A white icon of a staircase with three steps, positioned to the left of the text.

**Future
Learn**

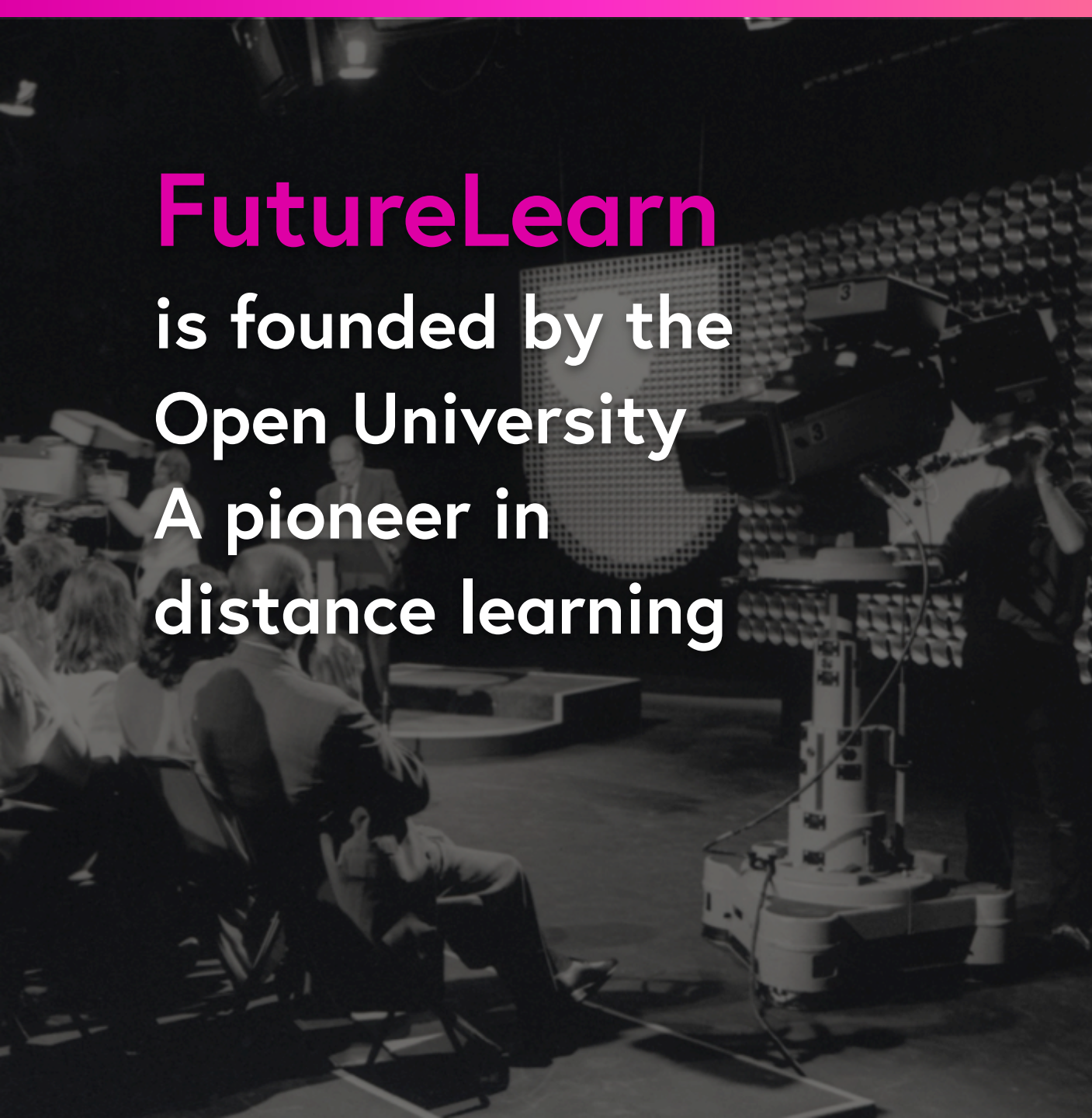


FutureLearn and international learners

NIGEL SMITH | HEAD OF CONTENT | DECEMBER 2015

OUR MISSION

**To pioneer the best
social learning experience
for everyone, everywhere**



FutureLearn
is founded by the
Open University
A pioneer in
distance learning

50+ World Class partners

Designed and built by experts from
online, mobile and media

Effective learning design embedded
in all aspects of the platform

Uniquely designed for multi-platform
use - mobile first

Incorporates the best of the social web
with in built social architecture



An innovative social learning approach with high quality content building on the best of the web.

A PLATFORM THAT PUTS QUALITY FIRST

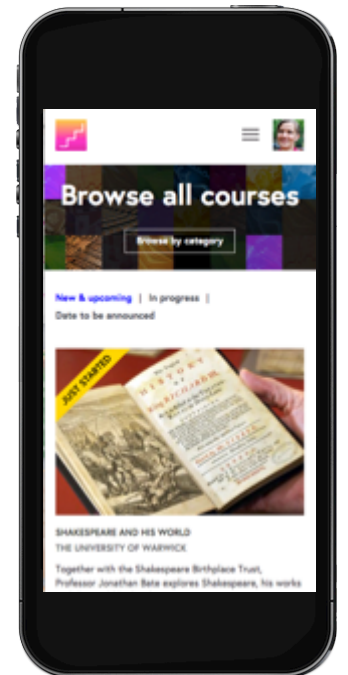
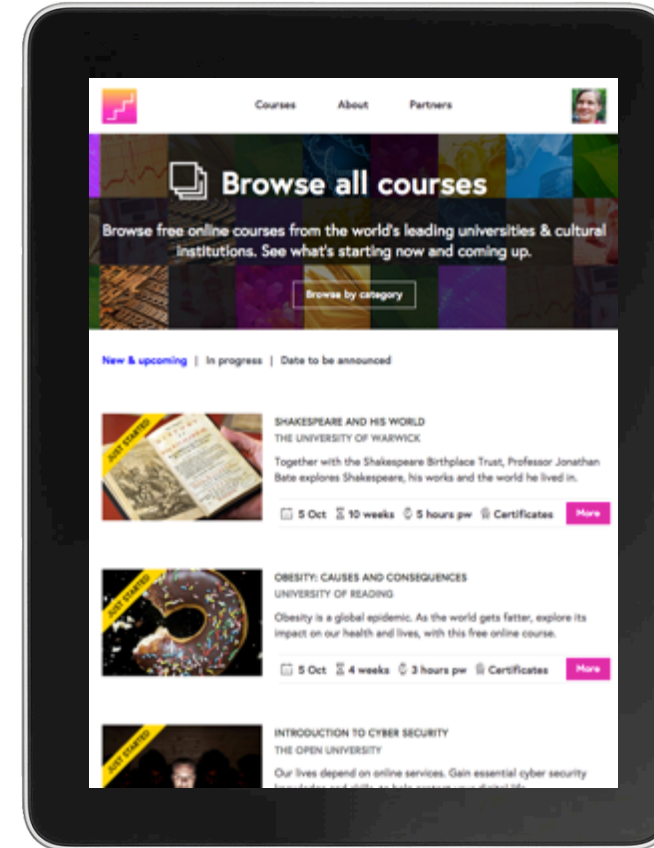
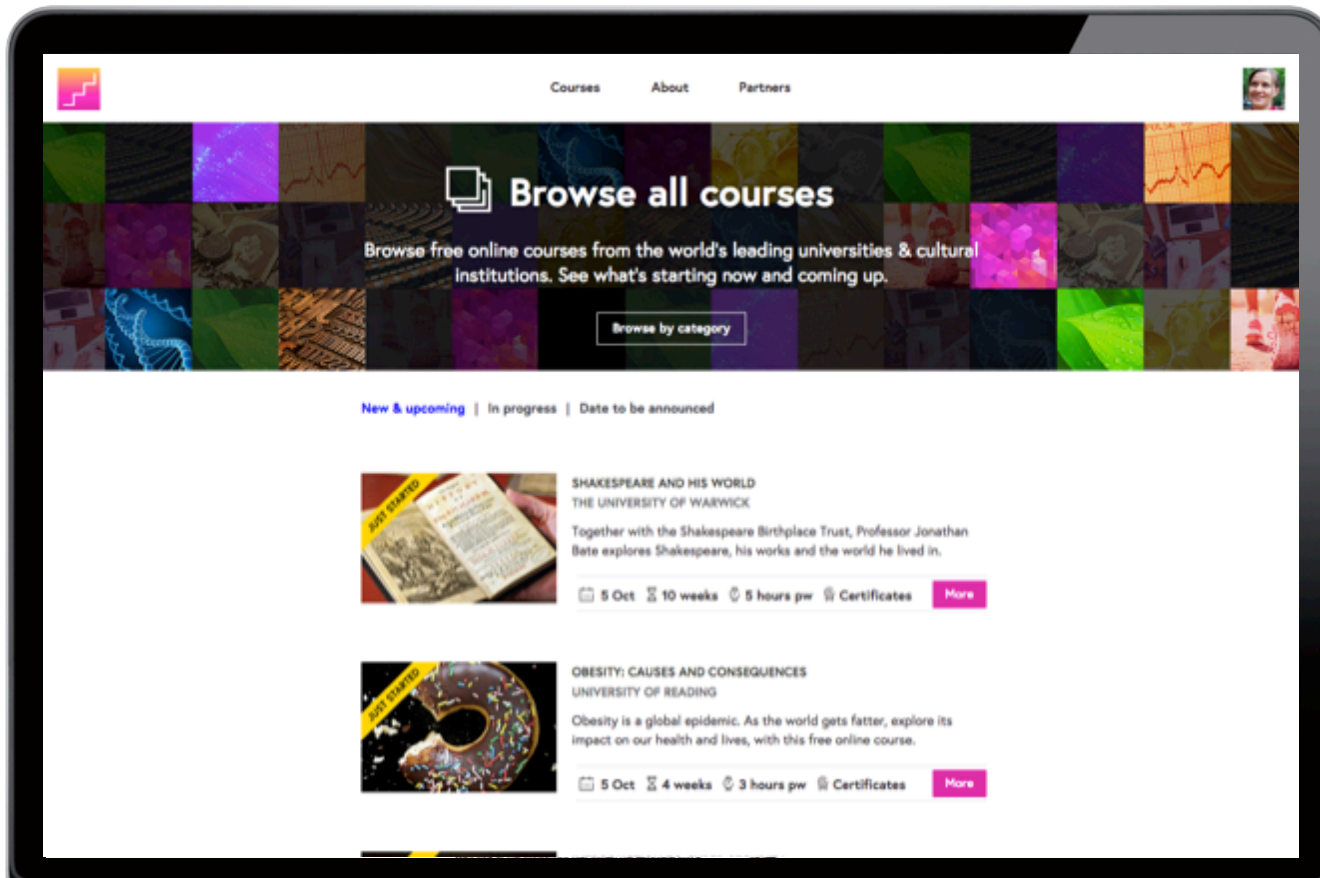
FutureLearn draws on the expertise of its owner, the Open University, to bring a fresh and different approach to MOOCs, with a clear focus on quality – in design, pedagogy and content.



