Integrating Learning Experiences
A Vision for the Corporate MOOC

Today's Presenters

…and corporate MOOC experts…

Sam Herring
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Our Corporate MOOC Credentials

14
YEARS
OF LEARNING INDUSTRY EXPERIENCE

INTERVIEWED
50+
CLIENTS & INDUSTRY ANALYSTS
ON CORPORATE APPLICATIONS OF MOOC MODEL

WE WORK WITH FORTUNE 500 LEADERS

4 YEARS IN A ROW AS
Top 20 Learning Portal Company by Training Industry, Inc.

1	What's a corporate MOOC?
2	Why does the corporate MOOC matter?
3	How is the corporate MOOC changing the way we learn?
4	What does a MOOC look like?
5	How do I get started?

Poll

Question: What do you hope to gain from this webinar?

Answer options:

- – Increase awareness through a general introduction
- – Identify value propositions for corporate applications
- – Learn best practices to apply towards an internal learning initiative
- – Just visiting to learn what the MOOC buzz is all about

Poll

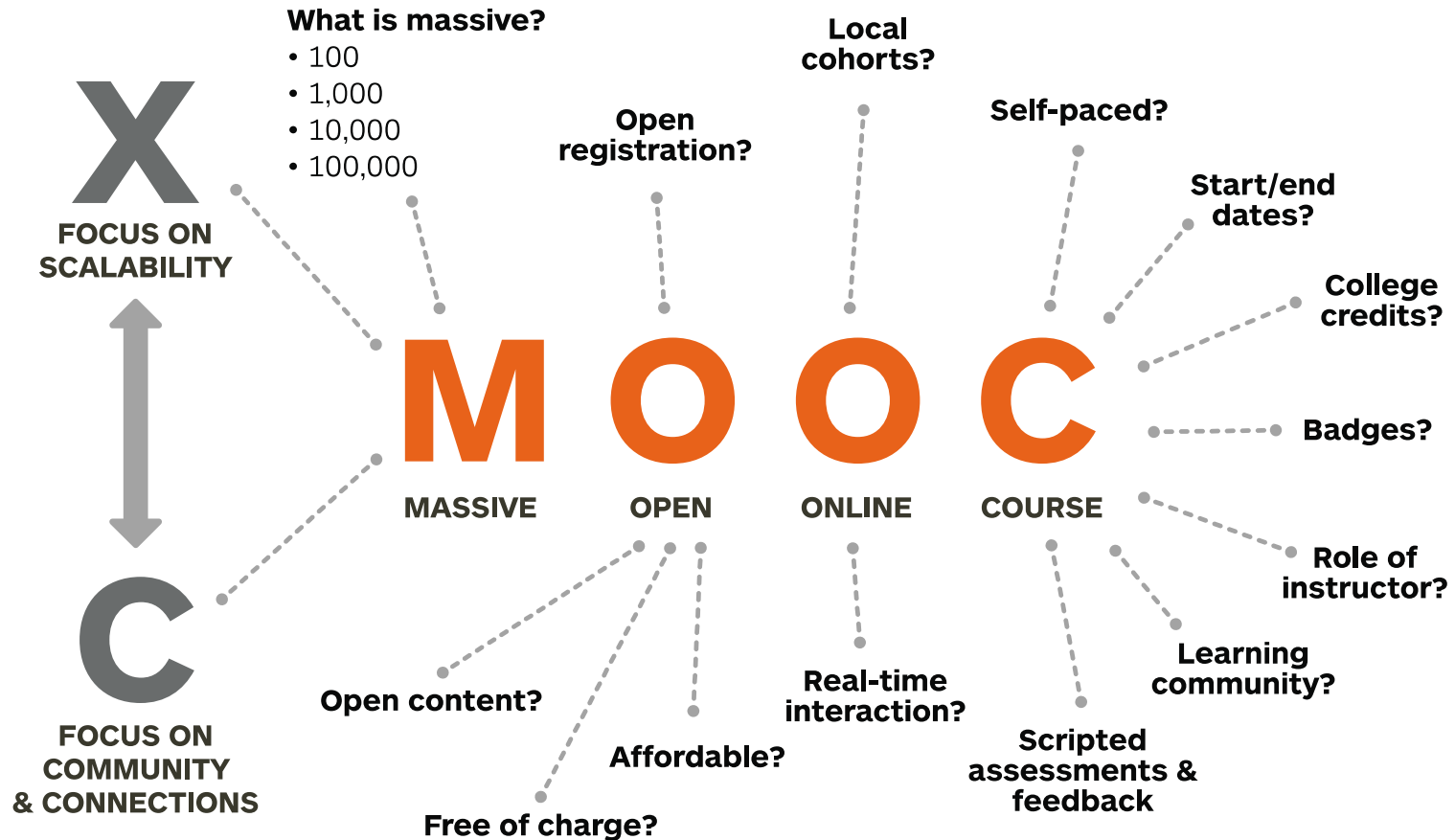Question: What's your *personal* experience with MOOCs?

