



MOOCs

What we can learn from experimentation

Presented at



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Holistic Strategy for Student Recruiting

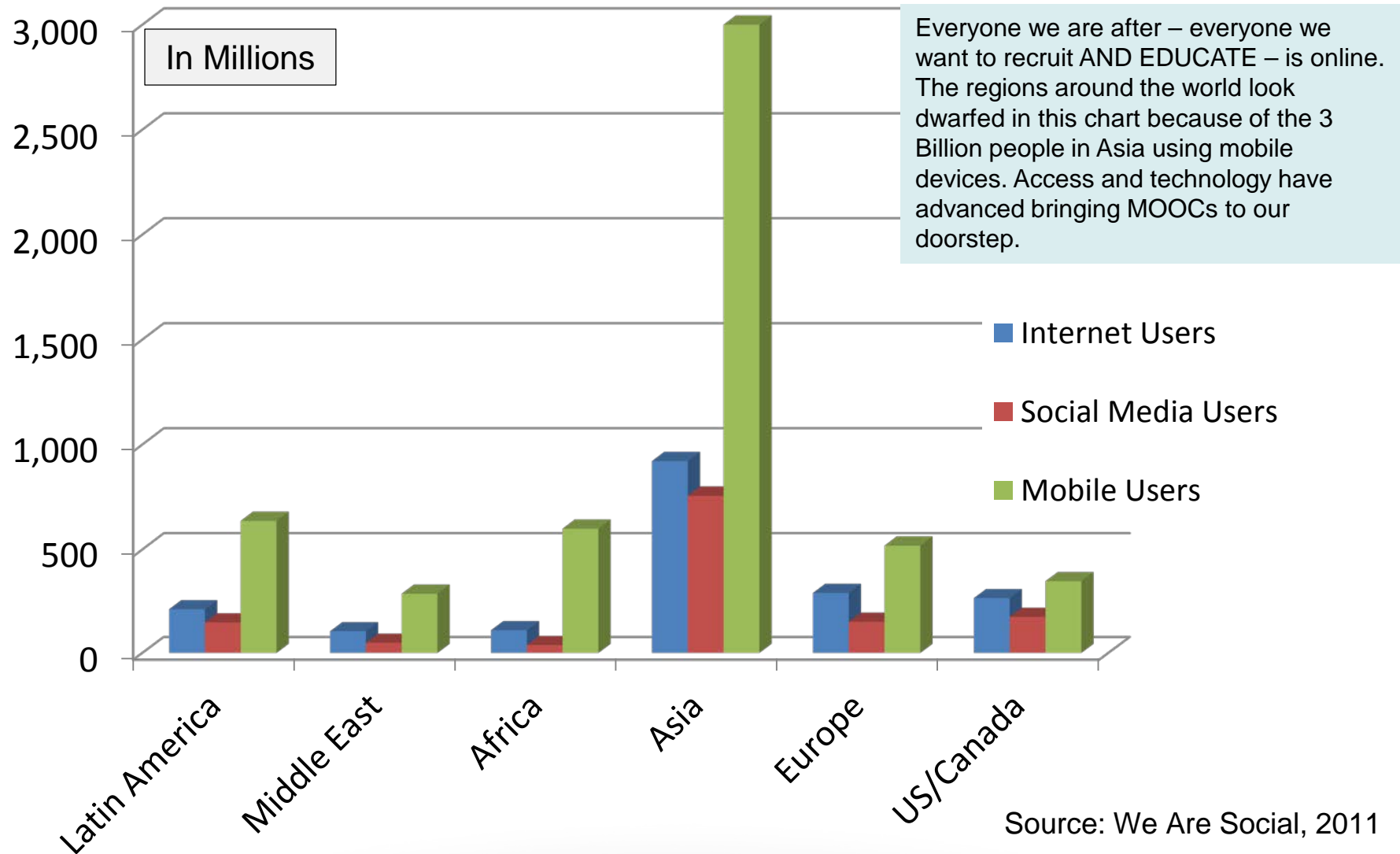


Our agency, International Education Advantage, works with clients to develop a holistic strategy to recruit and enroll international students. We use digital tools to build relationships from a distance.

