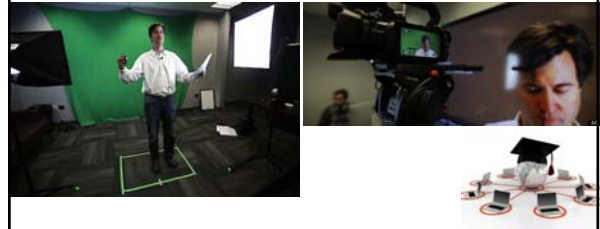


Taking Leadership in Mystery of MOOCs and the Mass Movement toward Open Education

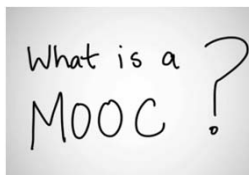
Curtis J. Bonk,
Professor, Indiana University
cjbonk@indiana.edu
<http://mypage.iu.edu/~cjbonk/>



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/>

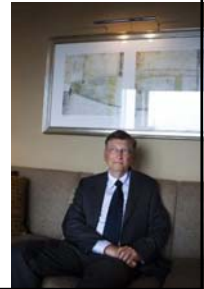
June 25, 2012

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/1325917cid=at&utm_source=at&utm_medium=em

On the Meaning of MOOC's

"You thought I only have a high school degree. For a professional student!"



Q: You have been interested in education for quite a while. I was looking back at your song book, *The Road Ahead*, and you laid out a vision of education and how it could be transformed with technology. It seems like some of that vision is still only just emerging, so many years later. Did it take longer than you thought it would?

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 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.



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 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.sloan-c.org/publications/assets/downloads/sloanc-changing-course-survey.pdf>

Plans for MOOCs - 2012



- No Plans
- Not Decided
- Planning
- Have a MOOC

January 23, 2013
Academic Partnerships Launches MOOC2Degree Initiative
Free, Open Online Courses As A First Step Toward A Degree
<http://www.mooc2degree.com/>




The following universities are some of the early participants in Academic Partnerships' MOOC2Degree initiative. Students who successfully complete a MOOC2Degree course earn academic credits toward a degree, based upon criteria established by participating universities. Additional university partners are joining the initiative in the months ahead as they work through the processes of providing MOOCs. Specific MOOC course listings will be coming soon.


- Arizona State University**
 Arizona State University has reimagined a new model for the American Research University, creating an institution that is committed to excellence, access and impact. ASU's mission is to lead the world in research, innovation and education. ASU partners research that contributes to the public good, and ASU assumes major responsibility for the economic, social and cultural vitality of the communities that surround it. [Learn More](#)
- Cleveland State University**
 How do you get an education at a university that's different, that's all about you. How can you shape your future with CSU?

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/>)



U. of Illinois at Springfield Offers New 'Massive Open Course'
 March 2011 Edition
 By Matt Potts
 What happens when you write the whole world to join an online class?

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-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>

December 13, 2012
UK universities in online launch to challenge US, BBC News, Sean Coughlan
<http://www.bbc.co.uk/news/education-20697392>

13 December 2012 | Last updated at 21:48 GMT

UK universities in online launch to challenge US
 By Sean Coughlan
 BBC News education correspondent

The Open University's Martin Bean says UK universities cannot "stick their head in the sand"

Coughlan is among the UK universities joining the digital revolution. A partnership of UK universities is launching an online project, challenging US universities that have dominated this emerging market. They will aim to give the public access to higher education courses via computer, tablet or smartphone.


**MOOC Leadership Principle #6:
Offer Incentives**
May 20, 2012
Udemy: <http://www.udemy.com/>

Revolve of the Underpaid Professors
 By Adam Grant
 The usual line of argument is that professors, like all other professionals, deserve appropriate pay for their work. But if you walk through the halls of a university, you'll find a different story. Many professors are underpaid, and some are even underpaid relative to their own work. This is a problem because it's not just the money that's missing, it's the respect. Many professors are underpaid, and some are even underpaid relative to their own work. This is a problem because it's not just the money that's missing, it's the respect.



**MOOC Leadership Principle #7:
Collect Testimonials**
June 11, 2012
<http://chronicle.com/article/4-Professors-Discuss-Teaching/132125/>

June 11, 2012
4 Professors Discuss Teaching Free Online Courses for Thousands of Students
 By Jeffrey A. 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

OPEN CULTURE
 The best free cultural & educational media on the web

Udacity to Launch 5 New Courses, from Statistics to Physics. Shooting for Largest Online Class Ever.

