
ICA-EDU: Online open learning: WageningenUR model and experiences

Ulrike Wild, 16-6-2016



Outline

- Online learning in Wageningen: background and strategy
- Characteristics of a MOOC
- Values of a MOOC: outcomes, rewards and spin-off
- Investments: costs and business models
- How to create a sustainable system
- More to tell and questions.....

Background



Online Strategy Wageningen UR

- Global dissemination of knowledge
- Developing business models for Life Long Learners, new target groups, new markets
- Keeping track of the ongoing change in pedagogy
- Being a leader and influencer
- “Wageningen education ecosystem”:
campus – online MSc’s – open online professional courses - OER



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- www.edx.org/school/wageningenX
 - <https://courses.edx.org/courses/course-v1:WageningenX+NUTR103+2T2016/info>

“MOOCish”

MOOC: (massive) (open) online course

SPOC: Small private online course

Instructor lead (synchronous) vs self-paced (asynchronous)

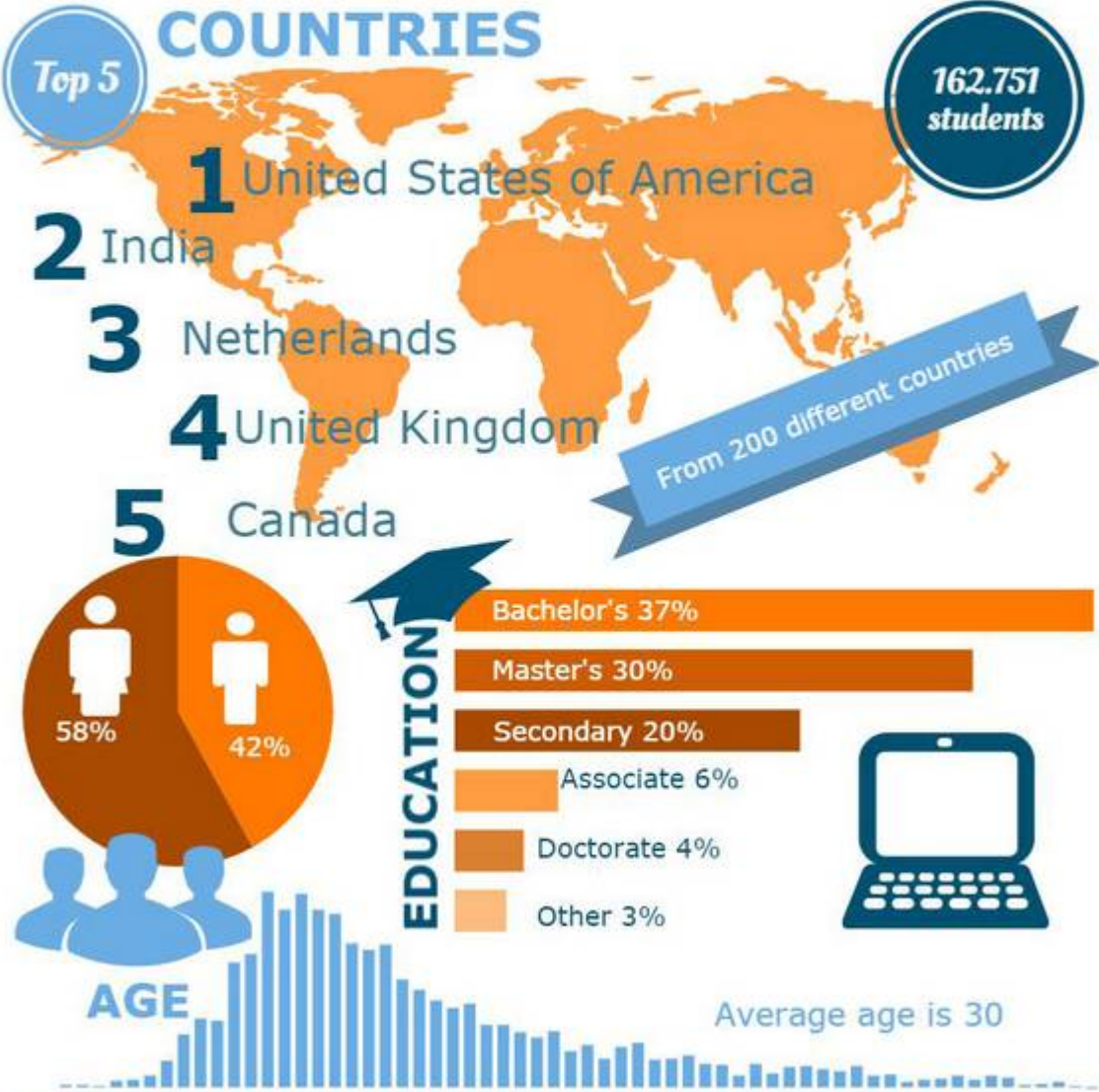
Certificates, verified certificates,

Xseries, capstones

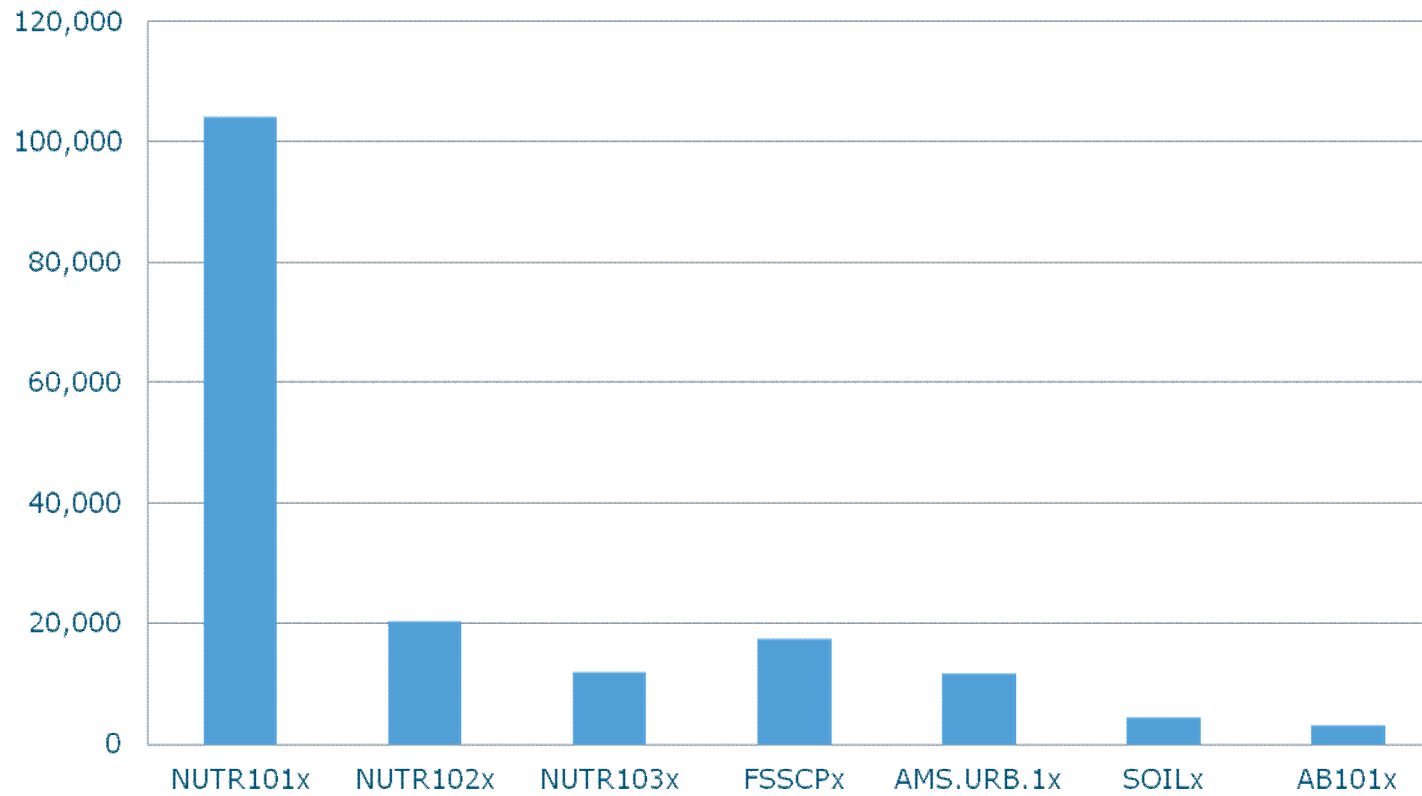
WageningenX in numbers

8 MOOCs, 4 self-paced reruns and more to come

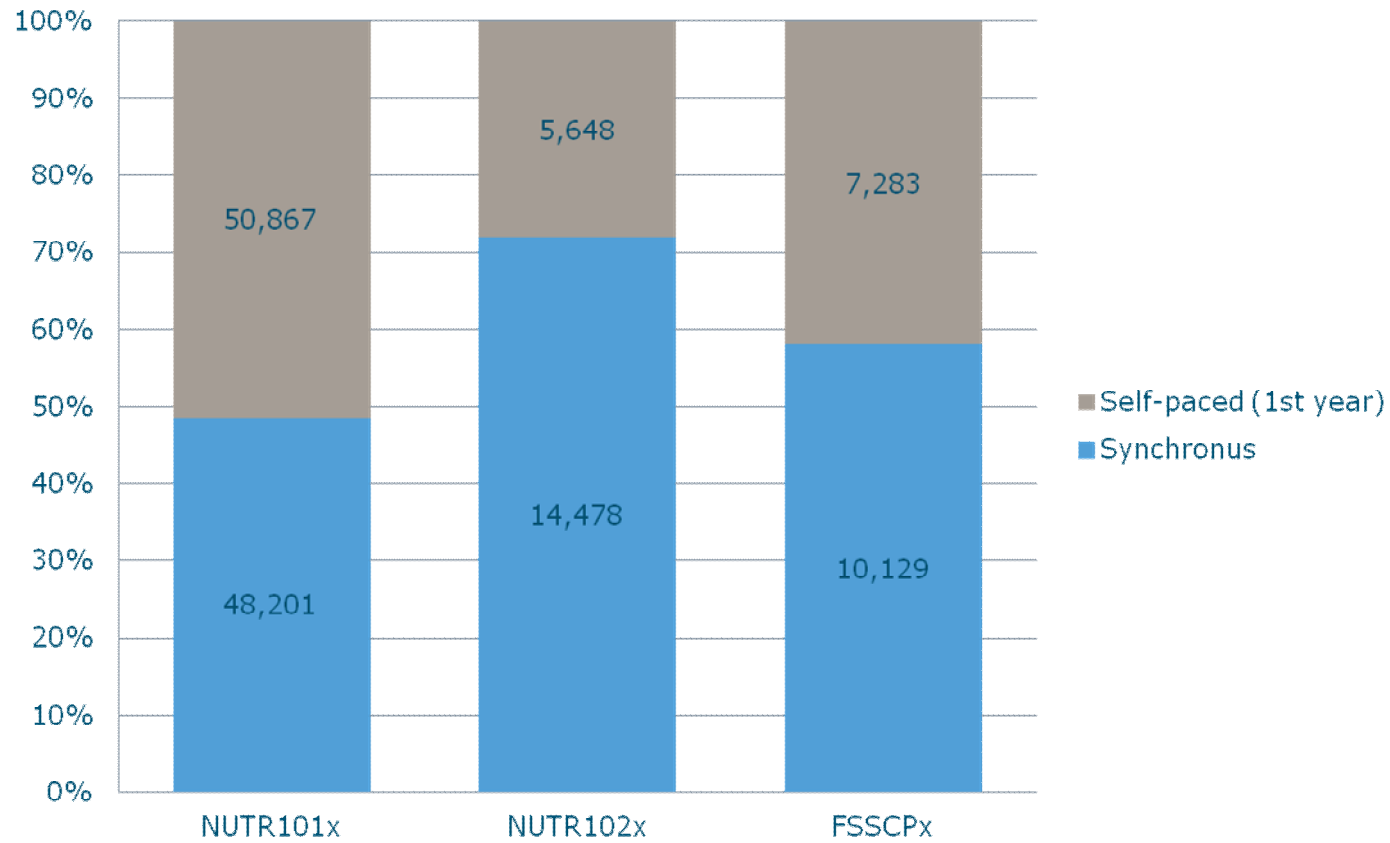
Completion rate?