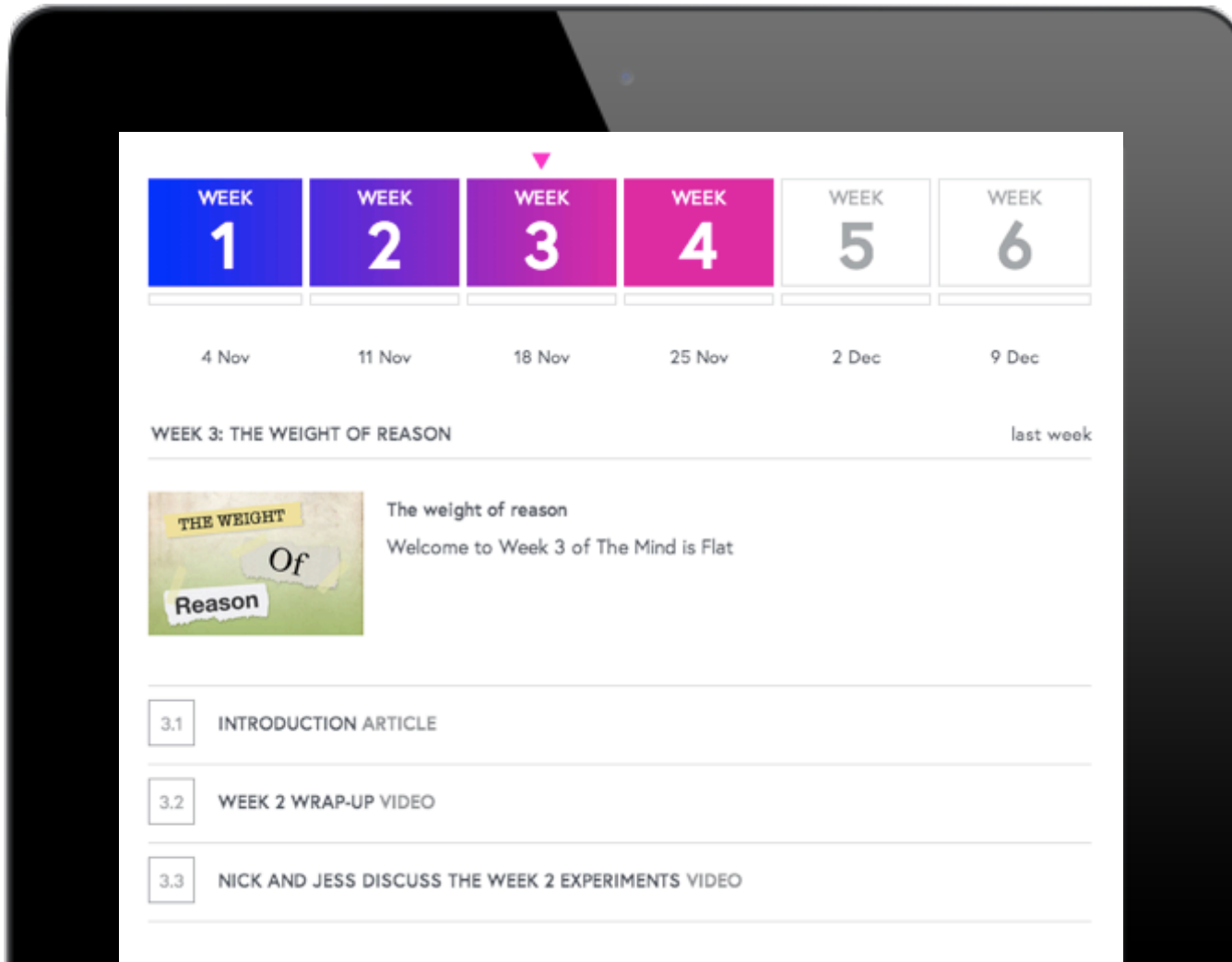
Simple, delightful,
flexible user experience



Simple, delightful, flexible user experience



Intuitive and easy course structure & navigation



Courses are from 2-8 weeks

Weeks run Mon-Sun and have a title telling you what you're going to learn

Weeks are made up of activities

An activity is a set of steps with a clear learning objective

Activities are made up of steps

A step could be an article, video, discussion, test, quiz, assignment...

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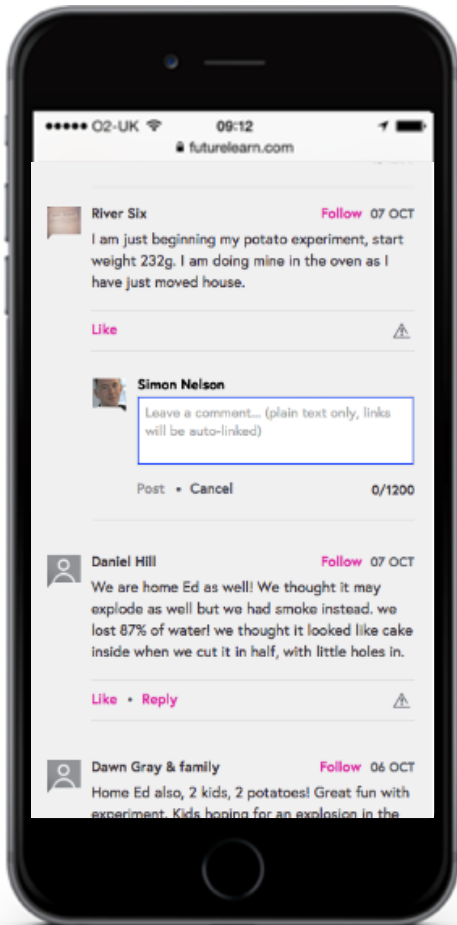