And we are very excited by the opportunity analytics offer to evaluate success. This is, in part, what makes MOOCs so interesting to us.

Holistic Strategy for Student Recruiting

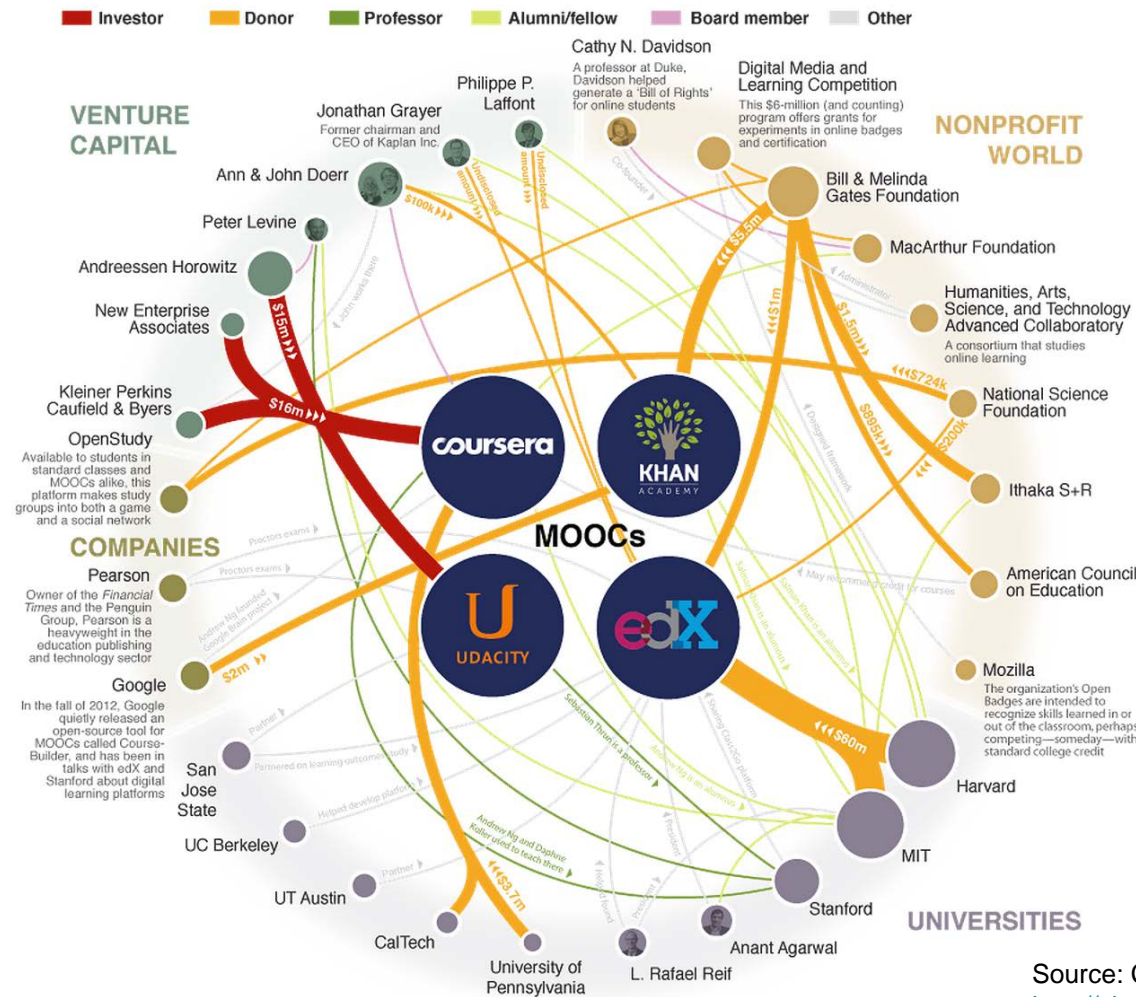




Major Players in the MOOC Universe

Twitter Email Facebook

Millions of students have signed up for massive open online courses, and hundreds of universities are offering some form of Web-based curriculum. Most students aren't paying much for these classes, if they're paying anything at all. So where is all that knowledge—and all the cash—coming from?



