Minnesota eLearning Summit

Minnesota eLearning Summit 2017

Aug 3rd, 8:15 AM - 9:15 AM

A Next Generation MOOC for Alumni Smaller, More Effective and Profitable

Brad Hokanson
University of Minnesota, brad@umn.edu

Erin Strong Elliott
University of Minnesota - Twin Cities, estrong@umn.edu

Robert M. Rubinyi
University of Minnesota, rmr@umn.edu

Follow this and additional works at: http://pubs.lib.umn.edu/minnesota-elearning-summit

Hokanson, Brad; Elliott, Erin Strong; and Rubinyi, Robert M., "A Next Generation MOOC for Alumni Smaller, More Effective and Profitable" (2017). *Minnesota eLearning Summit*. 25.
http://pubs.lib.umn.edu/minnesota-elearning-summit/2017/program/25

This work is licensed under a Creative Commons Attribution-Noncommercial 4.0 License

The Minnesota eLearning Summit conference proceedings are produced by the University of Minnesota Libraries Publishing. Authors retain ownership of their presentation materials. These materials are protected under copyright and should not be used without permission unless otherwise noted.

A Next Generation MOOC for Alumni Smaller, More Effective and Profitable

Brad Hokanson, College of Design, University of Minnesota
Erin Strong Elliott, University of Minnesota Alumni Association
Robert Rubinyi, Center for Educational Innovation, University of Minnesota

Minnesota eLearning Summit, August 3, 2017, Bloomington, MN

UNIVERSITY OF MINNESOTA
Driven to Discover℠

Session Format

- University of Minnesota experience with MOOCs*
- Alumni Association involvement
- Three way partnership
- Course experience
- Participation/completion data
- Observations of the team

* Massive Open Online Courses

Questions for You

How many of you are alumni of the University of Minnesota?

How many of you are involved with online learning (student, instructor, instructional designer)?

How many have taught or taken a MOOC?

MOOCs: Benefits & Evolution

- Evolution: cMOOCs -> xMOOCs -> Micro-credentials/CPE -> Degrees
- Testing new technologies and pedagogy (dual use)
- Research on teaching & learning
- Enhancing reputation and outreach
- Funnel into credit programs
- At-scale for-credit programs
- Revenue

