Proposal process for MOOCs at KI

The Massive Open Online Course (MOOC) Review Committee at Karolinska Institutet is currently soliciting proposals for courses to be offered on the EdX platform.

Background
KI’s MOOCs are available on the international education platform edX. EdX was founded by Harvard University and MIT in 2012. In 2013 KI joined edX and was the first university in Sweden to offer a MOOC (Massive Open Online Course). To see which courses KI has offered so far visit this page: https://www.edx.org/school/kix

MOOCs on the edX platform consist of video lectures, online assessments and interaction with other course participants. The exact course design and activities differ between the courses, but all material that is needed can be found on edx.org. For faculty interested in submitting a proposal for a MOOC we strongly recommend that you sign up to a MOOC on the edX platform to familiarize yourself with the platform.

The proposal process is divided into two phases
MOOCs at KI will be prioritized and selected using a two-phase evaluation process. The first step is a pre-proposal form and a short 1-2 minute video submission. The MOOC committee will then ask selected authors to submit a full proposal in phase two.

Phase one (10 Jan – 1 Mar 2018)
Step 1 requires you to submit information regarding course description and rationale, experience with online learning, outreach and approvals. It will be evaluated for compatibility to KIs policy and guidelines for MOOCs and the edX platform.

Basic information
- Your Name
- E-mail address
- Who is the course director?
- Who are the faculty co-instructors? Have they agreed to share ownership of material produced for the course?
- What is the affiliated KI department and program (institute, initiative, etc.)?
- What is the proposed title for the course?
- Has the course been discussed with the department prefect?

Course Description and Rationale
Please provide a brief description of the proposed course as well as explaining why you think your course is suitable as a course offering on KI’s edX platform. Describe how teaching this course online will help promote/market other campus programs at KI. What aspects of course subject matter make it of sufficient general interest to attract significant numbers of external participants? Will it attract a substantial body of MOOC participants? Is it a relatively unique offering or will it compete with another MOOC offering?
Proposal process for MOOCs at KI

1. **What are the primary learning objectives and tentative syllabus?**

What major concepts, cluster of concepts or skills should a student have learned by the end of the course?

2. **Is there a relationship to an existing KI course, curriculum, or program?**

Is the online offering being built from scratch, based upon an existing campus-based offering, or is it being developed in tandem with a campus-based experience? How will the materials or instructional approaches be reapplied to benefit KI students on campus either during or after the completion of the course?

3. **Who is/are the primary audiences (online, on campus, and beyond)?**

Internally, is the material usually directed towards undergraduates, graduate students, professionals, etc.? Externally, is there a particular audience, defined by educational/professional goals, geography, etc. that might be particularly interested in this course?

4. **Are there existing materials that might be adapted for use in the course?**

What existing lecture materials; textbooks; assignments; video; interactive exercises; etc. might serve as a foundation for the course? In thinking about this, also consider whether you have ownership/access to use these materials in various digital formats.

5. **What is the anticipated development period and desired launch date?**

The typical online course requires 400-500 hours of instructional design support for development as well as 6-8 hours per week of content expert’s time. Videography work (pre-production, recording, graphics, copyright, post-production, and archiving) can require anywhere from 50 to 1,000 hours of time depending upon the size of the course.

Over what period will you have time to commit to course development, and when do you hope the course might be released online?

6. **Will any data from the course be used in research? If so, how?**

**Compatibility to distance learning via edX**

MOOCs consist of short video segments with embedded assessments. Embedded assessments provide an evaluative basis for the awarding of verified certificates showing that students have achieved the passing grade. Neither instructors nor teaching assistants will be able to manually grade assignments in large scale enrollments in a MOOC.

**What is your experience with using of technology to teach?**

A MOOC is made available through the learning platform edX. Please provide one or more examples of how you have used IT to teach. For example have you published course content on an LMS? Are you familiar with flipped learning methodology? Have you previously used online learning techniques such as embedded videos or web-based discussion forums?
Proposal process for MOOCs at KI

What is the “scope” of your course?

Can you give an approximate breakdown of the scope of the materials required to meet your learning objectives or cover your syllabus? How many hours of lecture or video-delivered content? How many questions or exercises across the combined assessments? What is the format of these assessments?

