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://gbl55.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

August 8, 2012
Holy Apostles To Offer Massive Open Online Courses, Cromwell, CT
http://connexion.holyapostles.edu/commentaries/2012/08/08/holy-apostles-to-offer-massive-online-courses.aspx

October 9, 2012
MOOCs and exercise bikes – more in common than you’d think, Robert Nelson and Phillip Dawson, The Conversation, Australia

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

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

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

MOOC Leadership Principle #4: Rethink Open Courses, Assessment, Certification, Students, etc.
February 15, 2012
Guess what! You just got into MIT!

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
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)
https://www.youtube.com/watch?v=ITM4cUaFq6g&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/

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

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
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

MOOC Leadership Principle #14:
Give Something Away 
September 12, 2012
http://www.youtube.com/watch?feature=player_embedded&v=GAY5ICoVnA8
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/

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/lluisvicent/status/262313328114278096/photo/1
https://twitter.com/drchuck/status/262397897171935008/photo/1

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

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

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
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

January 23, 2013
Academic Partnerships Launches MOOC2Degree Initiative, Press Release

MOOC Business Model #12.
Charge Fee for Student Data

The New York Times
Public Universities to Offer Free Online Classes for Credit
By Sarah Lerner
Published January 23, 2013
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 #4.
Gather Geographic Data

MOOC Guide #5.
Form Groups and Social Supports

MOOC Guide #6.
Combine Sync and Async Instruction

MOOC Guide #7.
Arrive Early for Sync Session
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