Why, who, how, where, what?

Patricia McKellar, Associate Director, University of London, Undergraduate Laws programme

January 2014
Why offer a MOOC?

• Consider alternative delivery methods
• Need to embrace pedagogical innovation
• How best to deliver scalable HE on a ‘massive’ scale?
• Not restricted by regulatory framework
• Curiosity- who would be attracted to the course? Would it expand access? Would we attract more students?
Who?

- **From**: US, Spain, India, Brazil,
- **Age**: 22-40 years (40%)
- **Why?**: Curiosity (40%) Career related 40%
- **Highest Qualification**: Masters/PhD: 40%
  Undergrad: 40%
- **Current employment**: Business professional (non law) 20%, Law related 20%
Where?

Peer learning outside Coursera
Social bookmarking outside of Coursera
Course note sharing outside of Coursera
Weekly chats inside and outside of Coursera
Videos inside and outside of Coursera
Audios inside and outside of Coursera
Course reading inside and outside of Coursera
What do you have to think about?

- Start early- never enough time to develop the content
- Is it a bespoke course or an off the shelf one?
- Who will deliver academic content?
- Things will happen unexpectedly when the course runs. Make sure there is space.
- Consider how you will record the videos?
- How will you organise and monitor the Forum?
- How do you manage the reputational risk?
- Do you have the technical support?
- Do you want to use social media? How?
- Assessment- mcqs or peer assessment?
- How will you get feedback? Plan methodically. How will you use it?
- Integration of resources
- Be aware you may need to be imaginative when going beyond what the platform offers or will accommodate
What did we achieve?

- Tested the platform
- Trialled learning solutions at scale
- Transferred knowledge to our own courses
- Repurposed the resources: [http://lawsfolio.londoninternational.ac.uk/eclmooc/index.html](http://lawsfolio.londoninternational.ac.uk/eclmooc/index.html)
- Marketing?