

Appendix A

Understanding your MOOC-i-vation

The six case studies focus upon the strategic imperative, or motivation, for universities to engage with MOOCs. We have focused upon the distinctive characteristics of that imperative to describe each case study.

It is useful to think about the strategic perspective that your institution has on MOOCs before you design your strategy.

The six perspectives included are:

1. the old hands

Characteristics:

- You take an institution-wide approach to online and distance learning
- You have experience of running fee-charged online courses

2. the opportunists

Characteristics:

- universities that have spotted the potential to use MOOCs to gain specific strategic advantage for their institution, without necessarily making long-term commitment to them

3. the confident entrepreneurs

- those who are investing heavily in MOOCs and leading the way in shaping the MOOC-scape

4. the institutional innovators—those who are investing in MOOCs as part of a holistic strategy for institutional innovation

5. the cautious

- those who are dipping their toe in the water but not willing to take risk or invest heavily;

6. the old guard

- the elite institutions that are circumspect about investment in any innovation, including MOOCs.