



# Minnesota eLearning Summit

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Minnesota eLearning Summit

2017

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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](mailto:brad@umn.edu)

Erin Strong Elliott

*University of Minnesota - Twin Cities*, [estrong@umn.edu](mailto:estrong@umn.edu)

Robert M. Rubinyi

*University of Minnesota*, [rmr@umn.edu](mailto:rmr@umn.edu)

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# 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**



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**Driven to Discover<sup>SM</sup>**

# 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

The Coursera logo is written in a blue, lowercase, sans-serif font, slanted upwards from left to right.The edX logo features the letters 'ed' in a grey, lowercase, sans-serif font, followed by a large, blue, lowercase 'x'.

- 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

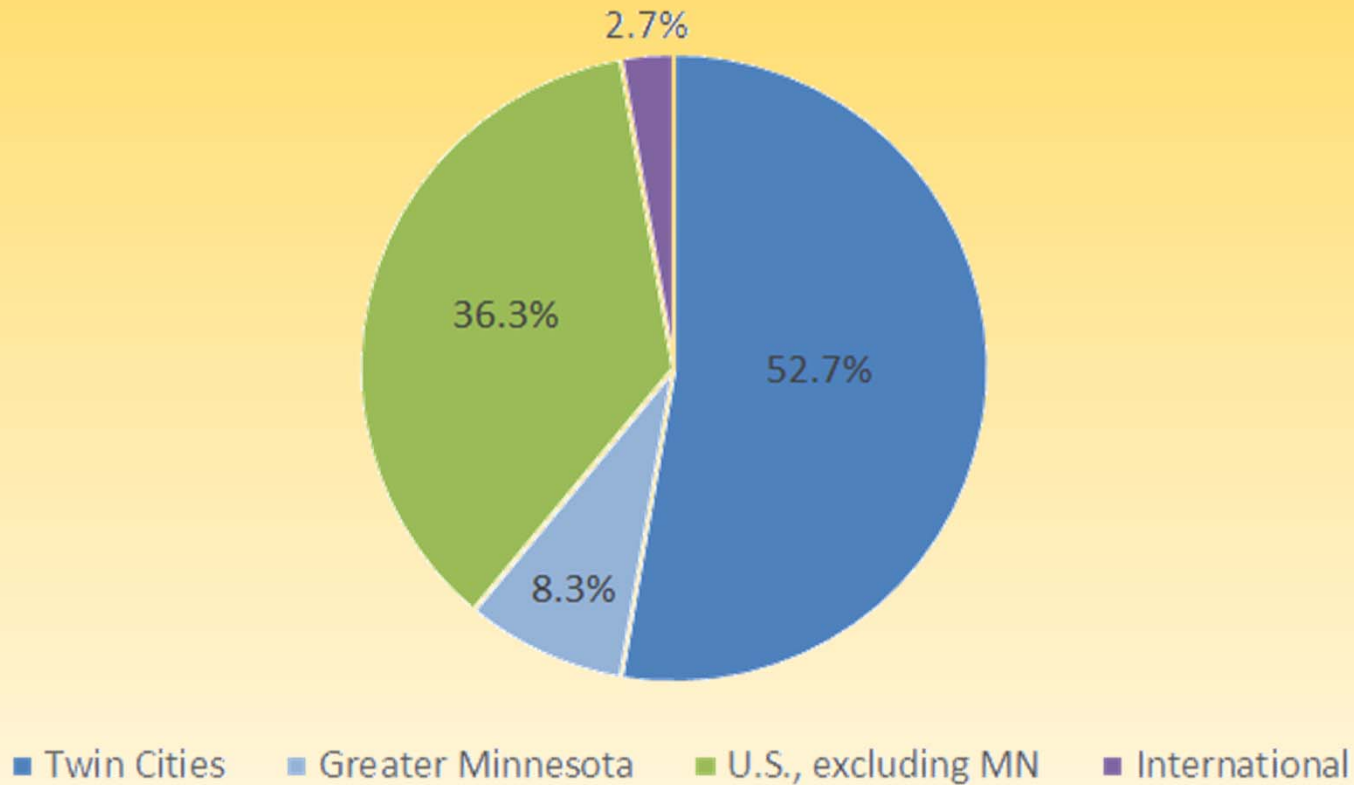
- Alumni represent one of the largest constituencies of the U - ***477,000 alumni worldwide***
- Membership organization
- Separate 501c3

## UMAA Goals:

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

# Alumni Profile

Location of Living Twin Cities Campus Alumni



# 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%)



The banner features a dark red header with the University of Minnesota Alumni Association logo and the text "EXCLUSIVE ALUMNI CLASS". Below this, the course title "ALUMNI COURSERA CLASS CREATIVE PROBLEM SOLVING WITH PROF. BRAD HOKANSON" is displayed. A yellow "REGISTER HERE" button is positioned to the right of the course title. A photograph of a man pointing at a whiteboard with a blue marker is shown. The text describes the course as an online offering from Oct 22 to Nov 22, designed to help alumni develop creativity. It mentions that participants will have access to course materials 24/7 and an opportunity to attend an in-person event. The cost is listed as \$15, a discounted rate from Coursera's standard \$49. A "REGISTER HERE" link is provided. A closing statement from the Alumni Association is at the bottom, followed by a dark red footer with the text "Membership supports ALUMNI! JOIN US." and the University of Minnesota logo and slogan "Driven to Discover".

