

Arizona State University

Custom Front-End Experiences with Open EdX



**Making education
accessible at an
unprecedented scale.**

Outline

- 1. Starbucks Global Academy**
- 2. Edge**
- 3. Open Scale/Earned Admission**
- 4. Al Ghurair Young Thinkers Program**

Each Project



Custom Sign-Up Experience

Custom Student Portal

Technical Stack + integrations



STARBUCKS™
GLOBAL ACADEMY

www.starbucksglobalacademy.com

Starbucks Global Academy (SGA)

- Target: Starbucks employees (Partners)
- Curriculum: Designed to improve careers and strengthen communities
- Markets: Brazil, Canada, India, and United Kingdom
- 50+ courses across four learning tracks
 - Greener Apron: Flagship course on sustainability
 - Markets: Canada, Netherlands, United Kingdom, and United States



STARBUCKS
GREENER APRON™

SGA Preview Video



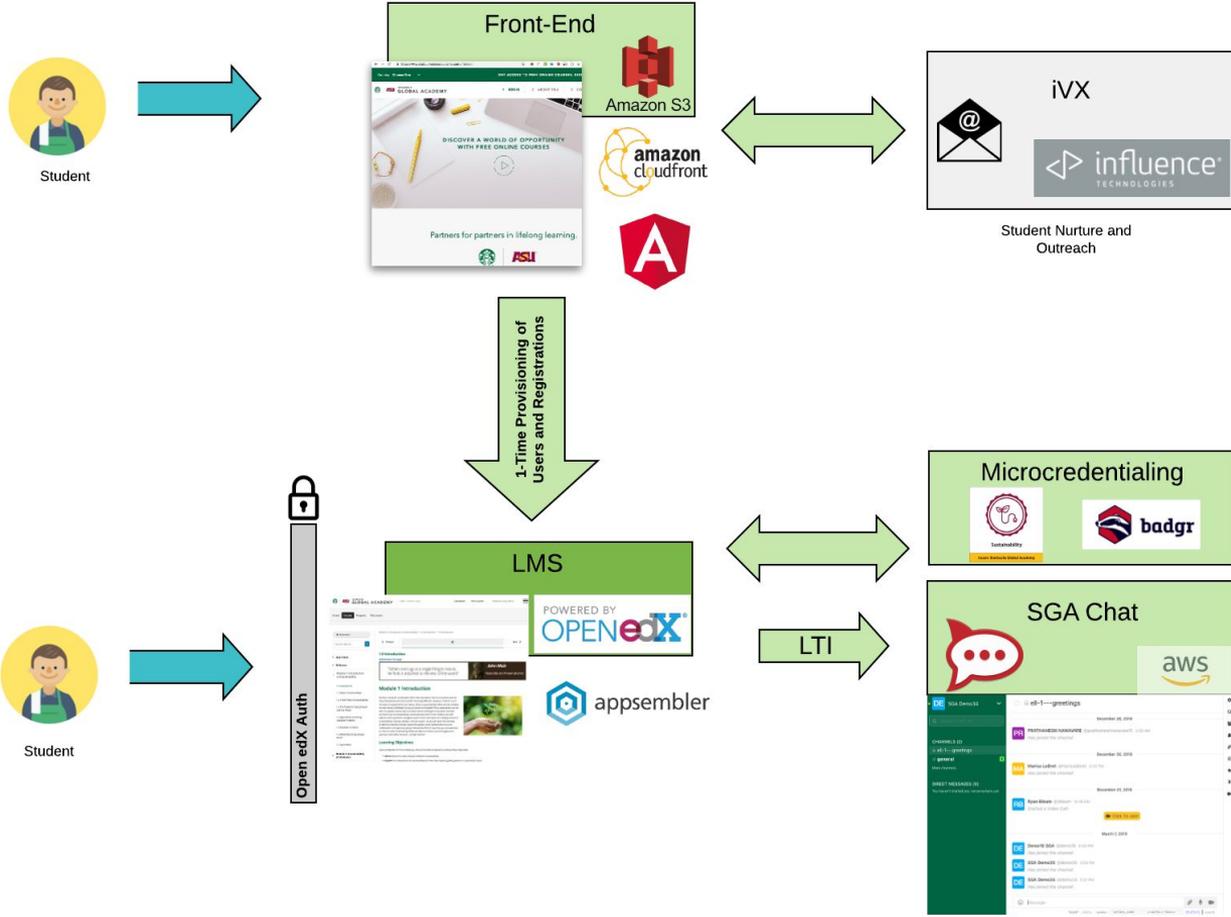
If you have a mobile device, download the Starbucks Global Academy mobile app for convenient and best access to your courses.



Program components:

- 2 landing pages
- Microcredentialing
- SGA Chat (Rocketchat integrated via LTI)
- Custom reporting page

Starbucks Global Academy Systems Architecture



Testimonials

“Taking courses in SGA platform is a great and inspiring experience because **I was able to learn and develop myself on my own schedule.**”

Monica Yamaguchi, Starbucks Brazil



“I used to waste my time on Facebook or WhatsApp. [Now] **I don't waste my time**, I always go to Starbucks Global Academy.”

