Welcome to
Open edX 2018

Thank You, Sponsors!
Open Source and the Open edX Platform
The Market Opportunity
Open edX Product Update
Community Update

John Mark Walker

Community Lead, Open edX

johnmark@edx.org
twitter @johnmark

Social media and Slack

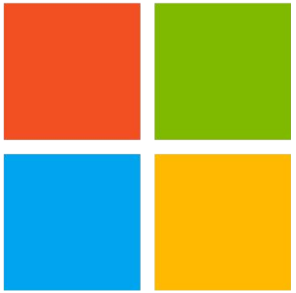
Twitter: Conference Hashtag: **#OpenedX2018**

Slack Chat: Join @ **bit.ly/openedx-slack**

Conference Slack Room - **#openedx2018**

Create subrooms - #openedx2018-* (-dinner, -aws, etc)

Reception Sponsor



Microsoft

microsoft.com/learning

Lunch Sponsor

Proversity

www.proversity.org

Keystone Sponsor

appsembler

appsembler.com

Keystone Sponsor

RACCOON GANG

raccoongang.com

Keystone Sponsor

OpenCraft

opencraft.com

Keystone Sponsor

e-education.cn

Premier Sponsors

arbisoft

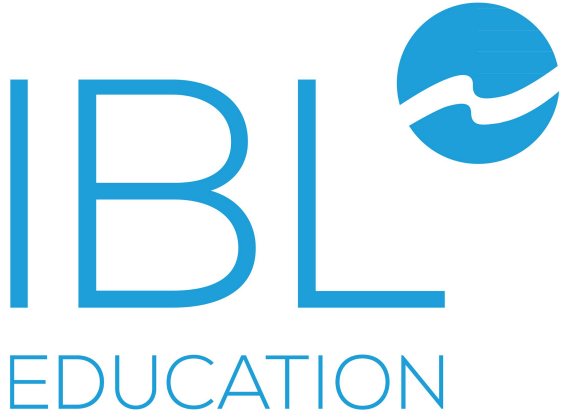
arbisoft.com

drcsystems.com

ERPsimLab
HEC MONTRÉAL

erpsim.hec.ca

Contributing Sponsors



Media Sponsor

Class-central.com

Visit our sponsors!

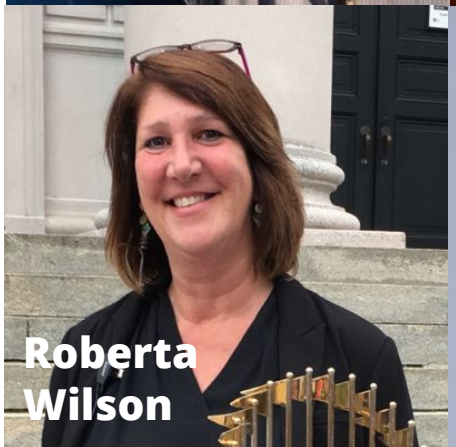
Thanks to Our Hosts

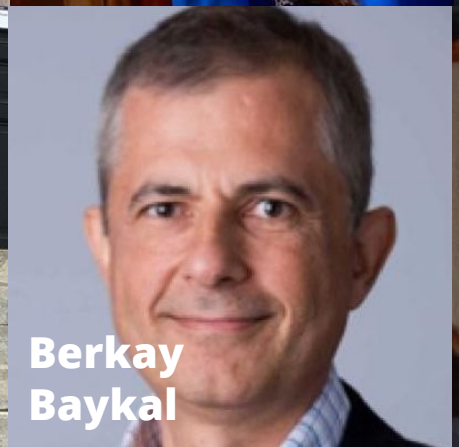
edX Attendees

Leadership	Anant Agarwal	Adam Medros	Mark Haseltine	Ed Zarecor	
B2C: Learners, Educators	Scott Dunn	Zach Rockwell	Bill DeRusha	Tyler Hallada	Dennis Jen	A.J. St.Aubin
B2B: Enterprises, White Label	Steve Magoun	Bill Filler	George Babey	Brittney Exline		
Core: Operators	Feanil Patel	Joseph Mulloy	John Eskew	Jeremy Bowman		
Architecture: Developers	Nimisha Asthagiri	Dave Ormsbee	Ari Rizzitano	Doug Hall	Robert Raposa	
Product Management	Marco Morales	Greg Sham	Jennifer Shin	Olga Stroilova		
Data Science	Nick Ettlinger					
Educational Services	Clayton Hainsworth	Ben Piscopo	Audra Longert	Jennifer Akana		
Accessibility	Jeff Witt					

