Open Nominations and Call for Proposals for Massive Open Online Courses (MOOCs)

In Fall 2014 over 20,500 participants from over 180 countries engaged with WVU faculty through two MOOCs. WVU launched our first Coursera MOOCs in October and November 2014: New World, New Map: GPS for Today’s Music Industry by Darko Velichkovski from the College of Creative Arts and Forensic Accounting Fraud Examination by Richard Riley and Richard Dull in the College of Business and Economics.

Coursera invited West Virginia University to participate in their Massive Open Online Course (MOOCs) platform in the Spring of 2013. MOOCs allow millions of people to access college-level material and to learn from their homes or workplaces through short online programs that incorporate video, content, interactions, and quizzes. Participating universities and current courses can be found at https://www.coursera.org/. Faculty access may be granted by contacting David.Murphy@mail.wvu.edu.

WVU is announcing an Open Call for Proposals and/or nominations for future MOOCs.

WVU's Approach

MOOC offerings must contribute to the advancement of WVU’s strategic goals http://strategicplan.wvu.edu/ and/or Mountains of Excellence http://research.wvu.edu/about. Specific goals include increasing on-campus applications and enrollments; increasing visibility of WVU’s research strengths; promoting WVUOnline offerings; engaging alums and WVU global community; utilizing promising new pedagogies; and advancing WVU’s mission to new audiences. Collaboration with other universities is welcomed.

Because the implementation of MOOCs is evolving we encourage consideration of one or two general education MOOC courses that may be embedded within a credit bearing section and offered to tuition-paying students. The students will interact with faculty online or in periodic face-to-face meetings; complete appropriate assignments; and be assessed by WVU faculty.

The Call for Proposals process:

a) Faculty interested in presenting a MOOC should go to www.tlcommons.wvu.edu, click Request Assistance and complete the form. AI staff will schedule an appointment.

b) Submission of the proposal will requires a brief topical overview along with defined College support and a short video (Please see linked rubric). Those who submit proposals are encouraged to consider providing an optional appropriate credit or assessment for students who wish to earn a certificate in that knowledge domain. Coursera offers a signature track which allows students to sign for a validated certificate.

c) The proposals must be submitted to Coursera for final approval. The full proposal will include a complete syllabus, video and timeframe.

Selecting MOOCs

The selection process will consist of two phases. The MOOC Committee will review proposals and submit the recommendation(s) to Coursera for final review.
Courses will be selected on the basis of the following criteria (see rubric):

- Contribution to one or more of WVU’s strategic goals as noted above. Specific College goals may also be considered with documentation;
  - Evidence that the College/faculty can commit to course successfully. Creating and running a successful MOOC requires a significant commitment of time and resources. Course activities must be designed such that tens of thousands of students can simultaneously use them;
- Measurable learning outcomes: MOOCs must have clear learning outcomes and corresponding assessments that monitor student achievement of the learning outcomes;
- Instructor possesses effective video presence, clear elocution, and ability to engage students; and
  - Potential to contribute knowledge about online learning and pedagogy.

Proposals must include:

- Course Title;
- Course description (1 page maximum): including target audience, prerequisite knowledge, learning outcomes, and whether you would prepare a learning assessment for those who want academic credit or continuing education units;
- Relevance to strategic MOOC goals;
- Instructor’s qualifications: briefly explain background, online teaching and course development experience, if any, and the experience and ideas which would make the proposed MOOC outstanding;
- A 1-3 minute video that introduces the course. The audience for this video would be prospective audiences. The video should demonstrate your ability to communicate well on video. High production values are not necessary, (Note: Academic Innovation’s Teaching and Learning Commons will provide assistance for those interested in preparing pre-proposals).
- Preliminary budget estimate and source of funds;
- An evaluation from your department head or the associate dean or director of academic affairs. The department head or director must comment on the proposed budget and support as well as on the merit of the proposed course.

Please note that courses should be designed to run for approximately 4-8 weeks.

Interested in MOOCs, but not the formal Coursera process?

WVU’s Academic Innovation can provide guidelines and coaching for “mini-MOOC” preparation. The unit will advise on available platforms, technologies, appropriate preparation and best practices needed to create a MOOC, but does not have capacity to provide video editing and MOOC support outside of Coursera projects.

Want to use a Coursera MOOC with your WVU course?

Faculty are encouraged to visit the course catalog at Coursera.org to review the list of available courses. If you would like to preview a course, please send your Coursera username to Sue.day-perroots@mail.wvu.edu along with the course titles to be previewed.