Universities UK

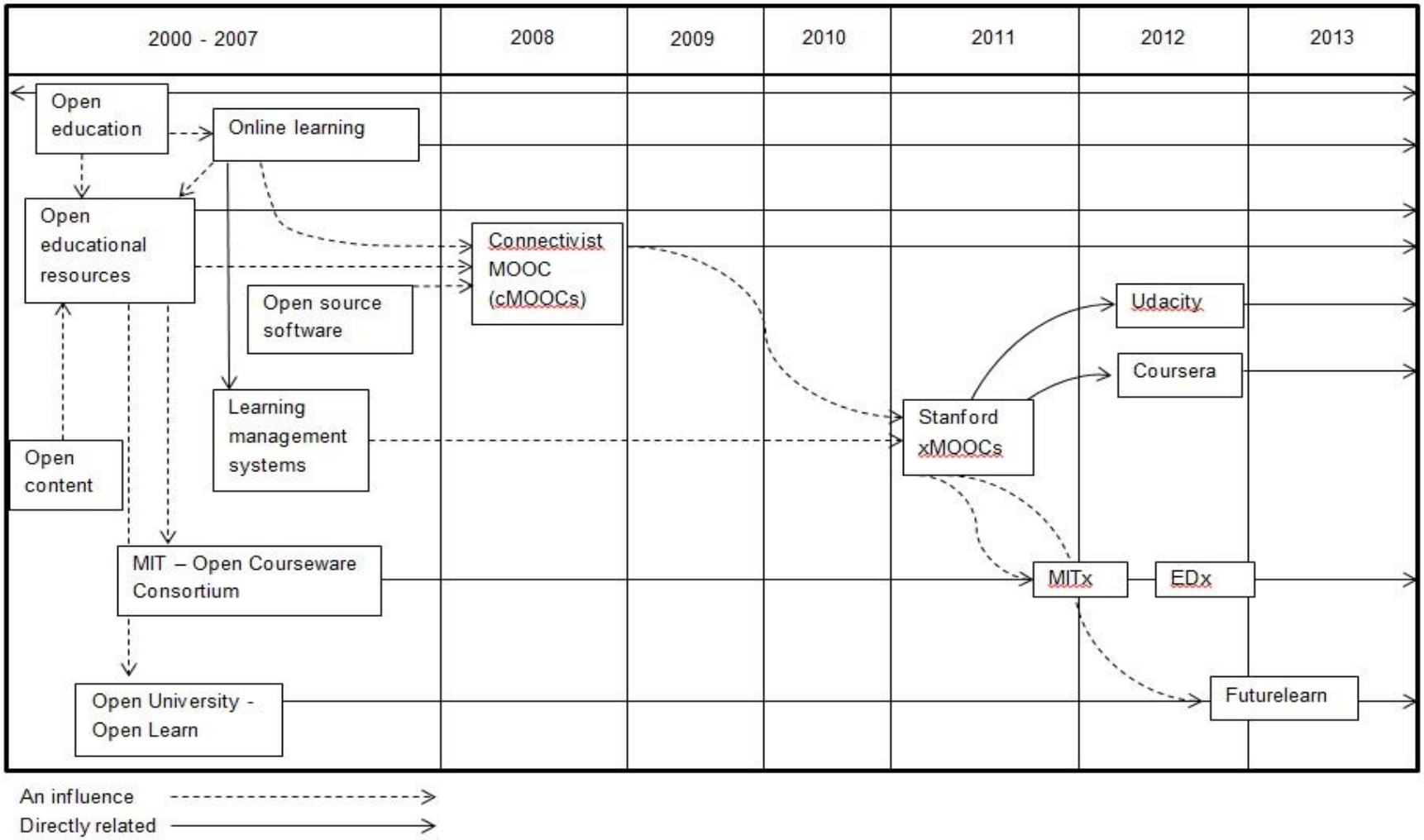
Higher education's digital moment?

The strategic context of MOOCs

26 June 2014

CC BY SA

A MOOC big bang



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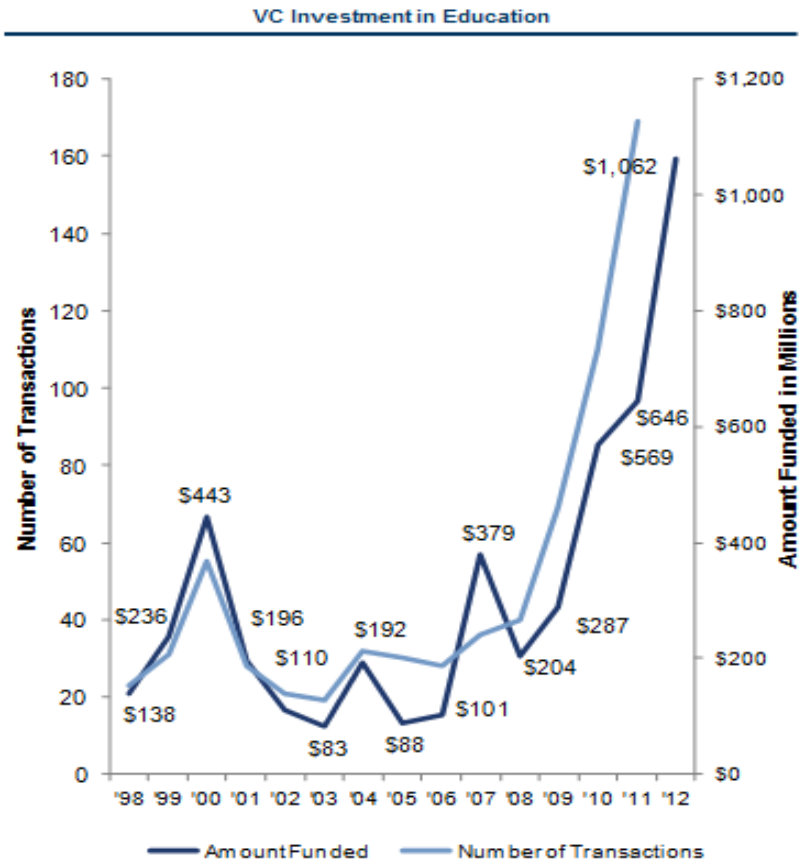
Venture capital investment