Simple, delightful,
flexible user experience

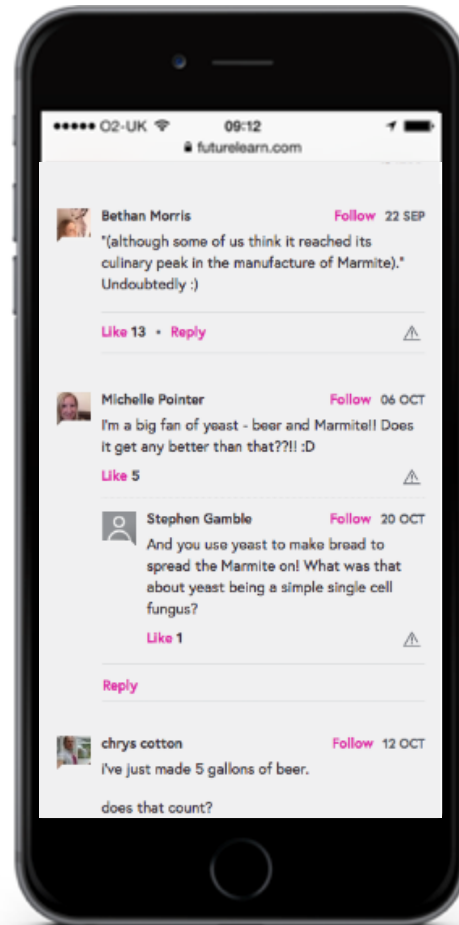
An innovative
social learning approach



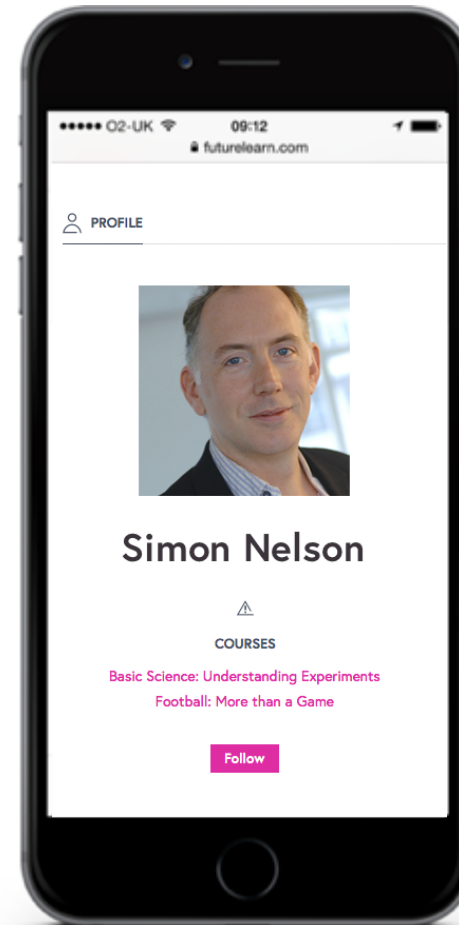
An innovative social learning approach



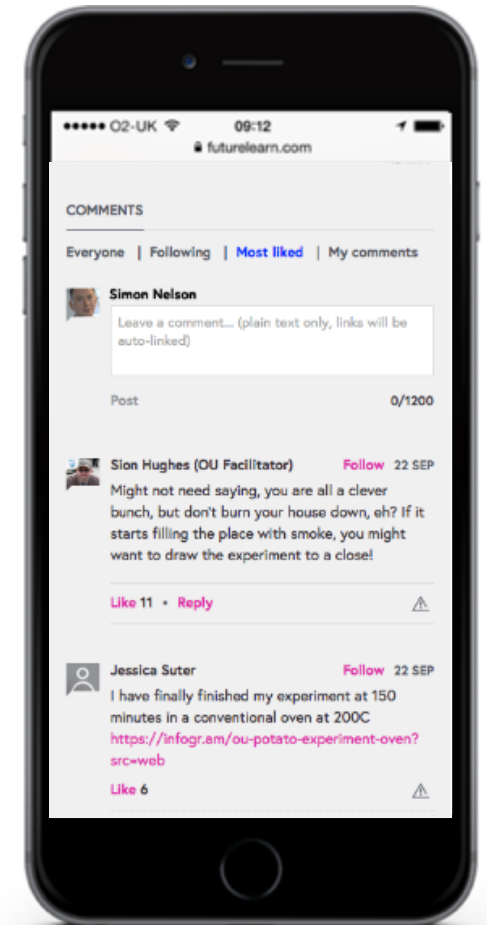
Replies



Likes



Following



Filtering

A PLATFORM THAT PUTS QUALITY FIRST

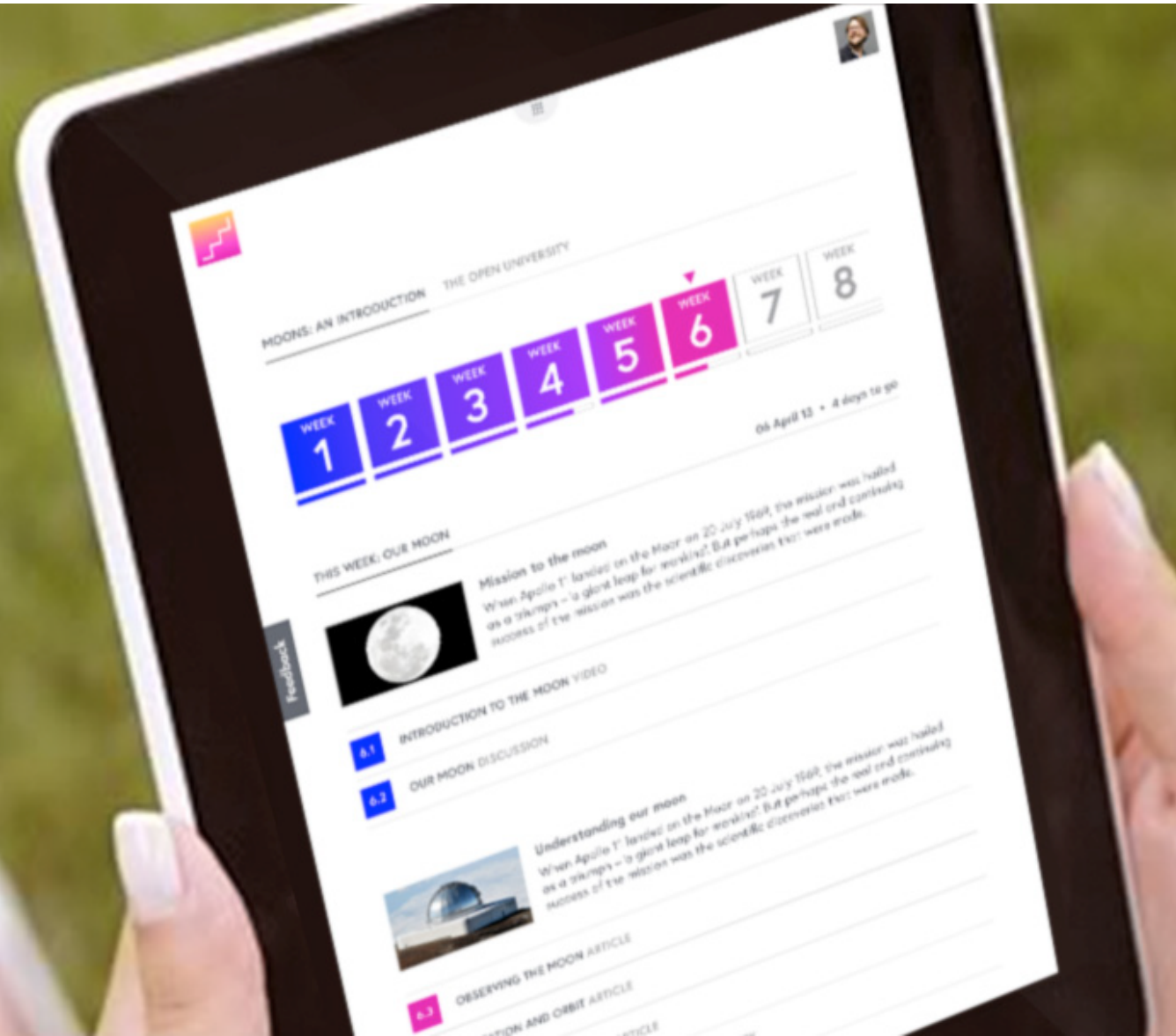
FutureLearn draws on the expertise of its owner, the Open University, to bring a fresh and different approach to MOOCs, with a clear focus on quality – in design, pedagogy and content.



Simple, delightful,
flexible user experience

An innovative
social learning approach

High quality content,
building on the best of the web



Effective storytelling



'To be or not to be'

