

## UW-Madison / Coursera Partnership

UW-Madison participated in the Massively Open Online Course (MOOC) learning platform Coursera from 2013-2015, offering 10 courses that served thousands of learners. Each course provided high value content in a media rich environment, developed by faculty with support from the Division of Continuing Studies and DoIT Academic Technologies.

Course enrollments ranged from 5,000 – 42,500 learners, with 2-3% of students completing the course assessments to earn a certificate.

	Phase 1	Phase 2
Goal	Test the MOOC platform: Can we build meaningful learning experiences and develop engaging online content <b>at scale</b> ?	Expand the MOOC platform: Can we develop experiences meaningful to target <b>local</b> audiences and engage those audiences in other ways afterward?
Timeline	2013-14	2014-15
No. Courses	4	6
No. Enrollees	18,500 – 42,500 across global audience	3,000 – 5,000 across targeted audience

### Key Results from Phase II

- 38-75% of registrants were active course participants.
- 67-90% of participants felt the UW-Madison MOOC was an excellent learning experience.
- 43% of students felt a stronger connection to UW-Madison after participating in a MOOC highlighting UW-Madison’s expertise and local partnerships.

### Learner Insights

- Learners sought content that aligned with focused career goals more than general interest goals.
- Students expressed a willingness to pay if the MOOC could be a pathway to a credential or degree.

### Lessons Learned

UW-Madison left Coursera contractually in 2015 when changes to Coursera’s for-profit model and intellectual property policies no longer aligned with our mission and values. Through our participation, we gained valuable insights on how to market MOOC courses (digital, print, partnerships, alumni, social), how to create engaging learner content (short modules, stories, media-rich, face-to-face meet ups), and how MOOCs provide value to a student (connection to careers and credentials).