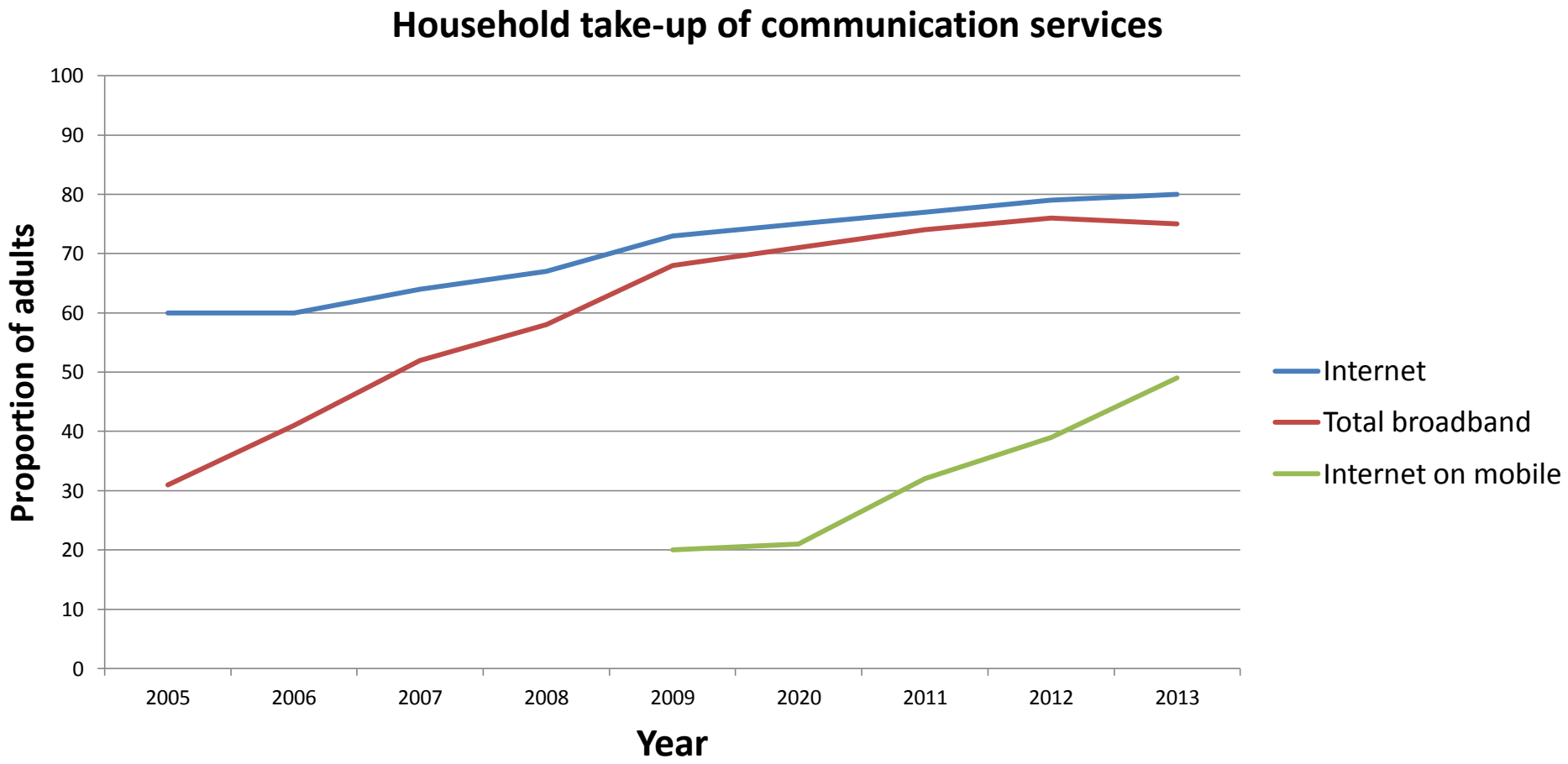
VC	Investment	Date	Category
greylockpartners.	creativeLIVE	2012	Online Higher Education
INSIGHT VENTURE PARTNERS	Udemy	2012	Online Higher Education
Jeff Bezos, Tony Hsieh	GA	2012	Post-Secondary
ANDREESSEN HOROWITZ	U UDACITY	2012	Online Higher Education
SEQUOIA CAPITAL	MIND SNACKS	2012	Smart Games
BENCHMARK CAPITAL	THE MINERVA PROJECT	2012	Online Higher Education
NEA.	EverFi	2012	Supplemental Online Education
KPCB NEA.	coursera	2012	Online Higher Education
ACCEL PARTNERS	KNEWTON	2011	Adaptive Learning
ANDREESSEN HOROWITZ	Kno	2011	Digital Textbooks
BENCHMARK CAPITAL	Grockit	2011	Social Learning / Smart Games
BESSEMER VENTURE PARTNERS	flatworld KNOWLEDGE	2011	Digital Publishing
SEQUOIA CAPITAL	inkling	2011	Digital Textbooks

