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MOOCs as an international marketing tool for higher education

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Making a MOOC: exploring its value for recruitment

A case study from the University of Southampton

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Southampton, FutureLearn and MOOCs

- FL MOOCs - 10 courses; 25 times; 355,896 learners
- Topics: web science, ocean science, archaeology, history, digital marketing, writing research projects, contract management, language teaching
- Explore ways of reaching new audiences of learners; raise awareness of teaching and research; experiment!

Understanding Language: learning and teaching

- Collaboration with the British Council
- 4-week course: language learning, language teaching, teaching and technology, Global English
- ‘taste’ of key concepts in language learning and teaching
- Three course runs: Nov 2014 , Apr 2015, Oct 2015
- Headline stats: #1: 58,821+ sign-ups; #2: 41,934; #3 44,284 = 145,000+



Aims and objectives

- MOOC used to launch worldwide a related, part-time, 2.5 year, paid-for programme, 'Online MA: English Language Teaching (ELT)', offered in partnership with British Council
- This MA had been previously open only to a small number of British Council students in Mexico
- Aim to raise awareness of the UoS 'brand'
- C.7500 expressions of interest in the online MA (over two course runs)
- Scholarship trial in conjunction with a FutureLearn pilot to attract students to particular courses

Promotional activities

- MA 'theme' in the design of the course (in content; staff involved; nature of some activities)
- Dedicated information steps in the course
- Email campaign
- Live chat with academics who teach on the online MA

Results and impact

- 58k MOOC learners
- 105 applications for online MA received (60 via the MOOC)
- 45 offers made for Jan 2015, sem 2 intake (27 via the MOOC)
- 17 students enrol (12 via MOOC)
- 28 either withdrew their applications because their English wasn't good enough (with a view to re-applying in Sept, sem 1 intake) or because they were not a scholarship winner
- 40 confirmed starters for Sept 2015, half of whom came via the MOOC
- Course now has an international cohort

Some tentative conclusions...

- Maximising and measuring impact still needs work and understanding
- Unanticipated impact has been important (motivational for staff; research impact and potential; impact on teaching)
- A MOOC offers a great deal for its financial cost:
 - has potential impact on a number of themes of strategic importance to the university (recruitment; raise brand awareness; use of technology; innovation etc)
 - does not have to be high cost
 - content can be re-used in multiple ways (e.g. disaggregated)



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MOOCs as an International Marketing Tool for HE

Michael Kerrison

Director, Educational Innovation &
Development

20th October 2015



Agenda

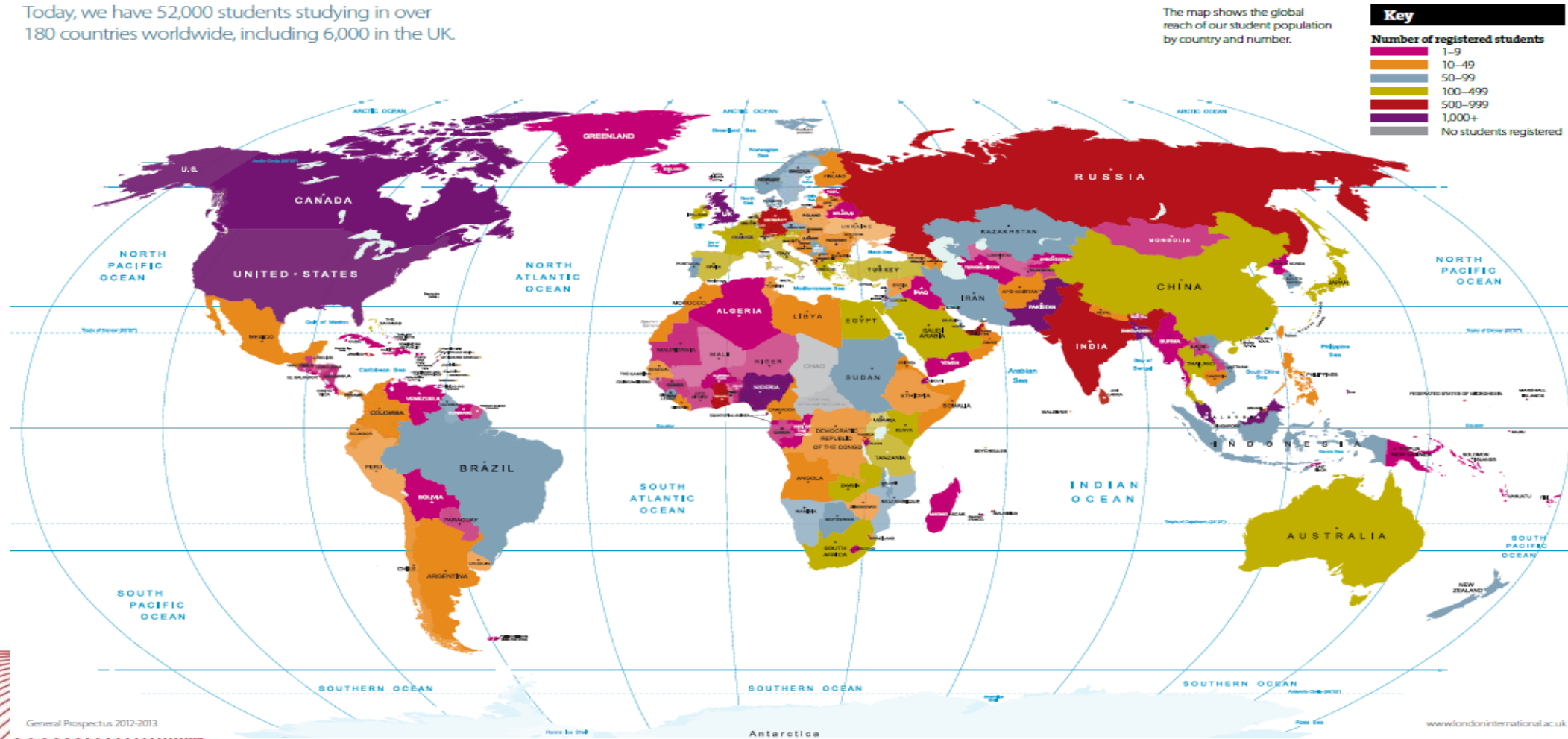
1. The context – University of London
2. Where MOOCs fit in to our mission
3. University of London MOOCs in numbers
4. International marketing and MOOCs
5. Summary