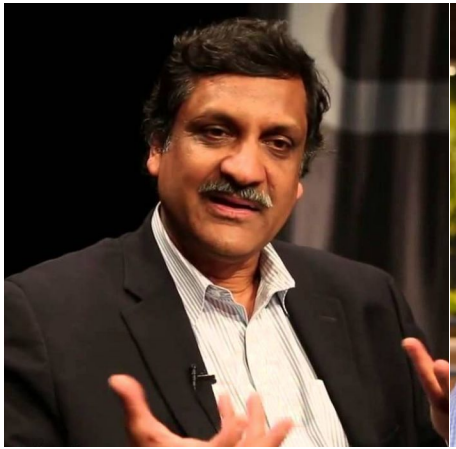
Special Thanks to the Open edX Team

POWERED BY
OPENedX®





Meet edX: **Leadership**



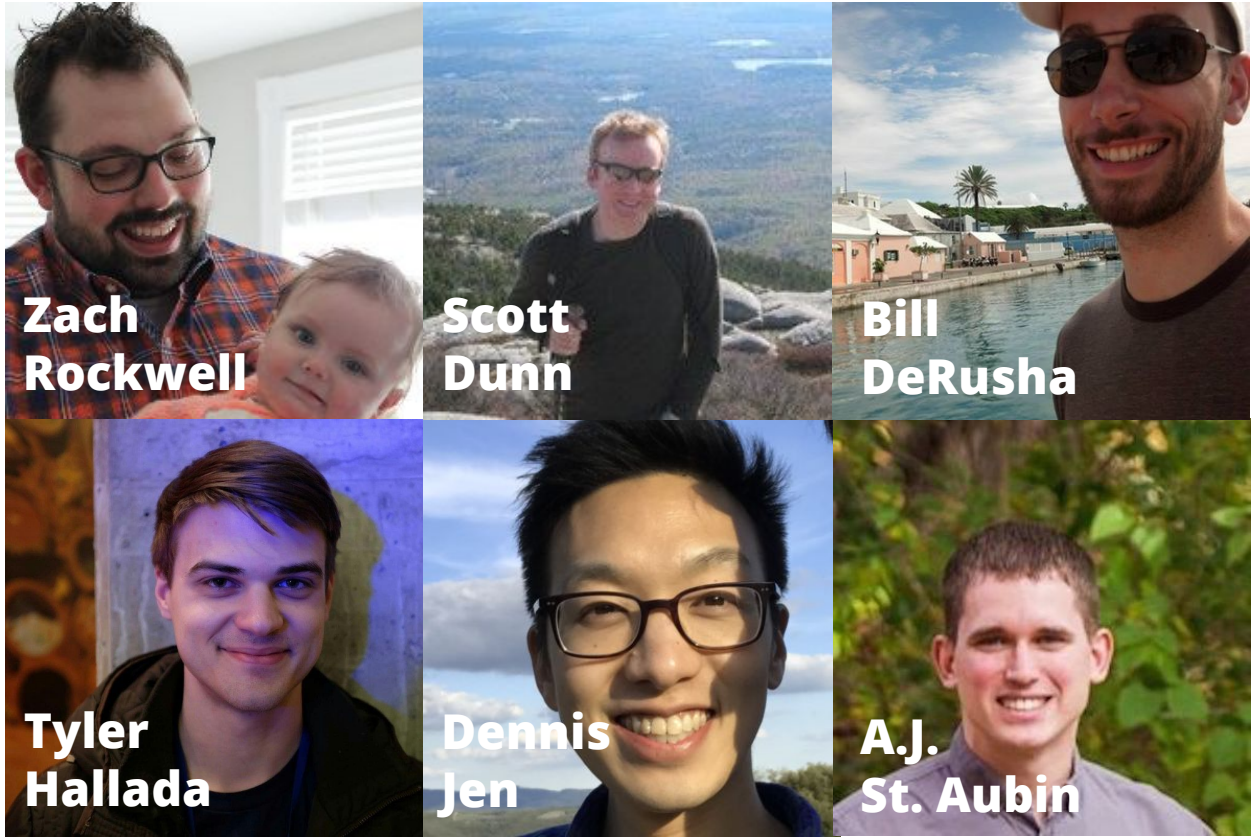
Anant Agarwal

Adam Medros

Mark Haseltine

Ed Zarecor

Meet edX: **B2C** - Learners & Educators



Meet edX: **B2B** - Enterprise & White Label

Steve Magoun

Bill Filler