Answer options:

1. I have heard about MOOCs
2. I have attended a MOOC
3. I have completed a MOOC
4. I don't know what a MOOC is

1 What's a corporate MOOC?

What exactly is a MOOC?

FOCUS ON SCALABILITY

FOCUS ON COMMUNITY & CONNECTIONS

What is massive?
- 100
- 1,000
- 10,000
- 100,000

Open registration?

Local cohorts?

Self-paced?

Start/end dates?

College credits?

Badges?

Role of instructor?

Learning community?

Scripted assessments & feedback

Real-time interaction?

Affordable?

Free of charge?

Open content?

M MASSIVE **O** OPEN **O** ONLINE **C** COURSE

Source: MOOC poster April 4, 2013 by Mathieu Plourde

Education MOOCs

Academic MOOC Platforms   **Extensive Course Catalog**   **Certificate of Completion**

MOOC Derivatives: An Acronym Craze

- SPOC: Small Private Open Course
- SMOC: Synchronous Massive Online Course
- BOOD: Big Open Online Course
- DOCC: Distributed Online Collaborative Course
- DLMOOC: Deep Learning MOOC
- MO . . .: Massive Open…
  - + face-to-face, integrating other collaborative technology, etc.

What is a *Corporate* MOOC?
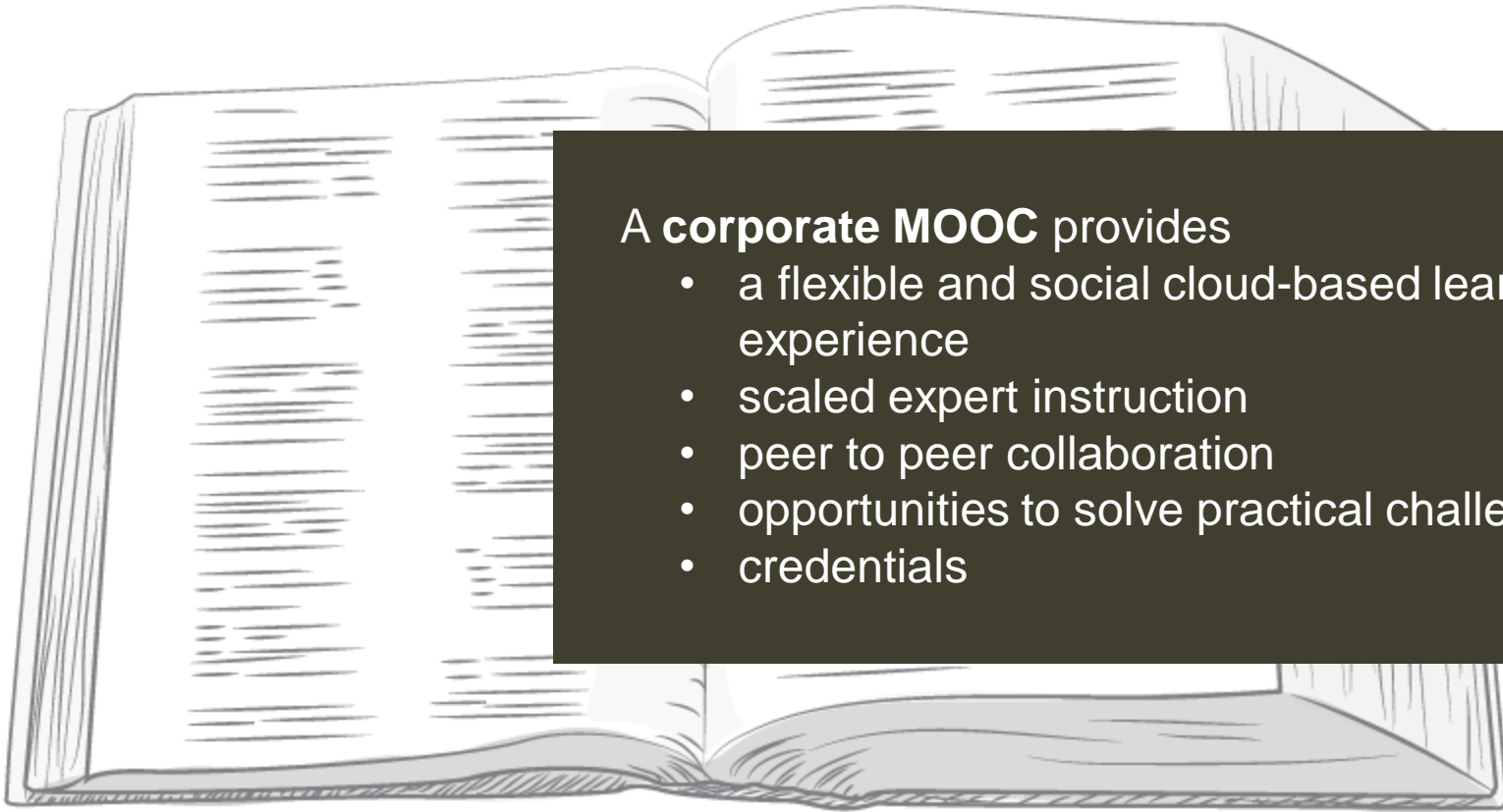
A **corporate MOOC** provides
- a flexible and social cloud-based learning experience
- scaled expert instruction
- peer to peer collaboration
- opportunities to solve practical challenges
- credentials

What Makes a Corporate MOOC Different…

One platform to promote, educate and train

….from more traditional learning approaches?

Integrated
- Designed for Scale
- Cohorts, Collaboration and Curation
- Learner Support
- Real-World Application
- Credentials & Badging

Text Poll – Input Answers into Chat

How do you think MOOCs will be adopted for corporations?

2 Why does the corporate MOOC Matter?

There's a lot of buzz regarding MOOCs

Yahoo! sponsors employees to earn Verified Certificates on Coursera

Google launches an analytics MOOC

By Roger Riddell   Oct. 2, 2013

Linux Foundation plans introductory Linux MOOC on edX

The online learning platform is now including material from six nonacademic institutions to meet user demand

By Fred O'Connor
March 5, 2014 11:01 PM ET   Add a comment

U.S. NEWS | Updated September 26, 2013, 10:13 p.m. ET

Job Market Embraces Massive Online Courses

Seeking Better-Trained Workers, AT&T, Google and Other Firms Help Design and Even Fund Web-Based College Classes