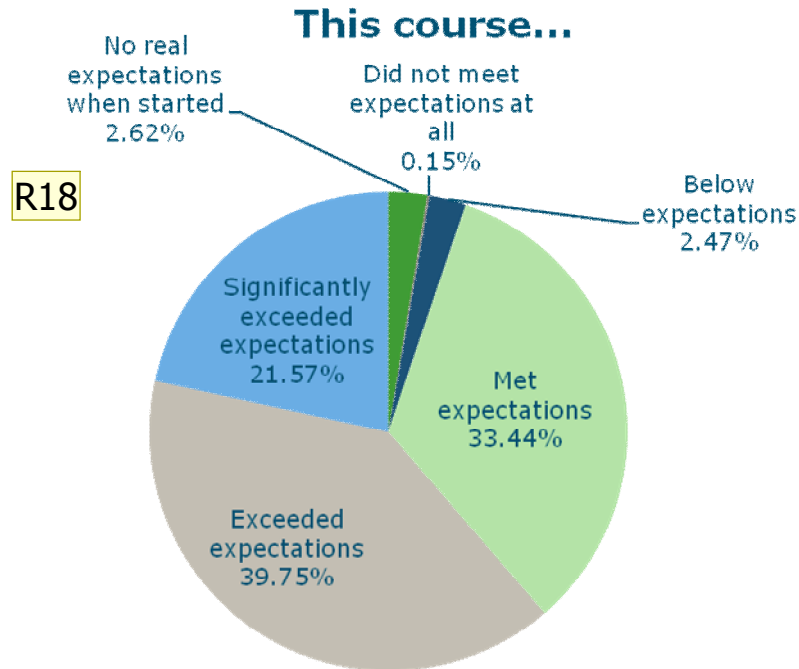
Number of learners per MOOC



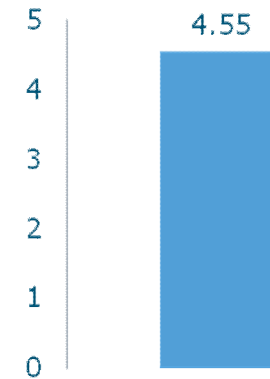
% synchronous vs self-paced



Rewards: learners evaluation

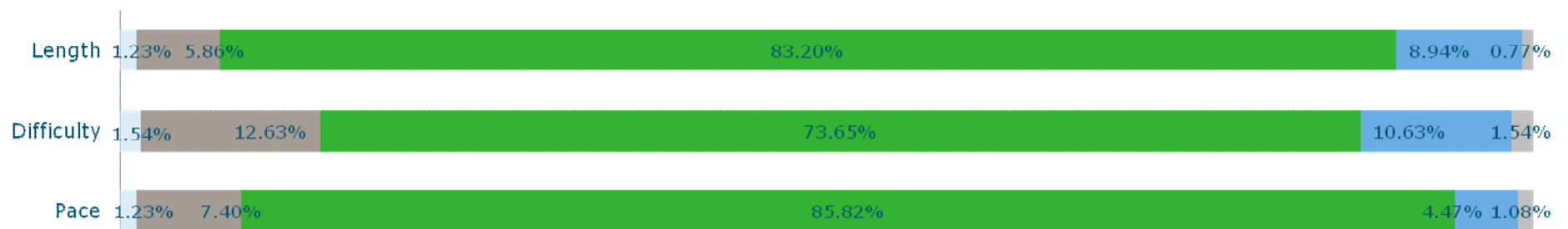


Overall impression



Lenght, difficulty, pace of the course

■ Much too slow
 ■ Slightly too slow
 ■ About right
 ■ Slightly too fast
 ■ Much too fast

