



Why Publishers Should Care About MOOCs

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Major MOOC Providers

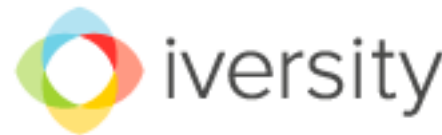
- Coursera (2011)
 - Daphne Koller and Andrew Ng
 - 62 institutions, 220 courses
 - 3.1 million registrants
- edX (2011)
 - Anant Agarwal
 - 12 universities, 15 courses,
 - 700,000 registered users
- Udacity (2011)
 - Sebastian Thrun, David Stavens, Mike Sokolsky
 - 20 active courses
 - 400,000 students

(Numbers constantly in flux.)

The logo for Coursera, featuring the word "coursera" in a blue, lowercase, sans-serif font. The letter "c" is stylized with a white circular element inside it.The logo for edX, featuring the letters "edX" in a stylized font. The "e" is pink, the "d" is grey, and the "X" is blue.The logo for Udacity, featuring the word "UDACITY" in a bold, uppercase, sans-serif font. The "U" is white, and the rest of the letters are orange.

Other Providers

- Udemy
- NovoEd (Venture Lab)
- Futurelearn
- Khan Academy
- iversity
- Open2Study
- UniMOOC
- “Online Course Enablers”: 2U, Deltak, Embanet/Compass, Academic Partnerships, Canvas Network



Business Models or Lack Thereof

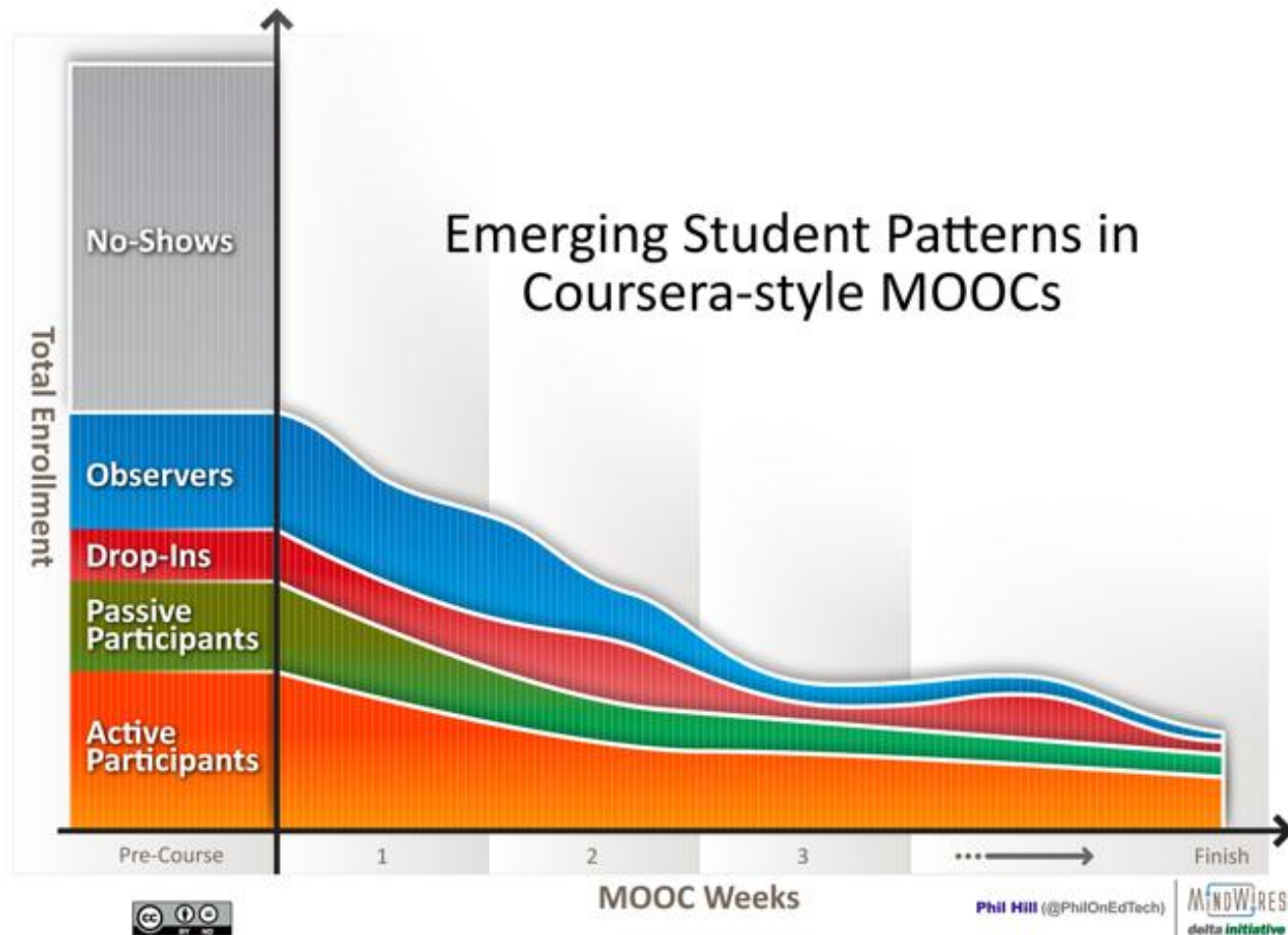
- Courses for Academic Credit
- Courses for Certificates
- Signature Track
- Proctored Exams
- Leads for Job Recruiters
- Leads for Admissions Officers
- Competency-based (federal funding)