**MOOC Leadership Principle #9:
Set Newsworthy Records**
June 19, 2012
Piazza in Stanford Class of 400,000



College Education Info

Forbes Real Time Most Popular Lists

Piazza Makes Stanford's iTunes U App Development Course Social

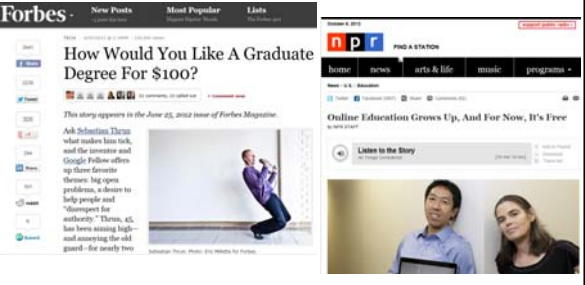
Social Network for Class of 400,000

**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/>

Forbes New Posts Most Popular Lists

How Would You Like A Graduate Degree For \$100?

This story appears in the June 25, 2012 issue of Forbes Magazine.



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/>

MOOC Leadership Principle #13: Be Proactive in Addressing Concerns

August 16 & September 6, 2012
<http://chronicle.com/article/Dozens-of-Plagiarism-Incidents/133697/>

MOOC Leadership Principle #14: Give Something Away

September 12, 2012
http://www.youtube.com/watch?feature=player_embedded&v=GAYSICoVnA8

**MOOC Leadership Principle #15:
Ask Questions**
Sept 3, Oct 1, & Dec 17, 2013
Chronicle of Higher Education
<http://chronicle.com/article/Massive-Excitement-About/134678/>

MOOC Mania
 It's raising big questions about the future of higher education
 By Katherine Mangione

Before You Jump on the Bandwagon ...
 By Alison Ripstein

For Whom Is College Being Reinvented?
 The college boom has brought big questions and higher education and of course for those who study to be for 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 is 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



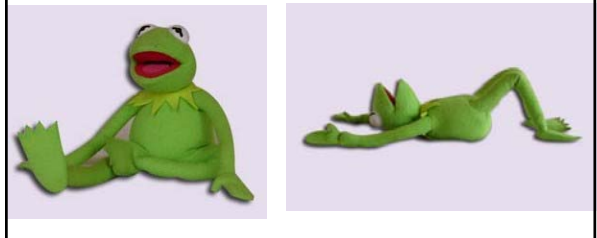
MOOC Type #10.
Interdisciplinary MOOC



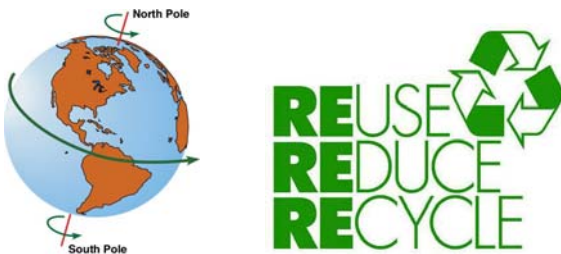
MOOC Type #11.
Recruiting MOOC
(companies pay for names and contact info of high performers)



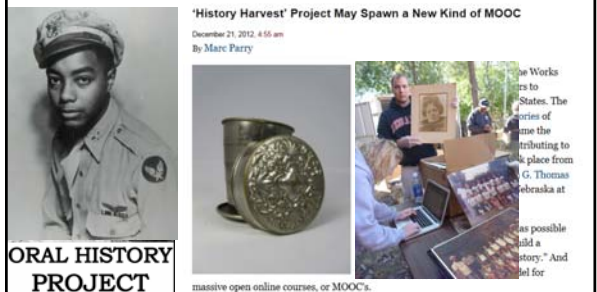
MOOC Type #12.
Conference MOOC
(stretch a conference)



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



MOOC Type #14.
Oral History MOOC



MOOC Type #15. Remedial Course MOOC



Mystery of MOOCs: Part IV. A Dozen 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>



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>



Football dinner with @drchuck and @mitchellbaker @casway and @markconentsis saka, Monilla I la Salle!!!!
pic.twitter.com/RLXh0ld

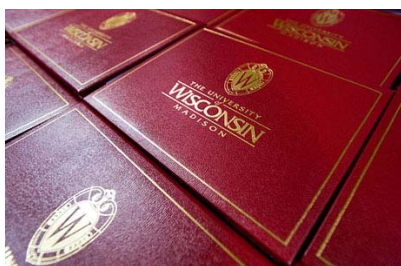


Next up for #IHTS @coursera - I will include an IHTS laptop sticker in all of the certificates I sign. pic.twitter.com/819qEkhf

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



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

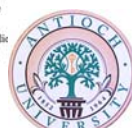


October 29, 2012
Antioch U. Will Offer MOOC's for Credit Through Coursera, Nick DeSantis, Chronicle of Higher Education
<http://chronicle.com/blogs/ticker/antioch-u-will-offer-moocs-for-credit-through-coursera/51252>

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/blog_entries/eCornell_offers_a_mooc_that_steers_students_to_a_paid_follow-up/2013/01/08/

eCornell Offers a MOOC That Steers Students to a Paid Follow-Up
January 8, 2013
By Katherine Mangan

Cornell University's online growth is moving into MOOCs, with a new marketing course in its hospitality program starting on Tuesday. But the program will be designed to steer students toward a follow-up course for \$8,200 to get a professional certificate.