MOOC Spells New Skills For Job Seekers, Can Fill Gaps

By KEVIN DOBBS, FOR INVESTOR'S BUSINESS DAILY
Posted 09/05/2013 06:39 PM ET

SAP Launches MOOC Style Online Courseware

Author: Adi Gaskell
Published: May 28, 2013 at 8:29 am

Training Workers the Netflix Way: MOOCs in the Job Industry

By Kate Rogers / Published March 07, 2014 / FOXBusiness

The business case for MOOC learning model

Greater business impact results from a more effective learning experience

Performance

Cost

Learner Agility

Organizational Agility
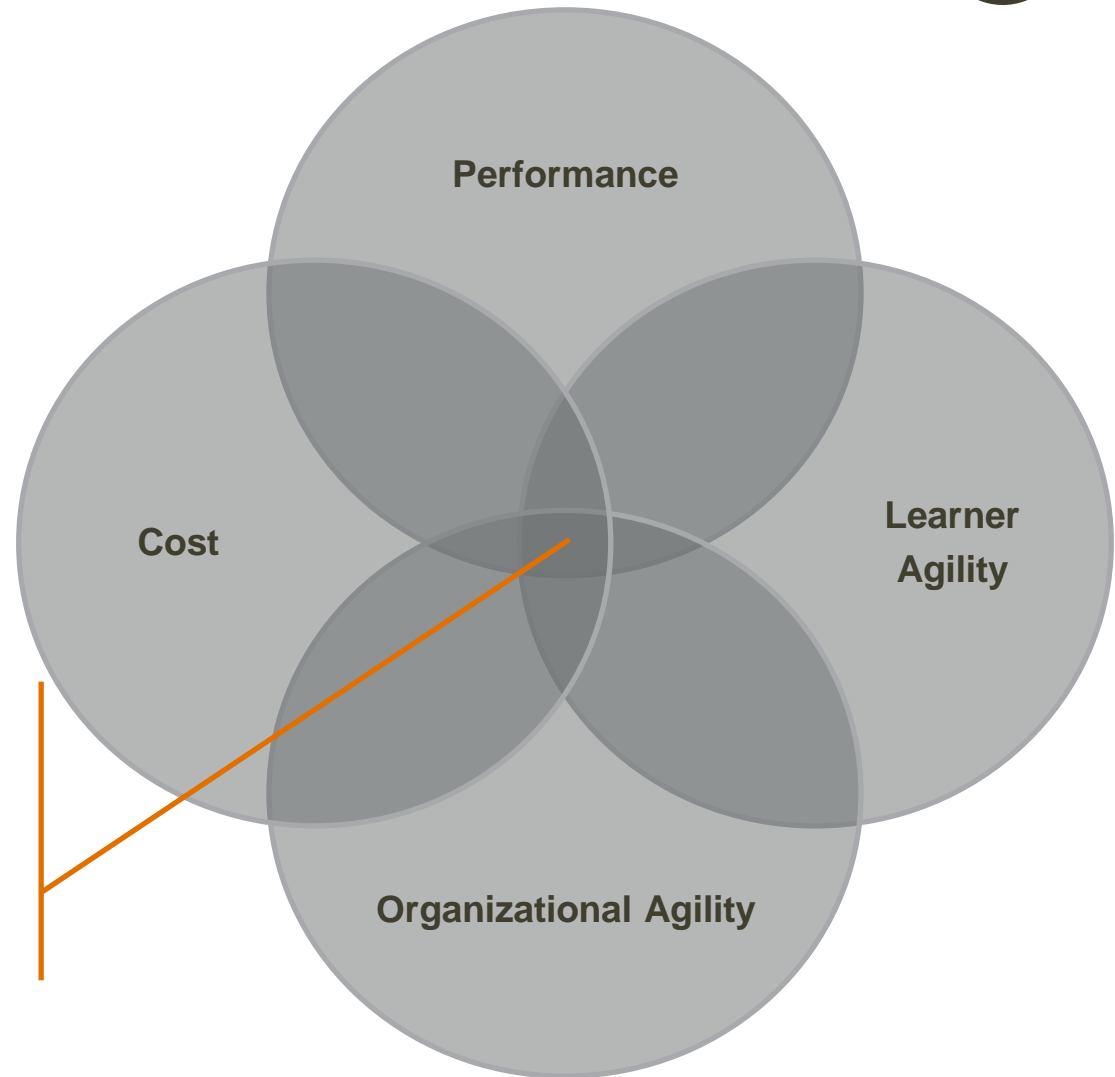
Academic vs. Corporate MOOCs

ACADEMIC MOOC COURSE TOPICS

Modern Psychology

Algorithms

Getting Your Comic Started

Web Application Architectures

Global Disease Control

Etc., Etc., Etc.,

CORPORATE MOOC USE CASES

Onboarding

Sales Enablement

Leadership Development

Strategic Initiatives

Talent Recruiting

Customer & Channel Education

3 How is the corporate MOOC changing the way we learn?

Sample Learning Path

LEARNERS

LEARNING PATH #1: Achieving X	LEARNING PATH #2: Understanding Y	LEARNING PATH #3: Applying X & Y	CREDENTIAL