The Chronicle of Higher Education gives us this chart. I know this graphic is small and complex. It is very rich with information. And you can explore this using the link below.

Here is what is important for all of us:

- This is a US-centric look at MOOC activity. And with 4,000 2 and 4 year universities in the US, there is a lot of experimentation in Education in the US right now. That experimentation is being funded by both the non-profit and for-profit sectors with Silicon Valley and the Venture Capital industry diving in more than ever before.
- This graphic focuses on 4 primary US players – Coursera, Khan Academy, Udacity and edX. Since this chart was published just this past spring, even more players have entered the field.
- The simple take-away is this: the US alone is complicated. And what I hope is valuable for all of us is the idea that we can learn from all the MOOC experimentation going on in the US.

Source: Chronicle of Higher Education

http://chronicle.com/article/Major-Players-in-the-MOOC/138817/?cid=wb&utm_source=wb&utm_medium=en

MOOC Matrix – Crowd Sourced Learning

A	B	C	D	E	F	G
Organization	Description	Courses	Business model	Founders	Funding	Content Creators
1 EdX	EdX is a non-profit created by founding partners Harvard and MIT. We're bringing the best of higher education to students around the world. EdX offers MOOCs and interactive online classes in subjects including law, history, science, engineering, business, social sciences, computer science, public health, and artificial intelligence (AI). Stated goals: - Expand access to education for everyone -- Enhance teaching and learning on campus and online -- Advance teaching and learning through research	63 as of August 2013	Free	MIT/Harvard	\$60 m from Harvard & MIT	28 Worldwide University Contributors as of 8/2013
2 Coursera	We believe in connecting people to a great education so that anyone around the world can learn without limits. Coursera is an education company that partners with the top universities and organizations in the world to offer courses online for anyone to take, for free. Our technology enables our partners to teach millions of students rather than hundreds. We envision a future where everyone has access to a world-class education that has so far been available to a select few. We aim to empower people with education that will improve their lives, the lives of their families, and the communities they live in.	431 as of August 2013	Free, experimenting with various models	Andrew Ng and Daphne Koller	\$43 million - venture capital firms	85 contributors
3 Khan Academy	We're a not-for-profit with the goal of changing education for the better by providing a free world-class education for anyone anywhere.	4500 videos	Free.	Sal Khan	Donations from foundations, companies and individuals	Internal production with content contributors
4		28 courses as of	Free, freemium			

To help us track the changing field, we've created a shared document that summarizes each of these players and more. We describe the organization, the business model, the investment and where their content comes from. And we invite you and your colleagues to add to our online matrix to identify other MOOCs – something like Wikipedia. With this shared document we can all contribute our knowledge and help each other learn as the field continues to change rapidly.

