



**BUILDING AN INSTITUTIONAL  
FRAMEWORK FOR MOOC PROGRAMS** #Altraining



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IMPRESSIONS

 **LEARNING OUTCOME**

**After participating...**

...you will be able to establish an efficient institutional framework for developing a MOOC offering.

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## AGENDA

- Introduction of Experts and Institutional Objectives
- Developing a Plan
- Preparing Your Institution
- Takeaways

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## INTRODUCTION OF EXPERTS AND INSTITUTIONAL OBJECTIVES

## VANDERBILT UNIVERSITY



Vanderbilt



- A private R1 institution with the top-ranked School of Education in the USA
- 10 colleges and schools
- 12,795 students

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## MISSION



Vanderbilt

**Vanderbilt University** is a center for scholarly research, informed and creative teaching, and service to the community and society at large. Vanderbilt will uphold the highest standards and **be a leader** in the:

- quest for new knowledge through scholarship,
- dissemination of knowledge through teaching and outreach,
- and creative experimentation of ideas and concepts.

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THE UNIVERSITY  
OF TEXAS AT  
ARLINGTON



UT  
Arlington



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## DEVELOPING A PLAN



### GOALS AND OBJECTIVES



- Define the purpose of your efforts
- Align connection to campus mission, strategic plan, and general priorities
- Decide on a target audience



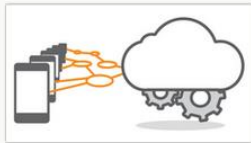
## VANDERBILT AND COURSERA



Nutrition, Health, and Lifestyle: Issues and Insights  
Jan 20th 2014



Student Thinking at the Core  
Feb 10th 2014



Programming Cloud Services for Android Handheld Systems  
Jun 15th 2014

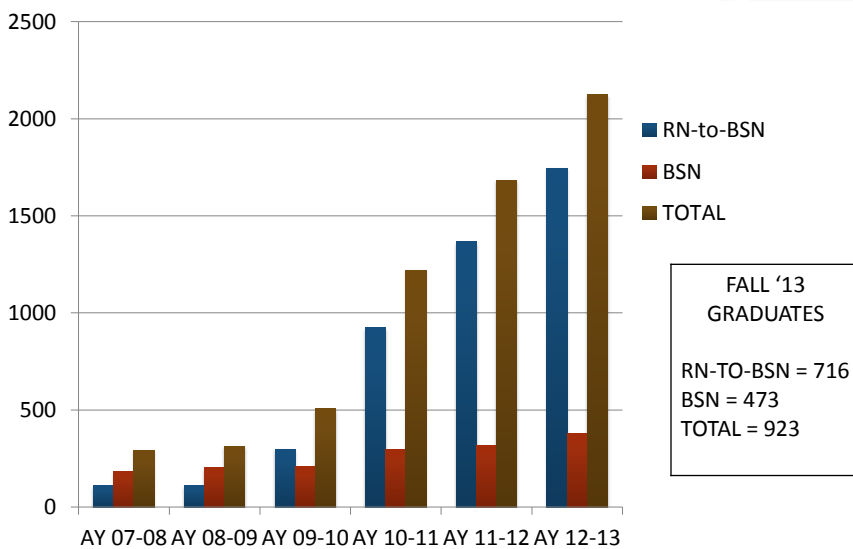
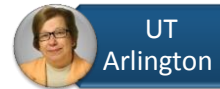


Online Games: Literature, New Media, and Narrative  
Sep 9th 2013

- Rapid iteration
- MOOC environment
- Non-exclusive contract
- Open to experimentation
- Start with non-credit offerings



## NUMBER OF BSN & RN TO BSN GRADUATES BY SEMESTER



12

## GOALS AND OBJECTIVES



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MOOC<sup>2</sup>DEGREE™

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UT Arlington is now offering a  
**free open course for academic credit!\***



Experience our nationally recognized  
RN to BSN nursing program in a **new, free,  
open online course.**

The College of Nursing at the University of Texas at Arlington is one of the ten largest nursing colleges in the U.S. As part of our commitment to training more BSN-prepared nurses through affordable, flexible

### Reserve your spot now!

First Name:

Last Name:

Phone:  Home  Cell

Email:

Zip Code:

Are you a registered nurse?  Yes  No

Are you currently enrolled in a UT  
Arlington course, or have you been  
enrolled in any UT Arlington course in  
the past 12 months?  Yes  No

All fields required.