George Babey

Brittney Exline

Meet edX: **Core** - Operators

Feanil Patel

Joe Mulloy

John Eskew

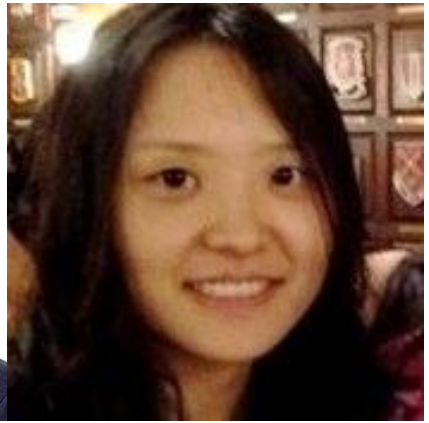
Jeremy Bowman

Meet edX: **Architecture**

Meet edX: **Product**

Marco Morales

Greg Sham



Jennifer Shin

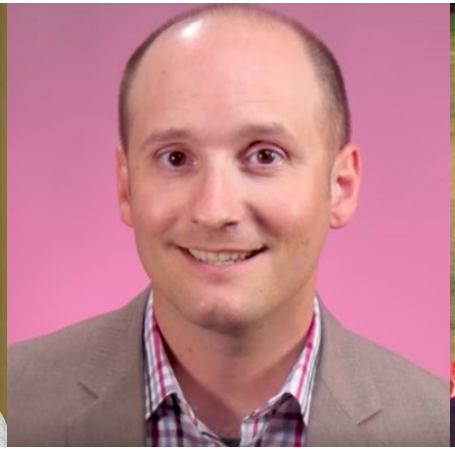
Meet edX: **Data Science & Accessibility**