Why MOOCs are Multiplying

- Brand extension
- Courses for Credit
- Remedial Education
- Oversubscribed Courses
- Intra-system courses
- Satellite Campus Connection
- Test Prep
- Recruiting/Admissions
- Continuing Education (CME)
- Master's Level Education/Executive Programs
- “Celebrity” MOOCs
- Corporate Training

Data/Trends

- Who takes a MOOC? (Phil Hill, e-Literate)



Trends

- Why take a MOOC?
 - Learn a new topic
 - Augment traditional learning
 - Find out what it's like to take a MOOC
 - Faculty who want to study other faculty
- Why drop out of a MOOC? (OpenCulture)
 - Too much time/Just shopping
 - Too advanced (or too basic)
 - Poor course design (not enough guidance)
 - Poor tech tools (community, communication)
 - Peer Review
 - Hidden Costs

Trends (2)

- How do you measure success?
 - Attrition/Completion rates
 - Assessment Type
 - ACE Accreditation
 - Final Project
 - Credit-by-exam
 - Independent Educational Portfolio
- Automated grading/Peer grading
- Student Interaction Opportunities
- Inter-state reciprocity

Why Publishers Should Care

- Courses expanding beyond coding and equations increases need for content (all types)
- Business models are driving students towards copyrighted materials
- Extension of existing activities on campus, both with universities and libraries
 - Universities with MOOCs
 - MOOCs across Universities
- Opportunity to reach new markets and experiment with new business models

Clearing Content for MOOCs

- SIPX's early reflections
- Understanding the university relationship
 - Matching students to holdings
- Education of Faculty and Publishers
 - The new frontier
- Messaging to prospective students
 - Setting expectations
- Willingness to experiment--pricing
- Analytics

