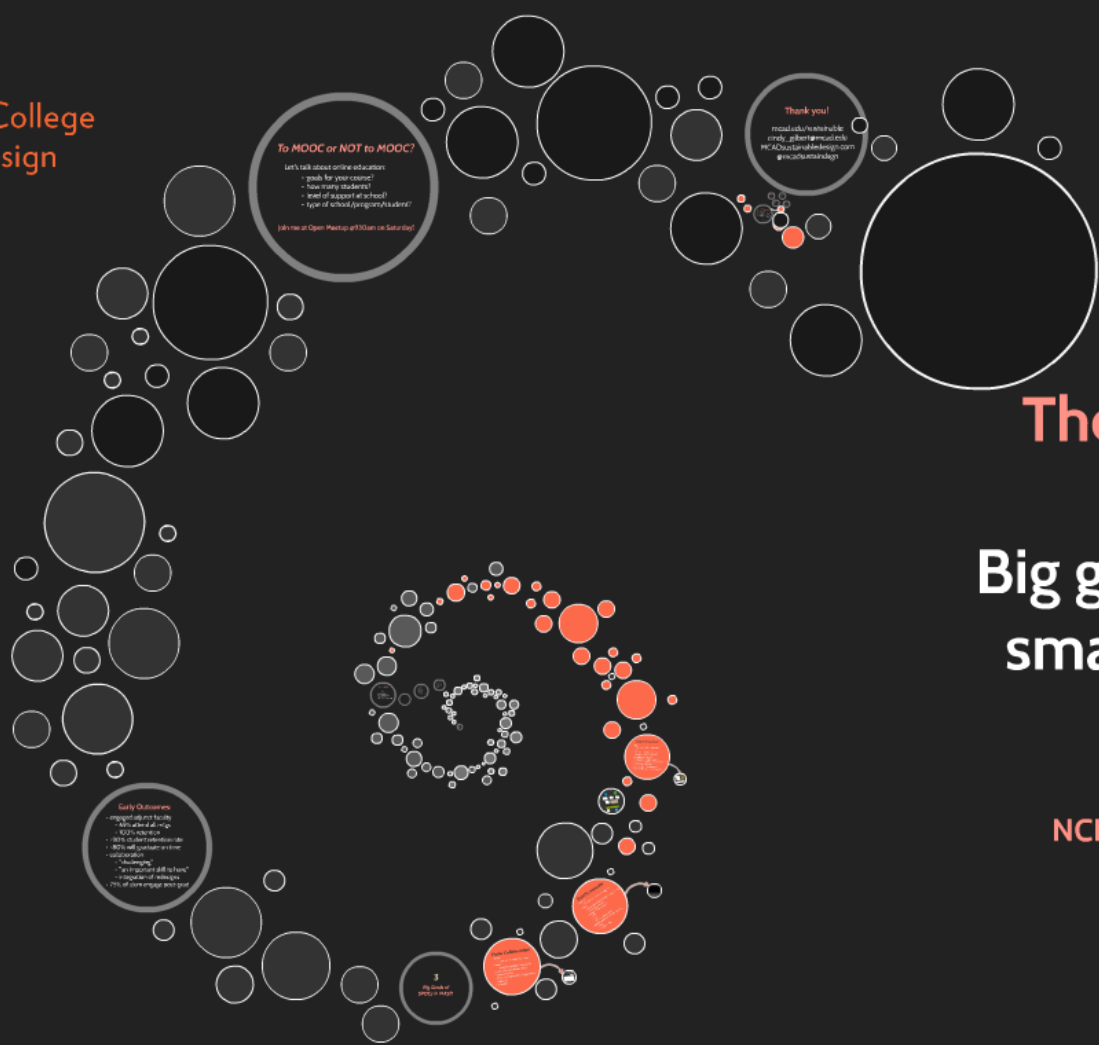# The Benefits of the Anti-MOOC:
Big goals achieved in small online classes

Cindy Gilbert, Director
Sustainable Design Program
NCIIA Open Conference, March 2014

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To MOOC or NOT to MOOC?