Nick Ettlinger
Data Analyst

Jeff Witt
Accessibility Lead

Meet edX: **Educational Services**

Clayton Hainsworth



Ben Piscopo

Audra Longert

Jennifer Akana

Community by the Numbers

1500+

Sites

18,000+

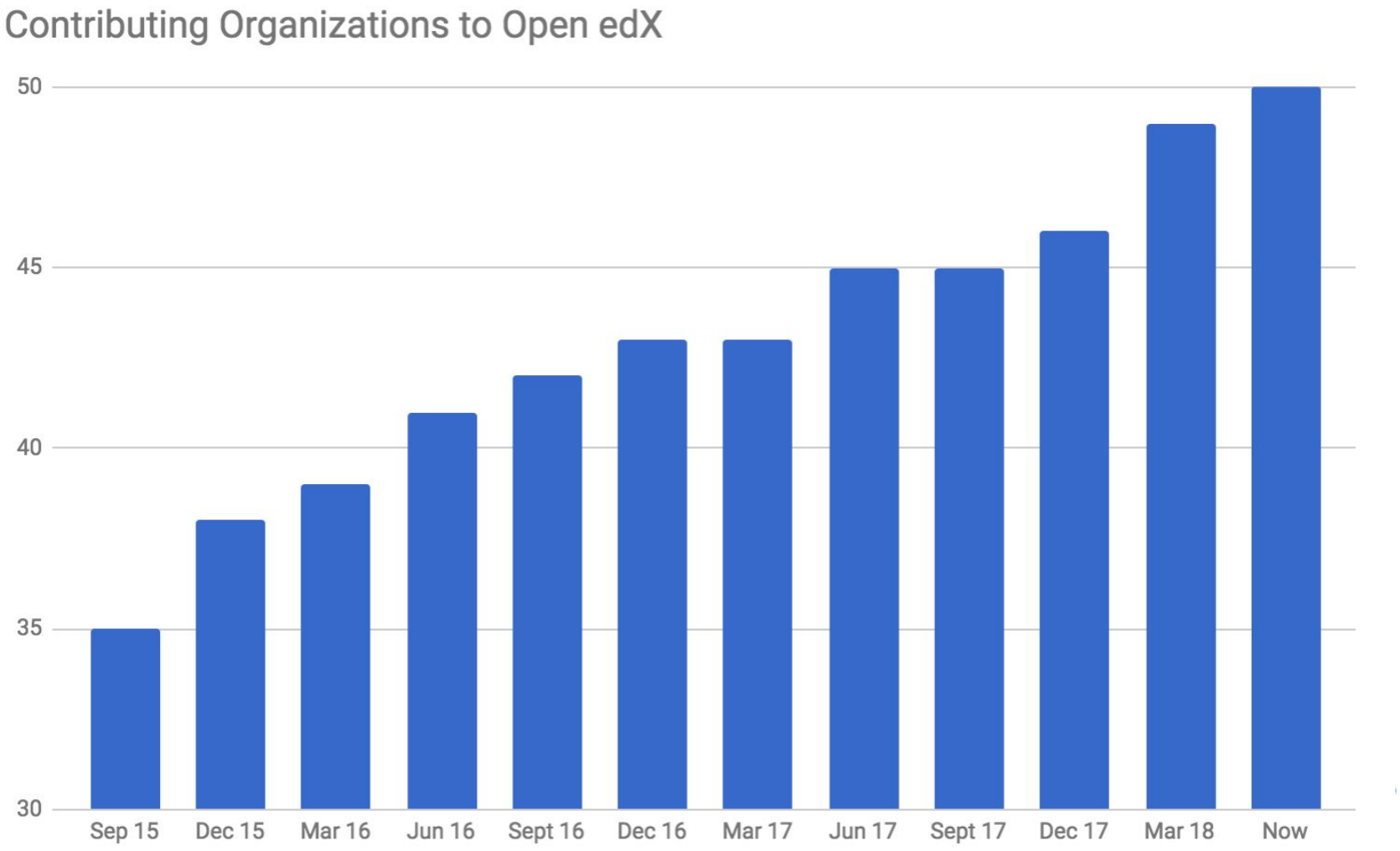
Courses

We learned about **over 700** more sites and **over 13,000** courses in the past year!

>17m edx.org learners

\+ >18m Open edX learners

More than **35 million** learners on the Open edX platform


Contributing Organizations to Open edX
50
45
40
35
30
Sep 15
Dec 15
Mar 16
Jun 16
Sept 16
Dec 16
Mar 17
Jun 17
Sept 17
Dec 17
Mar 18
Now

Individual Recognition

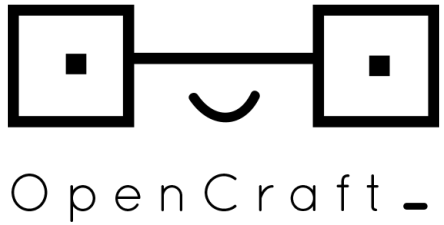
Dockerization and help on #docker

- **Regis Behmo** - https://github.com/regisb/openedx-docker
- **Samuel Paccoud** - http://github.com/openfun/arnold

Helpful articles and docs: **Lawrence McDaniel** - https://blog.lawrencemcdaniel.com/

Top Contributors

- Top contributing org: **OpenCraft** - they destroyed last year's total (70) with **96(!)** merged pull requests
- Top contributing university: **MIT**, edging **Stanford**



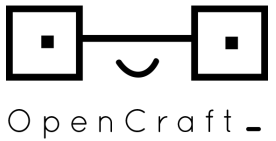
Notable Achievements

Microsoft - contributing Oauth scopes

Appsembler - Figures lightweight analytics

Harvard + **OpenCraft** - Blockstore OEP

HARVARD
UNIVERSITY



Xuetang - 1,300+ courses, 10M+ learners!