Virtual Office Hours

Galaxies and Cosmology, S. G. Djorgovski, Coursera, January 2013



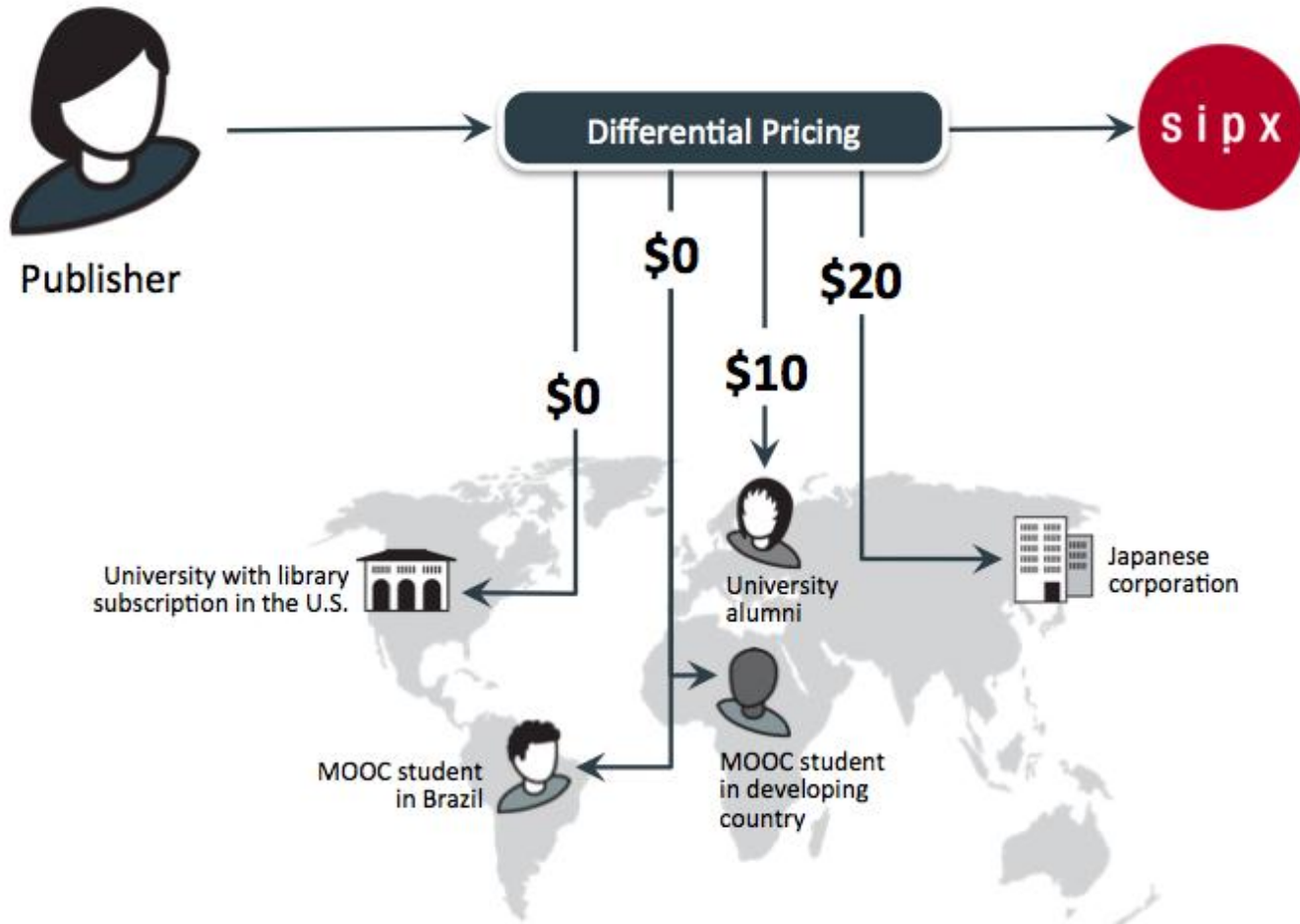
Used with permission, S. G. Djorgovski, Caltech

Librarians are talking...