By checking this box, I agree to the [terms and conditions](#).

**Sign Up Now**

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## YOUR INSTITUTION'S EXPERIENCE WITH MOOCS

- 33% of pre-webcast survey respondents are considering not-for-credit MOOCs.
- 66% of pre-webcast survey respondents are just exploring options at this point.
- Are there other experiences you'd like to share?



## OBTAINING INTERNAL BUY-IN



### COMMUNICATION STRATEGY: SYSTEMATIC BRIEFINGS OF ON-CAMPUS PARTNERS

	Round One	Round Two
	Deans	Deans again
	Administrative Peers	Faculty at large
	Teaching Faculty	Students at large
	Faculty Senate	Alumni
	Student Government	Nashville community





**OBTAINING  
INTERNAL  
BUY-IN**



**IDENTIFYING  
MEASURES  
OF SUCCESS**



- Visibility
- Delivery
- Publications and presentations
- Development of a more robust assessment plan is ongoing



## IDENTIFYING MEASURES OF SUCCESS



### ALBERT EINSTEIN SAID...

“Sometimes what counts can’t be counted, and what can be counted doesn’t count.”



## SELECTING INSTRUCTORS



- Positioning campus on the academic stage
- Considerations:
  - 10 schools
  - Face-of-the-campus
  - Camera-readiness
  - Content
  - Modules, not full semester
  - Balance with other work-load
  - Willingness, and ideally excitement



## DECISIONS, DECISIONS...



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### INSTRUCTORS

- Flexible
- Creative
- Team player
- Content expert

### COURSES

- Topic
- Term length
- Open or closed

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## SELECTING A PARTNER (OR NOT)



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- Non-exclusive
- Know your choices
- Really big, really open?
- LMS vs MOOC
- Flipped, wrapped, and hybrid

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## FINANCIAL COST AND SUSTAINABILITY



### Cost Categories

- Faculty
- Instructional Designer
- Video Production
- Administrative



## FINANCIAL COST AND SUSTAINABILITY



- Upfront costs are steep
  - But downhill advantage follows
  - Use-over-time benefits
  - Schedule multiple offerings
- Fiscal set aside for refurbishing
  - Set reasonable boundaries
- Fiscal set aside for TA for future offerings
- Fiscal advantages for repurposing

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## PREPARING YOUR INSTITUTION



### ACADEMIC GOVERNANCE



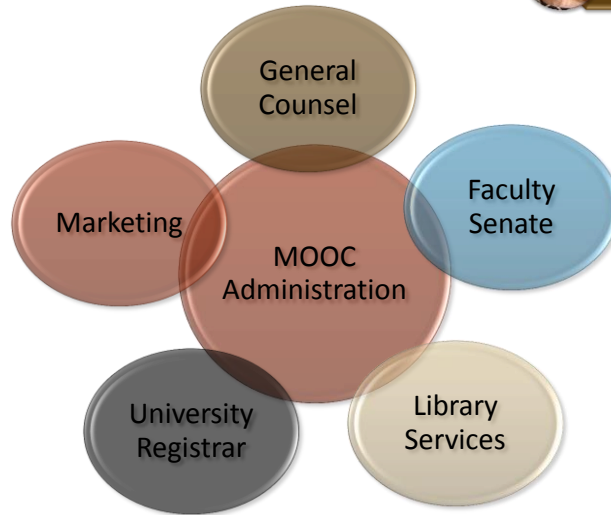
- Decide: Course approval? Course content verification?
- Traditional process wherever possible
- Curriculum is the purview of the faculty
- State legislative battles have marred this foray into innovation
- Be transparent about how/why



## ADMINISTRATIVE CONNECTIONS



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## GENERAL COUNSEL AND STATE AUTHORIZATIONS



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## FACULTY SENATE



- Content of discussions will vary, but **HAVING discussions is crucial!**
- Intellectual property
  - Content (notes) vs “produced content” (the videos)
  - Do NOT cede IP to the provider!