Source: Bloomberg, Capital IQ, VentureSource and GS extrapolations



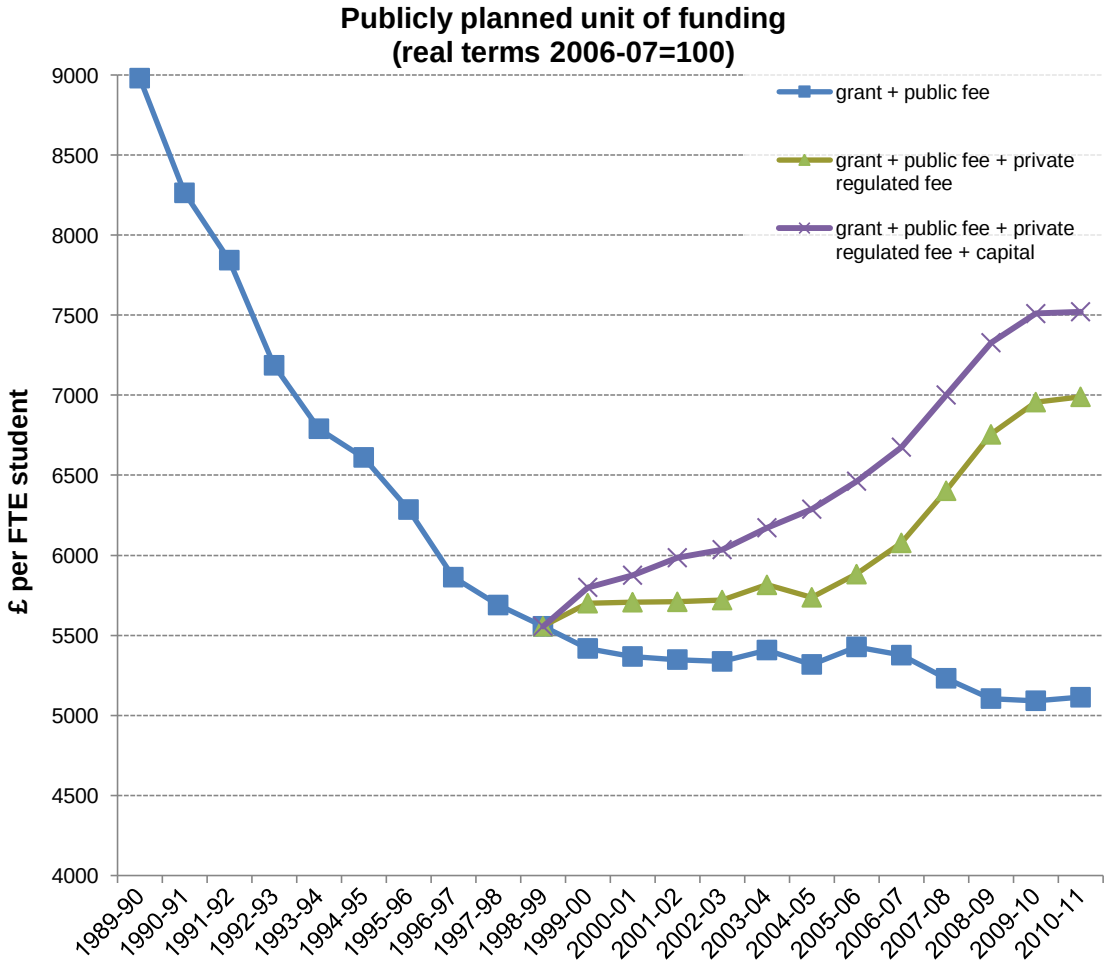
Courtesy of Goldman Sachs

