MOOC DEVELOPMENT PROCESS — VERSION 2.1

An evolving process map, incorporating research and experience to represent the actual MOOC development

16 April 2015

TUDelft — Delft University of Technology

MOOC
Massive Open Online Course

MISSION

MISSION
- Share knowledge with the world.
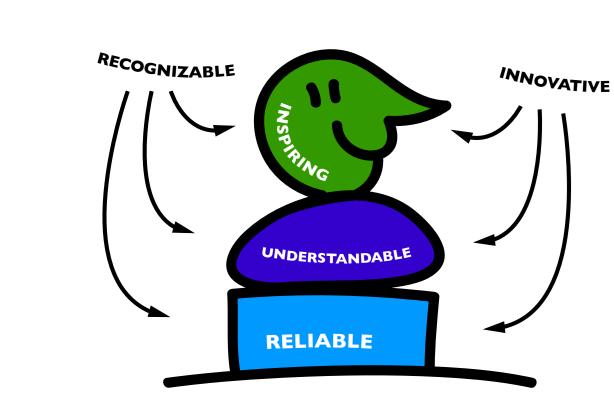- Create courses with a TU Delft online learning experience.
- Research how students learn and how technology can transform learning, both on campus and worldwide.

CHARACTERISTICS

RECOGNIZABLE · INNOVATIVE · UNDERSTANDABLE · RELIABLE

1. Reliable
The content of the MOOC is correct and reliable.

2. Understandable
The content of the MOOC is conveyed in a efficient and understandable manner, implementing online learning theory.
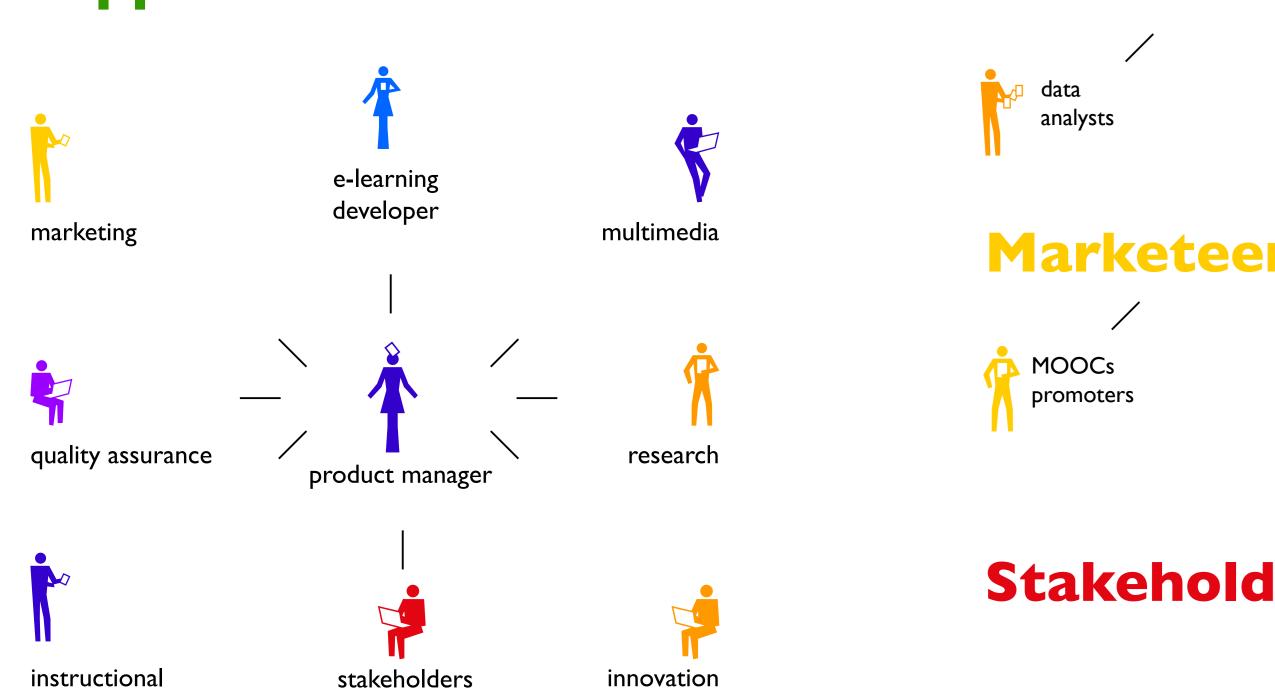
3. Inspiring
Student experience the MOOC as inspiring, challenging and activating.