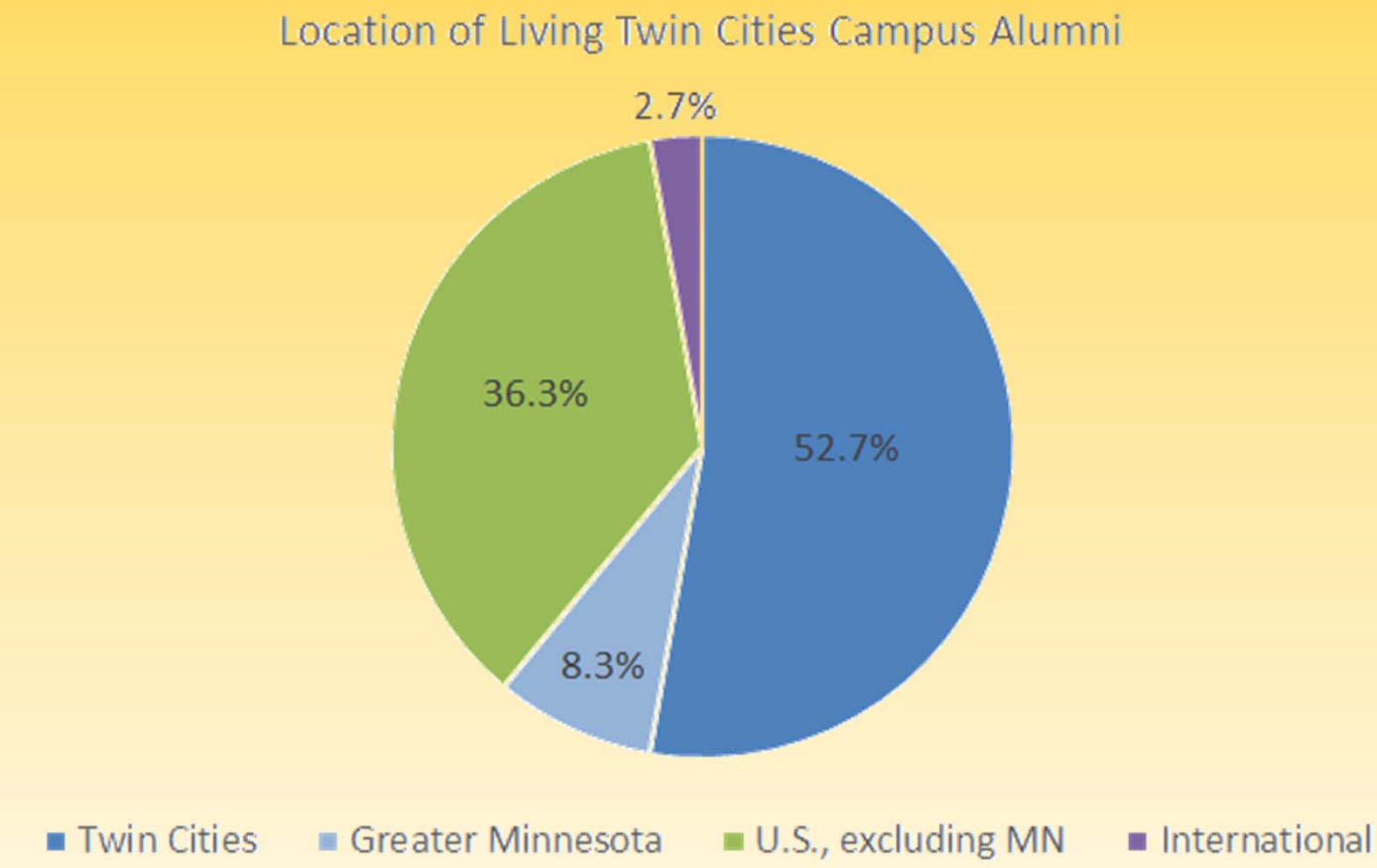
Alumni Association

- Alumni represent one of the largest constituencies of the U - ***477,000 alumni worldwide***
- Membership organization
- Separate 501c3

UMAA Goals:

- Enrich the lives of alumni
- Support student success
- Advance the University of Minnesota

Alumni Profile



What do Alumni Want?

Alumni have said they want:

- Better access to University resources
- Faculty research
- Life-long learning
- Physical and virtual offerings
- Personal and professional development

Partnership

- U of M has a relationship with MOOC platform Coursera
- Online course in *Creative Problem Solving* already existed
- Willing faculty to partner
- Modifying existing course materials
- Value-added components

Alumni Course Structure

- 4 week course
- $15 alumni price (regular $49)
- Capacity of 500 alumni
- Online live office hours
- In person event on campus

Marketing

Email 1 September 5
Coursera Launch
Subject: New Offering: Exclusive Alumni Online Course
200,000 emails
Open Rate: (23.2%)

Email 2 October 2
Subject: Limited Spots Remain: Creative PS Online Course
Open Rate: (21.6%)

Course Promotion

- Campus support from partners
- National and international markets
- Corporate networks
- Recent graduates
- E- newsletter