1. The context – University of London

Worldwide Access: our students

Today, we have 52,000 students studying in over 180 countries worldwide, including 6,000 in the UK.



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INTERNATIONAL PROGRAMMES

1. The context – University of London

Over 100
programmes
of Higher
Education

Within the federation of the
University of London ...

... 12 Lead Colleges
and the University of London
International Academy
(a Central Academic Body) ...

... collaborate to deliver ...



1. The context – University of London

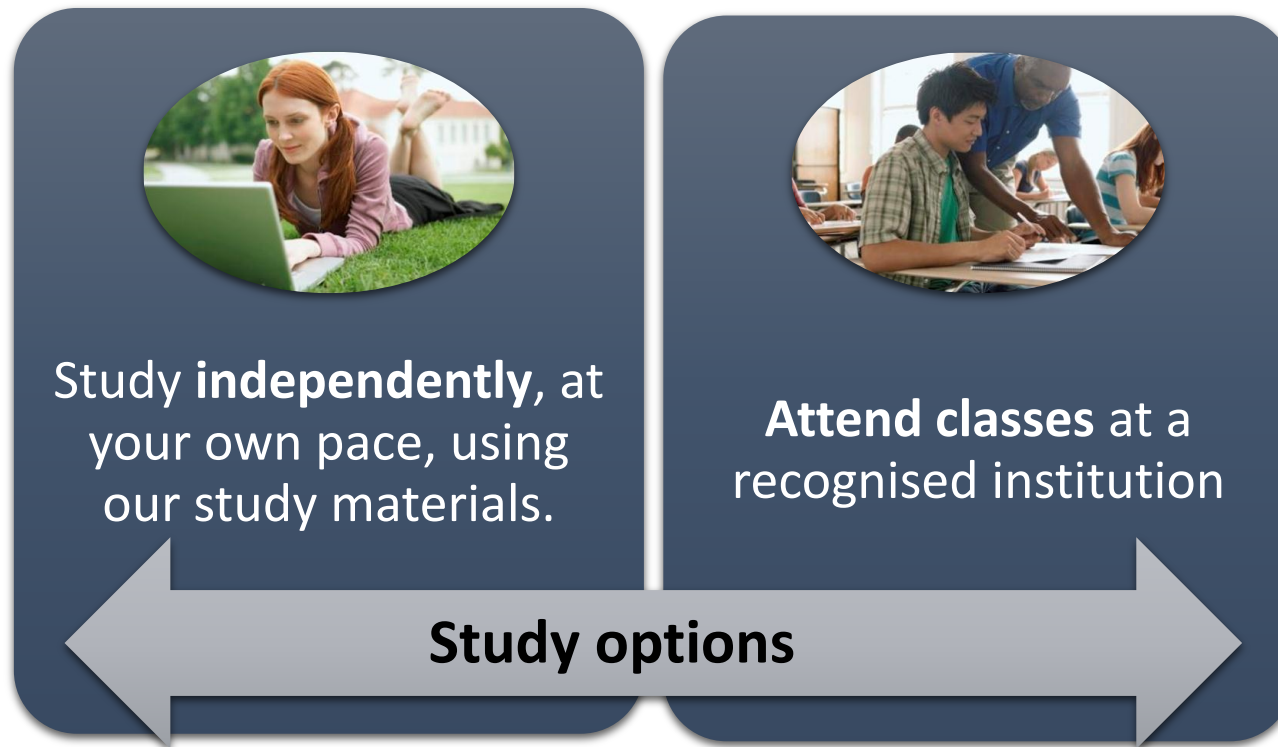
The World's oldest provider of 'distance learning' degrees

