MOOC forum update

Dr Neil Morris
Director of Digital Learning

Email: n.p.morris@leeds.ac.uk
Twitter: @LT_tech_HE

Image © University of Leeds
Digital Learning Team

• Two years funding has been agreed for the digital learning team, to oversee MOOCs, iTunesU and other digital learning projects

• Job vacancies currently being advertised (admin support, digital content officer)

• Full team will be: digital learning manager, learning technologist, project officer and above roles

• Team will deliver around five MOOCs per academic year.
Call for MOOC proposals

We are now planning the 2014/15 schedule of MOOCs

Please send in completed proformas asap (before end of September) with proposals for MOOCs to run between September – December 2014

Particular interest in MOOCs that:
1. Have potential for external corporate sponsorship
2. At the CPD level
3. Highlight a particular strength of the University
Marks & Spencer

- We are particularly keen to develop a MOOC showcasing our interaction with the M&S archive
- If you, or someone you know uses (or plans to use) the archive for research and/or teaching please ask them to contact me.
FutureLearn update

• Comms and marketing will commence in August
• Platform will go live in September
• First courses commence in October under a beta tag
• Majority of first courses are full (6-10) week MOOCs; we are sticking to our short course strategy at present
• Quality assurance will be in-house (for us through an Education Committee reporting to TSEB)
MOOC selection criteria

• Linked to areas of research excellence
• Showcasing a research-based teaching approach
• Aligned to an on-campus suite of programmes (i.e. hook to recruitment)
• Likely to be of general interest
• Aligned to university values
• Evidence of market demand
• Aligned to Faculty/School strategy
Level and location of learners

Figure 3: Coursera survey data of prior level of education, January 2013

- Doctoral: 5.4%
- High school: 11.8%
- Associate: 8.2%
- Bachelors: 42.8%
- Masters: 36.7%

Figure 4: Coursera data on location of learners, January 2013

- South America: 8.8%
- Africa: 3.6%
- Oceania: 2.8%
- North America: 35.2%
- Europe: 28.2%
- Asia: 21.4%

http://www.universitiesuk.ac.uk/highereducation/Documents/2013/MassiveOpenOnlineCourses.pdf
Case study: University of Edinburgh

<table>
<thead>
<tr>
<th>Course</th>
<th>Enrolments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Philosophy</td>
<td>98,128</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>75,884</td>
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<tr>
<td>E-Learning &amp; Digital Cultures</td>
<td>42,844</td>
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<tr>
<td>Astrobiology</td>
<td>39,556</td>
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<tr>
<td>AI Planning</td>
<td>29,894</td>
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<tr>
<td>Equine Nutrition</td>
<td>23,322</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>309,628</strong></td>
</tr>
</tbody>
</table>

MOOC learner aspirations

Figure 9 - Combined exit survey responses to Q4 'What did you hope to get out of the course and did it meet your expectations?' – calculated as a sum of exceeded expectations, met expectations, and fell below expectations responses – with percentage shown of total exit survey respondents.

http://www.era.lib.ed.ac.uk/bitstream/1842/6683/1/Edinburgh%20MOOCs%20Report%202013%20%231.pdf