The Place of Coursera in our Overall Campus E-learning Plan
When “E-learning” becomes “learning”

• UIC survey
  – What students want
  – Perceptions of faculty

• Mainstream technology into all teaching/learning
  – Not just “distance ed”
  – Fully online and blended: spectrum
Reasons for more online options

- Access to online: cost and time to completion
- Students are already taking online courses from elsewhere
- Developing online courses leads to incorporating new approaches into all teaching
- Online teaching can improve instruction, promote innovation
- Not primarily about revenue, but about innovation and new pathways to excellence
Innovation and excellence

- New kinds of lectures and lecture delivery
- New forms of T/S and S/S interaction (inside and outside of class)
- Creating a “small class” feel in a “large class” setting
- Incorporating new modes of inquiry/investigation into class
- New kinds of student projects
Innovation and excellence (cont’d)

- New forms of evaluating teaching and learning
- Researching what we do
A transformed teaching/learning environment

• Home of Plato
• Campus presence/identity
• National/international visibility as an online provider
• How Coursera is helping
• But:
  – MOOCs only one model
  – Can’t drive campus agenda
  – Division of effort/resources
Illinois-Coursera Partnership
What is Coursera?

- Coursera is a MOOC platform provider
- MOOC = Massive Open Online Course
  - Massive = enrollments of 10,000–100,000
  - Open = anybody can take the course
  - Online = use internet technology to deliver
What does a Coursera Course Look Like?

- Short videos with embedded assessments
  - tools for editing/creating embedded assessments
How Does a Class with Tens of Thousands of Students Work?

- 5,000 TAs?
- Sophisticated tools for auto-grading
- Volunteer peer grading
  - Final score, average of 6-7 grades
- Online communities/discussion forums for student interaction
- Social media for group learning
How Does Coursera Work?

- Coursera does NOT own the content, the “IP”
- Courses are free to view, but monetize related services
- Coursera runs everything about the course for us
Challenges

- **Accessibility** – “Accommodate-First” rule
  - Closed captions (verbatim transcription)
  - Audio descriptions

- **Copyright**
  - Exceed fair use doctrine
  - As a large and visible company, Coursera in better position to negotiate with copyright holders
10 Illinois Coursera Courses

- Hetero Parallel Programming 12,471
- Android Apps 22,223
- VLSI CAD 5,560
- Microeconomics 17,966
- Intro Org Chem - Part 1 6,734
- Intro Org Chem - Part 2 3,463
- Intermediate Org Chem - Part 1 3,439
- Intermediate Org Chem - Part 2 2,600
- Planet Earth 9,601
First Illinois-Coursera Course

- Introduction to Sustainability 32,241
  - Launched Aug 27

TOTAL ENROLLMENT > 116,000 !!
Illinois Coursera Courses

- Not the same as our face-to-face and regular online courses
- Minimal instructor-student interaction
- Not for credit
- Short 6-8 week courses
Introduction to Sustainability
Where Do Our Coursera Students Live?
Who Are Our Coursera Students?

“I am a native Haitian ... I am taking this class to help me better understand... what has happened to my country and to acquire knowledge and practical tools to have a greater impact.....”

“Hey, My name's Nicole.... I have a genetic disorder that makes all of my joints dislocate from the smallest movement ... I'm taking this class because I find it interesting and I'm trying to figure out if I can handle going back to school by taking online classes.”

“I'm a physician, with a MSc in Occupational Health. .......my most recent concerns are linked to the interactions between health and environment....”
Who Are Our Coursera Students?

“I’ve worked in the sustainable energy field for almost 15 years .......I registered for this course as I want to get back into the academic side of all the other aspects of sustainability...”

“I am entering my fifth year as a middle school teacher. I am looking ....to expand my depth of knowledge in the area of sustainability and the environment in order to help my students make broader connections between themselves and our ecosystems.”

“I am a constant learner, .....now I am in retirement from the workforce (bloody cancer, now clear) need to keep learning and re establish brain connections after Chemo.”
Who Are Our Coursera Students?

“I am taking this course because I am worried. I am deeply concerned about issues around climate change and environment... I would like to hear something to give me hope. .......knowledge when I talk to other people.”

A Kenyan engineer trying to learn how to solve his country's electrical blackouts

A UN volunteer working in Bosnia-Herzegovina seeking help so he can educate others in the Balkans

A paralyzed woman who cannot pursue education except via online
Who Are Our Coursera Students?

- People looking to further their careers
- Lifelong learners
- Concerned citizens
- People who have no other way to access courses
- People who want to learn so they can educate others (teachers)
- People who want to make an impact/solve problems
- People who want a global perspective
- High school students
What Are They Doing?

- Connecting With One Another

Started their own Facebook group where they've introduced themselves and shared "hello" in at least 7 different languages
What Are They Doing?

- **Helping One Another**
  - Generating a list of sustainability-themed books, blogs, etc. that students are compiling/discussing
  - Shared and solved problems (like the inability of some students to download the PDF version of the textbook... others found a different link that seems to work better)

- **Providing lots of great feedback!**
Opportunities for Illinois

- Ability to:
  - Experiment with new modes of student interaction
  - Experiment with new ways to evaluate student performance

- Access to huge amounts of student data
  - Inform pedagogical practices

- Market our quality programs ("loss leaders")

- Etc.
Campus Process

- Coursera Initiative Implementation Committee
  - Compensation Models
  - Monetization Strategies
  - IP/Other Policies
  - Resources to support online education
  - **How does Coursera initiative relate to our broader campus e-learning agenda/vision**
How will future courses be chosen?

- Coursera Courses Review Committee
  - List of criteria to evaluate courses for delivery through Coursera
  - Courses that represent full range of what we do as a campus
Questions