The University of London International Programmes (previously the 'External System') was established in 1858 by Queen Victoria.



1. The context – University of London

We aim to give students as much choice as possible about how, when and where you study.



2. Where MOOCs fit in to our mission

Why MOOCs?

- Widening participation in education globally
- Taster courses for HE programmes
- Research, development & innovation



Responsive Website Basics: Code with HTML, CSS, and JavaScript

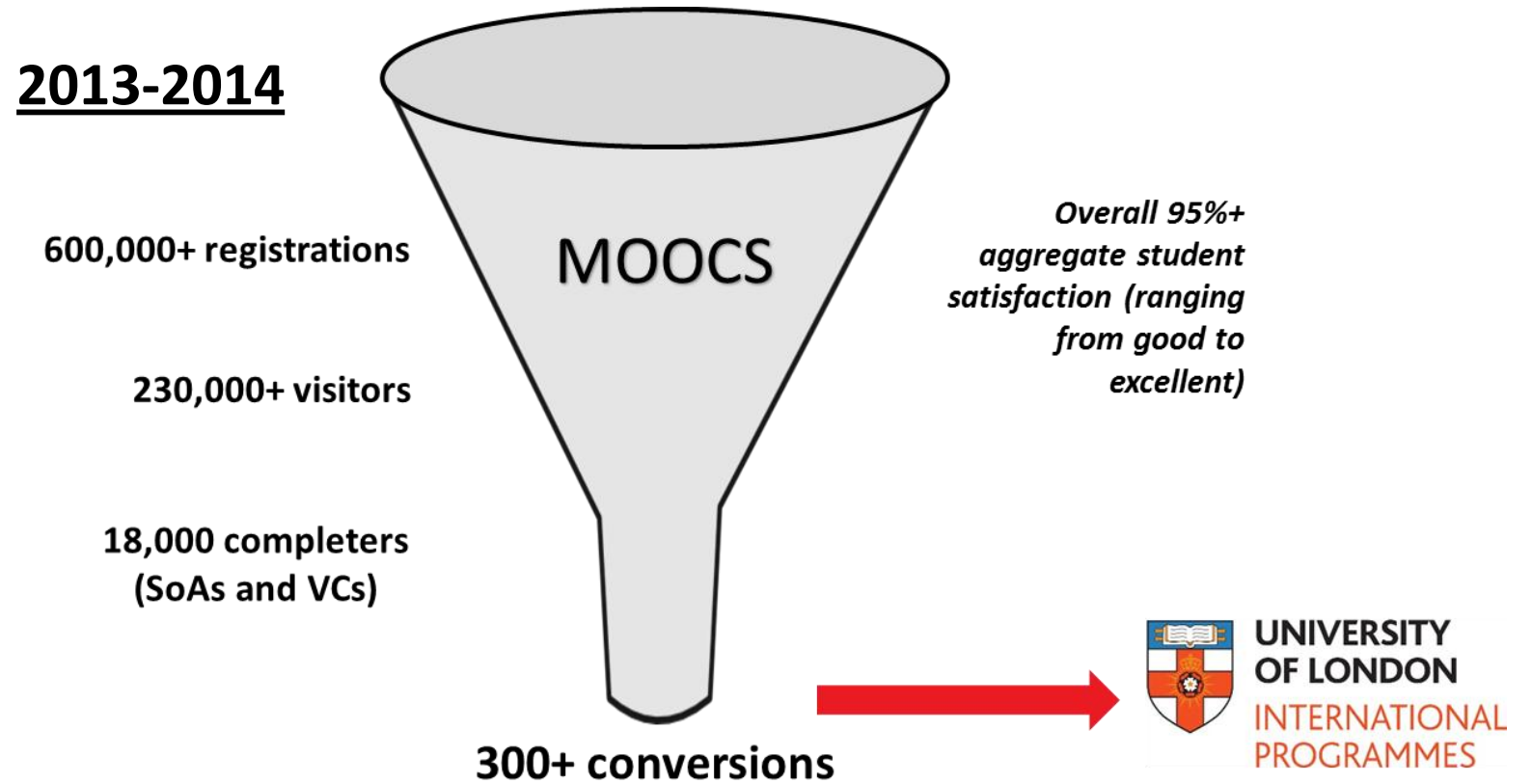


Web Application Development with Javascript and MongoDB



3. University of London MOOCs in numbers

Now approaching
1,000,000 UoL
enrolment



3. University of London MOOCs in numbers

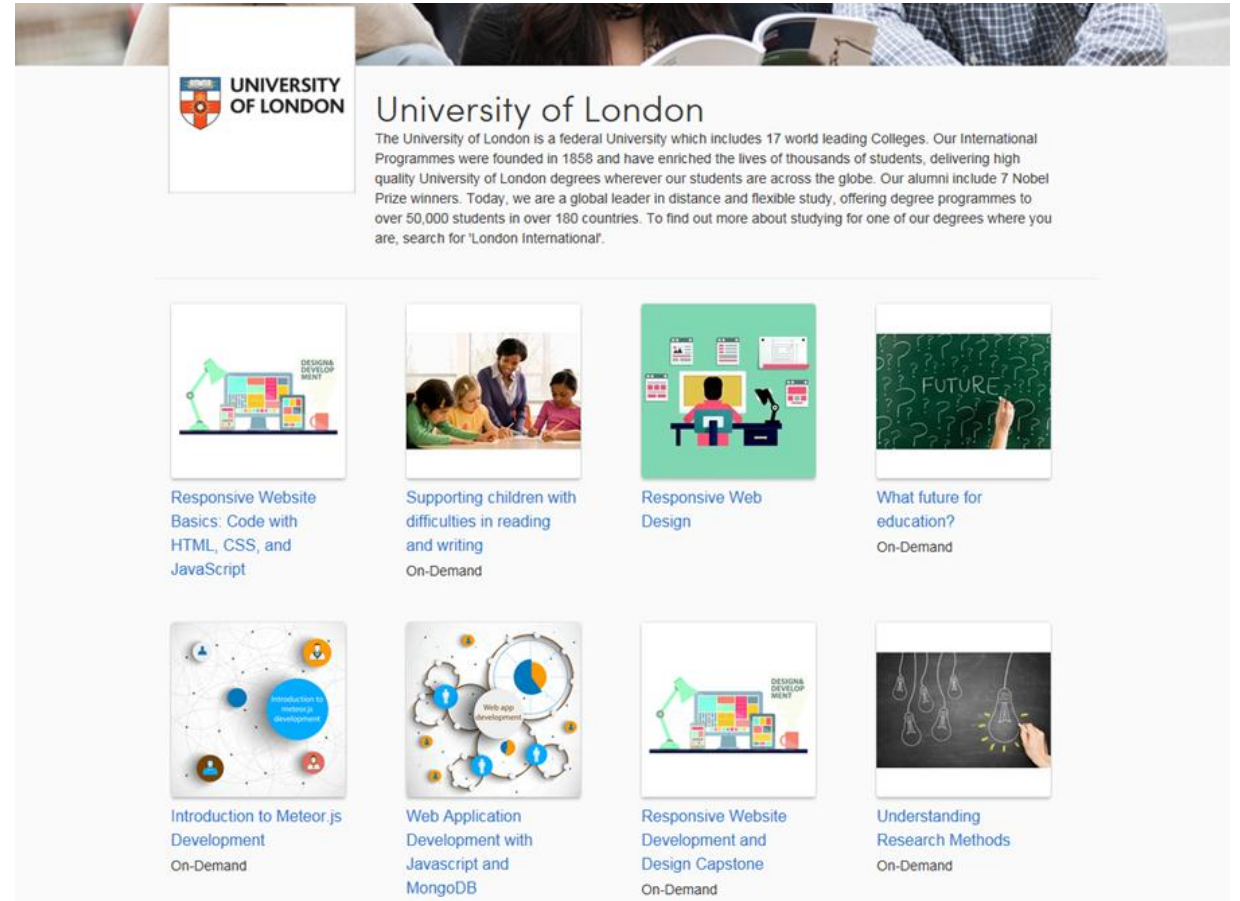
MOOCs in partnership with Coursera 2013-15

- 13 MOOCs
- 1 Specialization

Future:

5 MOOCs in development

1 further Specialization planned



The screenshot shows the University of London MOOCs page. At the top left is the University of London logo. To its right is the text "University of London" followed by a paragraph: "The University of London is a federal University which includes 17 world leading Colleges. Our International Programmes were founded in 1858 and have enriched the lives of thousands of students, delivering high quality University of London degrees wherever our students are across the globe. Our alumni include 7 Nobel Prize winners. Today, we are a global leader in distance and flexible study, offering degree programmes to over 50,000 students in over 180 countries. To find out more about studying for one of our degrees where you are, search for 'London International'."