Discussion With Peers

Mission

Video

Reading Material

Assessment

Reading Material

A web page

Reading Material

Discussion With an Expert

AWARD!
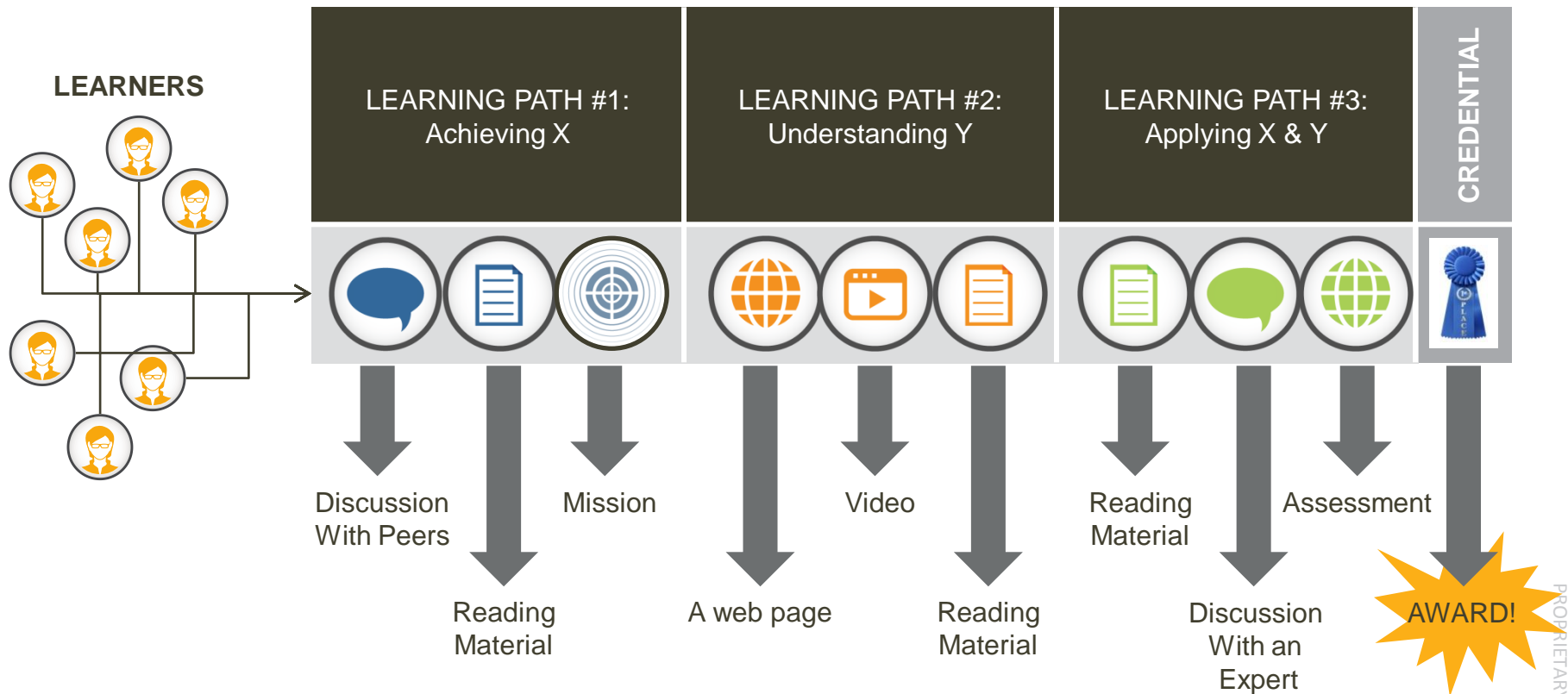
A Next-Gen Blended Learning Model Applied

TOPIC CONTENT	LEARNING ACTIVITIES	ASSESSMENT & PEER REVIEW	COLLABORATION & COMMUNICATION
• Videos • Digital courseware • Web resources	• Discussion questions • Peer group assignments • Scenario-based activities	• Knowledge checks • Online peer reviews • Final assessment	• Discussion forums • Participant profiles • Virtual networking