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ALUMNI ASSOCIATION**

**EXCLUSIVE ALUMNI CLASS**

**ALUMNI COURSERA CLASS**

**CREATIVE PROBLEM SOLVING  
WITH PROF. BRAD HOKANSON**

**REGISTER HERE**

Oct 22 - Nov 22  
Online Course

Need some creative inspiration, either for work or at home? Then check out a new online offering, exclusive to U of M alumni! Taught by Professor Brad Hokanson, Creative Problem Solving is a special Coursera course designed to help you develop creativity in your own way. It's a great way to learn tips from a U of M expert and a fun professional development opportunity.

By signing up to participate, you'll have access to course materials 24/7. You'll also have the opportunity to attend an in-person event to meet the instructor and fellow alumni participants. There is limited space in the course, so don't wait.

Cost: \$15 - discounted rate from Coursera's standard \$49!  
[REGISTER HERE](#)

*The Alumni Association is committed to helping you learn throughout your lifetime. We hope you can join us for our first alumni Coursera class!*

**Membership supports ALUMNI!  
JOIN US.**

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# 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





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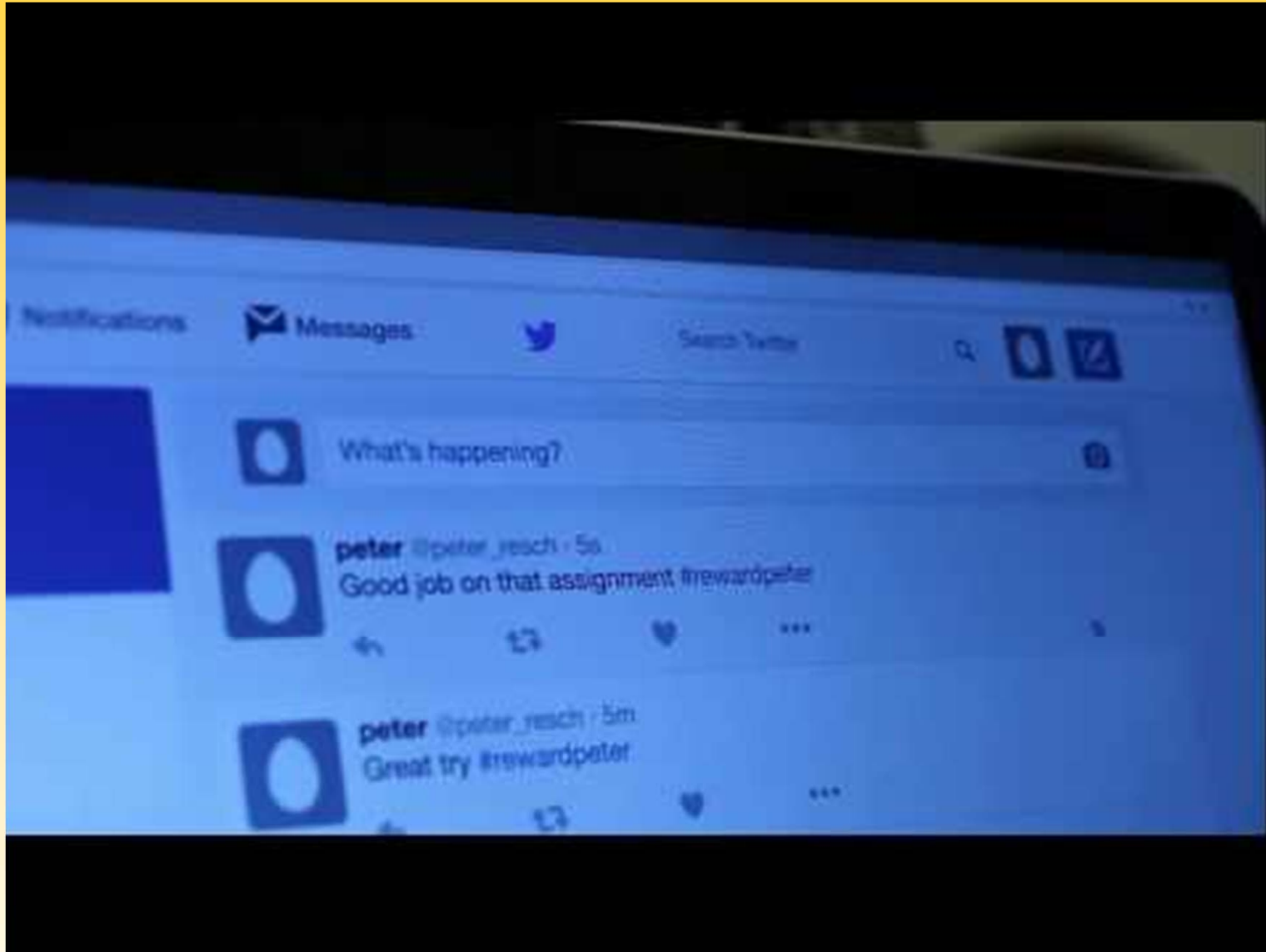
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# Participation/Completion

## 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