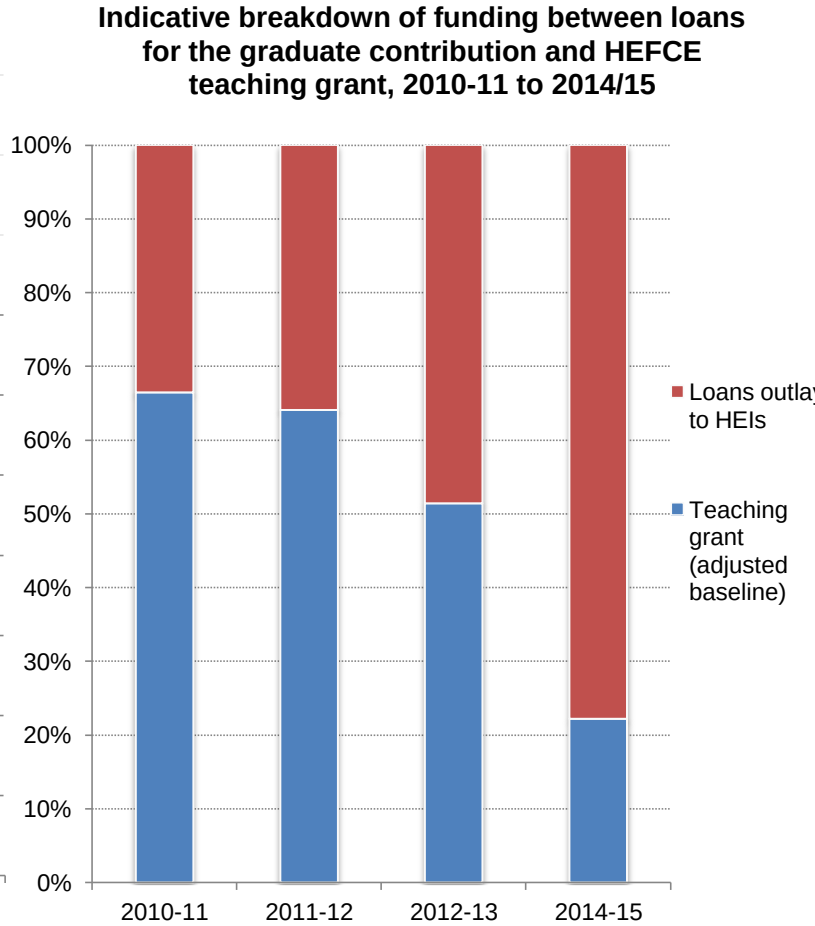
Availability of technology



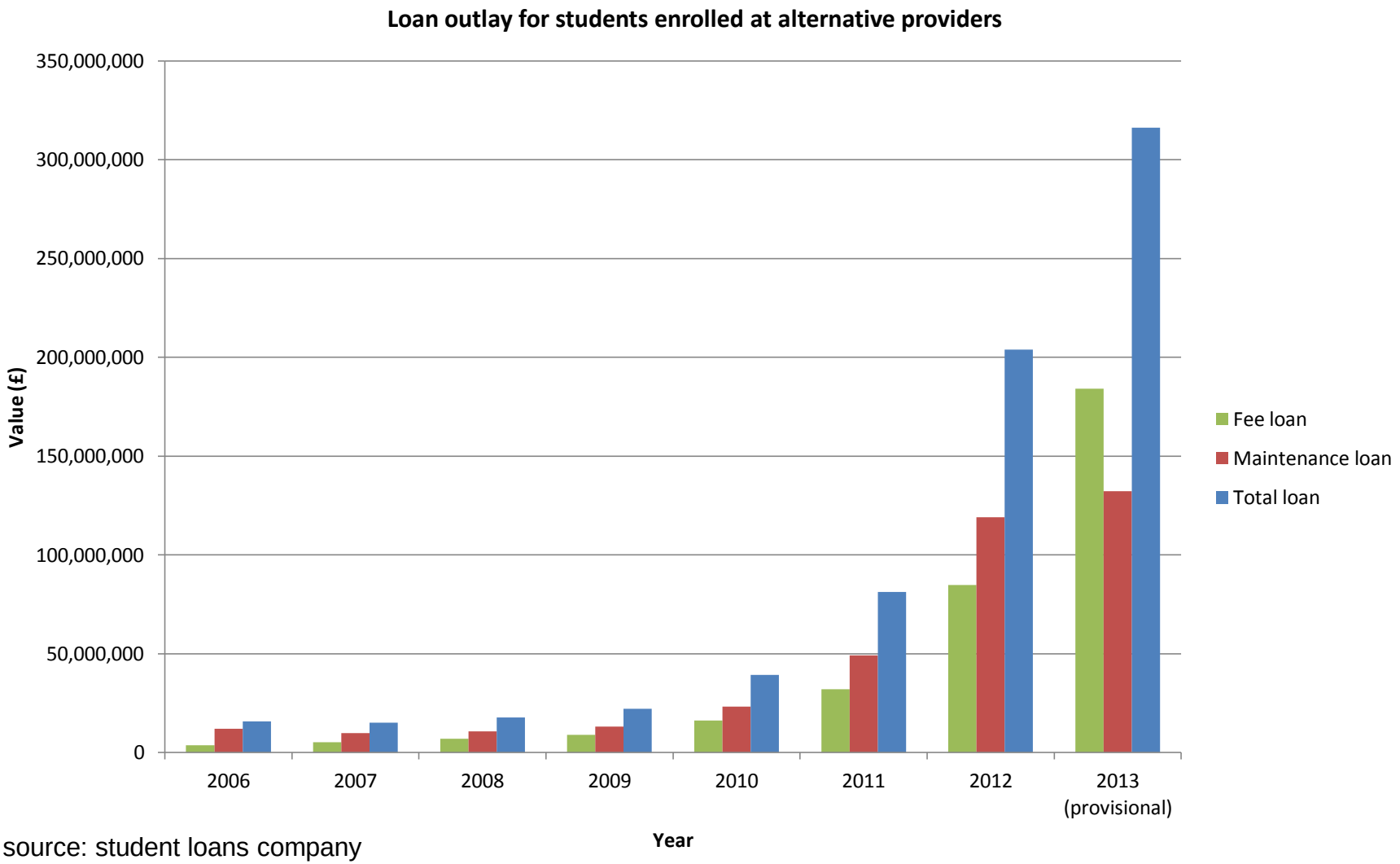
Ofcom communications market report 2012 & 13