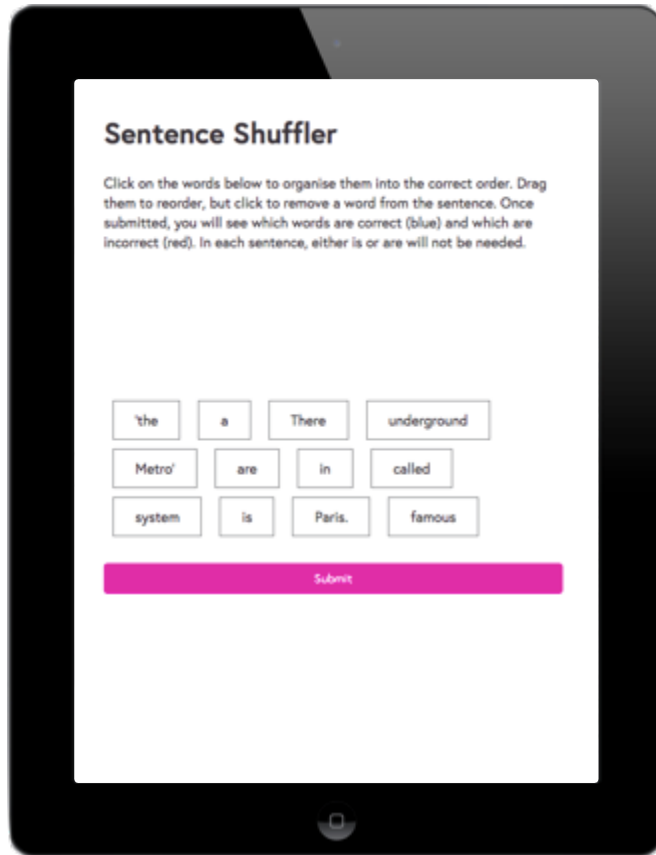
Hamlet: University of Birmingham



Synchronous rotation

Moons: The Open University

Practical experiments and interactive content



Sentence Shuffler

A Beginners Guide to Writing English: University of Reading



Real World Experiments

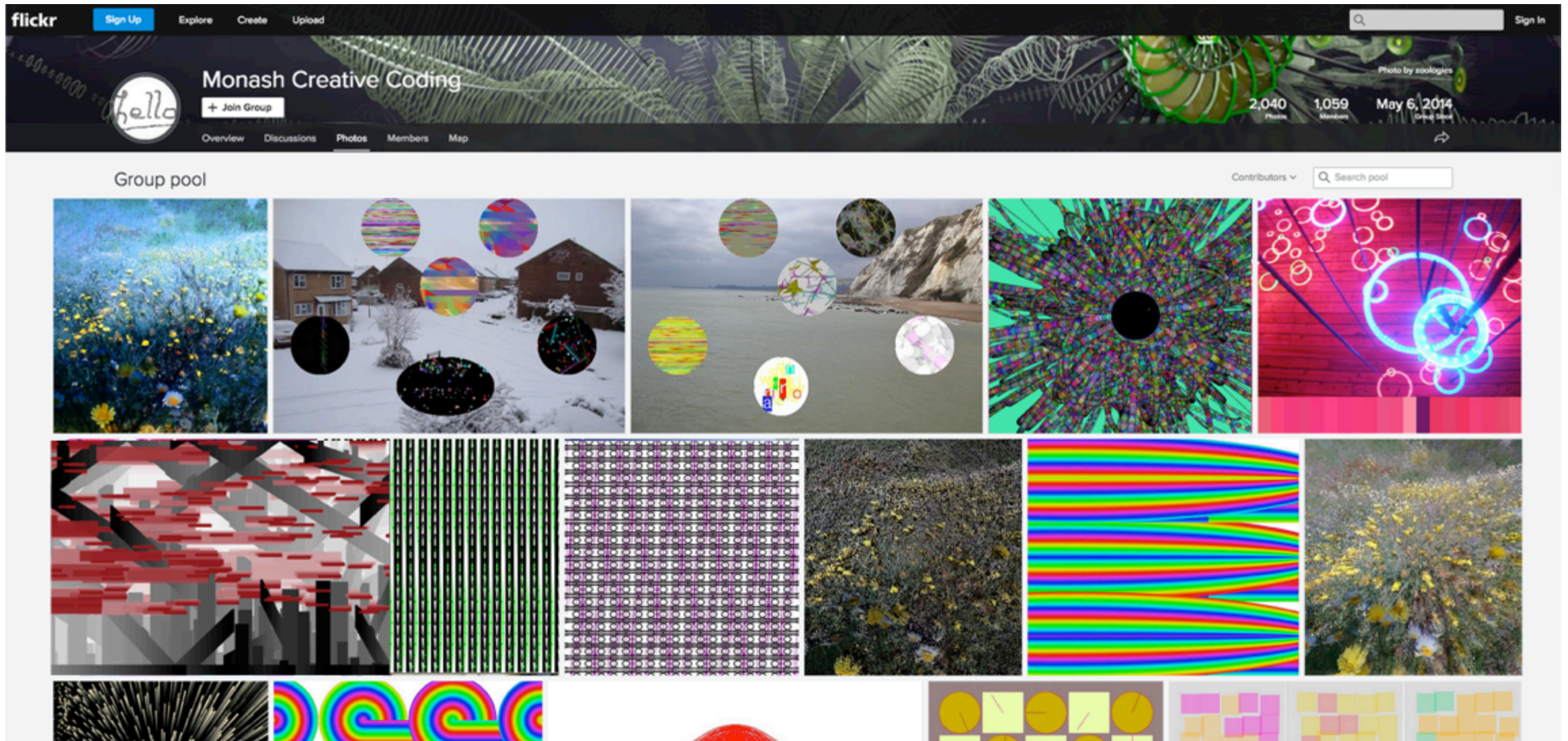
Kitchen Chemistry: UEA



Virtual Microscope

Moons: The Open University

High quality content building on the best of the web



50 Leading UK and International Partners



50 Leading UK and International Partners

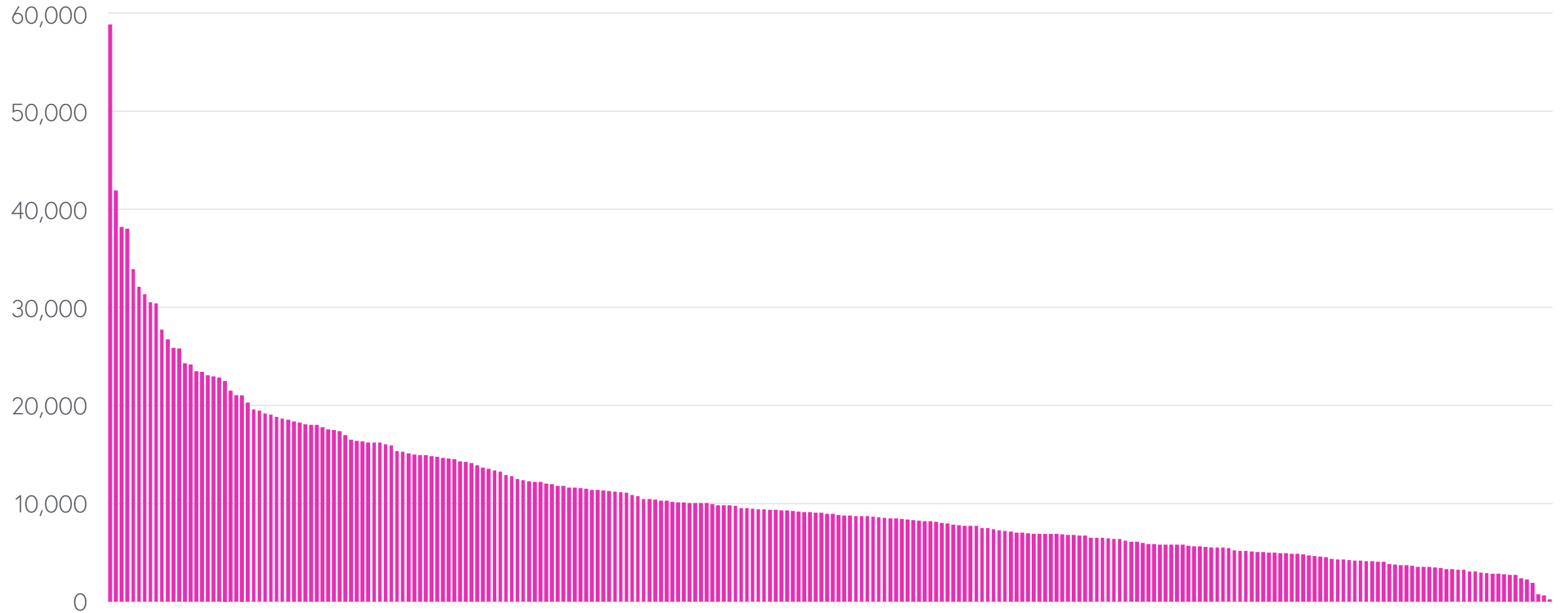


25 Specialist Education Providers and Global Centres of Research Excellence



ENROLMENT

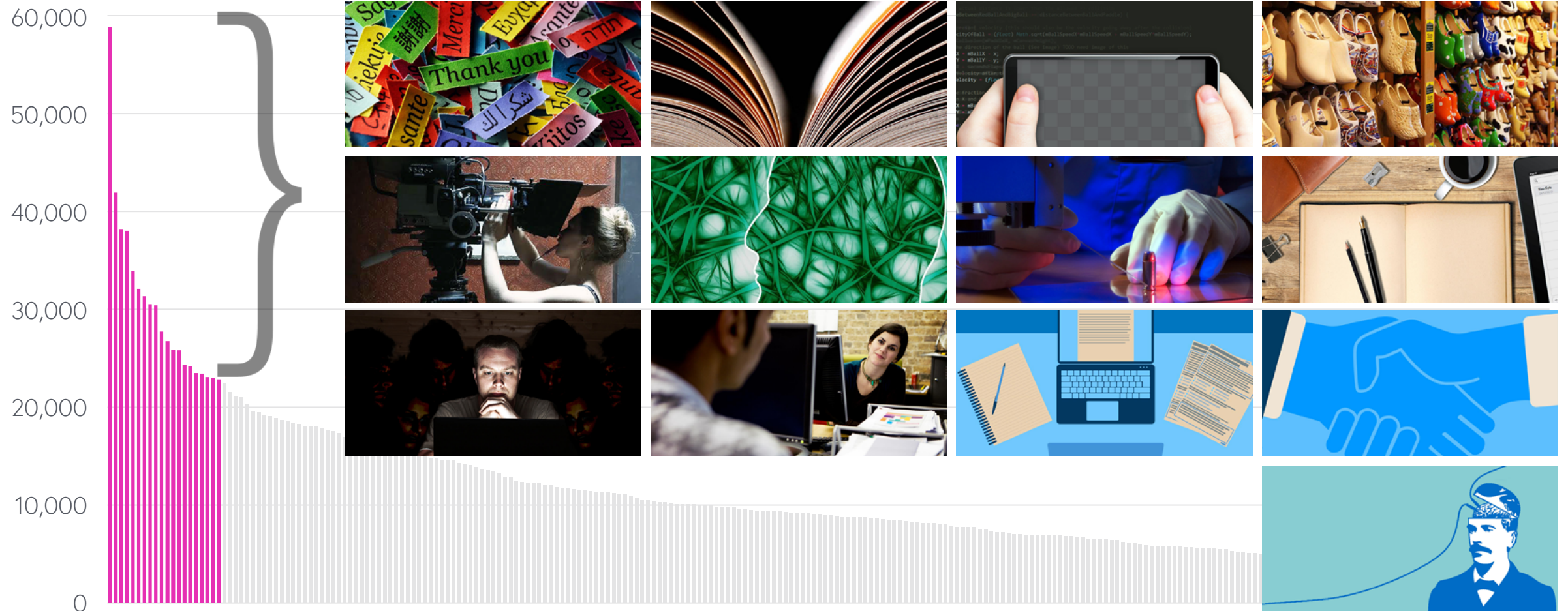
Course sizes



Source: all open course runs to July 2015, excluding British Council course runs (Exploring English & Understanding IELTS)