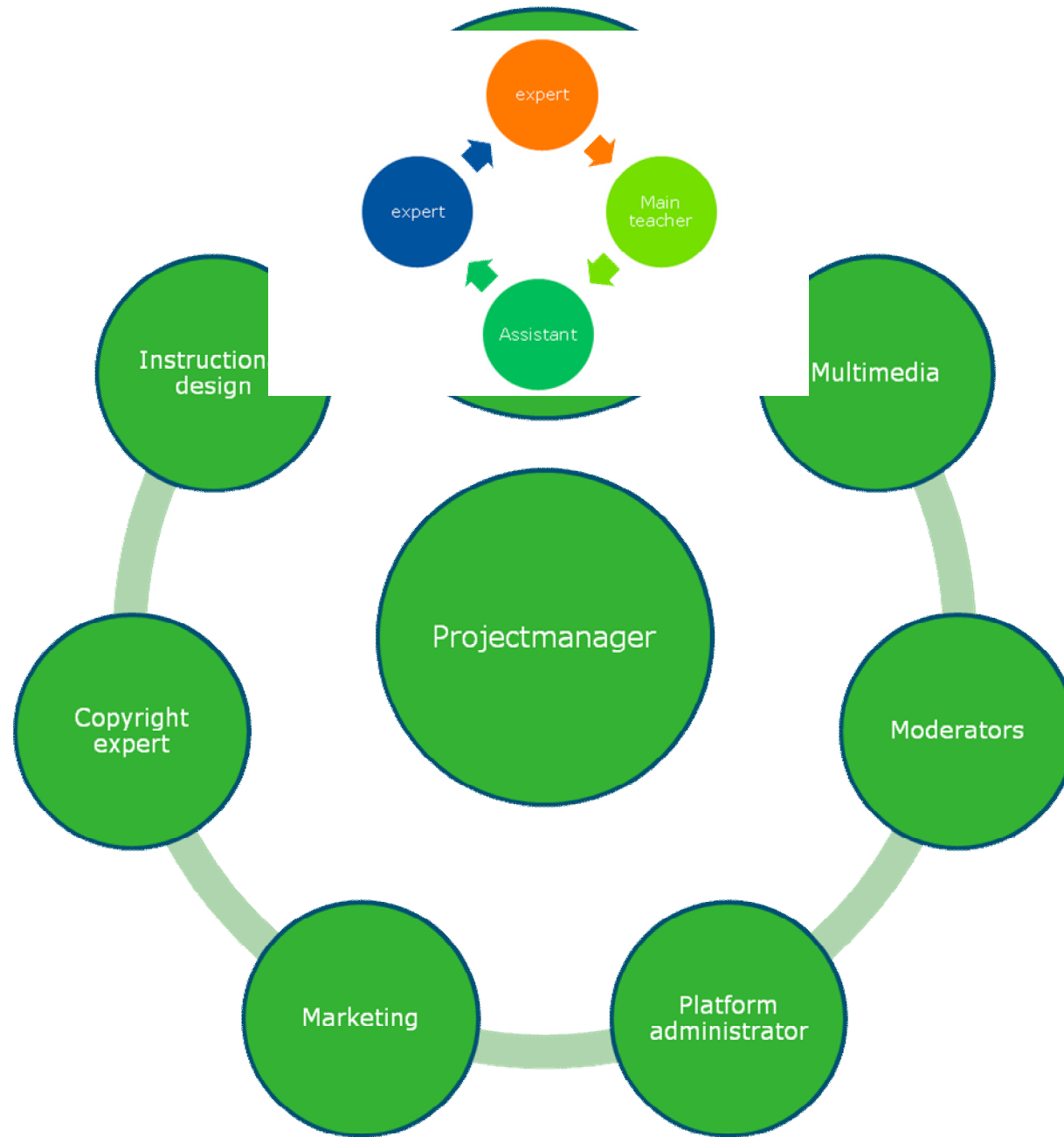


Slide 10

R18

Length is spelled wrong.

Robin, 09/06/2016



Costs and finance

- Production: about 20-25k/course in Wageningen
- Content team?
- Grants
- Subsidy
- Sponsors

Spin- offs

- Boost innovation on campus (pedagogy, support-organization)
- Renewal of campus courses, blended approaches
- MOOCs for credits: electives, SPOCS
- “MOOCs as books”: re-used at other universities (License -model or OER)
- Applications on campus

Applicants and MOOC students

Of our applicants, 226 (=4%) joined one of the Wageningen MOOCs on edX

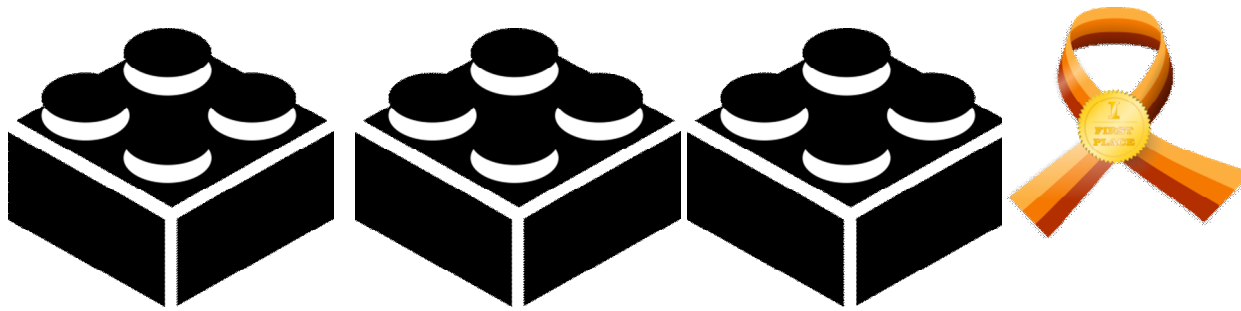
Of all WageningenX students, 0.18% applied for a MSc programme at Wageningen University