Adam Medros

COO, edX

amedros@edx.org

- President and COO at edX
- Formerly Senior VP, Global Product at TripAdvisor
- I have an MBA, but I’m one of the good ones

Upcoming Themes

Discovery

Programs, Degrees

Revenue Generation

B2B, Enterprises

Architecture

Open edX Platform Vision

Create the world's leading open source digital learning platform

The Open edX Platform

Open edX is the premier open source platform for eLearning

- Open source is critical to the success of edX
- The ecosystem (you) drives platform innovation
- edX Platform runs world's largest public-facing version of Open edX

Mark Haseltine

CPO, edX

mark@edx.org
twitter @markhaseltine

Why a Product Organization?

Structure is designed to make it faster and easier for us to **get code into the Open edX community**

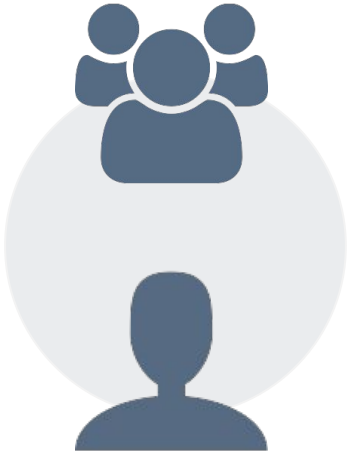
Why a Chief Product Officer?

- Accountability and leadership around product delivery
- Encourage maniacal focus on customer problems
- Support purposeful evolution and growth of the platform