Below this is a grid of eight course cards, each with an image, a title, and "On-Demand" status:

- Responsive Website Basics: Code with HTML, CSS, and JavaScript** (On-Demand)
- Supporting children with difficulties in reading and writing** (On-Demand)
- Responsive Web Design** (On-Demand)
- What future for education?** (On-Demand)
- Introduction to Meteor.js Development** (On-Demand)
- Web Application Development with Javascript and MongoDB** (On-Demand)
- Responsive Website Development and Design Capstone** (On-Demand)
- Understanding Research Methods** (On-Demand)

MOOC Report – see link http://www.londoninternational.ac.uk/sites/default/files/documents/mooc_report_2014.pdf



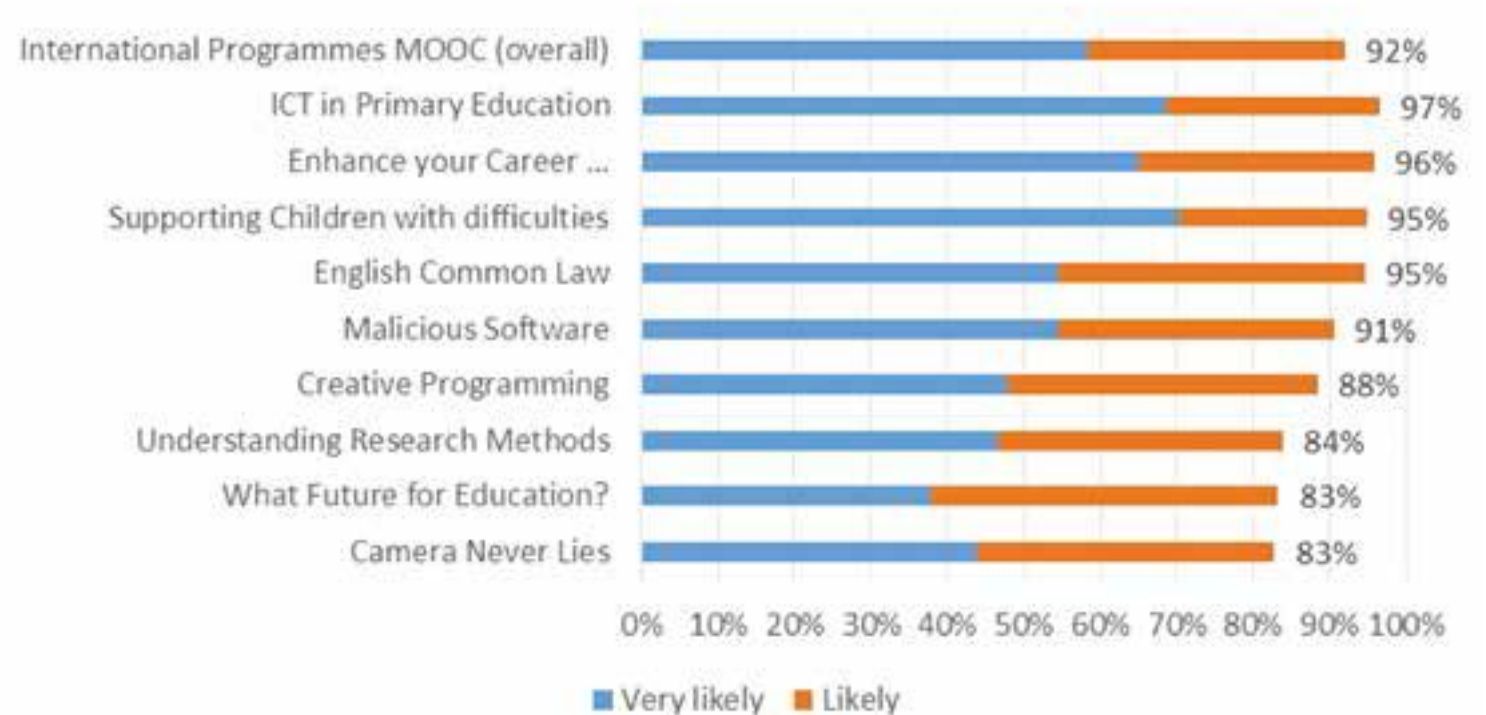
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3. University of London MOOCs in numbers