SAMPLE ELEMENTS

| Welcome Video | Learning Paths | Complete a Mission | Complete online simulation | Peer to Peer Discussion | Online group assignment |

SUPPORTED BY ONE LEARNING PLATFORM
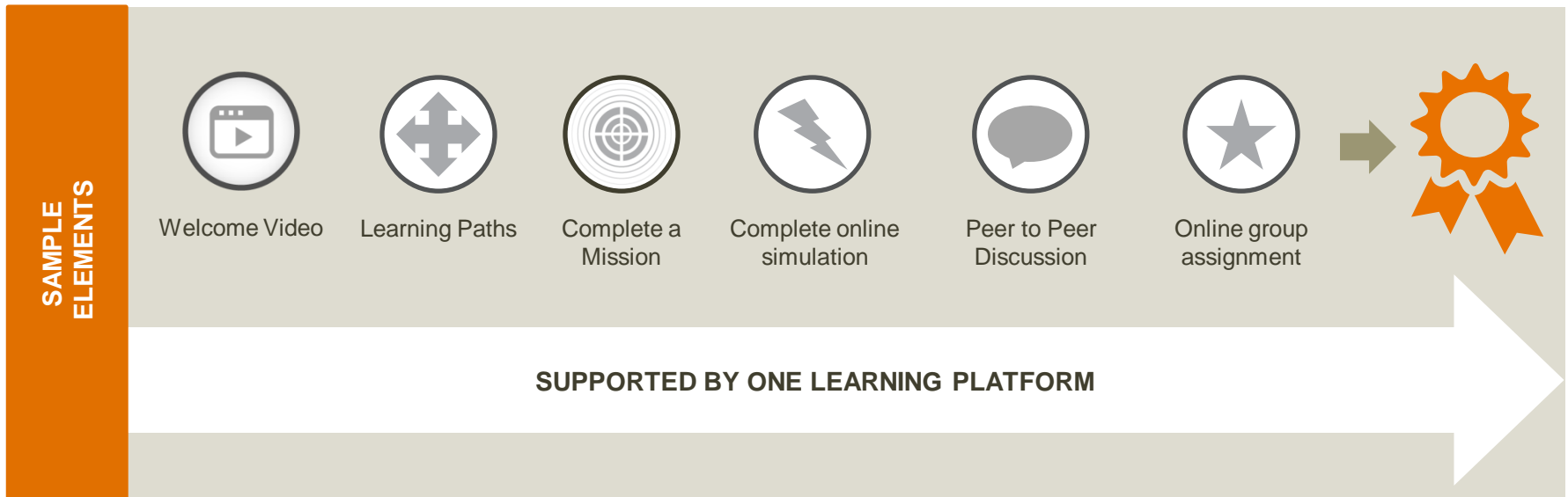
4 What does a corporate MOOC look like?

Let's take a look.

Poll

Which MOOC component would best support your use case?

Answer options (multiple choice):

- Prescriptive Learning Paths

- Just-in-time Reference Library

- Missions

- Badges

- Social Elements like discussions and "liking"

- Dashboards & Reporting

- Assessments

5 How do I get started?

So you want to launch a corporate MOOC…

KEY TAKEAWAYS

1. Clearly identify the business challenge you want to address

2. Assess: Does the MOOC model work for me?

3. Develop a plan (including business case, high level program design, technology, learner support, and marketing)

4. Build relevant short-form content that provides opportunities for practice and application

5. Select technology that provides an integrated learning experience

6. Award badges to recognize learning mastery

7. Prioritize learner success and support services

8. Identify a partner if needed

Resources

Helpful MOOC Blog Articles
http://intrepidlearning.com/blog/category/mooc/

On-Demand Webinar: MOOC Q&A
http://intrepidlearning.com/blog/category/mooc/

T+D Article: MOOCs Come of Age
http://intrepidlearning.com/resources/articles/moocs-come-age/

More Questions?

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Have more questions?

Let us give you a personalized tour and answer all of your MOOC related questions.

INFO@INTREPIDLS.COM

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