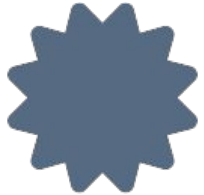
Product Philosophy

Drive Learner Outcomes

Reach New Learners



Support Educators at Scale



Toward A Sustainable Model

Open edX Named Releases

Marco Morales

Product Manager, edX

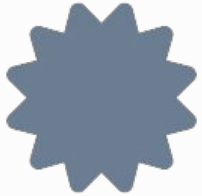
marco@edx.org
twitter @marcotuts

What's Changed: Hawthorn

Reach New Learners

Drive Learner Outcomes

Support Educators at Scale



Toward a Sustainable Model

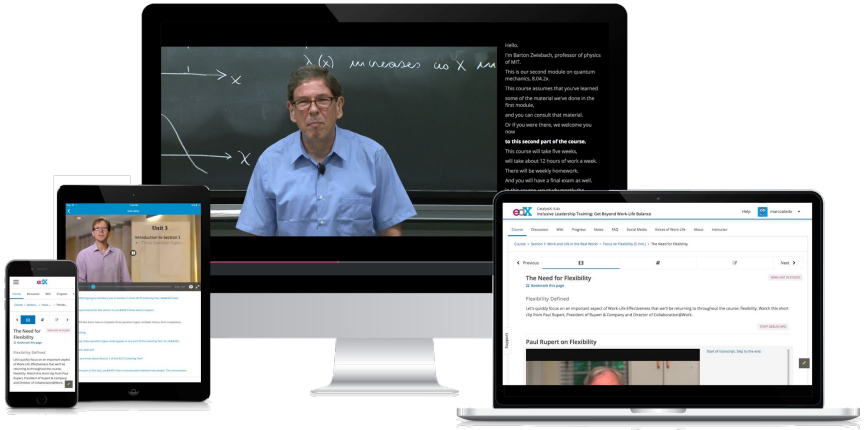
Reach New Learners

Program About Pages

Expanded Device Support

Overhauled Mobile Experience

Certificates Language Support



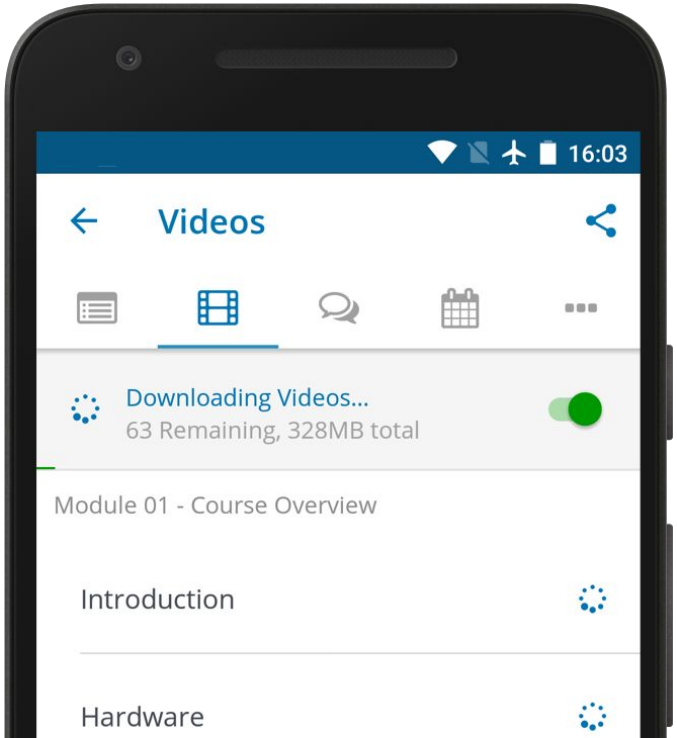
Reach New Learners

Program About Pages

Expanded Device Support

Overhauled Mobile Experience

Certificates Language Support



Drive Learner Outcomes

Adaptive Video Streaming

Learner Navigation & Progress

Inline Discussion Visibility

Discussion Response Notifications

Scheduled Nudge Emails

Transferrable Student Records

Translated Learner Certificates

Drive Learner Outcomes

Adaptive Video Streaming

Learner Navigation & Progress

Inline Discussion Visibility

Discussion Response Notifications

Scheduled Nudge Emails

Transferrable Student Records

Translated Learner Certificates

Support Educators at Scale

Automatic Certificate Delivery

Cross-Course & Grade Data Visibility

Open Response & Proctored Exams

Flexible Content Gating

Video & Asset Management

Support Educators at Scale

Automatic Certificate Delivery

Cross-Course & Grade Data Visibility

Open Response & Proctored Exams

Flexible Content Gating

Video & Asset Management

Sustainable Model: Platform

Bundled and Group Purchases

Expanded SSO Support

Data via Email, SFTP, API

Data Consent Learner Flow

New: Support Enterprise Learners

Sustainable Model: Platform

Bundled and Group Purchases

Expanded SSO Support

Data via Email, SFTP, API

Data Consent Learner Flow

New: Support Enterprise Learners

Introducing: Open edX for Enterprises

Discovery

Access

Learning

Data & Reporting

Sustainable Model: Enterprises

Enterprise Catalog APIs

Enrollment via API, Direct URL

Enterprise Branded Onboarding

3rd Party Catalog Integrations

What's Next: Ironwood & Beyond

Discovery

Programs, Degrees

Revenue Generation

B2B, Enterprises

Architecture

What's Next for Product: Themes & Focus

HOW:

Theme - a defined area of focus with clear goals

Team(s) - dedicated within themes to deliver on success criteria

WHY:

- Explore areas of broad impact
- Encourages clearer prioritization
- Clear goals & success criteria
- Do fewer things well

Nimisha Asthagiri

Principal Architect, edX

nimisha@edx.org
twitter @nasthagiri

Architecture: What's Next?