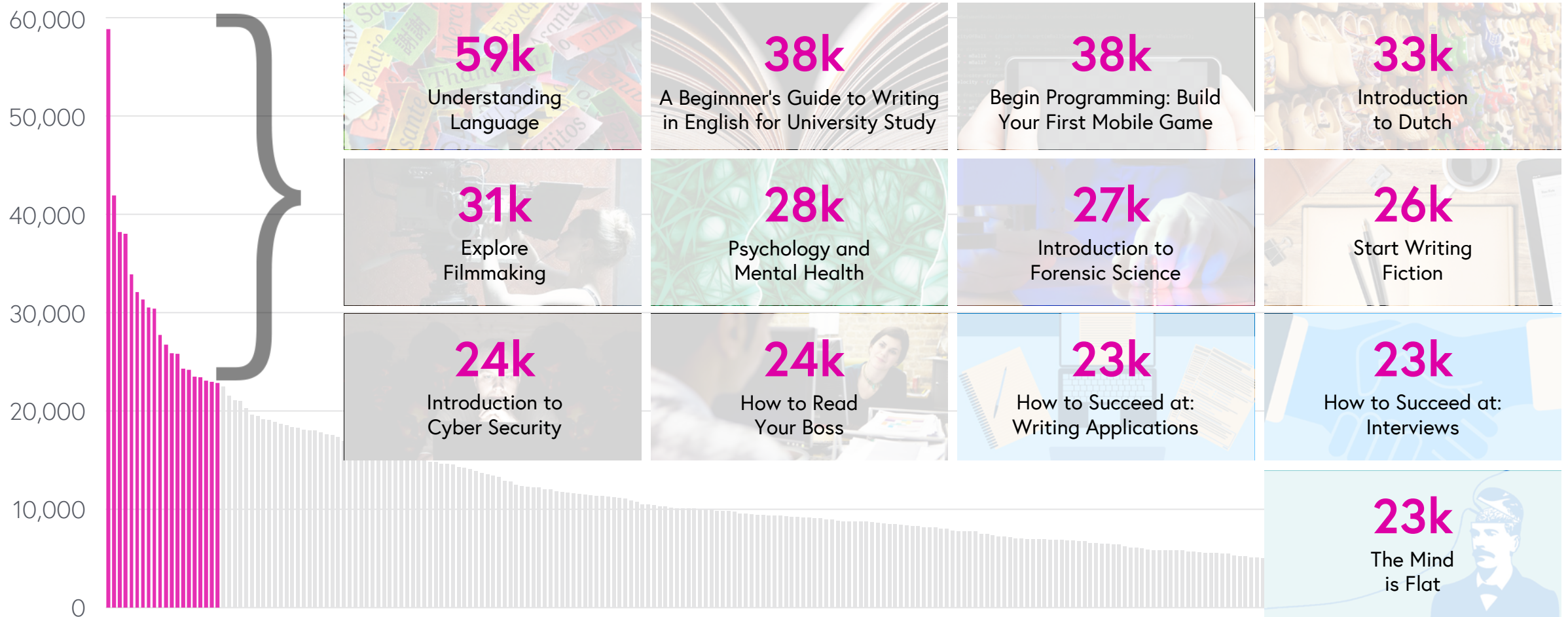
ENROLMENT

Course sizes



ENROLMENT

Course sizes



Source: all open course runs to July 2015, excluding British Council course runs (Exploring English & Understanding IELTS)

IELTS COURSE GIVES US THE WORLD'S BIGGEST MOOC

The news was broken by the BBC



BBC Sign in News Sport Weather iPlayer TV Radio

NEWS

Home UK World Business Politics Tech Science Health Education

Education School Report

UK 'biggest online university course'

By Sean Coughlan
Education correspondent

13 May 2015 | Education & Family

A photograph of a woman with her hair in a bun, wearing a grey sweater and a light-colored scarf, sitting at a desk in a modern office or library. She is looking at a laptop screen with a thoughtful expression, resting her chin on her hand. The desk has a desk lamp and a water bottle. Large windows in the background show a cityscape.

THE WORLD UNIVERSITY RANKINGS
TIMES HIGHER EDUCATION

HOME NEWS COMMENT FEATURES BOOKS RANKINGS AWARDS JOBS

HOME > 'BIGGEST-EVER MOOC' STARTS ON FUTURELEARN

'Biggest-ever Mooc' starts on FutureLearn

FutureLearn, the UK massive open online course platform, has this week commenced what it believes is the biggest-ever Mooc.

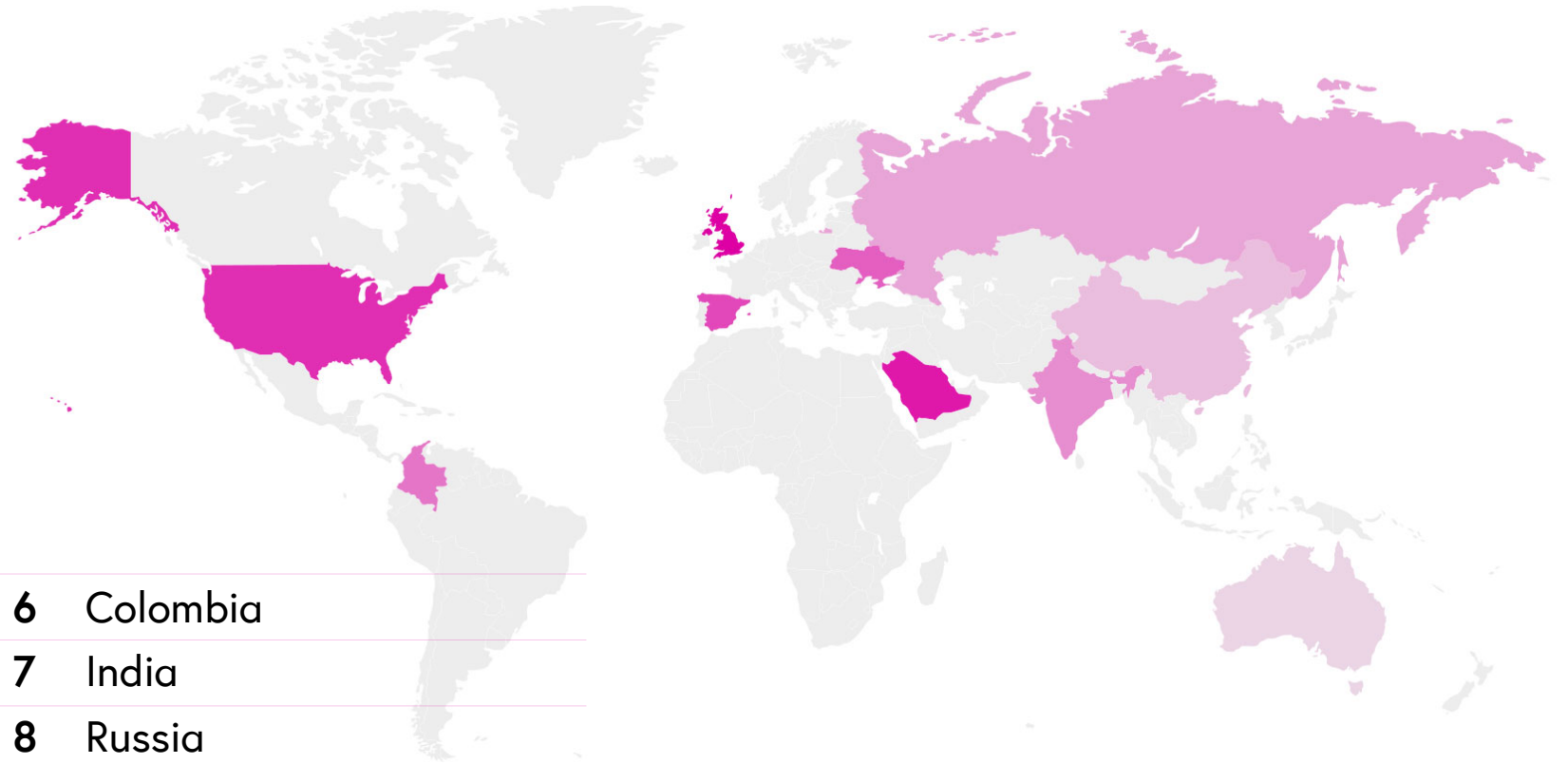
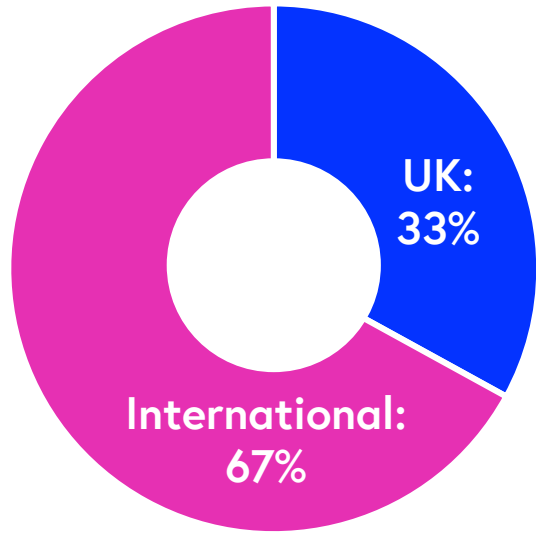
MAY 15 2015