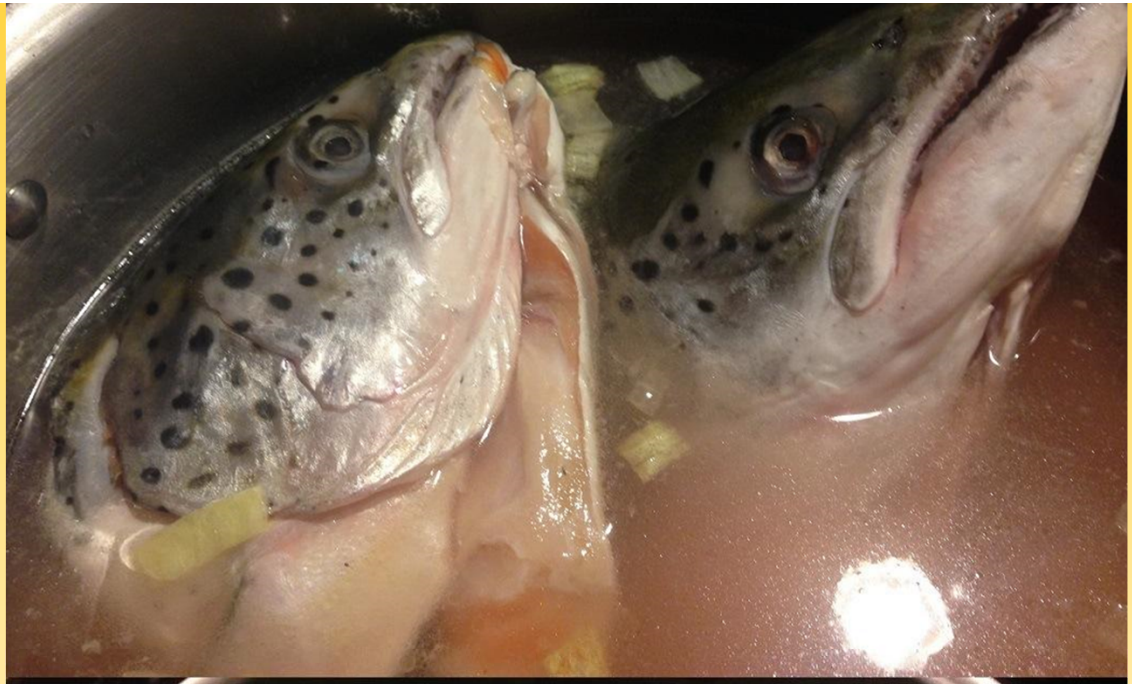
Course Design

- Course background
  - For-credit course offered since Fall 2000
  - Using CMS since 2007; alternating Face-to-Face and Online since 2015
- History of involvement
  - Offered three previous times through Coursera with enrollments of 52,000-70,000