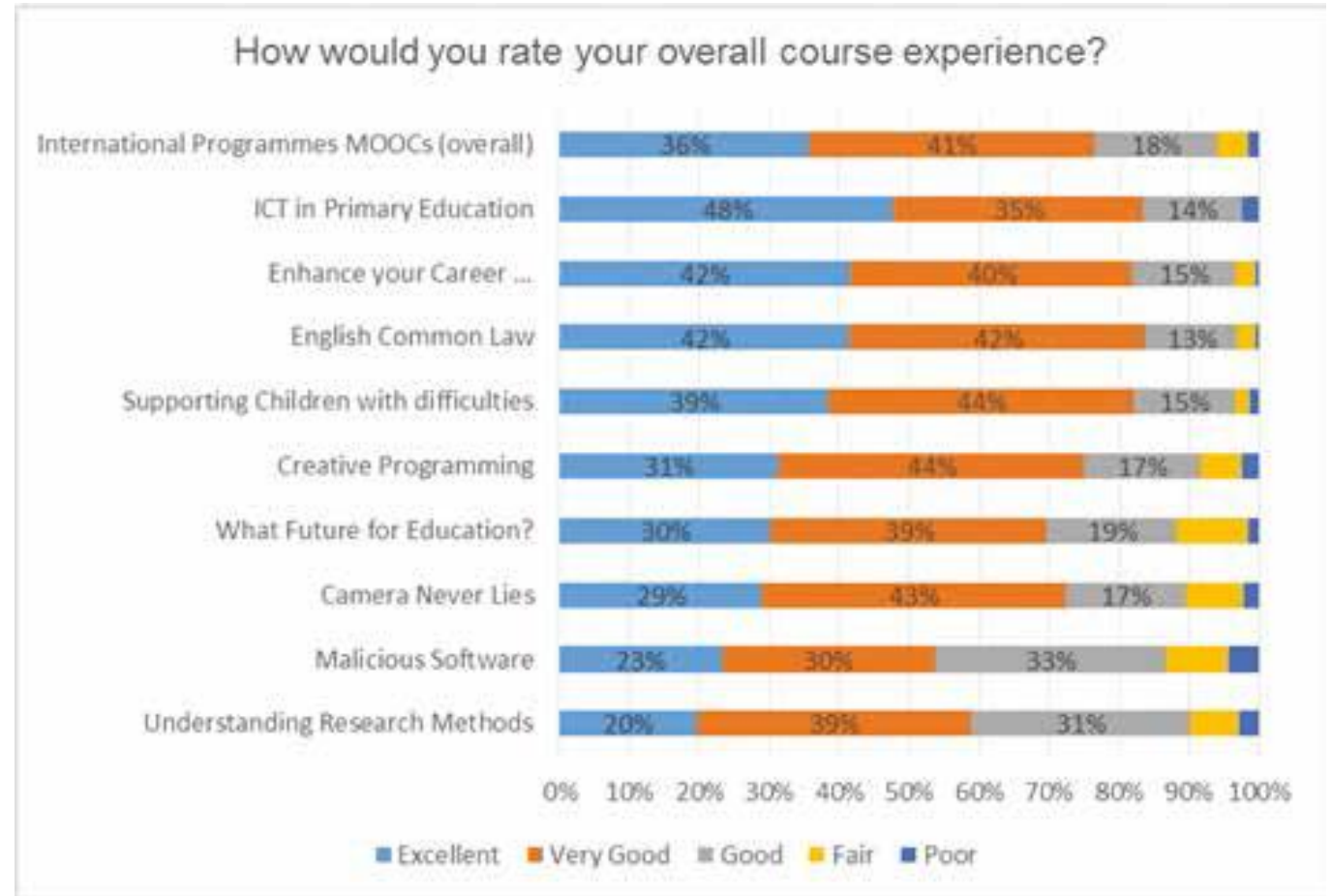
92% of students would recommend to a friend

% learners (total) who would recommend this course to a friend



3. University of London MOOCs in numbers

95% of students rate their UoL MOOC excellent, very good or good



3. University of London MOOCs in numbers

**7th Largest individual session based MOOC on Coursera
Over 160,000 enrolments**



Enhance Your Career and Employability Skills

Careers Group MOOC wins prestigious AGCAS Award

By Peter Quinn | 10 September 2015

The Careers Group MOOC 'Enhance Your Career and Employability Skills' wins 2015 AGCAS Award for Technology



"The MOOC has been an incredibly successful project of The Careers Group": Laura Brammar

The Careers Group has picked up the 2015 AGCAS Award for Technology for its 'Enhance your Career and Employability Skills' MOOC. Chosen by a panel of experts in the careers and employability field, The Careers Group MOOC succeeded in the face of international.ac.uk/community/londonconnection by of

Winning this national award is a fantastic achievement and illustrates how we can apply our careers management and professional



