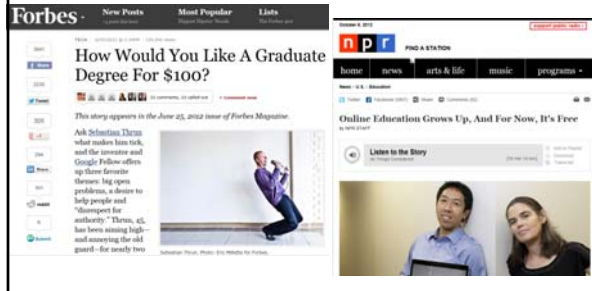
Piazza in Stanford Class of 400,000



## MOOC Leadership Principle #10: Generate Media Attention

June 25, 2012

<http://www.forbes.com/sites/georgeanders/2012/06/05/udacity-sebastian-thrun-disrupting-higher-education/>



## MOOC Leadership Principle #11: 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>



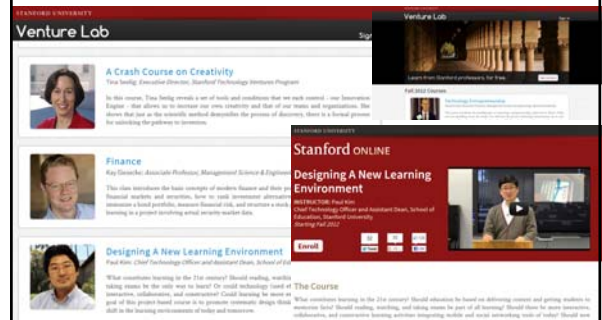
## July 23, 2012 Coursera course on Internet History, Technology, and Security, Chuck Severance 42,000+ sign up...

<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 #12: Do Not Make Rash Decisions

**July 17, 2012**  
<http://chronicle.com/article/After-Leadership-Crisis-Fueled/132917/>

**Teresa Sullivan Will Step Down as UVa's President After 2 Years in Office**  
 By Jack Stripling  
 Teresa A. Sullivan will resign as the University of Virginia's president after just two years in office, the university and Ms. Sullivan announced on Sunday. While neither gave a specific reason, both alluded to significant disagreements between Ms. Sullivan and the Board of Visitors about how best to position the historic institution for success in the 21st century.

In a brief statement, Ms. Sullivan, who will resign effective August 15, cited an unspecified "philosophical difference of opinion" with the board. While her listing as the university's first female president was greeted with much fanfare in 2010, the board expressed an impatience Sunday for institutional transformation that has, by its members' accounts, yet to occur.

## MOOC Leadership Principle #13: Be Proactive in Addressing Concerns

**August 16 & September 6, 2012**  
<http://chronicle.com/article/Dozens-of-Plagiarism-Incidents/133597/>

**edX Offers Proctored Exams for Open Online Course**  
 September 6, 2012, 3:11 pm  
 By Marc Parry  
 Students enrolled in a free open online course offered through edX will now have the option of getting their learning validated with a proctored final exam, under a new program announced today.

**INSIDE HIGHER ED**  
 HOME NEWS VIEWS TECHNOLOGY BLOG U AUDIO CALENDAR

**MOOCing On Site**  
 September 7, 2012 - 3:04am  
 By Steven Weber

## MOOC Leadership Principle #14: Give Something Away

**September 12, 2012**  
[http://www.youtube.com/watch?feature=player\\_embedded&v=GAY5lCoVnA8](http://www.youtube.com/watch?feature=player_embedded&v=GAY5lCoVnA8)

**Course Builder Intro Video**  
 20,804 views

**Google course-builder**

## MOOC Leadership Principle #15: Ask Questions

**Sept 3, Oct 1, & Dec 17, 2013**  
<http://chronicle.com/article/Massive-Excitement-About/134678/>

**MOOC Mania**  
 It's raising big questions about the future of higher education  
 by Katherine Stewart

**Before You Jump on the Bandwagon ...**  
 By Glenn Sperly

**For Whom is College Being Reinvigorated?**  
 "The question" here is the best but many past higher education out of reach for those students likely to benefit the most.