Legacy

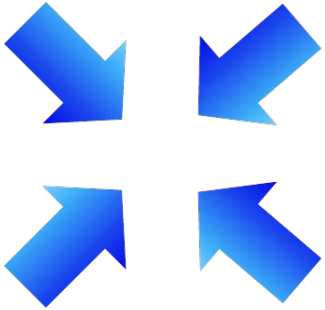
Platform

Future

Architecture: Legacy Management

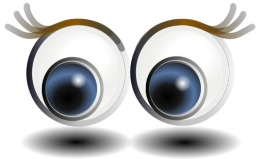
5 Years

35M learners
18K courses
1500 sites



Manage

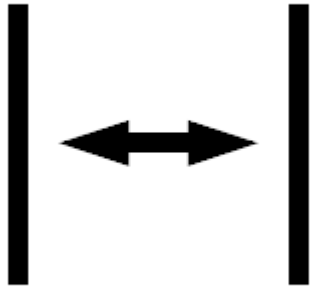
Cost
Cognitive
Support



Look for OEPs

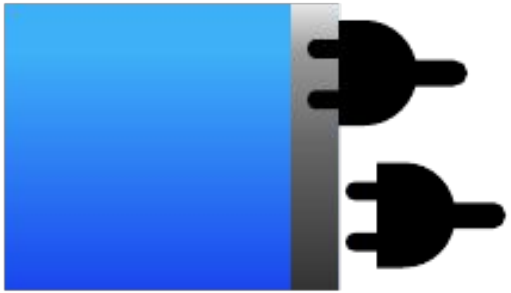
Deprecation
Feature Toggles
Theming

Architecture: Platform Enablement



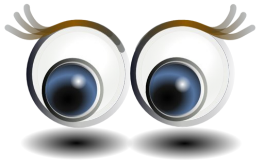
Boundaries

Frontend Split
Domain-driven
Microservices



Extensions

Pluggable
Platform
APIs



Look for

OEPs
edX Team
Architecture Talks

Architecture: Platform Enablement

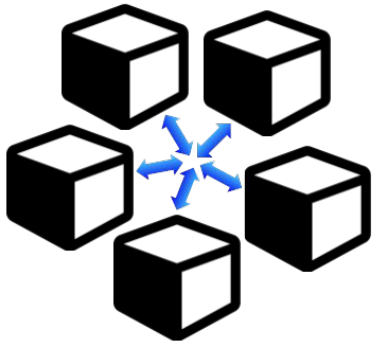
Future Directions of Open edX Architecture
Nimisha Asthagiri

State of Open edX Frontend
Ari Rizzitano

Product Roadmap: Birds of a Feather
Jennifer Shin, Greg Sham, Marco Morales

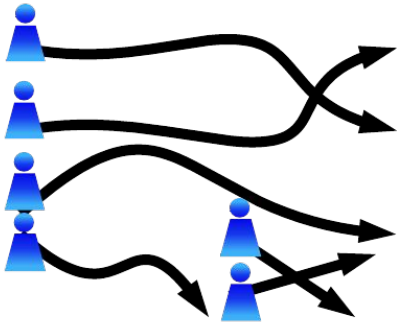
Analytics from Scratch: Learning from your Learners
Nick Ettlinger

Architecture: Next Generation



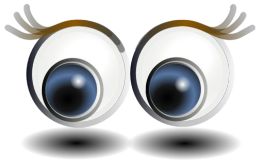
Content Repository

Content sharing
Content reuse
Flexible composition



Adaptive Learning

Pathways
Efficient & Engaging
APIs & Integrations



Look for

Birds of a Feather
Dev Summit
OEPs

Architecture: What's Next?

Legacy

Platform

Future

Collaborative effort with Open edX Community

Berkay Baykal

Director of Open edX Business

bbaykal@edx.org

Berkay’s slides

John Mark Walker

Open Source Community Lead

johnmark@edx.org
twitter @johnmark

5 Years of Open edX

June 2013

edX releases the Open edX platform

March 2014

First Open edX team

October 2014

40 Open edX sites, 500 courses

September 2015

140 Open edX sites, 1800 courses

Summer 2016

3700 courses, 250 sites
14M+ learners (8M+ edX.org)

Summer 2017

Open edX learners equals edX.org: >11M each
800 Open edX sites, 5000 Open edX courses