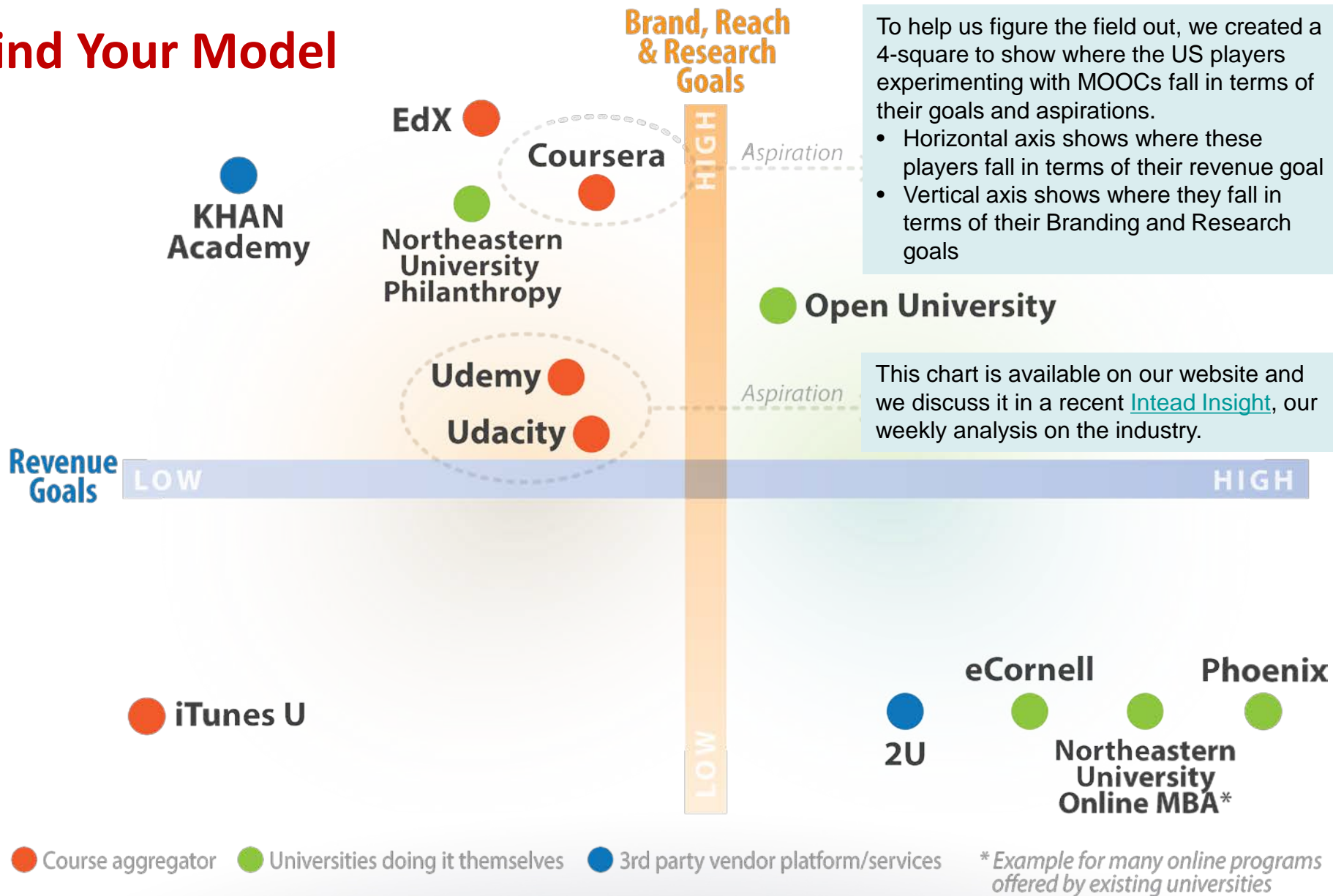
Institutional Goals



The bottom line is this: In the US there is a lot of experimentation being funded by a wide range of funding sources

With all this experimentation, Universities tend to pursue 3 goals. Sometimes they overlap.

Find Your Model



Business Models



Choosing a business model in the academic market is challenging. Just ask textbook vendors how they feel about KHAN Academy giving away their content for free.

It used to be simple – you sold to businesses or you sold to consumers. The internet has really muddled the way we think about business models.