## Poll #2: Are MOOCs creating a revolution in education today?

**A. Yes...  
B. No...**

## Mystery of MOOCs: Part III. 15 Types of MOOCs

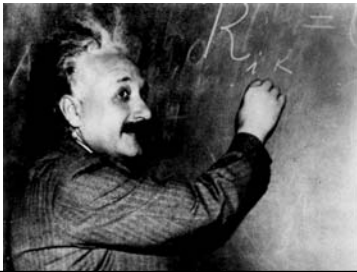
**MOOC Type #1.**  
Alternative Admissions Systems  
or Hiring System MOOC



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



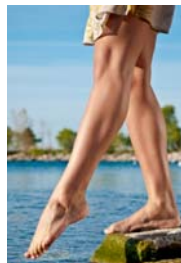
**MOOC Type #3.**  
Theory- or Trend-Driven  
MOOC



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



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



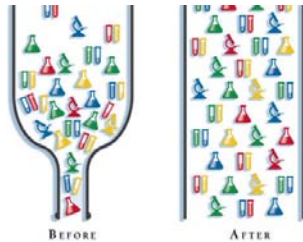
**Poll #3:**  
Which of these MOOCs seem  
viable to you?

- 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.**  
Degree or Program Qualifier  
or System Bottleneck MOOC



**MOOC Type #7.**  
Personality MOOC



**MOOC Type #8.**  
Name Branding MOOC



**MOOC Type #9.**  
Goodwill MOOC



**MOOC Type #10.**  
Interdisciplinary MOOC

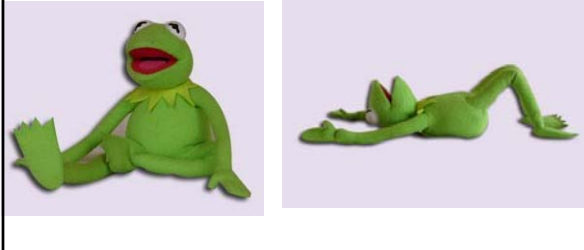


**MOOC Type #11.**  
Recruiting MOOC  
(companies pay for names and  
contact info of high performers)





**MOOC Type #12.**  
**Conference MOOC**  
 (stretch a conference)



**MOOC Type #13.**  
**Rotating, Repeatable,**  
**and Reusable MOOC**



**MOOC Type #14.**  
**Oral History MOOC**

**ORAL HISTORY PROJECT**

'History Harvest' Project May Spawn a New Kind of MOOC  
 December 21, 2012, 4:55 am  
 By Marc Parry

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 bel for

massive open online courses, or MOOC's.

**MOOC Type #15.**  
**Remedial Course MOOC**

**eCAMPUS NEWS**  
 Technology News for Today's Higher Ed Leader

HOME | PUBLICATION | RESOURCES | EVENTS | FUNDING | SECURITY

November 15th, 2012

**Next step for MOOCs: Helping with remedial math**  
 UW-La Crosse developing free online math course to boost students' proficiency

Read more by staff and wire services reports

**Mystery of MOOCs:**  
**Part IV. A Dozen MOOC**  
**Business Plans and Models**



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

**UNCOLLEGE**

MOOC with a Business Model:  
 Taking a Look at ALISON

THE AMERICAN EDUCATION SYSTEM IN THE 21ST CENTURY

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



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



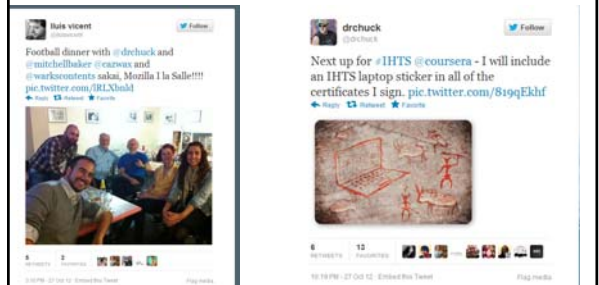
**MOOC Business Model #4.**  
Certificate Fee (with sticker)

<https://twitter.com/drchuck/status/262423228717355009/photo/1>



**October 27, 2012**  
Chuck Severance in Barcelona  
(football dinner & course stickers)

<https://twitter.com/luisvicent/status/262315328116228096/photo/1>  
<https://twitter.com/drchuck/status/262423228717355009/photo/1>



