

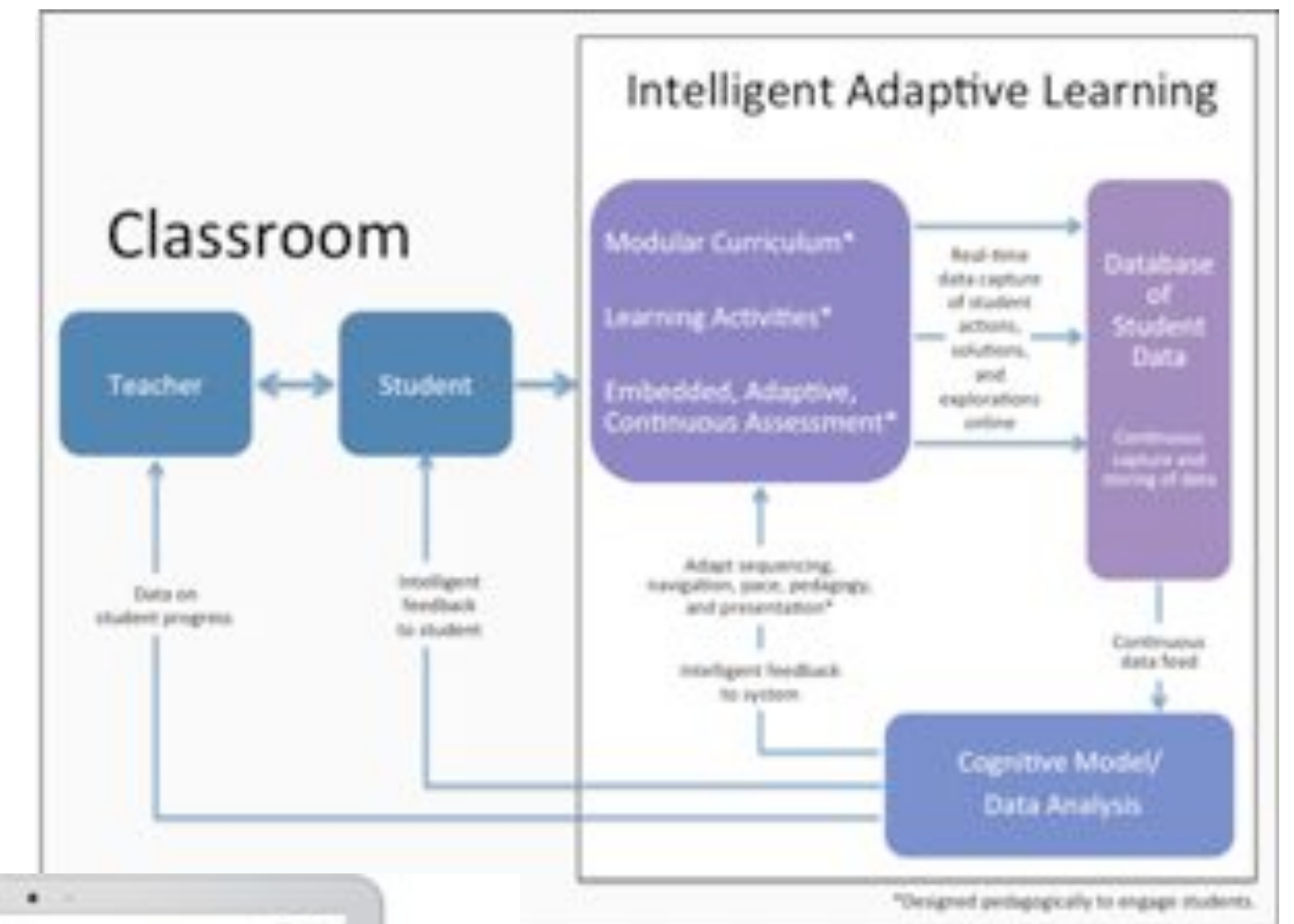
*“I believe that **Walt Disney** was correct when he predicted that **all education would eventually be taught via television**, except that he didn't understand where television itself would be in the future, in terms of on-demand always-on technology.” / **Instructional designer and media team member in a public***





Hidden Benefit #1 – Adaptive Learning Focus

- 40 + providers today of adaptive or personalized learning toolkits
- No clear leader today



Little Did We
Know 😊





Hidden Benefit #2 – Collaboration Technology Advancements

- Pushing the envelope for how you engage without time, place, considerations
- How do you run a good live session with hundreds of people?
- How do you promote engagement or target who needs engagement?