Used with permission, S. G. Djorgovski, Caltech

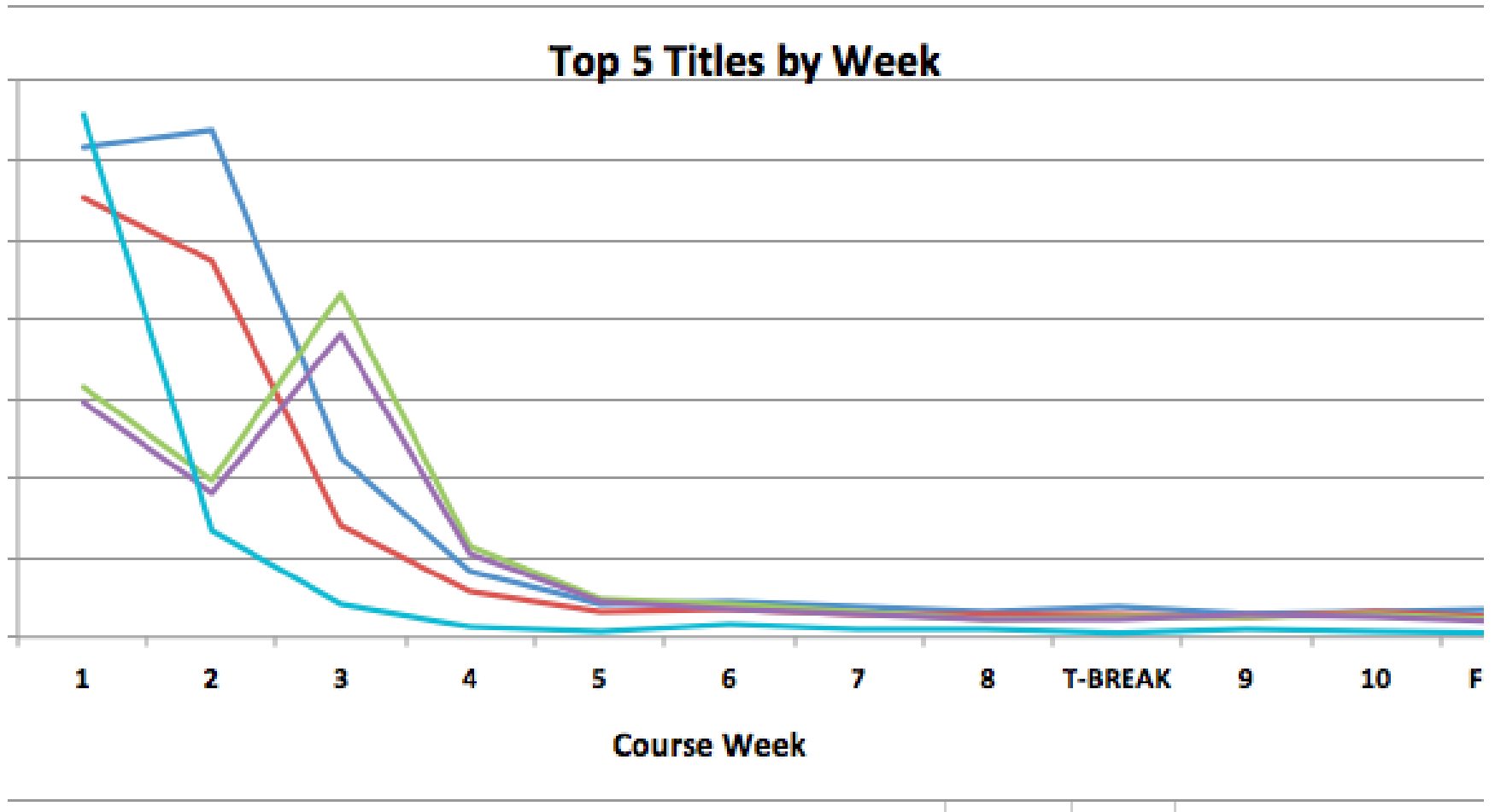
Differential Pricing



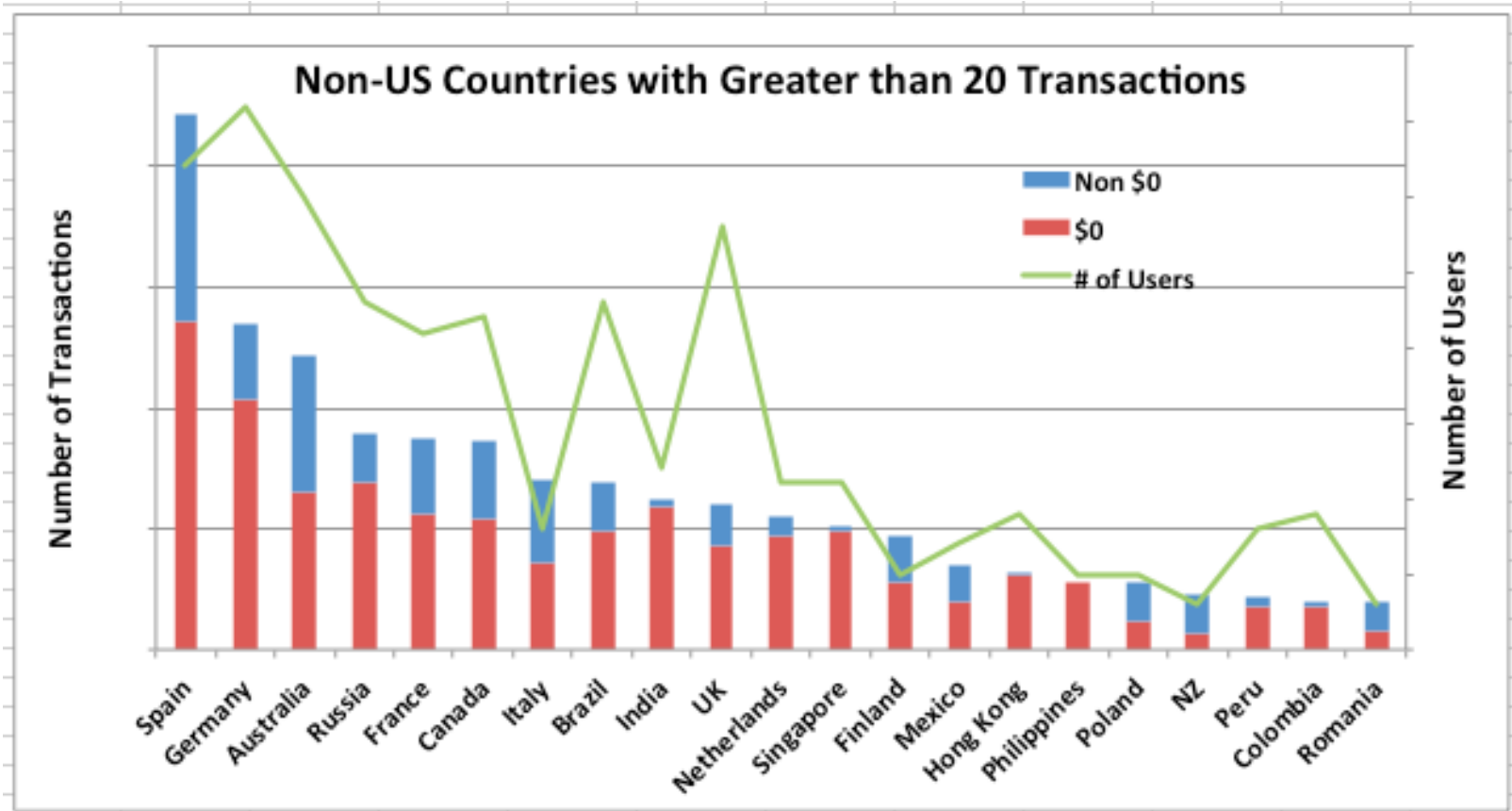
Analytics: What's Possible?

- Geographical Data
- MOOC to Traditional Comparison
- Benchmarking against other like Publishers
- Analysis over time
- Title or Series based Analysis
- Subject Area/Course Mapping

Purchases/downloads over time



Transactions by Geo and Price



- ~30 countries had more than 20 transactions
 - More than 300 total users in these countries

