In Search of a MOOC Platform

Why does CityU try to offer MOOC?

- Increase availability of GE courses
- Build & maintain brand (ranking?)
- Extend the reach by offering signature courses
- Innovation in teaching & learning
- …….
- All 6 benchmarking institutions in CityU's Strategic Plan 2010-2015 have offered MOOCs
- 4 leading universities in Hong Kong are offering MOOCs

Has your institution got invited?

Yes
- Congratulation!
- 1/3 of the problem solved

No
- A bit more work to do
- Pick a platform/vendor

Major MOOC Providers (Partners)

A single environment for all leaners & course offering institutions

Provider	Some Course Offering Institutions	Established	Number of Learners	No. of Courses
Coursera	Stanford, Princeton, HKUST & CUHK	2012	15 million	1546
edX	MIT, Harvard, HKU, HKUST & PolyU	2012	5+ million	786
Canvas.net	Brown & Ohio State (also Coursera partners)	2012	N/A	297
FutureLearn	OpenU (UK) & U of Birmingham	2013	2.7 million	250
Udacity	Google, Facebook & GeorgiaTech (offering vocational training & nanodegree programmes)	2011	1.6 million	124

Figures collected on 29 Dec 2015 from
https://www.class-central.com/providers, wikipedia & the providers' websites

Institution Managed MOOC Platforms

- One environment for each institution
- Learners register to each environment separately

System	Exemplars	URL	Remark
Open edX	Stanford Online Lagunita	https://lagunita.stanford.edu/	Stanford is also a Coursera partner
	GW Online	http://openedx.seas.gwu.edu/	Hosted by a vendor
Canvas Catalog	UniLearn (UniSIM)	https://catalog.unisim.edu.sg/	
	Havard T. H. Chan School of Public Health Online Program Series	https://harvard.catalog.instructure.com/browse/hsph	
Google CourseBuilder	Waikato Courses (U of Waikato)	https://weka.waikato.ac.nz/explorer	
	Game Theory II (Stanford & UBC)	http://game-theory-class-ii.appspot.com/preview	UBC is also a edX partner

MOOC Platform Options

	Operational Model	Features	Cost & Income	Other Considerations
Canvas Catalog	Hosted by vendor; Managed & promoted by university only	Standard LMS; Free digital cert to learners; No progress reporting; Need manual grading in peer assessment	Start up cost; Annual cost; Charge per student	Promotion to learners
FutureLearn	Partnership; Hosted, managed & promoted by vendor	MOOC design; Learner pays £34 for cert; Limited assessment tools; No multi-language UI	No cost; 10 to 20% income goes to university	Learners claim their completion
Coursera	Partnership; Hosted, managed & promoted by vendor	MOOC design; Learner pays from US$49 for cert; All new courses in on-demand mode	No cost; some income goes to university	Currently not consider new partners
edX	Partnership; Hosted, managed & promoted by vendor	MOOC design; Free digital cert to learners	Heavy start up cost; Annual cost; 40 to 50% income goes to university	How about Open edX?
Open edX	Hosted by independent vendor; Managed & promoted by university	Technically the same as edX	Start up cost; Annual cost	Promotion to learners; Reliability; Security

Analysis for a Decision

edX/Coursera

- Provide the best learning experience
- high price/ priceless to join

Canvas Catalog

- Good for charged courses
- Hard to attract learners

FutureLearn

- Provide good partner support
- Need to raise completion requirements

Ready to Deliver?

- What are the topics?

- Who are the educators?

- Who are targeted learners?

- Who take case of production?

- How to get approval for launching?

- How to define success?

- What is the long term plan?

- Where to find budget?

- ……

Can your institution afford to miss out MOOC in a globalized word?