Let's talk about online education:
- goals for your course?
- how many students?
- level of support at school?
- type of school/program/student?

Join me at Open Meetup @1:00 pm on Saturday!

Thank you!

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Early Outcomes

Online Education

- first OL classes 1990's (SPOC > MOOC)
- 34% students: 1 OL course
- 90% leaders: all students OL in 5 yrs
- 80% leaders: OL is superior/same as F2F
- 69% leaders: students more disciplined
- 41% leaders: retaining OL students harder

2014 Babson Survey Research Group

MOOCs

- coined in 2008
- massive open online course
  - FREE
  - unlimited participation
  - open public access
  - not tied to degree (yet!)
- lots of kinds of MOOCs
- Coursera, edX, Udacity

MOOC Facts

- 2012 dubbed "year of the MOOC" (Times)
- 3% of schools offer them now
- 9% have future plans
- 53% undecided

2014 Babson Survey Research Group

Who offers MOOCs?

- big PhD/research
- >15,000 students

2014 Babson Survey Research Group

Why MOOC?

- 27% increase visibility of school
- 20% drive student recruitment

2014 Babson Survey Research Group

Do MOOCs meet objectives?

66% leaders say, "it's too early to tell."

@MCAD

- >125 yr old
- traditional A+D institution
- motto = "students first"
- <1000 students
- ~700 BFA
- ~200 online
- 2 graduate programs (MA + MFA)

Online @MCAD

- since 1996
- leading way A+D
- 450 courses offered
- ~35 courses/yr
- first SDO course in 2004

MA *in SD*

- 2 yr + 100% online
- max 16 students/year
- multidisciplinary
- global reach
- course-based with thesis
- only adjunct faculty

MASD emphasis

- theory + practice + leadership
- whole systems thinking
- innovation + entrepreneurship
- collaboration
- LCA + product design
- biomimicry

3

Big Goals of SPOCs in MASD

Foster Collaboration

- Why?
  - can't solve challenges solo
- How?
  - excellent collaborative work
- intro skills + examples early
- lots of practice
- increase expectations (suggested >> required)
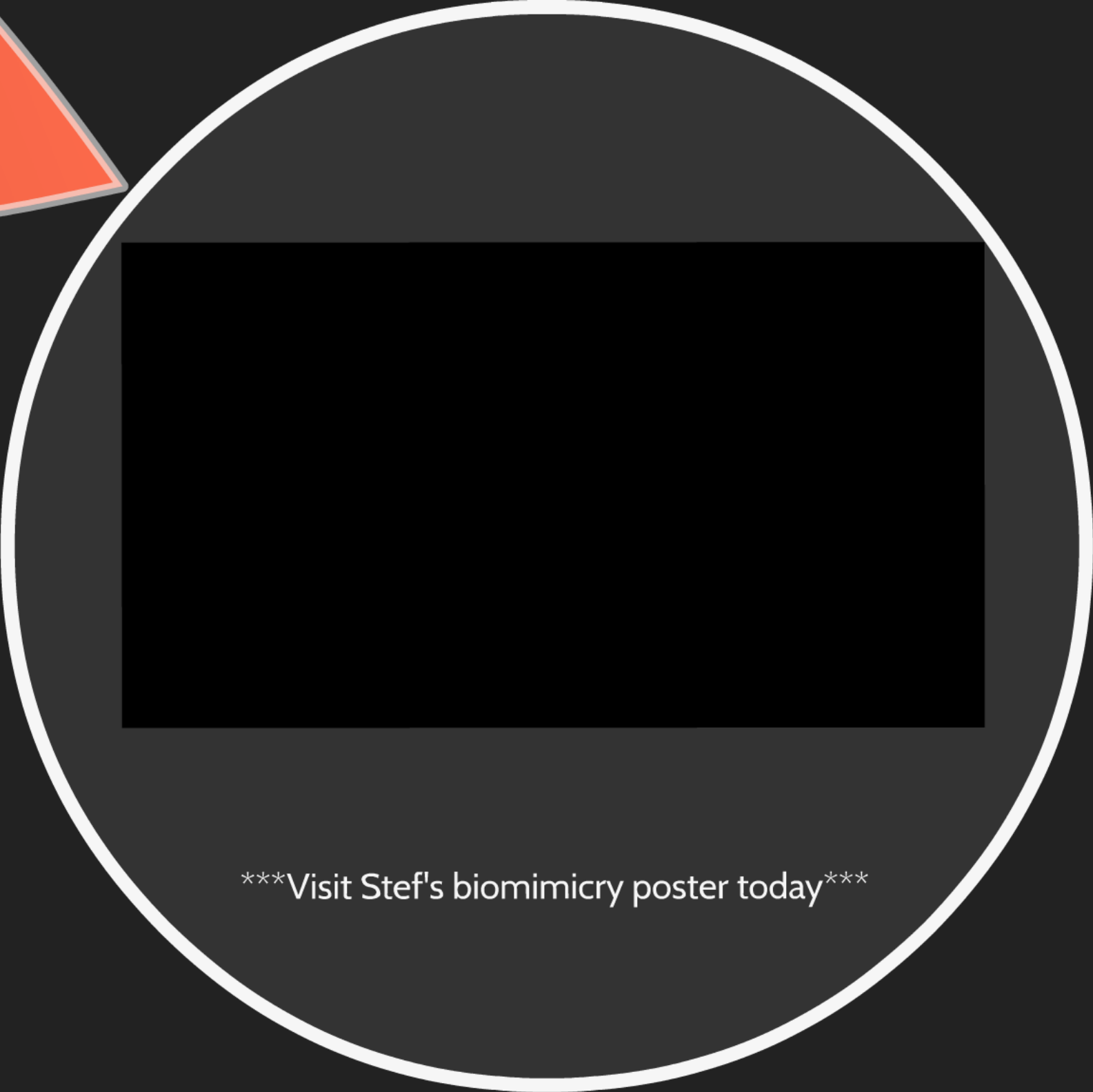- model it