The free online course, "Marketing the Hospitality Brand Through New Media: Social, Mobile, and Search," is being offered by eCornell, its geared toward people working in sales, marketing, and financial positions in the hospitality industry, and is being taught by Robert J. Ewertick 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 employment-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**



**MOOC Instructor Guide #1.
Plan and Prepare**



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

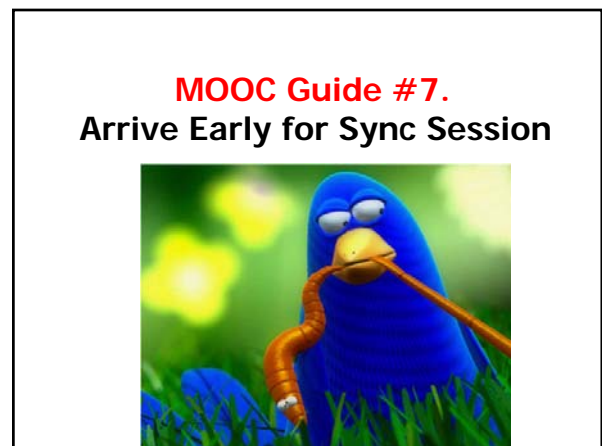
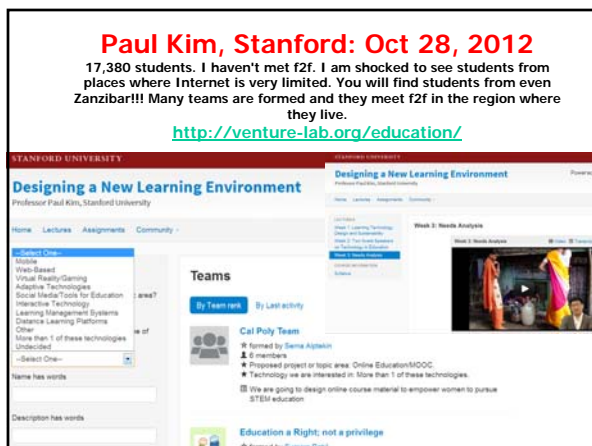
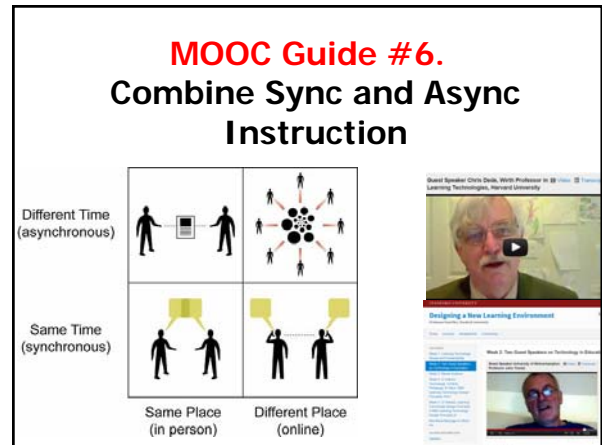
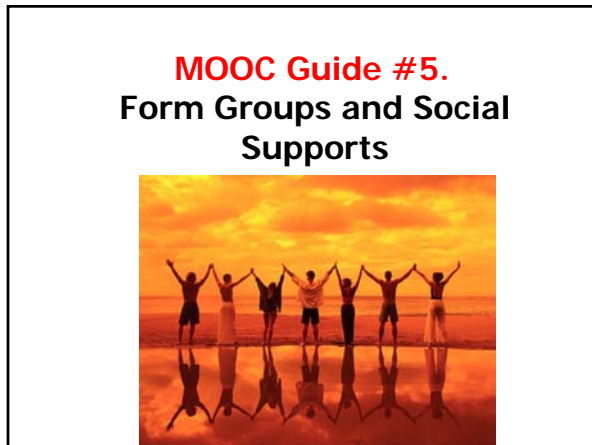
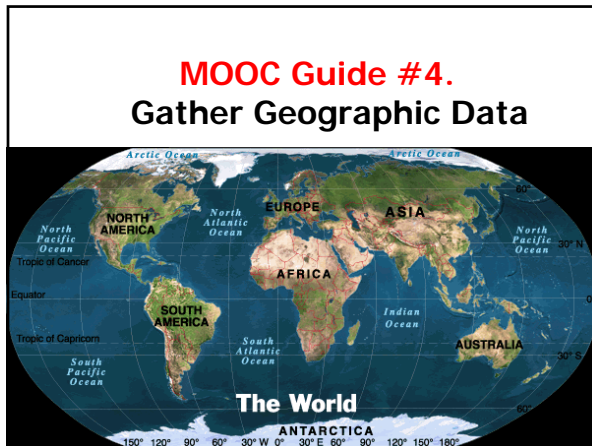


**MOOC Guide #3.
Offer Ample Feedback
in Week One**




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






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




Questions and Answers

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
😊 Papers: PublicationShare.com
😊 Book: <http://worldisopen.com/>
😊 Email: curt@worldisopen.com