**MOOC Business Model #5.**  
Enhanced Course Fee  
(same rate as other online courses)



**MOOC Business Model #6.**  
Option for University Credit  
(full price)





**October 29, 2012**  
**Antioch U. Will Offer MOOC's for Credit Through Coursera, Nick DeSantis, Chronicle of Higher Education**  
<http://chronicle.com/blogs/ticker/antioch-u-will-offer-moocs-for-credit-through-coursera/31252>

October 29, 2012 by Nick DeSantis Comments

**Antioch U. Will Offer MOOC's for Credit Through Coursera**

Antioch University announced on Monday that it had reached an agreement with the Silicon Valley start-up company Coursera to offer students college credit for MOOC's, the free online courses that have recently captured the attention of elite universities across the country. In a news release, the university, which has five campuses in four states, said its Los Angeles location would offer the Coursera courses "for less than the per-course cost of tuition and fees at either of the California public four-year university systems." The Los Angeles campus created a pilot program this fall in which its students could enroll in two Coursera courses created by the University of Pennsylvania; three additional courses will be offered this winter, and the university hopes to introduce an expanded program nationwide next year.

**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)**



**MOOC Business Model #11.**  
**Free Entryway Course**




**January 8, 2013**

**eCornell Offers a MOOC That Steers Students to a Paid Follow-Up, Katherine Mangan, Chronicle of Higher Education**

<http://chronicle.com/press-releases/2013/01/08/eCornell-offers-a-mooc-that-steers-students-to-a-paid-follow-up>

**eCornell Offers a MOOC That Steers Students to a Paid Follow-Up**

January 8, 2013, 1:00 pm  
By Katherine Mangan

Cornell University's online growth is moving into MOOCs, with a free marketing course in its hospitality program starting on Tuesday. But the program will be designed to steer students toward a follow-up course for \$4,200 to get a professional certification.


The free online course, "Marketing the Hospitality Brand Through New Media: Social, Mobile, and Search," is being offered by eCornell. It's geared toward people working in sales, marketing, and financial positions in the hospitality industry, and is being taught by Robert J. Kowitzak and William Carroll, faculty members at Cornell's School of Hotel Administration.




**January 23, 2013**

**Academic Partnerships Launches MOOC2Degree Initiative, Press Release**

<http://www.mooc2degree.com/press.php#UP-uV-i7All>



**The New York Times**

**Public Universities to Offer Free Online Classes for Credit**

By TAMAR LEWIN  
Published: January 23, 2013

**MOOC Business Model #12.**

**Charge Fee for Student Data**


December 4, 2012

**Providers of Free MOOC's Now Charge Employers for Access to Student Data**


By Jeffrey R. Young

Providers of free online courses are officially in the headhunting business, bringing in revenue by selling to employers information about high-performing students who might be a good fit for open jobs.

On Tuesday, Coursera, which works with high-profile colleges to provide massive open online courses, or MOOC's, announced its employee-matching service, called Coursera Career.





**Reflect on the MOOC news now...what new news did you learn?**



**Mystery of MOOCs:**

**Part V. 10 MOOC Instructor Guidelines**

Teaching a MOOC on Coursera





**MOOC Instructor Guide #1.**

**Plan and Prepare**

THE CONVERSATION

ONLINE STUDY MODEL - DYNAMIC





**MOOC Guide #2.**  
**Designate Feedback Providers and Tasks**



**MOOC Guide #3.**  
**Offer Ample Feedback in Week One**



**MOOC Guide #3.**  
**Use Peer, Machine, Volunteer, and Self-Assessment**



STANFORD UNIVERSITY

**MOOC**  
**Massive Open Online Course**

- Course title - “Designing a New Learning Environment”
- After the intro video – 20,000 students
- Global perspectives / Global participation – close to 170 countries / Global teams
- Lecture videos, articles, hands-on project assignments, and lots of discussions and idea sharing

Results for <http://venture-lab.org/education>

Tweets Top / All / People you follow

**Wafa Ahmad Alalawi** @wafanet 2h  
 I just enrolled for Designing a New Learning Environment a free class on Venture Lab. [venture-lab.org/education](http://venture-lab.org/education)  
 Expand