Describe the suitability of your course curriculum and pedagogy for presentation in video-intensive form

For example, to what degree are you able to segment your content into 6-to-10 minute standalone segments?

Describe course stability and reuse of the MOOC

(i) How stable is the course content? (ii) How often would the content need to be updated? (iii) How often will the course be offered?

Outreach - Pitch your course in digital form

Please summarize your course and why you think the course committee should select your proposal in a one minute video presentation. This does not need to be high tech but should be created by the course leader and filmed in English. We suggest you upload your presentation to Ki Play (unlisted) at play.ki.se. Suggested questions to be covered:

Why do you think your course should represent KI on the common edX-KIx platform?

Why do you think your course will be successful in attracting a broad international audience?

How does your course represent the kind of research and teaching conducted at KI?

Phase two (12 – 26 Mar 2018)

Proposals that are approved in phase one will be developed in phase two with the following information:

1. Detailed course plan which includes:
   - Course description
   - Student learning outcomes
   - Embedded assessments
   - Weekly schedule, readings
   - Sample session script

2. Budget proposal

Authors will work with development staff to estimate the costs for course development (instructional design, videography [production and post-production]), course delivery, course revisions, etc. The budget proposal will require a signature from the department prefect.
Proposal process for MOOCs at KI

3. Teaching demonstration on video

Authors will submit a teaching demonstration on video that can be evaluated for clarity, presence, interest and teaching effectiveness in the MOOC environment.

Proposal review committee (apart from steering committee?)
For a fair and objective decision the review committee consist of people who are familiar with MOOCs but who are not directly affiliated with those who have applied. The Proposal review committee will be composed and decided by US.

Proposal review criteria
The following criteria will be used by the MOOC Review Committee to form final recommendations:

- Teaching effectiveness
- Video performance
- The course fills a niche inside and outside of KI in the ever-growing catalog of available MOOCs
- The course can be used within KIs regular educational programs

Other criteria:

P1 The course leader has demonstrated competence using technology to teach, i.e. prior experience using Ping Pong or other learning management systems.

P1 The course leader has substantive expertise in the course’s proposed subject matter

P1 The course has clearly stated objective and goals that will enhance learning at KI

P1 Elements of the course can be repurposed for use in credit-bearing online and blended instruction

P1 Course creators are in agreement to have equal rights in and to the work

P1 Agrees to market the course nationally and globally through KIs web and edX

P1 There is a plan (and funding) for running the course more than one time on the global edX platform

P1 The course has potential for answering a pedagogical research question.

P1 The schedule for developing the course fits within the timeframe of KI’s plans for MOOCs

P1 Has submitted 1-minute introduction film

P1-P2 The course fills a niche that is not already filled by other courses on edX

P1-P2 Uniqueness of the course or its specific approach to its subject. Uniqueness can consist of:

- Interdisciplinary collaboration in developing and teaching the course
- Involving current KI students in the planning, development or teaching of the course
- Creative use of resources unique to KI
Proposal process for MOOCs at KI

- Contributes to KI’s reputation for teaching and research excellence
- Represents a range of intellectual activity on campus

P1-P2 There is a plan for how the course will be evaluated to ensure that it meets with the quality standards at KI

P1 - P2 (budget) Appropriate approval signature has been obtained from the department prefect.

P2 There is a good working knowledge of the pedagogical possibilities that using the edx platform provides

P2 All course material is available to use in the public domain or owned by the course creators.

P2 The course has the potential to disseminate and information available on medicine and health issues globally

P2 The applicant has outlined any special tools or materials that are required for the course (i.e. animations, special graphics, programming environment, simulators, ebooks, etc)

P2 A plan has been given for the types of assessments that will be used for the course, as well as homework or projects within the course.

P2 The detailed course plan is suited to the flexible learning environment of the edX platform.

P2 The budget proposed will cover all aspects of creating the course including but not limited to course planning, project leadership, production (storyboard, scripts, filming, editing), transcription, publishing, monitoring and feedback during course, evaluation, data collection. The cost of the course must be possible within the awarded amount if no external financing is included in the budget. Existing courses that can be re-purposed for the mooc generally cost less than creating a course from scratch.

P2 The teaching demonstration rated:

- Clarity of instruction (easily understood)
- Presence and interest (comfortable in front of camera)
- Effectiveness in teaching (good structure in content delivered)