BY CHRIS PARR
FOLLOW AUTHOR ON [CHRISPARRTHE](#)

[f](#) [t](#) [in](#)



2.7 million registered learners
5.6 million course sign ups



- 1 United Kingdom
- 2 Saudi Arabia
- 3 United States of America
- 4 Spain
- 5 Ukraine

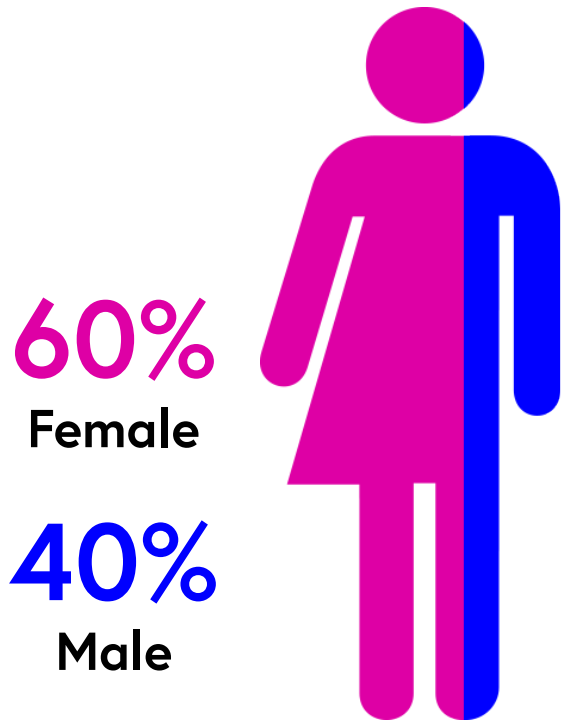
- 6 Colombia
- 7 India
- 8 Russia
- 9 China
- 10 Australia

DEMOGRAPHICS: NEARLY 60% FEMALE BIAS AND A BALANCE OF AGES

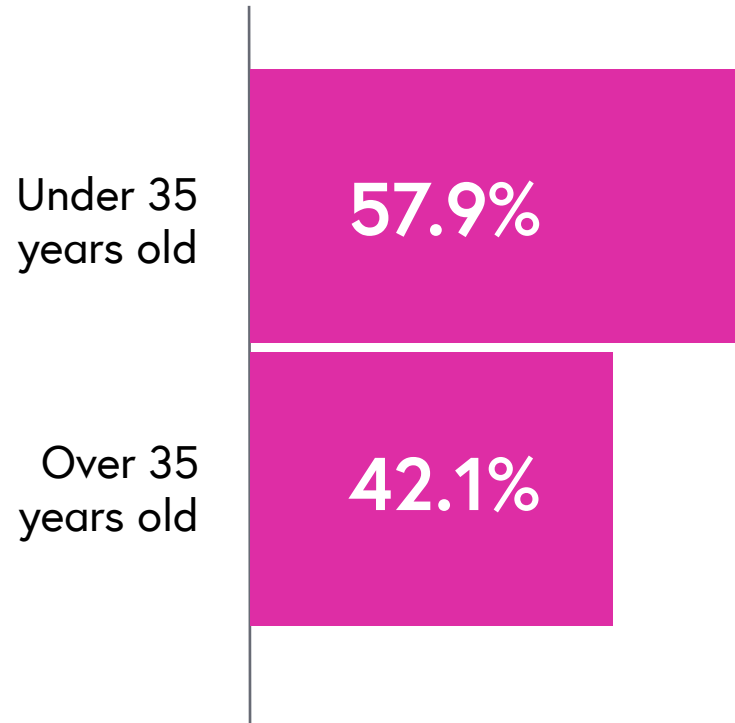
FutureLearn is appealing to women and people outside traditional student age groups



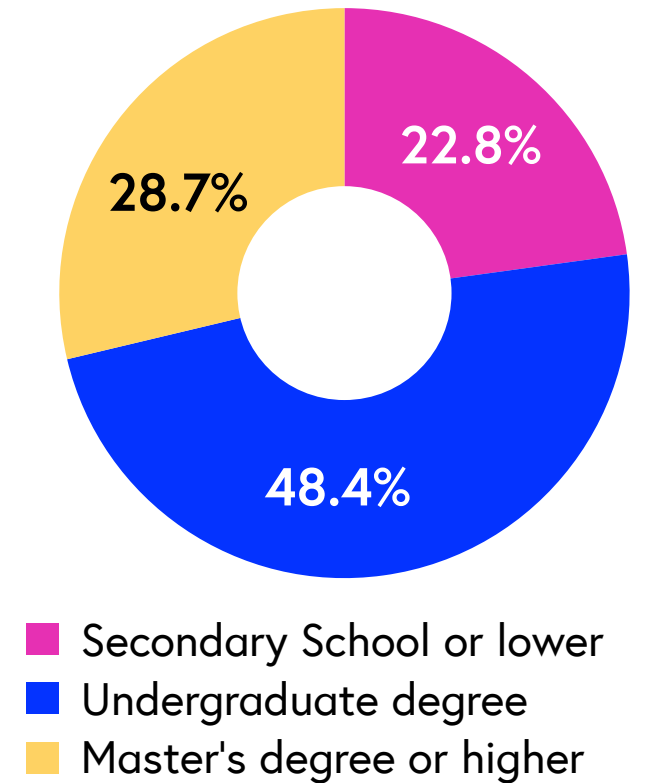
Gender



Age

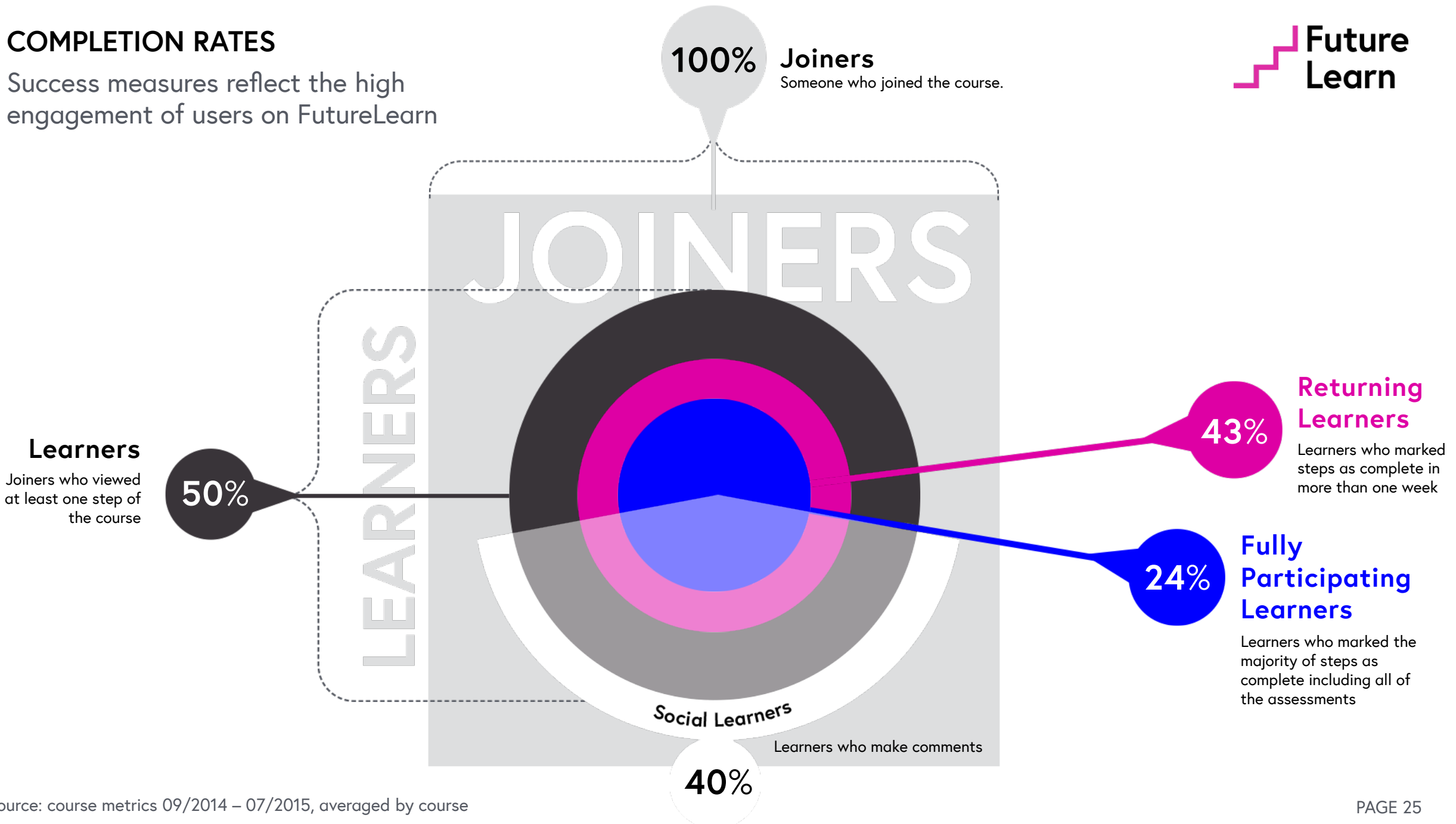


Educational Background



COMPLETION RATES

Success measures reflect the high engagement of users on FutureLearn



FULL PARTICIPATION

Courses by percentage of full participants



45%

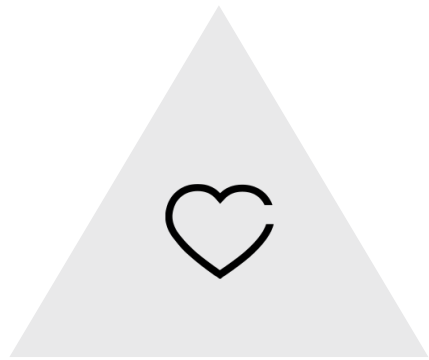
Average full participation rate across top 20 courses

VALUE PROPOSITION

What does FutureLearn offer its partners?