**openeducation** @openeducation2 8 Sep  
 Venture Lab: [bit.ly/qrWEhk](http://bit.ly/qrWEhk)  
 Expand

**عبدالله فيصل** @a\_falgal 7 Sep  
 انشأ رابط هذا الرابط يا مستقبلي . و  
 انشأ رابط تلقى فريدا ؟  
 Expand

**Nick Robinson** @nmikrobinson 7 Sep  
 Interested, @baanderson? MT @rodgammon: Stanford offers course on designing learning systems, project is to spec LMS. [venture-lab.org/education](http://venture-lab.org/education)  
 Expand



**Week 1 Introductions**

Instructor can make question, comment, topic stickier if wanted.

Last Updated: **Most Voted** Most Recent

Start a New Thread

Threads	Vote(s)	Replies	Views	Last Post
It's time for the left out people to exercise their right to educate themselves by horacio de la cruz baeza	7	3	31	1 day ago by Anthony Borow
Design Thinking, Learning and Building on Value by Catalina Butnaru	7	24	226	17 minutes ago by Sheila Ushin
Open Source+Open Content+Open Community = Open Education by Anthony Borow	5	3	27	about 24 hours ago by Anthony Borow
Creativity, Education, Technology and Arts by Luis Galindo	5	3	45	1 day ago by Luis Galindo

Join Twitter today

Full name  
Email  
Password  
Sign up

Tweets 1 to 10

Ann-Caryn Cleveland (@anncc) 27m  
Learning is changing. Learn how to #Design a New Learning Environment online at #Stanford's #Venture-Lab venture-lab.org/education

Mark Smithers (@msmithers) 26  
If only I had time to do these moocs: "Designing A New Learning Environment" by Paul Kim at Stanford venture-lab.org/education

Mark Oehlert (@moehtert) 13m  
Stanford Online: Designing A New Learning Environment- INSTRUCTOR: Paul Kim CTO and Asst Dean, School of Education- the.lydian70

#Education-KIEU (@EducationKIEU) 21h  
"Проектирование нового учебного сре́дства" - новый масштабный эдуртальный начальный курс від Стенфорд. me2jggr1a1

Justin Schwamm (@justinschwamm) 9:56p  
@pioneer\_susan: Venture Lab has some GREAT courses this fall! I'm going to try venture-lab.org/education on top of everything else I study

openeducation (@openeducation) 8:56p  
Venture Lab: bit.ly/QWENK

7:56p  
@ARoyan\_A  
رنگه دانش تریه

**STANFORD UNIVERSITY**

by Paul Kim

	Vote(s)	Replies	Views
I am so proud of you!	281	26	205
Starting a new chapter	115	27	300
The purpose of the assignments	119	28	450

**Unbundling**

Instructor-student communication:

- Regular ongoing discussions
- Entire teaching team involved - professor, TA's and Vlab support team
- Maintained on-topic focus in Q&A
- >50% students RSS feed discussions
- Core group of students maintained high level of interaction throughout

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YouTube

dnle journal review

"Mobile Innovations, executive functions, and educational developments in conflict zones: a case study from Palestine"

Individual Assignment #5 - Response to a Journal Article

Marc Schnau - 3 videos

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Submitted Evaluations

Thank you for submitting your evaluation. You can view your evaluation and compare it against other evaluations in this page.

A. Creativity and originality of the design  
B. Educationally sound  
C. Engagement and interactivity  
D. Accessibility  
E. Scalability and sustainability

	A	B	C	D	E	+	-
You	5	5	5	5	5	7	0
Review 2	5	5	5	5	5	5	0
Review 3	5	5	5	5	5	5	0
Review 4	5	5	5	5	5	4	0
Review 5	5	5	5	5	5	5	0
Review 6	5	5	5	5	5	5	0
Review 7	5	5	5	5	5	5	0
Review 8	5	5	5	5	5	4	0
Review 9	5	5	5	5	5	5	0
Review 10	5	5	5	5	5	5	0

**STANFORD UNIVERSITY**

School on Wheels for the 21st Century

Proposed project or topic area: Rural Education. Technology we are interested in: Mobile