Examples

University of Minnesota
Alumni Association

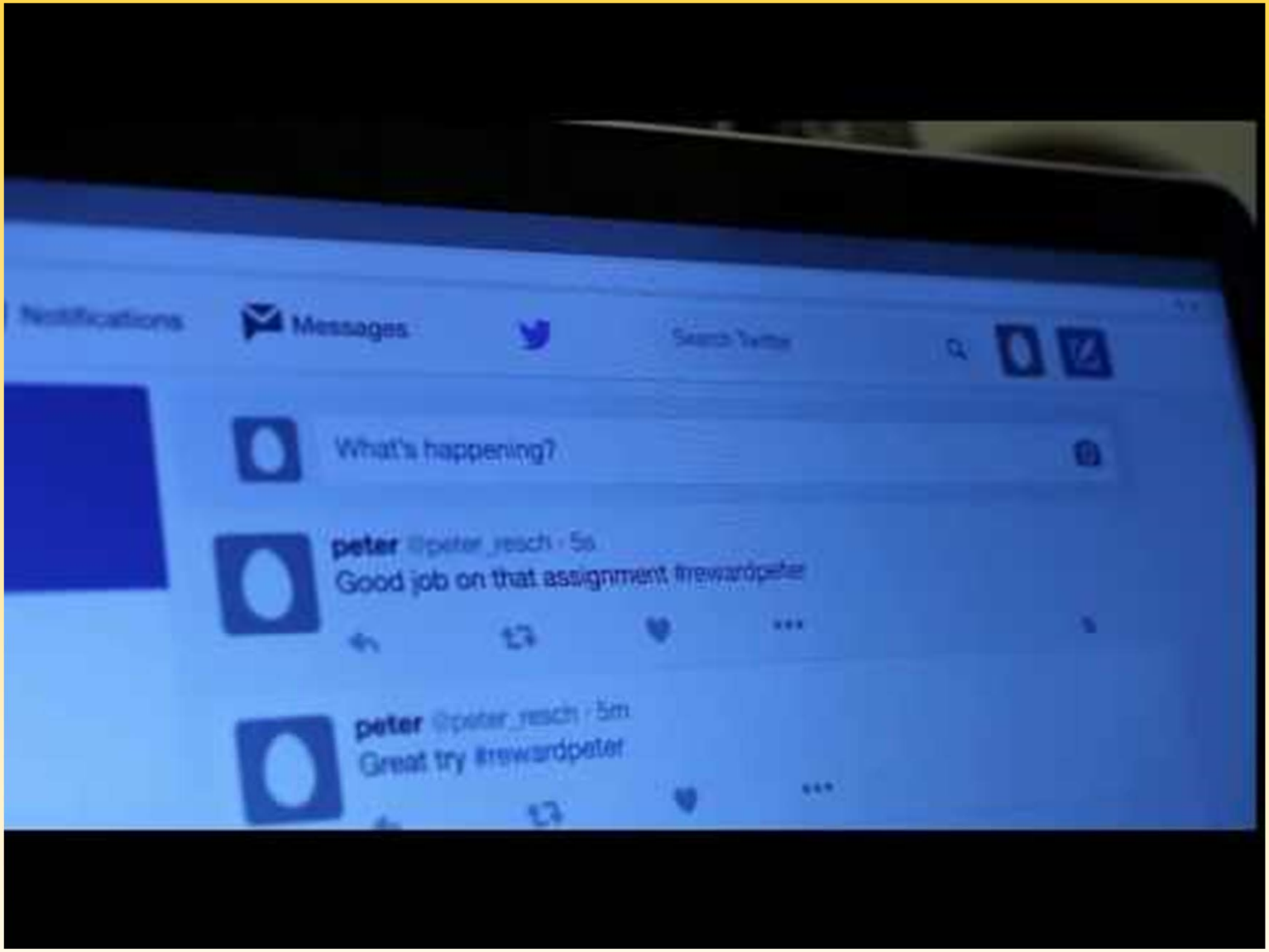
University of Minnesota
Driven to Discover℠



UNIVERSITY OF MINNESOTA
ALUMNI ASSOCIATION

UNIVERSITY OF MINNESOTA
Driven to Discover℠

Cherry Queen
ÉTCSOKOLÁDÉS KONYAKMEGGY • CHOCOLATE PRALINES WITH CHERRY
Spectrum
Organic
Flax
OIL
OMEGA
Salad Girl
LEMONY HERB
A Almond
B Bread
C Coffee
D Dried fruit
E Eggplant
F Flax
G Garlic
H Honey
I Ice Cream
J Jam
K Kale
L
M Milk
N Nuts
O Onion
P Peanut Butter
Q Cherry Queen Chocolate
R
S Salt
T Tomato
U Mushroom Pie
V Vinaigrette
W Water
X
Y Yellow Wax Bean
Z Zucchini


Notifications
Messages
What's happening?
peter
Good job on that assignment #rewardpeter
peter
Great try #rewardpeter

Participation/Completion

Alumni Course

- 500 Registered/paid
- 324 Visited course
- 281 Active learners
- 65 Competitions [23.1%]

Open Course

- 180,401 Visited
- 69,499 Enrolled
- 37,316 Active learners
- 231 Competitions [0.62%]

Takeaways

- Brad (brad@umn.edu)
  - Changing approach to general Coursera offering based on data - redesigning
  - Trying to pitch other people to do this
- Erin (estrong@umn.edu)
  - Carlson School of Management project
  - CCE partnership
- Bob (rmr@umn.edu)
  - Continued work on specializations