moodle



GoToMeeting®

Microsoft® Lync®

LifeSize®

POLYCOM



CISCO

Vidyo

Google talk

webex

skype

TANDBERG


Kaltura




Hidden Benefit #3 – Big Data

Pushing the MOOC envelope with Learning Analytics

Seminar on the Future of MOOCs and Digital Libraries
Fukuoka, 24 February 2013



Abelardo Pardo (@abelardopardo)
The University of Sydney



Diving into Data
Trends and Patterns from MOOC Analytics

Online Learning Consortium Conference
Orlando, Florida
October, 2014

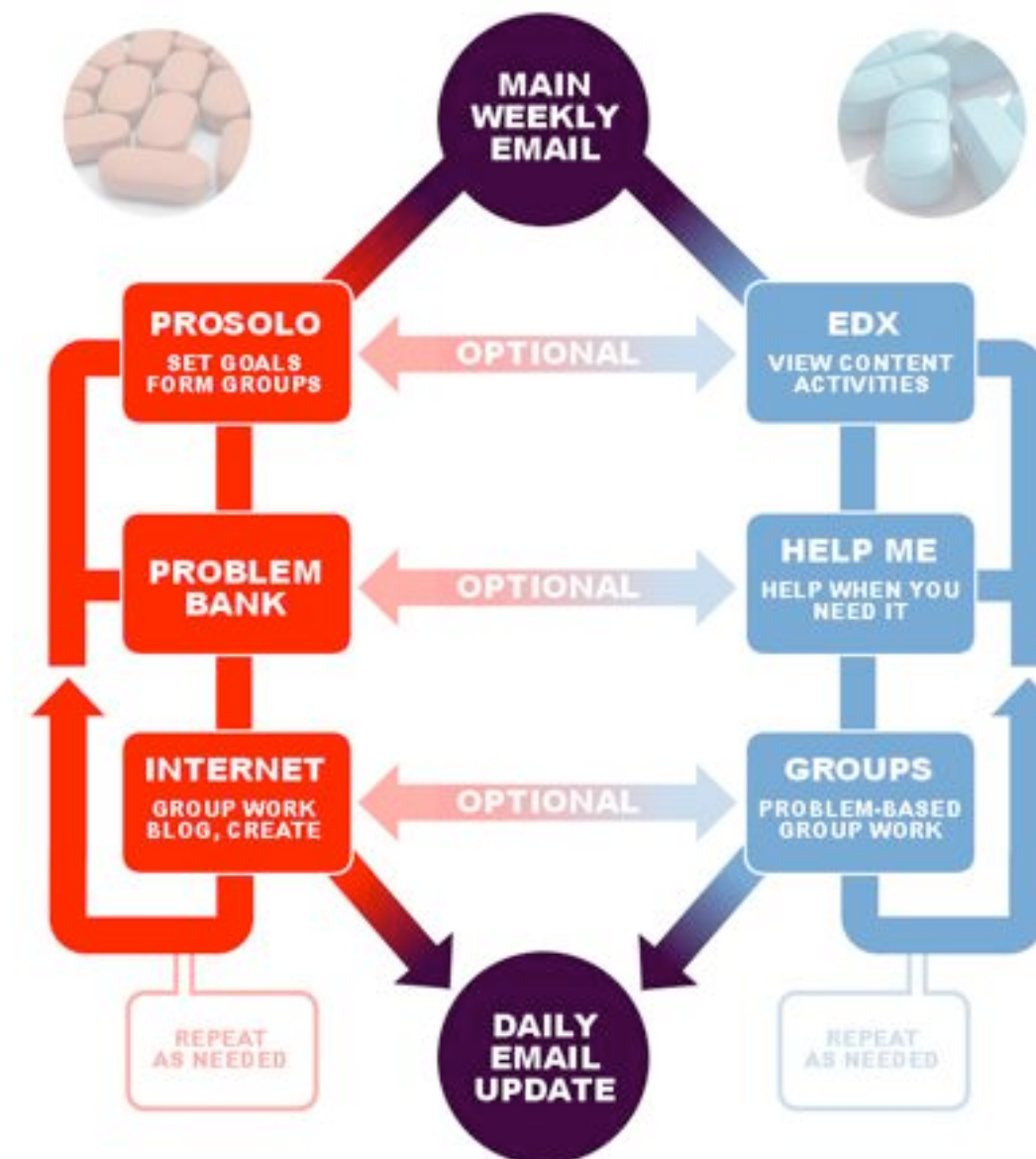
Chery Takkenen, PhD-School of Education
Jan Rosato, MA-Department of Computer Science/Information Systems

The College of St. Scholastica
www.css.edu

oTL Commons Conference - 2014

Stanford | news

Learning analytics at Stanford takes huge leap forward with MOOCs

**Challenge:
What's a good
"purchase"
rate on an
email
marketing
campaign?**



Click Thru Rates

Germany - Quarterly Trend



- Delivery rates are strong
- Open rates increased 9% from Q309
- Click rates rose year over year and quarter over quarter

What do you want the MOOC to drive?



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