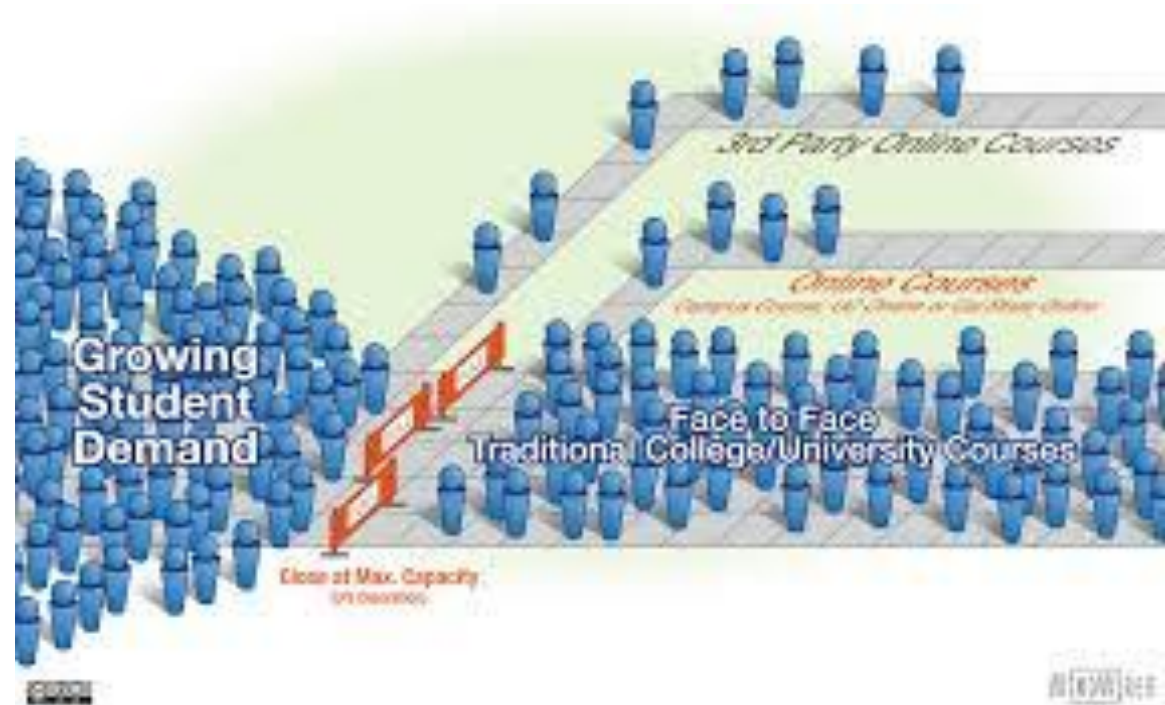
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INTERNATIONAL PROGRAMMES

4. International marketing and MOOCs

Potential uses:

- Brand Awareness
- Recruitment Tool
- Strategic Marketing



4. International marketing and MOOCs

Brand Awareness

- Over 180 countries
- Coursera platform has over 16 million enrolled learners
- Country reach can complement traditional routes



4. International marketing and MOOCs

Brand Awareness



Research



UNESCO Institute for Information Technologies in Education

600,000+ registrants
from 215 countries



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PROFILE RAISING ACTIVITIES



Press articles



LEARNING HUBS



New York Public Library



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INTERNATIONAL PROGRAMMES

4. International marketing and MOOCs

Recruitment Tool

Cost base (per MOOC)

c£20,000 Average Marginal costs (Video production, learning activities)

Roughly equivalent amount for academic time/project management (Full cost **c£40,000** per 5- 6 week MOOC)