4. Recognize
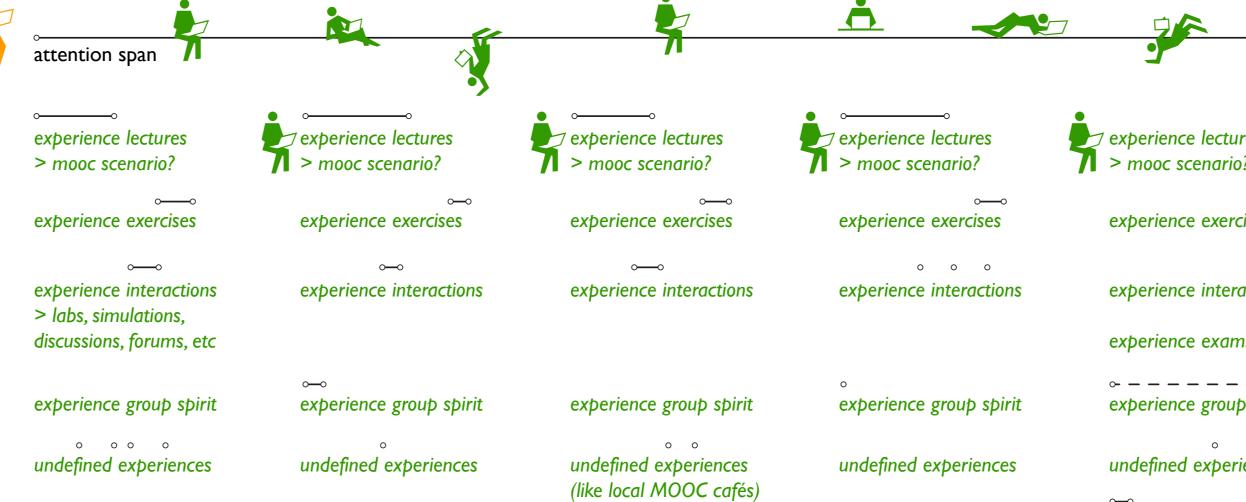The identity of the TU Delft is well-expressed in the MOOC.

5. Innovative
The MOOC is innovative and can be used for research.

ACTORS

Students
improve my career. · learn new things · meet new people · try online education

Course Developers
education expert · course designer · project 'owner'

ASSESSMENT TEAM
content experts · exercise experts · assessment experts · student assistants

CONTENT TEAM
professors / teachers · quality assurance · virtual lab designers · student assistants

MULTIMEDIA TEAM
creative team · copyright clearance · production team · quality assurance · planning manager · copyright officer

Support Team
marketing · e-learning developer · multimedia · quality assurance · product manager · research · instructional designer · stakeholders · innovation

Researchers and Innovators (R&I)
data analysts · online didactic experts · virtual learning environment experts

Marketeers
MOOCs promoters · TU Delft education promoters · University branding experts

Stakeholders
university · faculties

JOURNEYS

Students journey
This timeline describes how students experience the course. The student centered approach requires a sense of how students go through, and interact with, the course.

How do we keep students on board?
What are the threats?
What are the opportunities to inspire students?

How do students experience the course!

attention span

unfamiliar with Moocs · attention · Interest and desire · action · announcements · course starts · introduction · WEEK 1 · WEEK 2 · WEEK 3 · WEEK 4 · WEEK 5 · WEEK 6 · WEEK 7 · WEEK 8 · WEEK 9 ? · WEEK 10 ! · completing course · stay informed · start new course · study at university

COURSE INVENTORY — learning objectives · learning activities · assessments · theory on online teaching · task

ONLINE LEARNING EXPERIENCE — lecture · interactive · active · flexible · multitask · innovative

Course team journey
This timeline describes how teachers develop and teach the course. Most teachers benefit from guidance, feedback and support during this process (journey).

1. ORIENTATION
discuss possibilities O2E · explore impact · make concept proposal · go/no-go for preparation

2. PREPARATION
kick-off · create detailed d&p · adapt faculty team · training · go/no-go for production

3. PRODUCTION
start PR & Marketing · course design in platform · produce course content · content in platform

4. TEST
test · review

5. COURSE OFFERING
publish · identify improvements · review

6. FOLLOW UP
evaluate course · course review

CRITERIA FOR A DELFTX MOOC · ONLINE LEARNING SPECIFICS · EXAMPLE COURSE STRUCTURE · EXAMPLES VIDEO FORMATS · EXAMPLES ASSIGNMENTS · MEDIA TRAINING · INFO ANNOUNCEMENTS · MEDIA TIPS · PLATFORM INSTRUCTIONS · produce sample week/course · COPYRIGHTS ROADMAP · COURSE CREATING OVERVIEW · QUALITY ASSURANCE · COURSE OFFERING TIPS

O2E supporters journey
This timeline describes when, where and how the different experts provide their assistance. Enabling tools need to be built.

1. ORIENTATION
discuss possibilities O2E · feedback on proposal · go/no-go for preparation

2. PREPARATION
build O2E support team · Kick-off · advice & assist · advice & assist · provide training · go/no-go for production

3. PRODUCTION
start PR & Marketing · course design in platform · produce course content · content in platform

4. TEST
test · review

5. COURSE OFFERING
publish · identify improvements · review

6. FOLLOW UP
evaluate course · course review

1.1 Discuss possibilities of O2E.
1.2 Explore impact of O2E.
1.3 Make concept proposal / tender proposal
1.5 Go/no-go for preparation
2.1 Build O2E support team
2.3 Kick-off
2.4 Create detailed design & planning per course
2.5 Adapt faculty project team
2.7 Attend elective training
2.8 Go/no-go for production
3.1 Start PR & Marketing
3.2 Create course design in platform
3.3 Produce course content
3.4 Place course content in platform
4.1 Test
4.2 Review
5.1 Run – publish and offer
5.2 Run – Identify improvements
5.3 Run – Review
6.1 Evaluate entire process and results
6.2 Annual course review

1.4 Feedback on proposal
2.1 Build O2E support team
2.4 Advice & assist
2.6 Advice & assist
2.7 Provide training
2.8 Go/no-go for production
3.6 Advice & assist
4.3 Advice & assist
5.4 Advise & assist
6.1 Evaluate entire process and results
6.3 Advise