Revenues

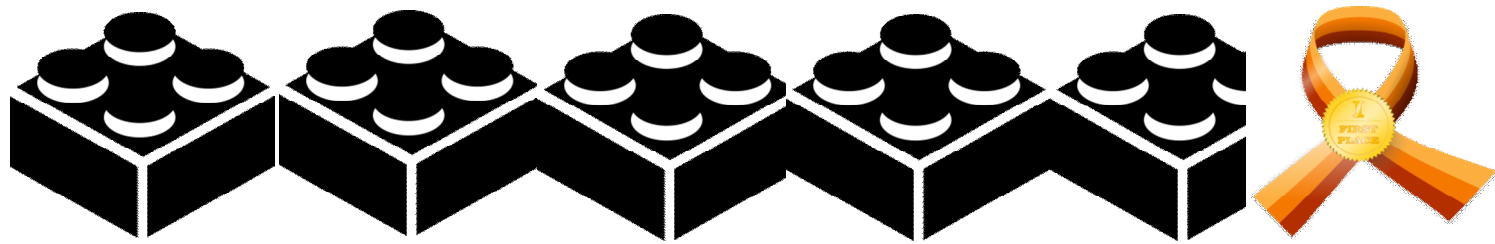
- Online courses: scalable. Additional runs/students with low/no additional costs
- Freemium - premium
 - Certificates
 - Extra educational services (exams, tutoring, online lectures)
- Cross-selling: summerschools on campus, professional courses
- Higher inflow degree programs



