OPENedX 2018

OPEN EDX

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edX CEO

MONTREAL, QUEBEC, CANADA

Reach of the edX Platform

16M
Global learners

2000
Courses

130+
Global partners

60M
Course enrollments

25,000
Credit-Eligible Learners

Reach of the edX Platform: 2018 Snapshot

45+ **MicroMasters** Programs

10+ New **Industry + Academic** Programs

60+ **Professional Certificate** Programs

Reach of the Open edX Platform

18,000
Courses

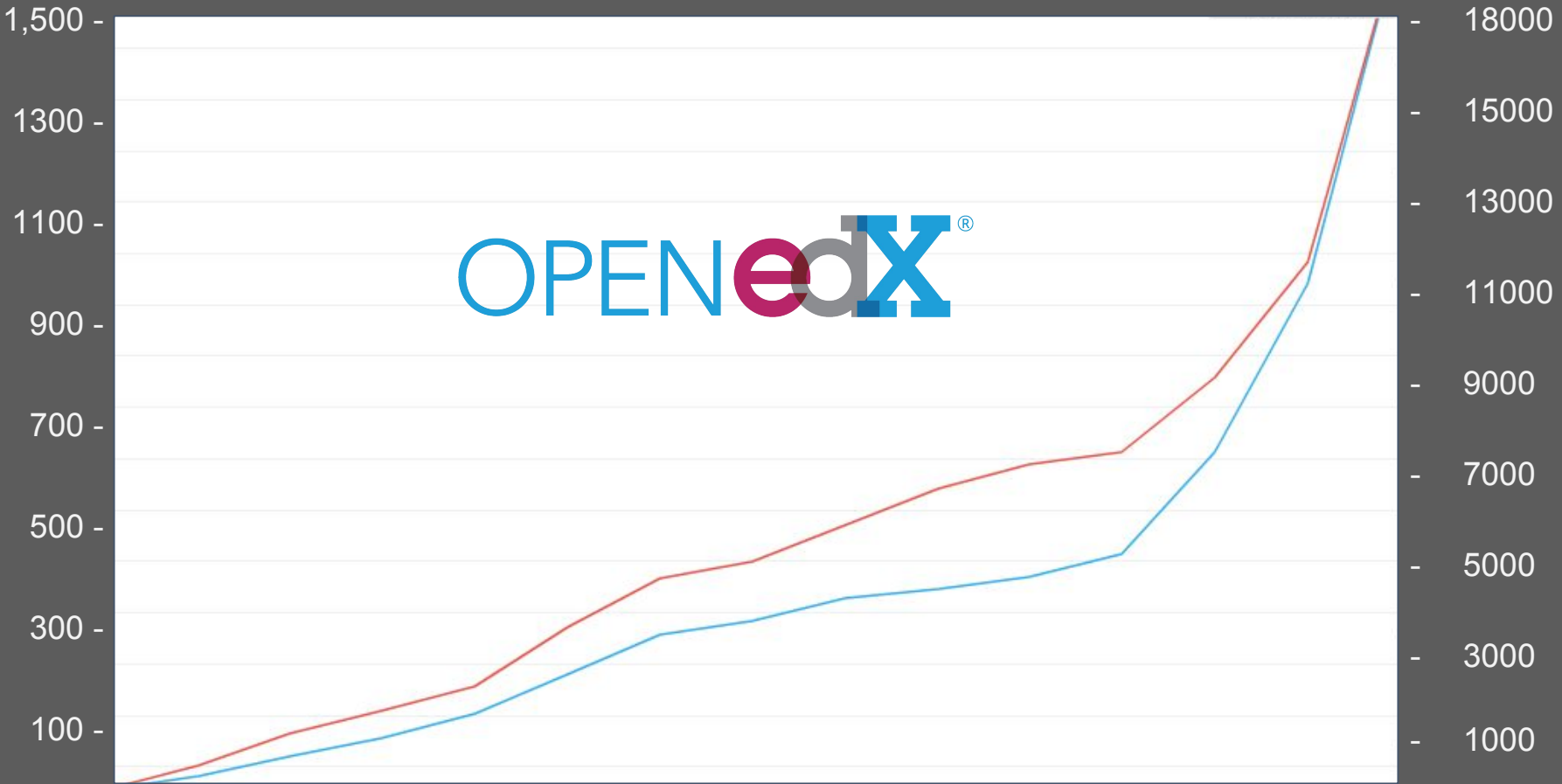1,500+
Instances

64
Countries

34
Languages

35M+
Learners

OPENedX®

Reimagine Education Goals for 2022

1
EDUCATION
ACCESS

2
QUALITY
EDUCATION

3
LIFELONG
EDUCATION

4
OMNICHANNEL
EDUCATION

5
MODULAR
EDUCATION

1

EXPAND
EDUCATION ACCESS

Goal 1:
EDUCATION ACCESS

Expand access to education on a truly global scale

What have we done so far?