Funding the expansion





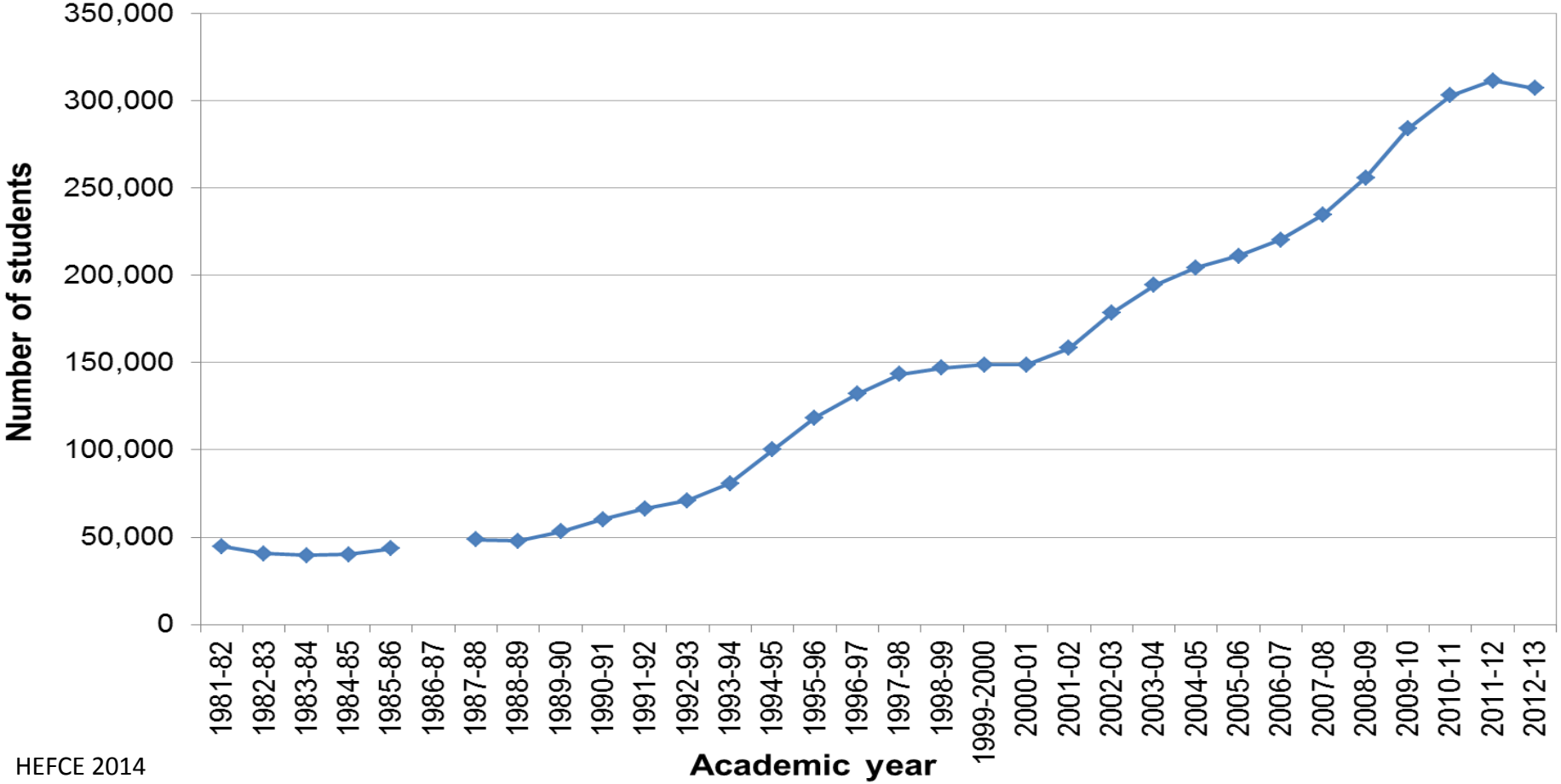
Supply side diversification



Data source: student loans company

Expanding global demand

International and EU students registered on full-time programmes at English HEIs 1981-82 – 2012-13