Green Redesigns by Virtual Teams at MCAD

Posted by Jeremy Faludi | 28 Jan 2014 | Comments (0)

check out Core77.com for articles about Collaborative Product Design course

Build Community

- Why?
  - lonely career + need support
- How?
  - improve student/alum engagement
  - faculty retention
- cultivate relationships
  - P2P
  - S2I
  - I2I – monthly mtgs
- provide outlets for IXN + sharing
  - blog
  - social media

Visit Stef's biomimicry poster today

Make it Personalized

- Why?
  - Improve student experience
- How?
  - Increase student retention
  - improve completion time
- 16 students/cohort (year)
- interviews to establish good fit
- opps to bring own work into every course
- promote work on blog
- student-driven thesis project
- student-driven practicum projects

Forbes.com

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The Future By Design

Tesla Roadsters To Cosmetics: Eco-Chic Design

Forbes Staff, 06.30.10, 09:00 AM EDT

Design blogger Elke Erschfeld on the leading lights in sustainable yet beautiful design.

Eco-design blogger Elke Erschfeld hails from Germany but has spent most of her career in New York City, spreading, as she says, "the German stereotype of being efficient, precise and caring about the environment." She defines her blog, Eco-chic Design, as a guide to "everything green and gorgeous--a modern take on eco-chic." Erschfeld also works as a freelance creative director and art director for various ad agencies in New York. Forbes asked her the same questions we've been asking designers as part of a special report, The Future By Design.

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organic spa MAGAZINE

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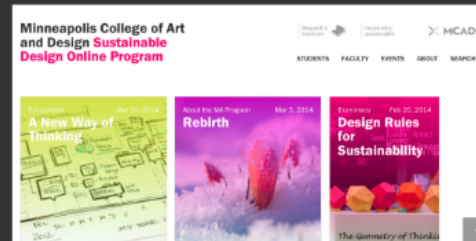
ECOCHICDESIGN

YOUR GUIDE TO EVERYTHING GREEN & GORGEOUS

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***Visit Elke's blog: eco-chic-design.com

TOOLS:

Early Outcomes:

- engaged adjunct faculty
  - 65% attend all mtgs
  - 100% retention
- >90% student retention rate
- >80% will graduate on time
- collaboration:
  - "challenging"
  - "an important skill to have"
  - integration of redesigns
- 75% of alum engage post-grad

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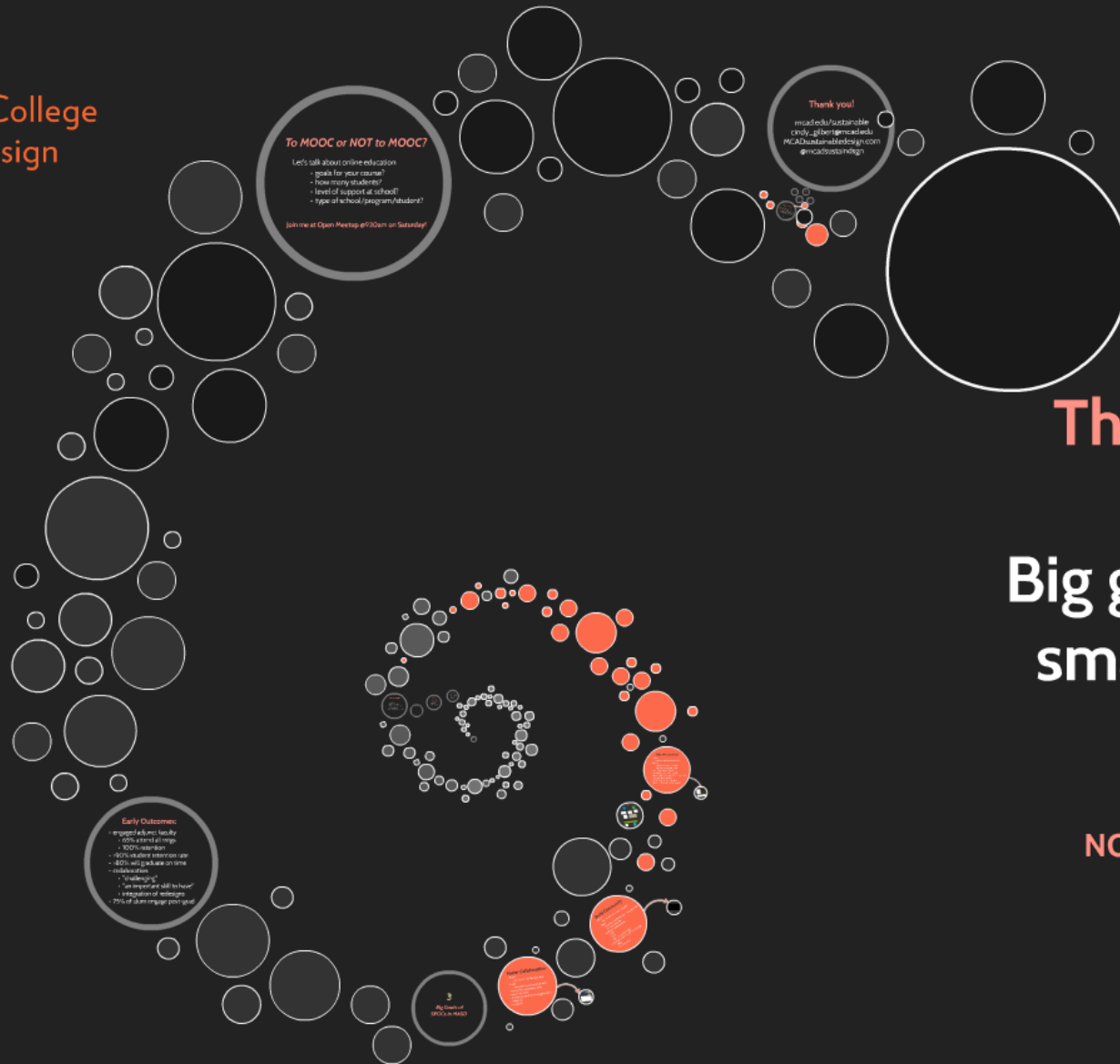Minneapolis College
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