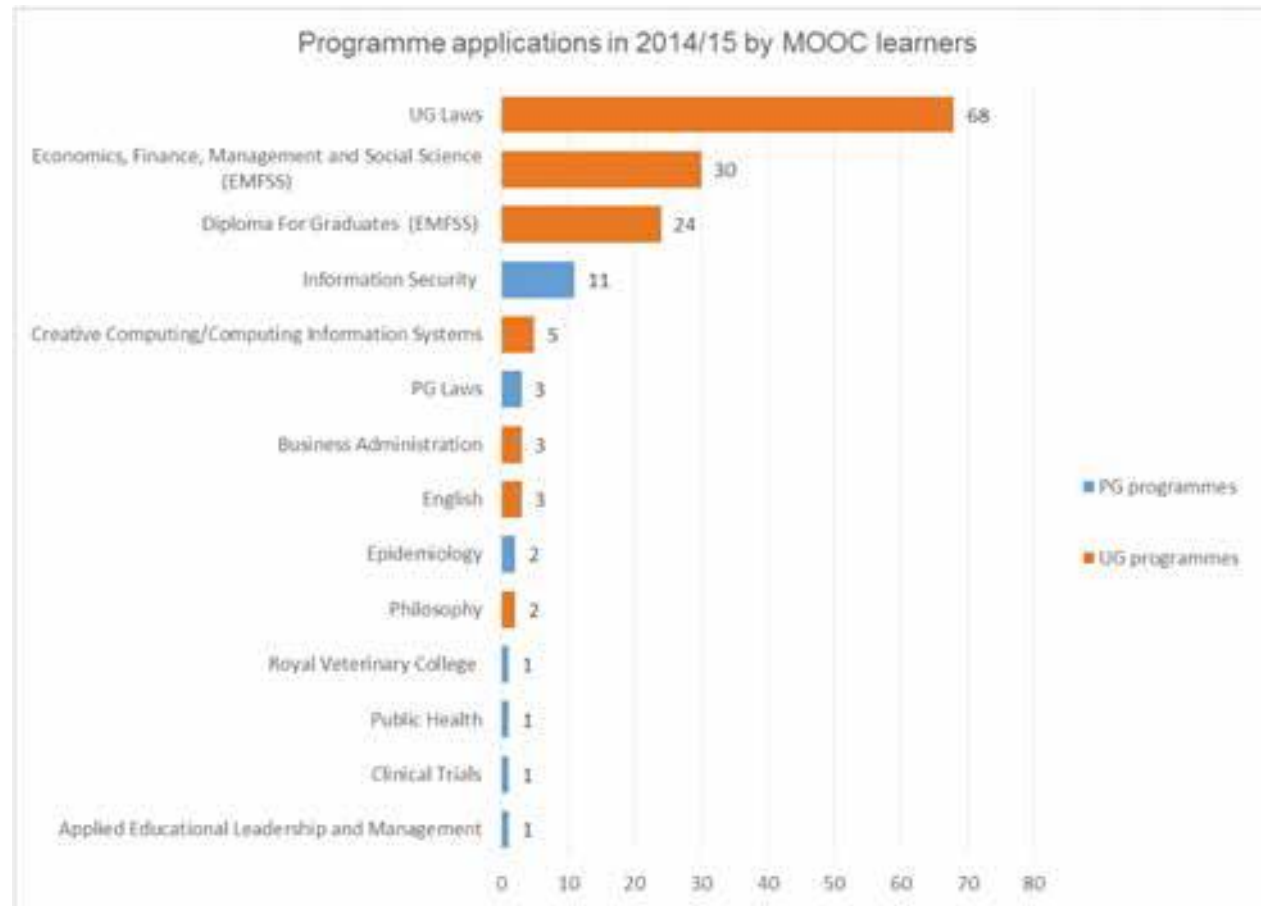
4. International marketing and MOOCs

Revenue – Conversions (from MOOCs)

2013-2014

300 enrolments on full UoL International Programmes

Roughly equivalent to **c£1.5 million Total revenue**



4. International marketing and MOOCs

The economics (for UoL)

- Total Revenue generated £1,500,000
- Net Contribution (estimate) £500,000
- Full Cost of MOOCs (11 in 2013-14) (£440,000)

Compare against normal cost of student acquisition ??

(say £1,000 per student)

... The MOOC route provides a sound business model given the other benefits



4. International marketing and MOOCs

Strategic Marketing



ACCA and University of London launch ground-breaking Masters programme



Developed in collaboration with UCL

- MOOC access route
- MOOC Specialization
- MOOCs used as tasters
- CPD Opportunities



4. International marketing and MOOCs

Strategic Marketing

Establishing global awareness for expertise in key subject domains

Goldsmith Specialization and Creative Computing MOOC



Creative Programming for Digital Media & Mobile Apps

[100,000+ enrolments](#)



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5. Summary

- MOOC business models are starting to emerge
- Marketing can be part of the model
- Each University needs to find their own context and strategy
- The MOOCs can be part of a wider global strategy

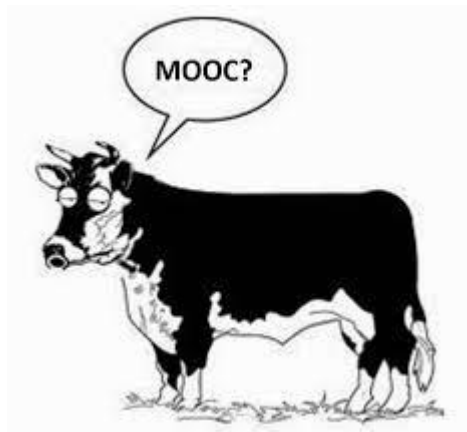
..... It all points to a shift which should not be ignored

The MOOC revolution that wasn't

By Audrey Watters on August 23rd, 2015



What happened to the MOOC revolution?



Thank You....

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