

UW-Madison's Invitation to Partner with EdX

UW-Madison has been extended an invitation to partner with edX. Founded by Harvard University and MIT in 2012, edX is an online learning destination and MOOC (massively online open course) provider, offering high-quality courses, certificates and degrees from the world's best universities and institutions to learners everywhere. With more than 130 global partners and 20+ million learners, edX university partners top the QS World University Rankings, with its founders receiving the top honors.

edX is governed by colleges and universities and is the only leading MOOC provider that is both nonprofit and open source. Its mission aligns with both the Wisconsin Idea and UW-Madison's Guidelines for Online Learning:

- Increase access to high-quality education for everyone, everywhere
- Enhance teaching and learning on campus and online
- Advance teaching and learning through research

As online learning and credentialing become the new norm, DCS seeks additional channels that expand the use of alternative credentials and pathways into UW-Madison. New audiences that could be attracted through edX include learners across their lifelong academic journey:

1. Future College Graduates
 - a. Prospective students (high school and adult) that desire prerequisite coursework for admission.
 - b. Bachelor's degree holders looking to return to graduate school use online courses to fit preparatory work into their busy life and test if graduate school is right for them.
 - c. International students use online non-credit courses to prepare for US-based programs.
2. Lifelong Adult Learners
 - a. Alternative credentials support affordable lifelong learning for adults looking to acquire new skills or change careers.
 - b. Corporations often turn to online self-paced learning, earned through badges and certificates, to meet their employee training needs.

Alignment with UW-Madison Mission and Need

The edX consortium also supports UW-Madison's mission of offering innovative academic programs and other lifelong learning experiences to extend the Wisconsin Idea. By 2020, 62 percent of jobs in Wisconsin will require a postsecondary credential (Institute for Research on Higher Education, 2016), but only 15.2% of Wisconsin residents enroll in college. Whether due to lack of resources, time, preparation or childcare, most adult learners and non-traditional students need broader open access to education. edX provides an additional delivery method toward this goal, allowing us to:

- Build new international and industry revenue channels for microcredentials

- Create a pipeline of highly qualified leads for online programs
- Expand our marketing to new audiences while simultaneously marketing UW as a one-stop institution for the world's lifelong learning needs

Examples of courses and programs interested in using the edX platform include:

1. The Center for Healthy Minds: As a part of the LOKA initiative, CHM is currently building online content with a plan to offer non-credit certificates for a large global audience.
2. The Department of Geography: The Department's successful *Geographic Information Systems* (GIS) program is interested in edX as an alternative prerequisite path and lead generator for their existing online M.S. degree.
3. Farm and Industry Short Course (CALS): In researching ways to reach a broader international community and industry partners, FISC is looking for an online non-credit platform to teach Spanish for Agriculture programs.
4. The College of Engineering: Working together with the School of Human Ecology, Business, the iSchool and the Art Department, faculty supporting a new M.S. in Design + Innovation see edX courses in Design Thinking as a marketing tool for their new accelerated campus program.
5. The School of Pharmacy: Pharmacy's Division of Pharmacy Professional Development offers a range of professional continuing education certificates, but require support from an international online platform to extend their reach across the industry.
6. The Global Health Institute: After investing in the development of online courses, the GHI would like to repurpose this content into non-credit global MOOC courses to further their mission of advancing equitable and sustainable health initiatives.
7. The Division of Continuing Studies: edX can expand the reach of multiple professional certificates (Substance Abuse Counseling, Professional Coaching) with its broader national and international audience.
8. The School of Education: With multiple professional master's and continuing education programs, the School of Education sees edX as a path to offer content to the broader education community and drive awareness of its credit programs.

DCS would use the data collected from these initial use cases to prioritize developments for its entire online professional master's portfolio and non-credit certificate offerings, as well as work with Schools and Colleges to promote their expertise and programming.