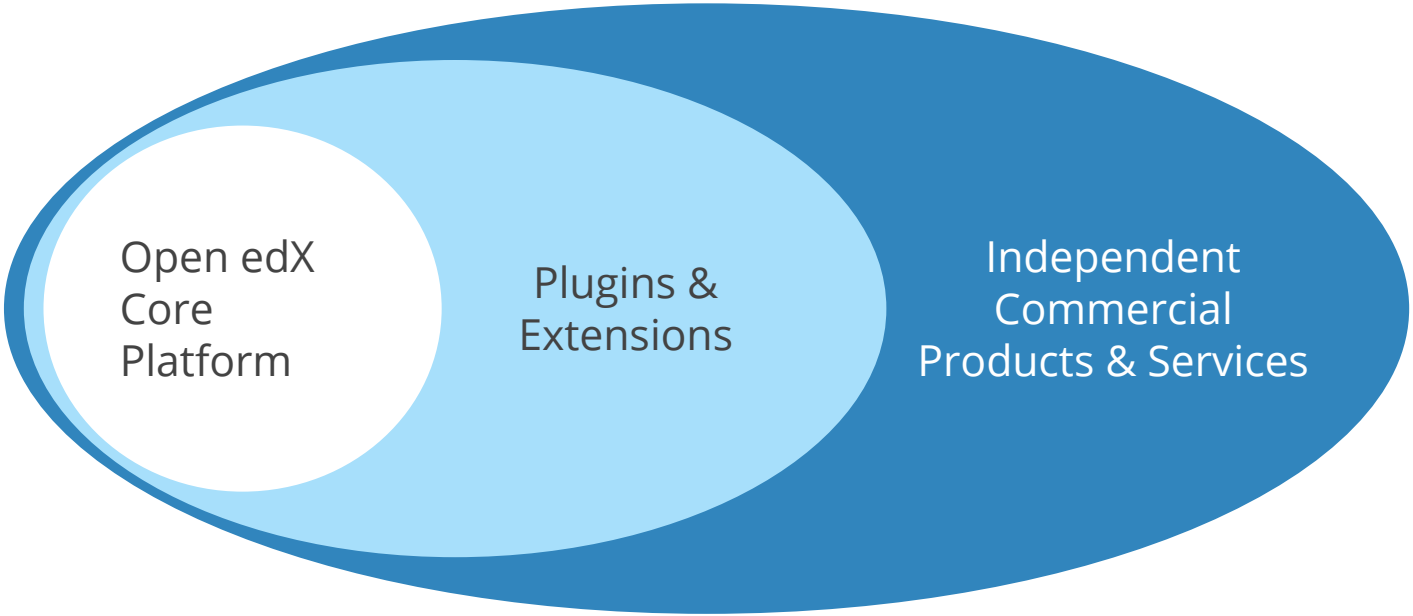
Summer 2018

35m learners on Open edX (17M+ on edx.org)
1500 Open edX sites, 18000 courses

Open edX Platform & Ecosystem

Open edX core platform
governance owned and managed by edX

Ecosystem projects community
governed and managed



How to Participate

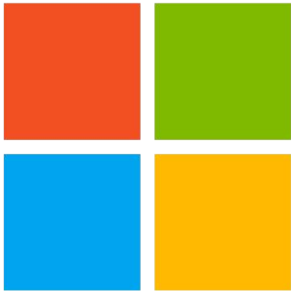
Show the Powered by Open edX logo →

- Share your feedback, help others on Slack & mailing lists
- Contribute to translations and documentation
- Birds of a Feather Discussions - sign up in HEC
- Developer Summit - at HEC on Friday

The Future of Education is Open Source

Reception Sponsor

Reception Sponsor



Microsoft

microsoft.com/learning

Lunch: HEC Decelles building

Lunch is 1 floor up from registration.
Helpful people will direct you.

Welcome to
Open edX 2018

Открытое образование
Stanford ONLINE Lagunita
TEACHFORINDIA
UCATx
EducateWorkforce
MUDDX
INTERSYSTEMS
MongoDB University
PROMETHEUS
Proversity
GYMNASIUM
中華開放教育平台 OPENEDU
UNIVERSITY OF Global Health EQUITY
IONISX
African Virtual University
Universite Virtuelle Africaine
Universidade Virtual Africana
EDRAAK
dimagi Academy
LABSTER
méxicoX
FUN
BIG DATA UNIVERSITY
UPV [X] Formación Online
IITBombayX
IndonesiaX
Enriching Lives Through Education
UC3M Digital
millionlights
学堂在线 xuetangx.com
curricu.me
gacco The Japan mooc
Certified by JMOOC
doroob
CRAFT ACADEMY
BeJob Formación para la empleabilidad

Top MOOC sites

9 of 39 on Class Central are built on Open edX!

National platforms

Jordan (edraak.org)

Taiwan (www.openedu.tw)

Israel (campus.gov.il)

Russia (openedu.ru)

Saudi Arabia (doroob.sa)

China (xuetangx.com)

South Korea (kmooc.kr)

Kazakhstan
(openu.kz)

France (fun-mooc.fr)

Mexico (mexicox.gob.mx)