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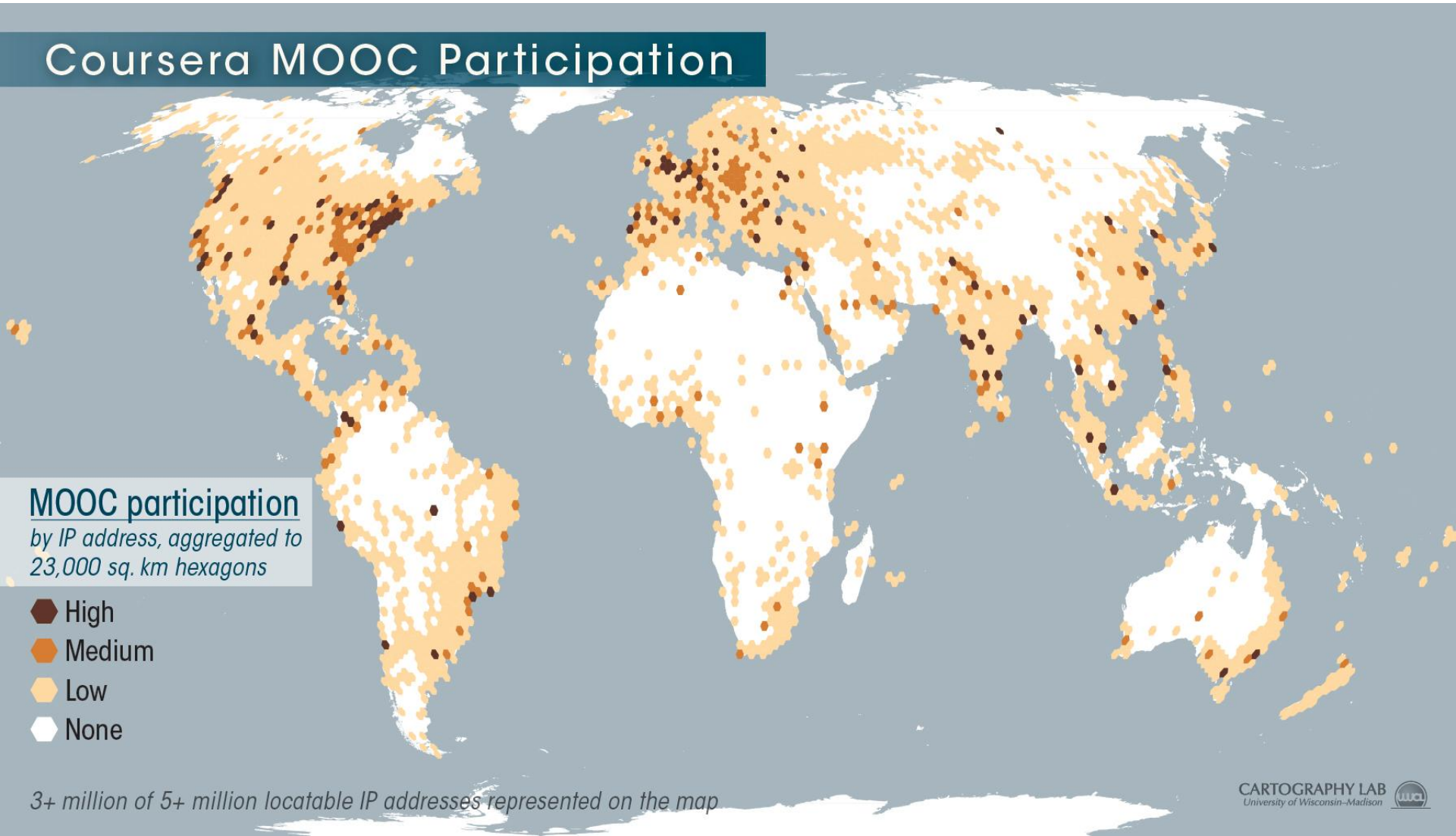
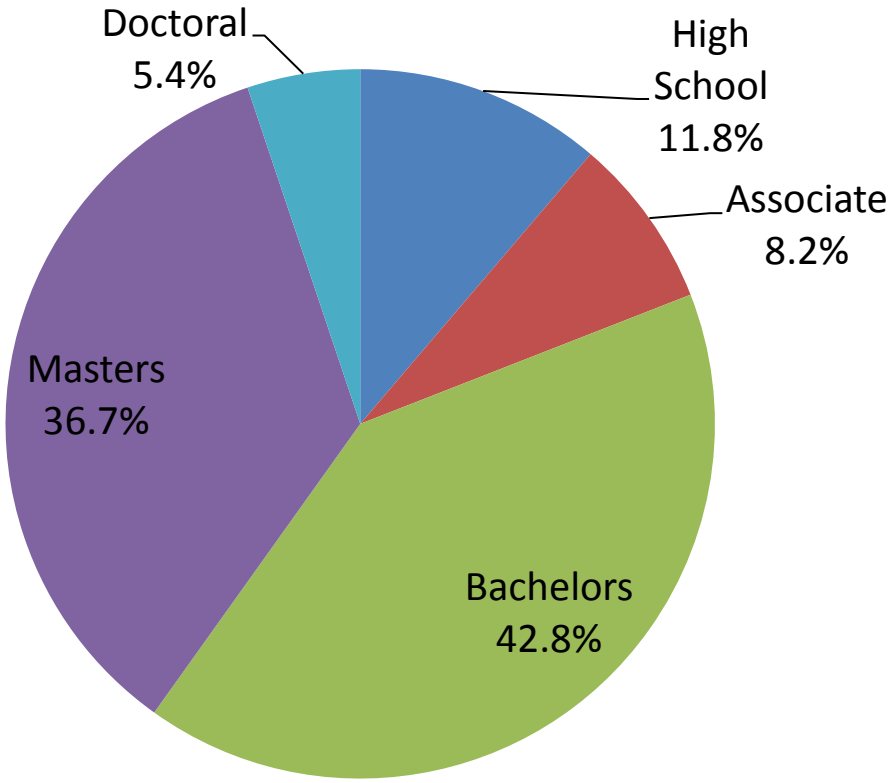
Global reach of online



Serving knowledge workers?