As you determine your own university's goals for online education, you can find others in this field who are aligned with your plans. You can identify vendors and partners who might be useful to you. Considerations beyond goals include:

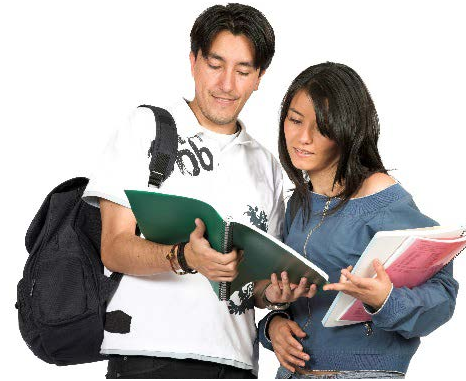
- What business model is most appropriate for you?
- What operational model is most effective?
- What skill sets are needed to succeed?



Business Models – Revenue Options

- **Selling Directly to Students**

- Credit Hours Charged as Tuition
- Other University's Courses
- Testing Services



- **Selling to Other Universities**

- Licensing Your Courses
- Testing Services



- **Selling to Corporations**

- Corporate Recruiting Services
- Selling Sponsorships



Operational Models – Skills You Need

- **Course Development**
 - The Academic Team
- **Recruitment Marketing**
- **Interactive Content Development**
 - Admissions Marketing and IT Ninjas
- **Analytics**
 - IT Services