Let's design a new school of wheel of the 21st century. We are interested in designing a self-sustainable portable school model for extremely underserved regions. We need educators, computer programmers, network experts, graphic designers, and business strategists. Let's discuss topics related to rural education, mobile learning, self-organized learning centers, etc. Please join us and introduce

More >

TEAM PROFILE

Profile

Journal

Members (9)

Grace Cho (Team Lead)

Shivalaxmi Arumugham  
Chittagong, Chittagong Division, Bangladesh

nasrin mohammadhasani

justina kim

About 270 projects  
Average team size 6  
School district team of 2

DESIGNING A NEW LEARNING ENVIRONMENT

DNLE #1 (Fall 2012) Contact About DNLE

Designing a New Learning Environment

TOP-VOTED PROJECTS

1. OpenID
2. Hybrid Peers Game Online
3. Web - Social Learning
4. LocalID
5. Searching the Reluctant Teacher
6. Scholar On Wheels
7. Forward Thinking Platform
8. To-Care
9. The SLEPP Framework
10. Translating
11. Study by Effect
12. ...

SOCIAL MEDIA LINKS

DNLE on Google+  
DNLE on Digg  
DNLE on Facebook  
DNLE on LinkedIn

RECENT BLOG POSTS

1. Educational Library Plan

Ongoing student effort  
Development and management of DNLE Alumni Website  
Continuous active Connectivist Learning  
MOOC turning into MOOC (Massive Ongoing Online Course) **2013**

STANFORD UNIVERSITY

**"I love that idea of the BETA SPIRIT"**

**"fear of making mistakes is one of the biggest barriers"**

**"mistakes, which are an essential part of learning - and change"**

**MOOC Guide #4.**  
**Gather Geographic Data**

The World

ARCTIC OCEAN, NORTH PACIFIC OCEAN, NORTH ATLANTIC OCEAN, INDIAN OCEAN, SOUTH PACIFIC OCEAN, SOUTH ATLANTIC OCEAN

NORTH AMERICA, SOUTH AMERICA, EUROPE, ASIA, AFRICA, AUSTRALIA, ANTARCTICA

**October 22, 2012**  
**Chuck Severance in Seoul**  
<http://www.youtube.com/watch?v=nHaPvqU4MrM>

Course: IHTS Office Hours Gangnam Style - Seoul, Korea, October 22, 2012

**MOOC Guide #5.**  
**Form Groups and Social Supports**

**MOOC Guide #6.**  
**Combine Sync and Async Instruction**

Different Time (asynchronous)		
Same Time (synchronous)		
	Same Place (in person)	Different Place (online)

**Paul Kim, Stanford: Oct 28, 2012**  
 17,380 students. I haven't met f2f. I am shocked to see students from places where Internet is very limited. You will find students from even Zanzibar!!! Many teams are formed and they meet f2f in the region where they live.

<http://venture-lab.org/education/>



## MOOC Guide #7. Arrive Early for Sync Session



## MOOC Guide #8. Allocate Ample Q&A Time During Sync Session



## MOOC Guide #9. Share Resources



## MOOC Guide #10. Personalize Where Possible!



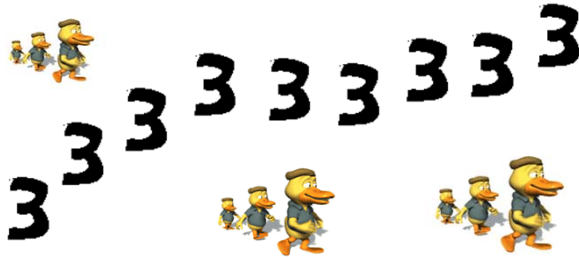
## October 27, 2012 Chuck Severance (U Michigan/Coursera) in Barcelona

<http://www.youtube.com/watch?v=JzNHvmSv8TI>





**Stop and Share:**  
Three Words from this session!



**Any Questions?**



Slides at: [TrainingShare.com](http://TrainingShare.com)  
Papers: [PublicationShare.com](http://PublicationShare.com)  
Book: <http://worldisopen.com/>  
Email: [curt@worldisopen.com](mailto:curt@worldisopen.com)