Propositional knowledge & flexible delivery

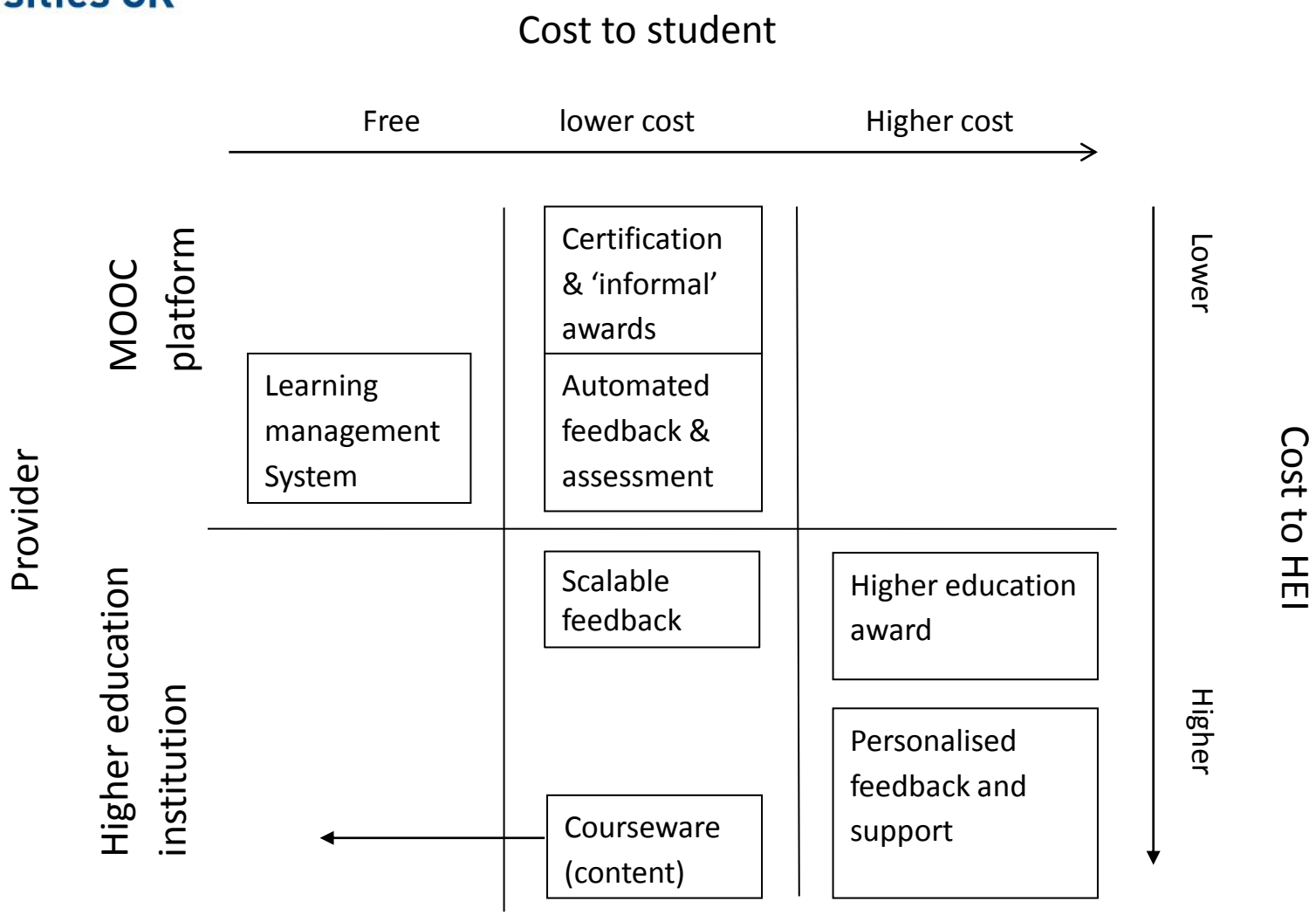
Advanced learners & digitally literate



Coursera 2013: survey data of prior level of education

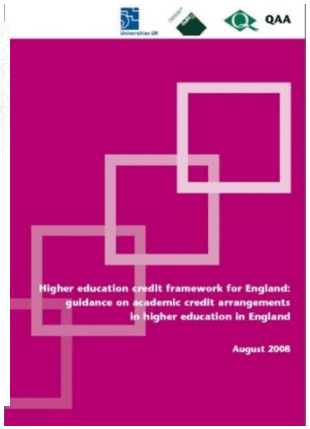
Post-graduate and CPD market?