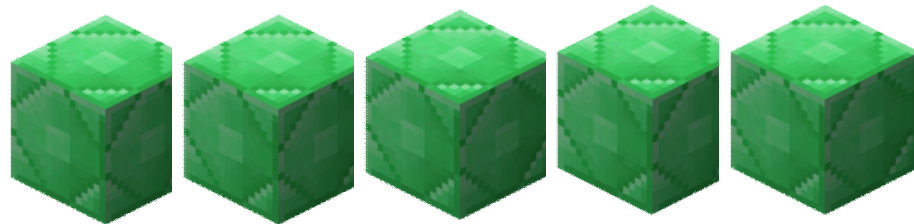
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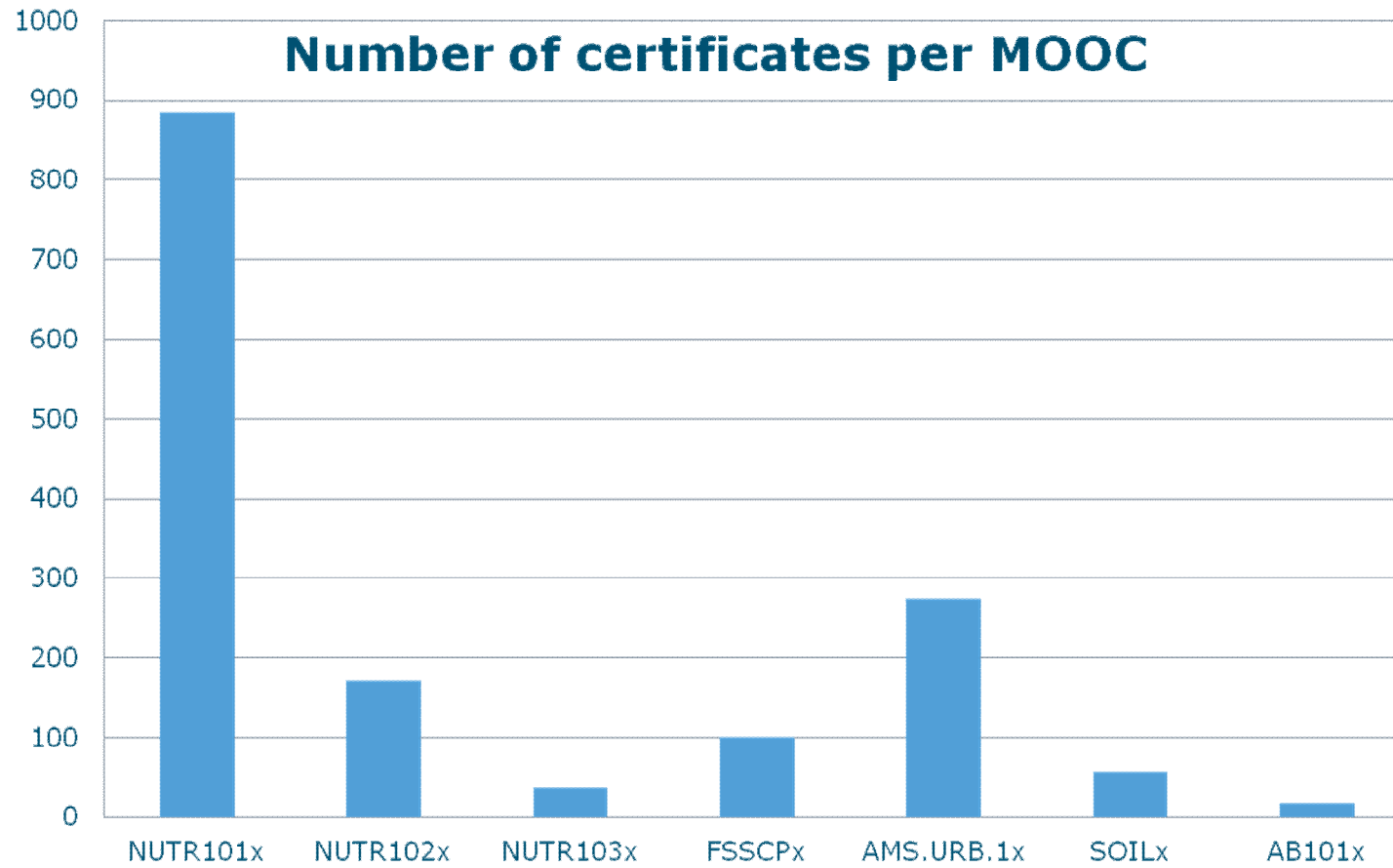
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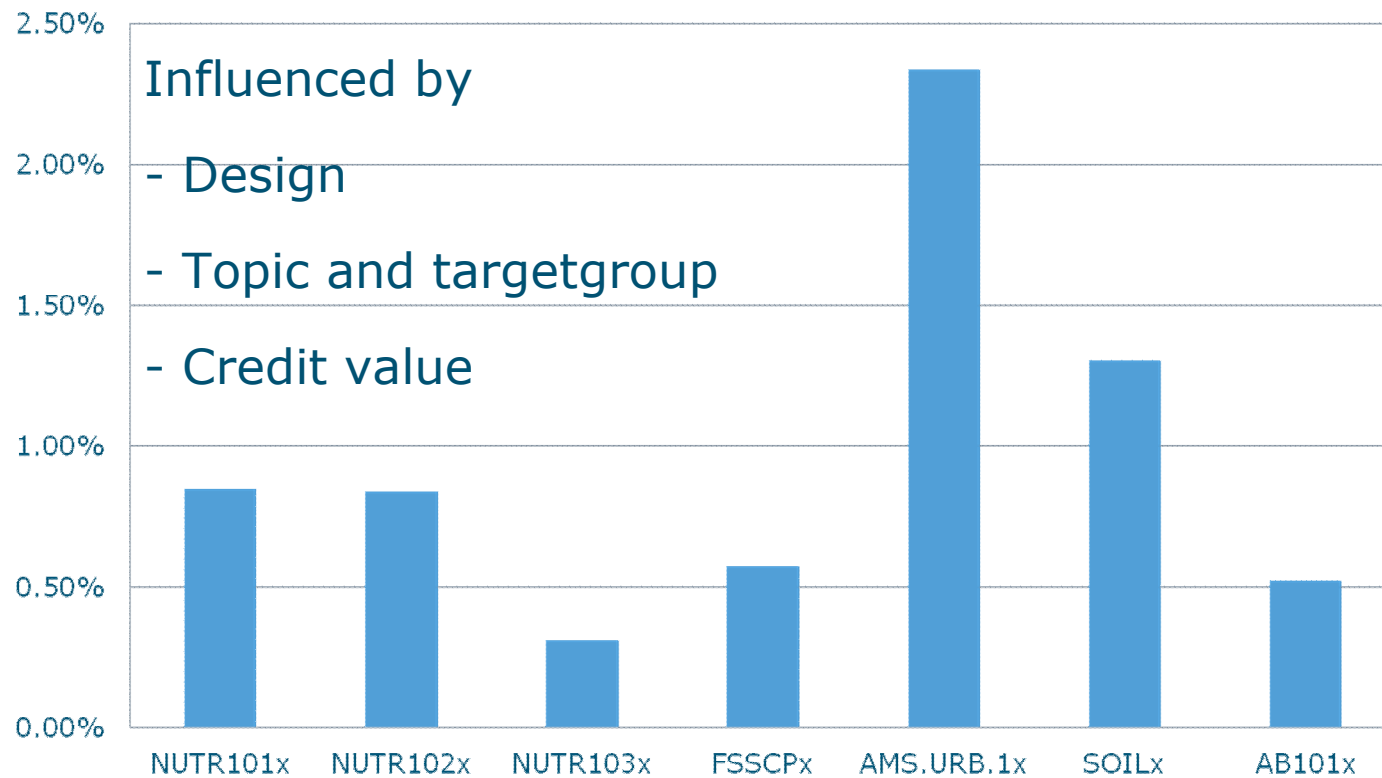
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% of participants in verified track