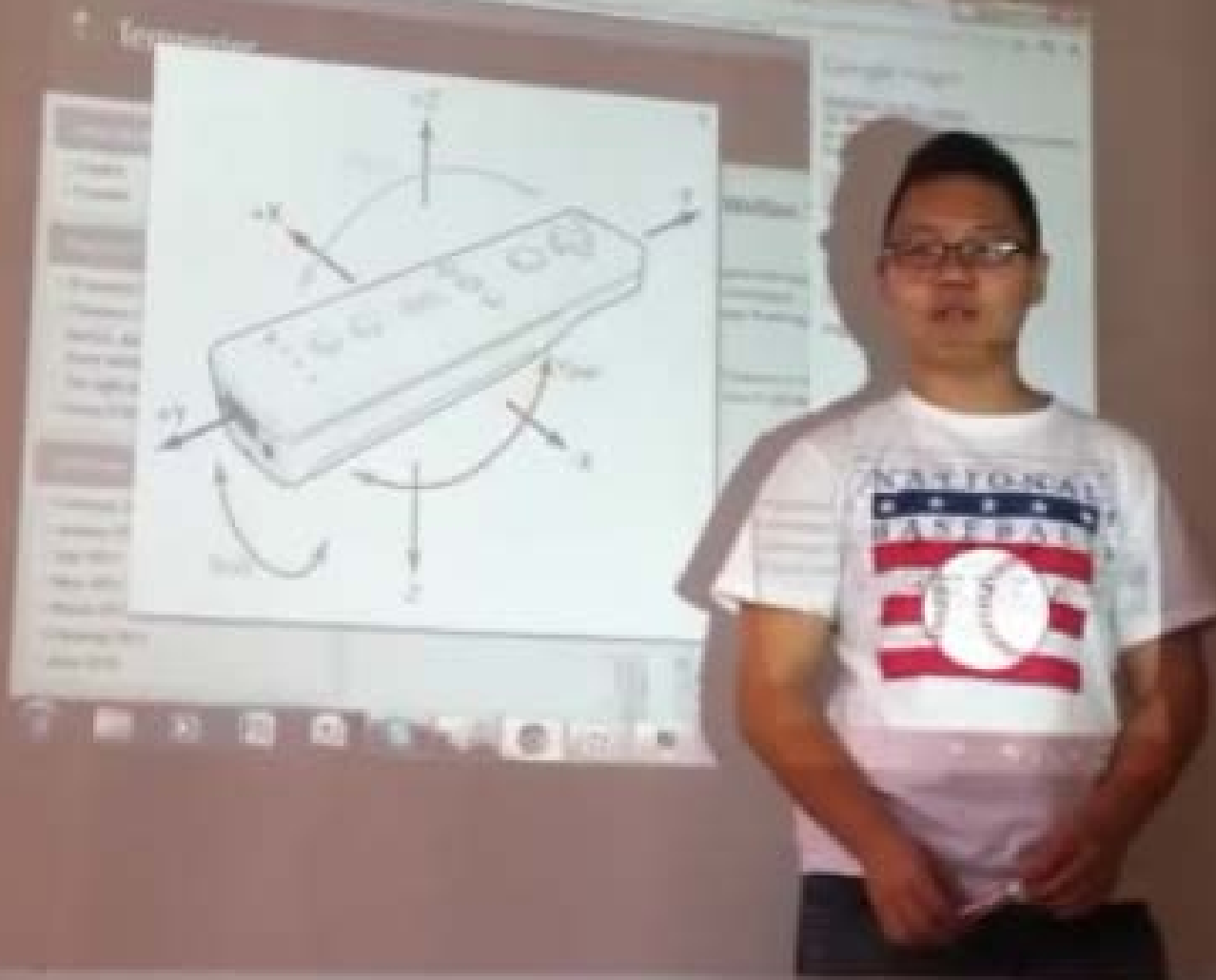


Creative Examples of How MOOCs are Changing Things

Maybe you've heard about this amazing story:

An edX course based on an MIT electrical engineering course discovered Battushig, a 15-year-old Mongolian boy. He scored 100% on the final exam – one of 340 students to do so out of 150,000 total students from around the world.

This answers the question: Can MOOCs uncover talent around the world that might otherwise go unnoticed and undeveloped?



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Creative Uses Of New Online Capabilities

Jonathan Haber spent his career developing evaluation models for higher education. He is currently earning a 4 year degree in 1 year using a range of MOOCs from multiple platforms. He is doing ALL of the coursework and taking ALL of the exams but will not get a certificate or degree for the work. He is analyzing what the process is like and how you COULD build a relevant and valued evaluation system for online education. Check him out at www.degreeoffreedom.org.





Creative Uses Of New Online Capabilities

Americans give more than \$300B annually to charities. Rebecca Riccio, at Northeastern University in Boston, created a MOOC teaching individuals to be strategic when they give to charities. As part of the MOOC she interviewed Warren Buffett and his sister Doris. This family is among the richest in the world and has given more than \$10B to charity just in the past few years.

Her MOOC, [Giving With Purpose](#), drew more than 10,000 participants. The result is wide range branding for the university AND a valuable database of very smart and charitably minded people. What might that be worth?

Holistic Strategy for Student Recruiting

Your digital and offline strategies feed each other

Digital Strategy & Execution



Agents & Counselors

Print Collateral

Print Ads

Tours & Fairs

List Buys & Lead Generators

Offline Strategy & Execution

Remember we started this presentation by talking about a Holistic Strategy for Recruiting and the need for a strong, flexible digital platform? We talked about a plan to dovetail your digital strategy with your offline strategy.

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In your efforts to stand out in the marketplace you want to consider:

- Product development: Do you have content that is unique and attractive?
- Delivery Method: Can you produce and disseminate the content yourself or do you need help?
- Analytics: Will you use analytics to continually improve your offering?

Your digital platform helps you tell the world what you are really good at – which is what **differentiation** is all about. Explaining why you are better than others at something. Explaining why students should choose you.

Develop Your Business Plan

- **Define University Goals**
- **Analyze Marketplace**
- **Identify Operational Capacity**

There are more wonderful examples out there.

- You can produce a free online course as a pre-admission attraction tool. Perhaps 6 weeks on business law to draw students to your Law degree program
- You can produce a free online course as a pre-arrival orientation tool for international students. Perhaps a 3 weeks about how to adjust to the new learning environment. This can reduce pressure on your student services team in those first few weeks of each academic year.
- These are all programs that exist or are being developed right now.

NEXT STEPS

- Hold internal meetings to define your university's goals
- Look at your courses compared to the marketplace to identify the content that will make your university stand out – that means identifying the content that students would value most from your institution
- Analyze your Operational Capacity to identify where you will find the skills to produce and disseminate online content.

Thank you

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