- MOOC movement
- Mobile platform
- Multi-Language support
- Open source

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Goal 1:
EDUCATION ACCESS

Expand access to education
on a truly global scale

What must we challenge ourselves to do next?

- Triple our global reach to 100M, continue Open edX commitment, support national platforms
- Further internationalization and launch more language platforms
- Ensure diverse offerings and new credentials at the Bachelor's and Master's levels in more in-demand fields

Goal 2

2

INCREASE QUALITY AND
ENGAGEMENT OF EDUCATION

Goal 2:
QUALITY EDUCATION

Set the bar on high-quality and engaging education

What have we done so far?

- Credit grade platform
- Cognitive science learning basis - active learning, spaced repetition
- Cohorts
- Analytics and research, RDX research data exchange

Goal 2:
QUALITY EDUCATION

Set the bar on high-quality and engaging education

What must we challenge ourselves to do next?

- Leverage fully the power of digital technology for learning
  - AI powered personalized learning (e.g., HarvardX Super-Earths, Quant Methods courses)
  - Leverage the engagement of VR and AR
  - Harness the power of networks, e.g., crowd sourced hinting
- Unleash the power of cognitive science, e.g. retrieval learning
- Deploy deep analytics for learner engagement and platform stickiness
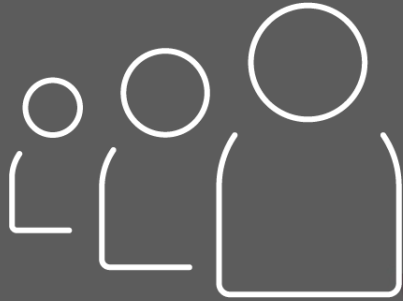
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ESTABLISH
LIFELONG LEARNING

Goal 3:
LIFELONG EDUCATION

Establish lifelong learning for all

What have we done so far?

- Credentials for lifelong learning
- Corporate endorsements and corporate interview commitments
- Career pathways
- LinkedIn and social sharing of certificates

Establish lifelong learning for all

What must we challenge ourselves to do next?

- Create a true community of learners on a sticky platform that learn continuously over a period of at least 5 years, develop a portfolio of credentials, and demonstrate their achievements
- Establish valued, relevant credentials for lifelong learning
- Partner with companies for interviews, employment, upskilling, and content

Goal 4

4
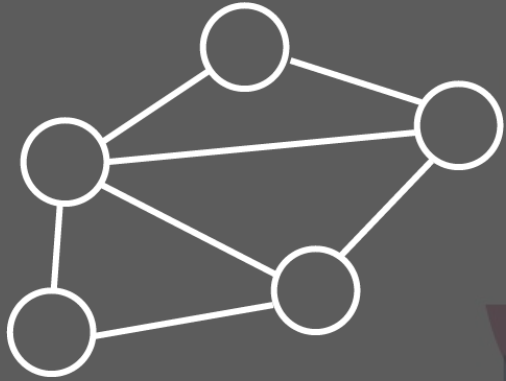
CHAMPION
OMNICHANNEL EDUCATION

Goal 4:
CHAMPION OMNICHANNEL

EDUCATION

Transform the delivery of education through an omnichannel approach

What have we done so far?

- Pioneered Online before Campus OBC (e.g., ASU/edX GFA, MicroMasters)
- Fostered Online during Campus ODC (e.g., ITU Pakistan, GTech CS1 Python)
- Developed Online after Campus OAC (e.g., Professional Certificate programs)

Goal 4:
CHAMPION OMNICHANNEL EDUCATION

Transform the delivery of education through an omnichannel approach

What must we challenge ourselves to do next?

- OBC - Accelerate 1 year of Bachelor's degree with online credit
- ODC - Offer 20% of undergrad education to campus students fully online
- OAC - Offer both fully online and campus degrees and microcredentials at the Master's level

Goal 5

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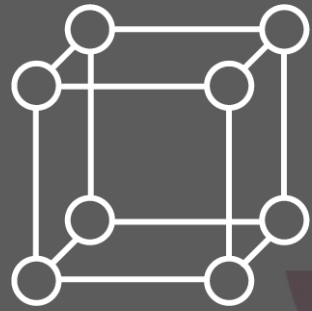
MODULAR EDUCATION

Goal 5:
MODULAR EDUCATION

Build a fully modular model for education

What have we done so far?

- MicroMasters programs and unbundling of degrees
- Multi-university credit exchanges, multi-institution content sharing
- Mentoring services and other unbundled services

Goal 5:
MODULAR EDUCATION

Build a fully modular model for education

What must we challenge ourselves to do next?

- Create mezzanine credentials for Bachelor's and Master's degrees and unbundle degrees; employers and governments accept new modular credentials for jobs and financial aid just like degrees
- Create a universal credit exchange; accept 25% of credit from external institutions
- Create best-in-class partnerships with other universities, NGOs or companies for modular education components; e.g., career support, content, tutoring

Q + A