Digital strategies



Unbundling of credit

- Formal academic awards
  - Validation & accreditation
  - Articulation & transfer
  - Recognition of prior learning
- 'Informal' awards
  - Professional accreditation
  - Certificates
  - Badges



MOOCs as practical experiments

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coursera

edX

Future Learn

COURSEsites EDUCATE. ENGAGE. FREE.

course-builder Course Builder

YouTube

twitter

WordPress

Google+ Hangouts!

SOUNDCLOUD

Pinterest

creative commons

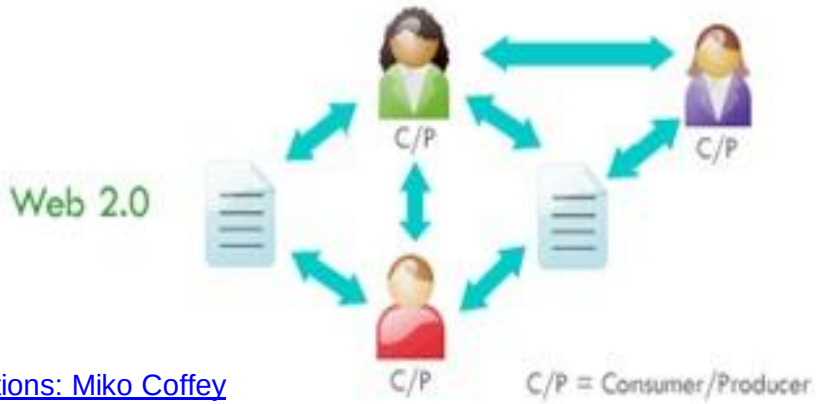
OER OPEN EDUCATIONAL RESOURCES

#PICBOD

A free and open undergraduate photography class

Broadcast

Connectivist



Illustrations: Miko Coffey

MOOCs as data driven R&D

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Analytics and big data

KNEWTON

PRISM

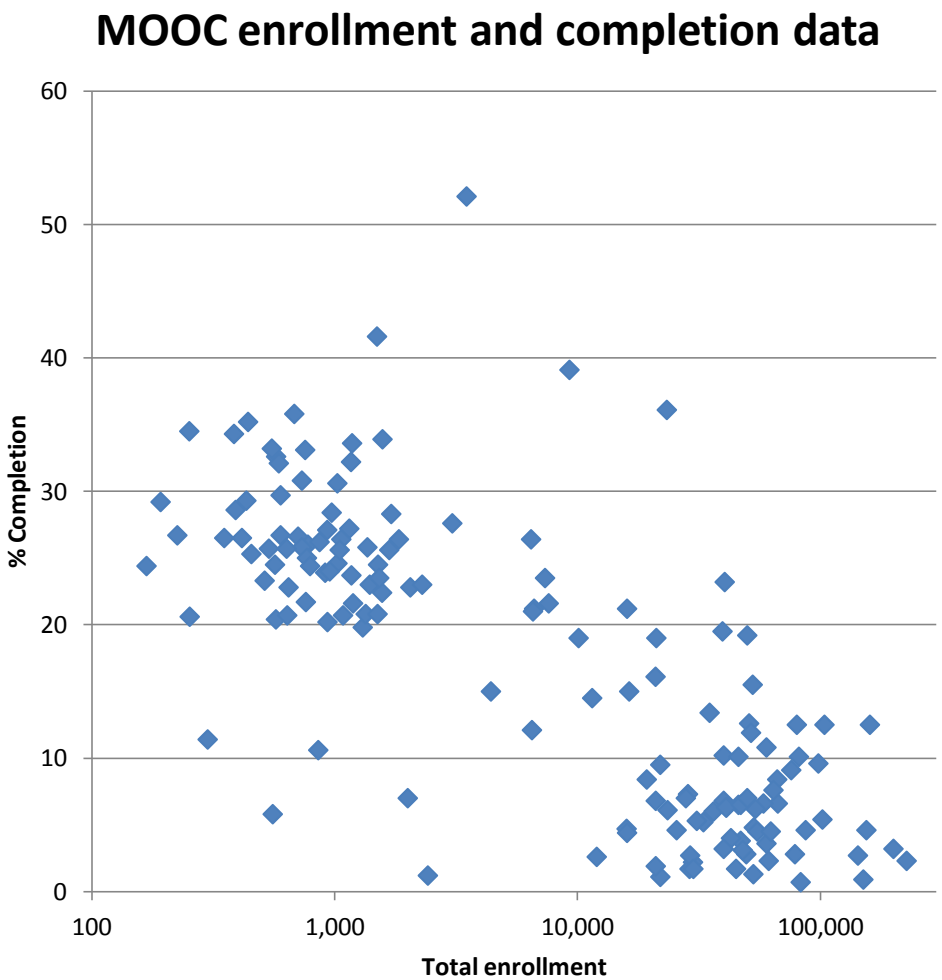
Linked data

Scalable personalisation

- Course design
- Adaptive learning
- Social network analysis
- Semantic signposting

A vehicle for change?

- ✓ Public outreach and student recruitment pathways
- ✓ Scalability and volume of higher education
- ✓ Pedagogical models and academic skills
- ✓ Flexible academic credit & life long learning
- ✓ Value chains and organisational models



Source (April 2014): http://www.katyjordan.com/MOOCproject.html