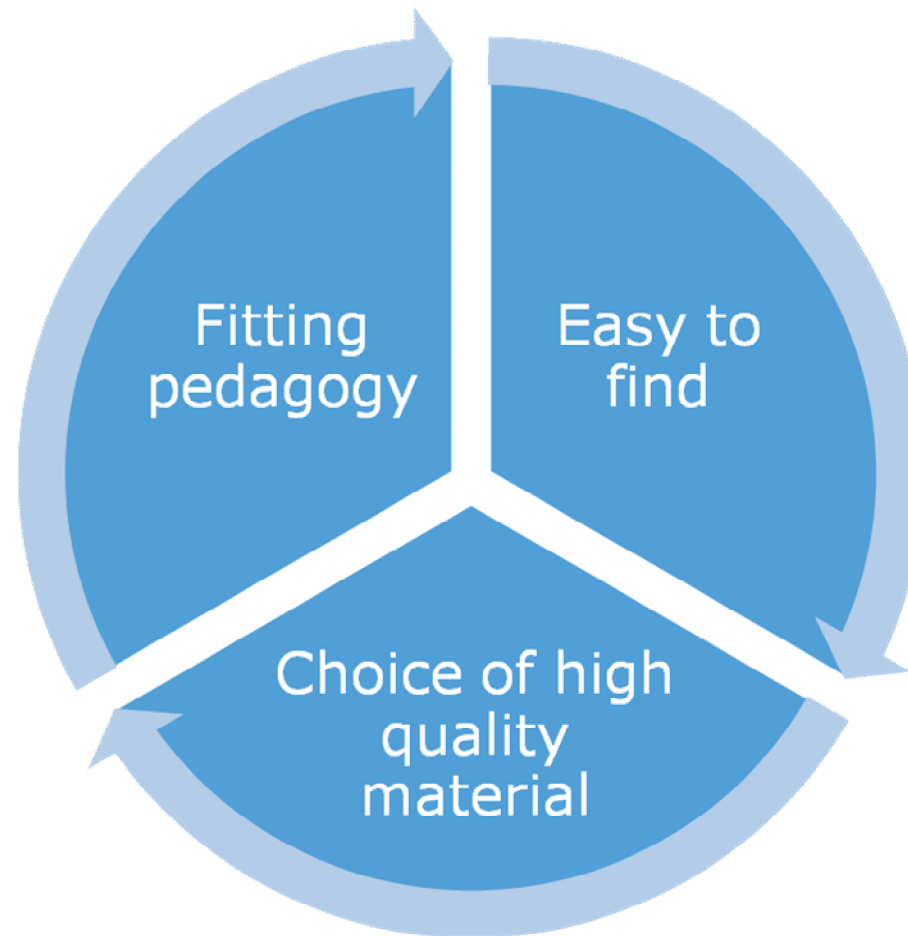
System approach and sustainability

- A MOOC as a book
- MOOCs as OER (if published under Creative Commons)

Teachers and sharing OER



Teachers and re-use OER



ICA-EDU: collaboration?

- A shared platform for agriculture and Life science courses for professional learners?
- Collaboration on topics
- Actively promote recognition of MOOCs and re-use of materials and open courses

More to tell...

- The platforms, costs and benefits
- Collaborating on a MOOC
- Collaborating on OER