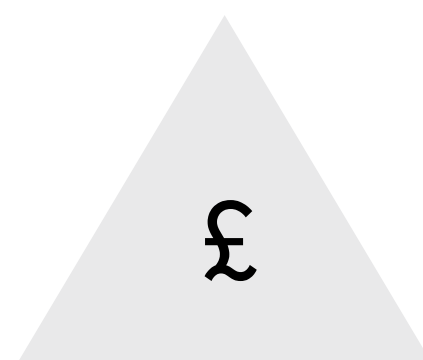
FutureLearn offers partners return on investment in a number of areas



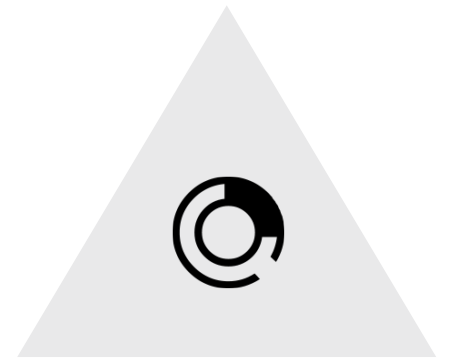
Brand



Innovation



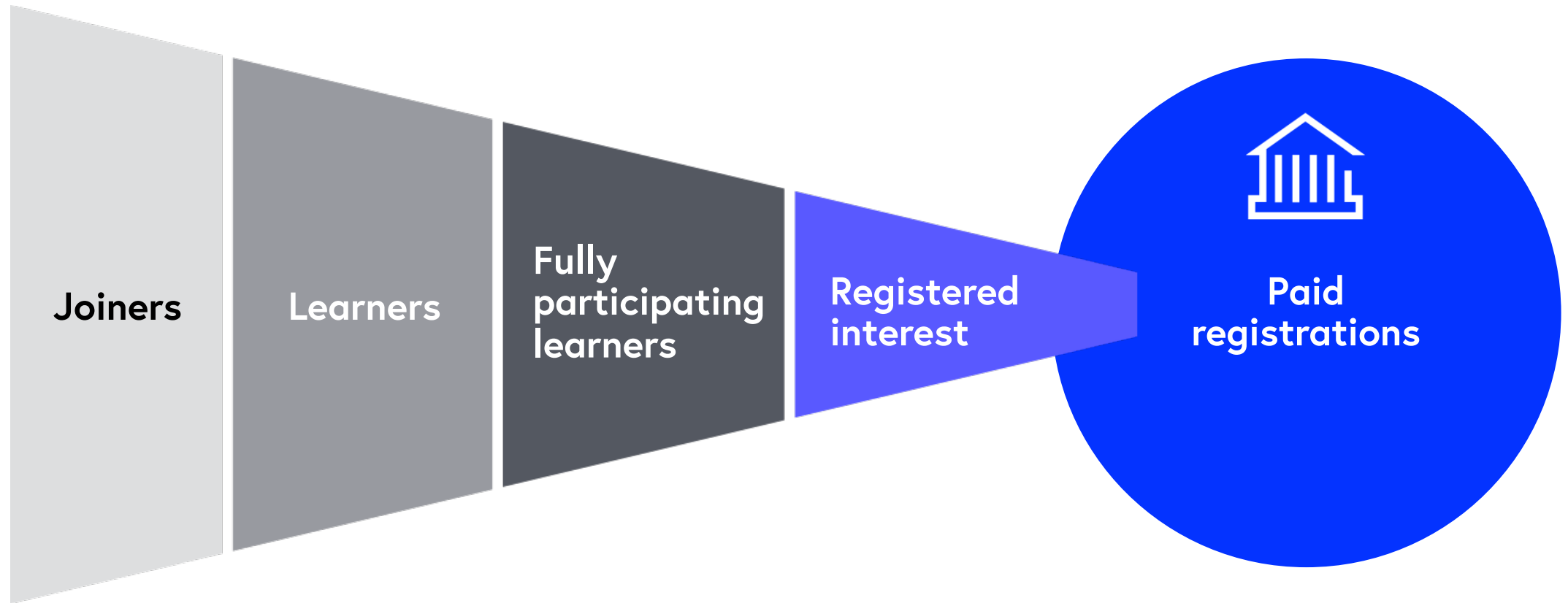
Revenue



Insight

LEAD GENERATION

Learners convert to university students



RECRUIT STUDENTS ONTO EXISTING COURSES

We have been piloting some product features to enable recruitment of students to paid courses



Course Sign up Page

WATCH THE TRAILER

FREE online course

Duration: 3 weeks

3 hours pw

You'll learn with **Dr Peter Gray**, a Squadron and Director of Defence Studies for the RAF, who now teaches Birmingham's MA in Air Power - one of several **postgraduate courses** the university offers in military history and World War 1 studies.

mail routes starting to appear, and how the government tried - and failed - to regulate the aviation industry.

In association with



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Step Pages: Week 1 and final week



We would like to invite you to continue your learning on this course if you enjoyed the topic of this course. We are now offering a new distance learning Masters course

Register your interest

new distance learning Masters course led by Dr. Peter Gray:

[Register your interest](#)

The University of Birmingham was named University of the Year 2013-14 in The Times and The Sunday Times Good University Guide.

© University of Birmingham

Register Interest Pages

LEARN MORE WITH

University of Birmingham

UNIVERSITY OF BIRMINGHAM

Register your interest

- Entry requirements: typically a degree in a relevant subject, or comparable professional experience or qualifications

If you'd like to learn more about these courses and receive regular updates from the University of Birmingham:

[Register your interest](#)

STUDENT RECRUITMENT – PILOT 1

Learners convert to university students (October 2014 pilots)



STUDENT RECRUITMENT – PILOT2

Learners convert to university students (February - April 2015 pilots)



ONLINE

42k

Joiners

21k

Learners

3,303

Full participators

1,033

Registered interest

Paid registrations:

30



University of East Anglia

ON CAMPUS

14k

Joiners

7k

Learners

585

Full participators

162

Registered interest

Paid registrations:

2



The University of Sheffield.

ONLINE

7k

Joiners

3k

Learners

1k

Full participators

198

Registered interest

Paid registrations:

3



ON CAMPUS

13k

Joiners

7k

Learners

2k

Full participators

268

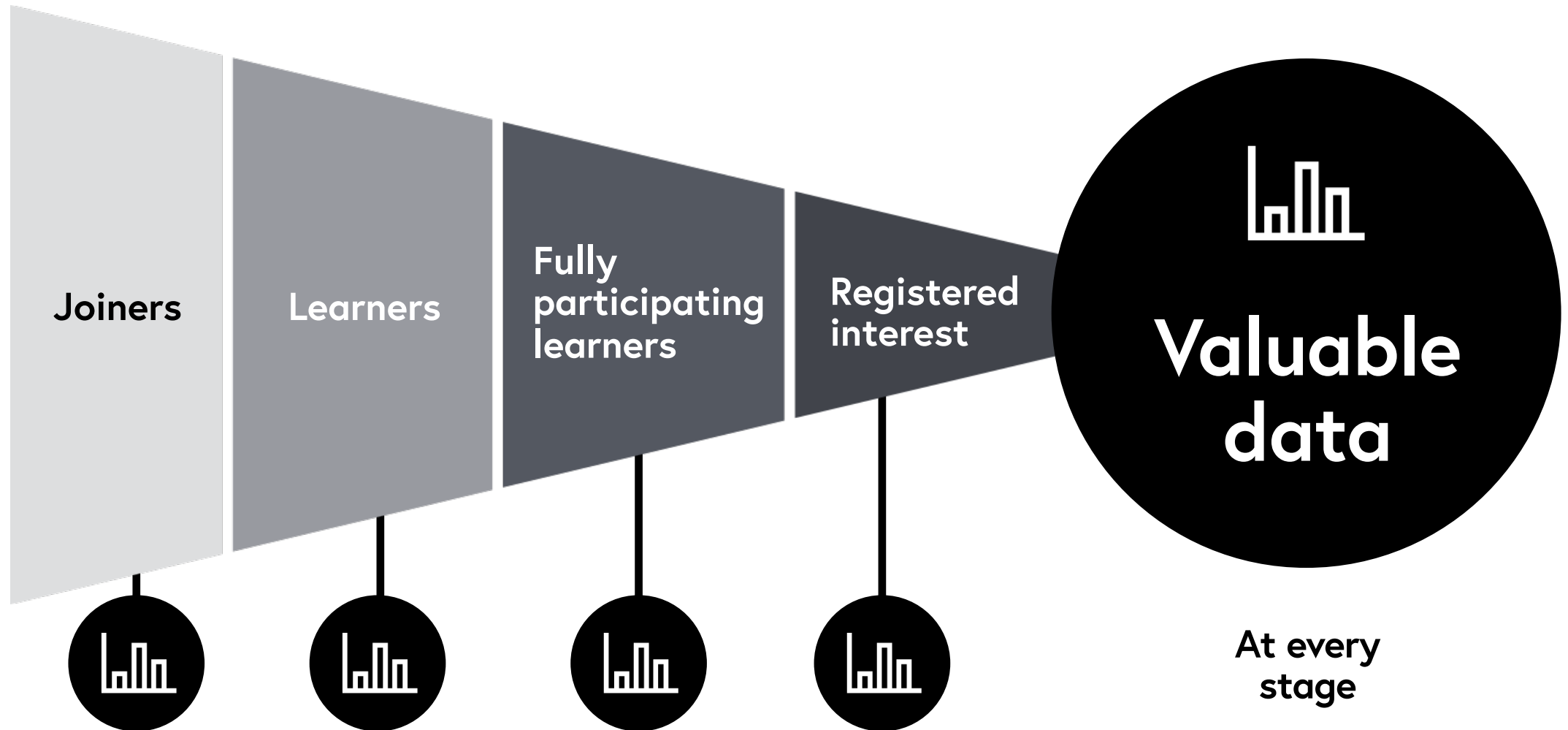
Registered interest

Paid registrations:

2

UNDERSTANDING OUR USERS

Every stage teaches us about our learners



FREE ONLINE COURSE

Web Science: How the Web Is Changing the World

Explore how the web has changed our world and what the future might hold, with this free online course introducing Web Science.


[Go to course – started 30 Nov](#)





[View transcript](#)

Download video: [standard](#) or [HD](#)

UNIVERSITY OF
Southampton

 FREE online course

 Duration: 2 weeks

 3 hours pw

 Certificates available

[ABOUT THE COURSE](#)

1. India

2. USA

3. Nigeria

4. Ukraine

5. Spain

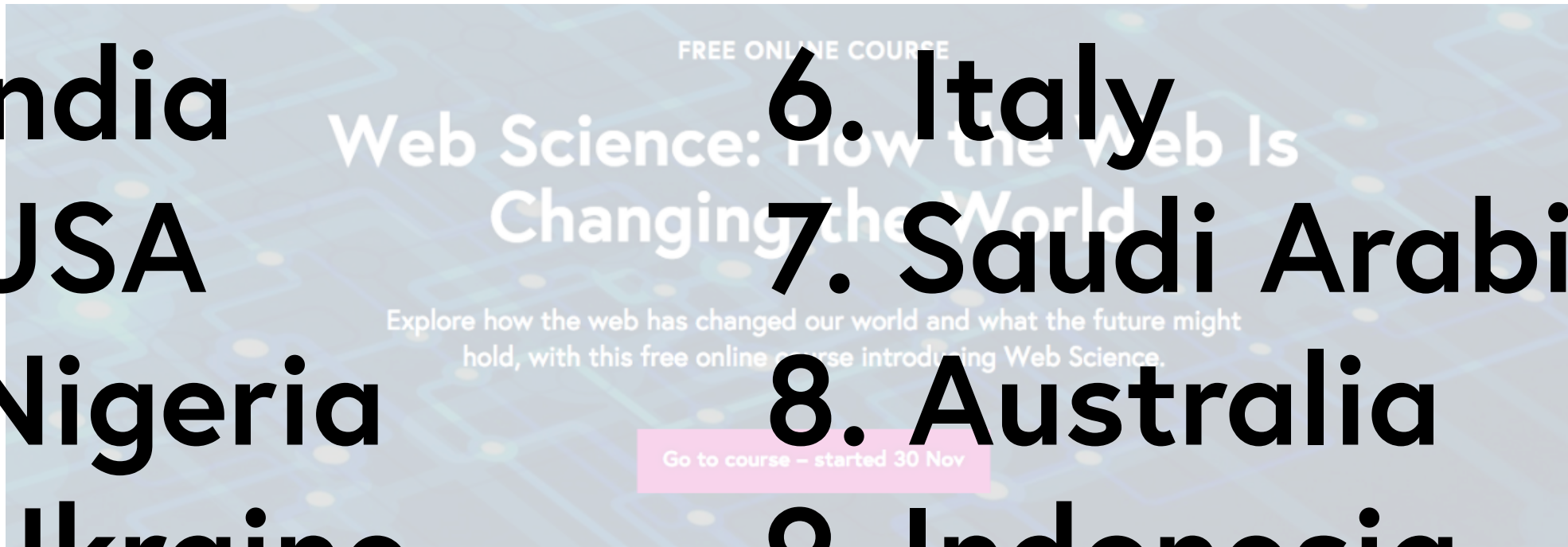
6. Italy

7. Saudi Arabia

8. Australia

9. Indonesia

10. Canada




[View transcript](#)


Download video: [standard](#) or [HD](#)

ABOUT THE COURSE



 FREE online course

 Duration: 2 weeks

 3 hours pw

 Certificates available

FREE ONLINE COURSE

The Internet of Things


Learn how IoT works, and how to create a successful product or company using it, with this free online course.

[Go to course – started 23 Nov](#)



 FREE online course

 Duration: 4 weeks

 2 hours pw

 Certificates available

[ABOUT THE COURSE](#)

1. India
2. USA
3. Egypt
4. Spain
5. Brazil

FREE ONLINE COURSE

The Internet of Things

Learn how IoT works, and how to create a successful IoT project for your company using it, with this free online course.

Go to course — started 23 Nov

6. Ukraine
7. Australia
8. Saudi Arabia
9. Italy
10. Netherlands



KING'S
College
LONDON

🌐 FREE online course

🕒 Duration: 4 weeks

🕒 2 hours pw

🎓 Certificates available

ABOUT THE COURSE

FREE ONLINE COURSE

The Mind is Flat: the Shocking Shallowness of Human Psychology

Make better personal and professional decisions, considering the psychological dimension to choices, with this free online course.

Join now – started 9 Nov

ABOUT THE COURSE


What are the forces shaping human behaviour? How do we think and decide? This course, from Professor Nick Chater and Warwick Business School, explores the origins of human rationality and irrationality.


Explore our illusion of mental depth


Our everyday conception of how our minds work is profoundly misleading. We are victims of an 'illusion of mental depth' - we imagine that our thoughts and behaviours arise from hidden motives and beliefs, and that we can understand ourselves by somehow uncovering these hidden forces, whether through therapy, lab experiments or brain scanning.

This course will suggest that this conception is not entirely correct, that we're inventing these motives and beliefs at the very moment of decision.



 FREE online course

 Duration: 6 weeks

 5 hours pw

 Certificates available



1. USA
2. Australia
3. India
4. Canada
5. Spain
6. China
7. Germany
8. Ukraine
9. Russian Fed
10. Indonesia

FREE ONLINE COURSE

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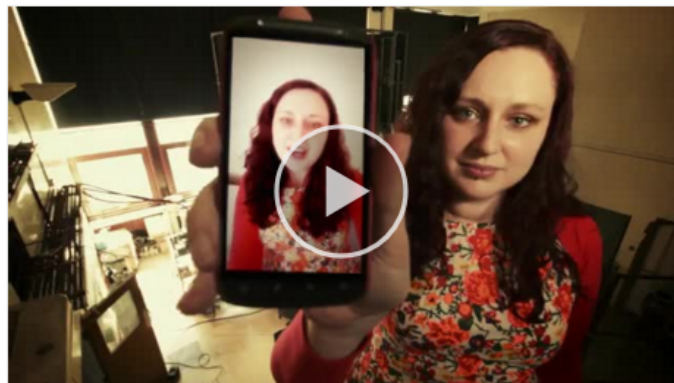



FREE ONLINE COURSE


Electrify: An Introduction to Electrical and Electronic Engineering

How do we move things with electricity? How do the parts inside your computer work? Find out in Electrify.

Join now – started 9 Nov



 FREE online course

 Duration: 6 weeks

 3 hours pw

 Certificates available

1. USA

2. India

3. Pakistan

4. Spain

5. Australia

6. Saudi Arabia

7. Nigeria

8. Canada

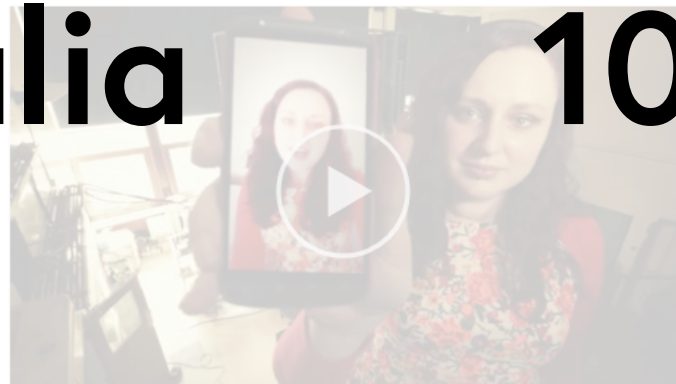
9. Egypt

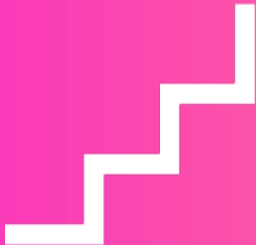
10. Mexico

FREE ONLINE COURSE
Electrify: An Introduction to
Electrical and Electronic
Engineering

How do we move things with electricity? How do the parts inside your computer work? Find out in Electrify.

Join now – starts 19 Nov



A white icon of a staircase with three steps, positioned to the left of the text.

**Future
Learn**