## LIBRARY SERVICES



- Copyright management
- Not a fair-use landscape
- How to find public-domain or OER
- Awareness of what you cannot teach (without a great deal of expense)
- You don't have to be an expert; you have to KNOW an expert



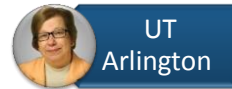
## UNIVERSITY REGISTRAR



- Help with State Authorization
- Help with academic policy concerns
- Resource on FERPA and best-practices
  - E.g. grade book and graded materials for flipped classes



## MARKETING: INTERNAL OR EXTERNAL?



The banner features the University of Texas Arlington logo and the text: "UT Arlington is now offering a free open course for academic credit! \*". Below this is a photo of a smiling nurse. To the right is a registration form titled "Reserve your spot now!" with fields for First Name, Last Name, Phone (Home/Cel), Email, and Zip Code. It also includes two yes/no questions: "Are you a registered nurse?" and "Are you currently enrolled in a UT Arlington course, or have you been enrolled in any UT Arlington course in the past 12 months?". A checkbox at the bottom states: "By checking this box, I agree to the terms and conditions." Below the form is a "Sign Up Now" button.

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## ACCREDITATION CONSIDERATIONS



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## TECHNOLOGY



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**Technology Toolbox  
for Educators**

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## COMMUNICATING WITH YOUR LMS PROVIDER



We used



Communications around platform, surveys,  
design, best practices, analytics



## VIDEO PRODUCTION



- Set campus standards early
- Consider your production constraints
- Establish quality control process



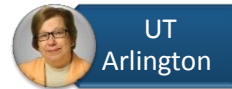
## INSTRUCTIONAL DESIGN



- Instructional design is crucial
  - Learning activities, not just videos
- Help for the faculty: “the wires still show”



## STUDENT AUTHENTICATION



Essential for credit-granting MOOCs



## COURSE DEVELOPMENT



- Faculty compensation
- Work-for-hire
- TA support
- Maintenance



## FACULTY COMPENSATION



- Pilot project may differ from longer-term solution
- Course release vs. overload pay
- Revenue sharing after campus investment is recouped
- Multi-year benefits will balance the single-year opportunity cost

## TEACHING ASSISTANT SUPPORT



TA support is crucial:

- 1) For building the course
- 2) For image location or generation
- 3) For monitoring the discussion boards
- 4) For fixes to material on the fly
- 5) For other duties as assigned



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## TAKEAWAYS





## TAKEAWAYS

### Make a conversational plan

**Today:**

Draw up a list of who on your campus needs to be consulted.

**This Month:**

Decide as a group: LMS or external provider? In house design and production or outsourced? Criteria for course selection/criteria for faculty selection?

**Three Months:**

Create a good timeline. Work the policy concerns. And “design with the end in mind!”



## TAKEAWAYS

### Move toward production

**Today:**

Invite a colleague to join you for coffee to craft an “elevator speech” that connects your digital learning goals to your institution’s mission and aims.

**This Month:**

Identify campus standards and “level of nice.” Also, ready the “ask”: faculty time is your most crucial component.

**Three Months:**

Map out an instructional design plan, slide decks, student activities, and homework to guide your production process.





## QUESTIONS



## EVALUATION

**Thank you!**

Please remember to complete the event evaluation.  
Your comments will help us continually improve the  
quality of our programs.

