MOOCs at Oregon State

DRAFT Policy Outline v. 5.1.13

For Oregon State University to develop and offer Massive Open Online Courses (MOOCs), there must be an intentional discussion about merit, rationale, faculty/learner impact, and fiscal issues.

Initial Factors:
To be successful at Oregon State MOOCs must include:
- Overall enhanced course design
- Student interaction
- Assessment of student progress
- Recognition that learners must be self-directed
- Embedded course analytics
- Recognition of added resources required
- Dedicated technical support

To become a successful MOOC provider, Oregon State must:
- Lead with signature areas of learning content
- Identify audience needs
- Recognize the amount of added effort required of faculty
- Align its MOOC activities with the Land-Grant mission
- Assess potential partnerships with Udacity, EdX, Coursera—or develop offerings on our own (or both)
- Develop a sustainable business model for MOOC design, development, promotion and maintenance. Business model will include:
  - Customer value proposition
  - Value chain
  - Profit/Cost Recovery formula
  - Competitive strategy
- Identify sources of revenue to support MOOC development and maintenance that don’t immediately require a return on investment
- Use an outcomes-based design approach to ensure learning activities are purposeful and measureable relative to student progress
- Recognize the value of improved teaching and learning that may come from deploying MOOCs
- Be more than just large “electronic lecture hall” experiences for learners
- Focus on establishing “communities” among learners
- Identify potential like-minded partners for development

Purpose:
MOOC development at Oregon State will serve the following purposes:
- Expand access to University knowledge
- Reduce cost of access to knowledge for learners
- Improve learner preparation for more advanced University courses
- Promote related degree and continuing education programs
• Improve teaching effectiveness
• Expand analysis and knowledge of the learning process
• Expand effective engagement with new and underserved audiences
• Introduce prospective students to OSU
• Strengthen OSU’s brand as a national leader in quality online education

Draft Policy:
• Oregon State University will explore the development of Massive Open Online Courses that complement current academic and outreach efforts. These efforts will improve learners’ access to OSU’s research and signature content areas in a cost effective fashion.
• Initial development efforts will rely on Open Educational Resource learning modules.
• Initial Open Online Course offerings will be noncredit and will help showcase other continuing education offerings at Oregon State University.
• Initial courses will be developed considering:
  o Current successful curricula
  o Targeted learner needs
  o Other potential partners in course development and marketing
  o Access to adequate funding to develop interactive tools that enhance learner experience
• Oregon State is committed to effective evaluation of the learner and faculty experience—before, during and after providing access
• Oregon State is committed to the full range of open access learning materials from full courses to open learning modules and textbooks.
• All open online course development will meet national standards for online learning.
• All initial MOOC course proposals (during the first year of presentation) will be reviewed for the above points by an advisory team made up of:
  o Vice Provost for Academic Affairs
  o Associate Provost for Outreach and Engagement
  o Chair (or designee) of the of the Faculty Senate Distance Education Committee
  o Chair (or designee) of Curriculum Council

Credit for Open Online Courses
• Oregon State University will continue to review possible options for which credit might be conferred after successful completion of an open online course from Oregon State as well as peer institutions and community colleges.
• Factors to be considered include:
  o Faculty input to the policy
  o Source and credibility of the credit
  o Business functions required for Oregon State to offer credit
  o Policies pursued by peer and competitor institutions