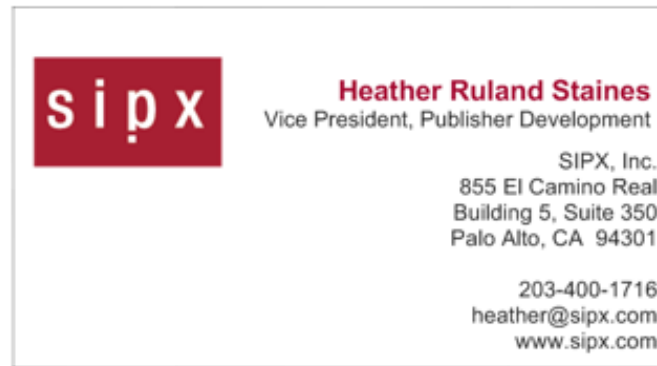
How Publishers Can Work with MOOCs Now

- “True” MOOCs
- Intra-system MOOCs
- Online Master’s Programs
- Satellite Campus Access
- Alumni Access

Where Do We Go from Here?

- “Elite” schools only?
- Brand dilution?
- Role of Individual Professors/Star faculty
- Intellectual Property Concerns
- Pushback from Faculty
- University Liability
- Connectivity or Censorship Issues
- Un-College or Flipped College?

Any Questions?



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