Tejal Parmar, Starbucks India

EDGE

www.getyouredge.org

SCHULTZ
FAMILY
FOUNDATION



Background of Edge

- Target audience
 - Opportunity youth
 - Age 16-24
 - Neither working nor in school
- Engaging, accessible curriculum
 - 27 modules
 - Customer Service, Leadership, and Personal Development domains
- Mobile first approach



Each module teaches a new skill you can use right away.



Celebrate your learning on your resume and job applications.



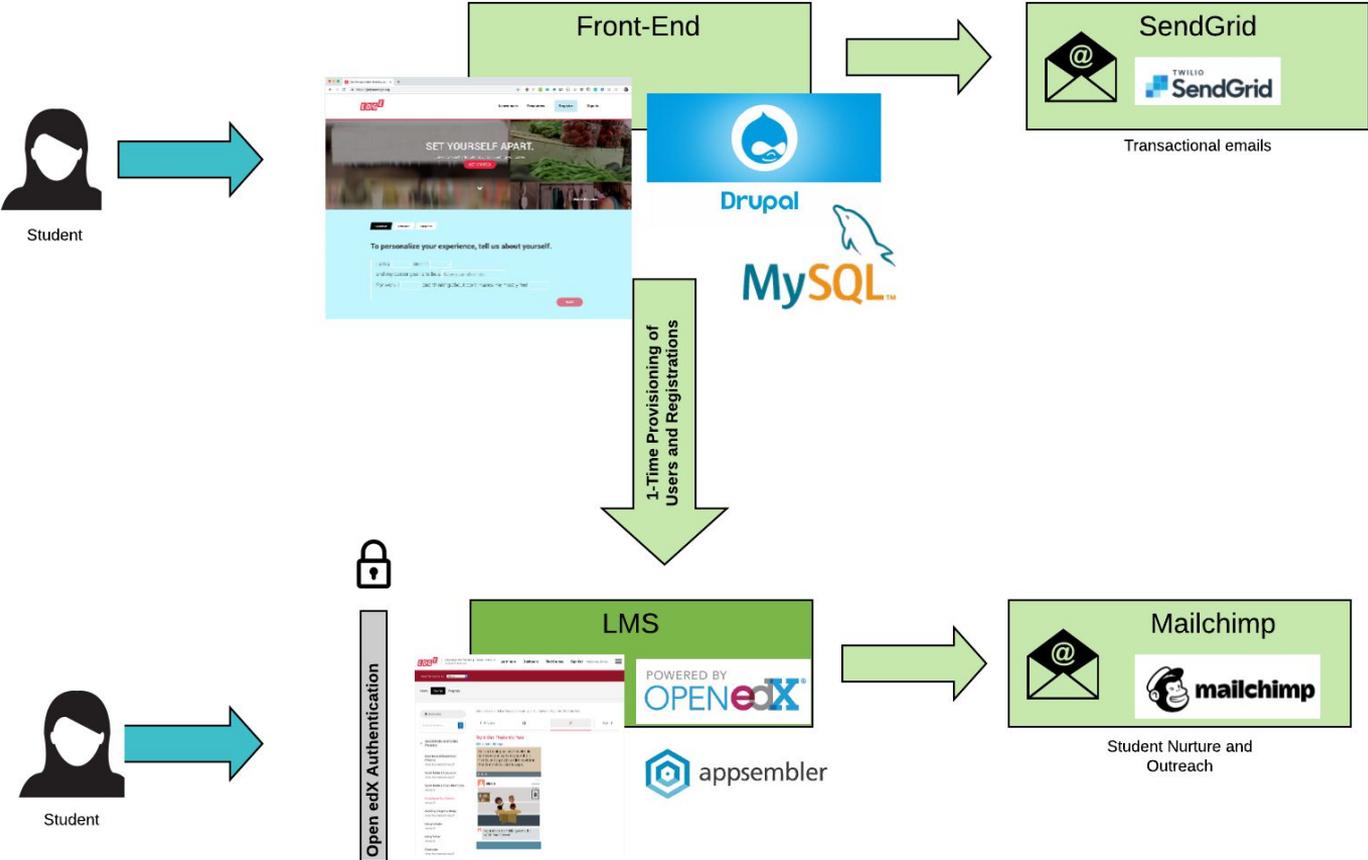
Complete modules on your phone, whenever you want, for free.

Edge Preview Video



www.getyouredge.org

Edge Systems Architecture



Testimonials



"What I like about Edge best is that it is easy to follow and access. The practice parts are very helpful to learn how to act professionally in different situations. Edge will impact me as an individual as I grow in my career because it will help me gain valuable soft skills that many companies are looking for."

Odette Mimila



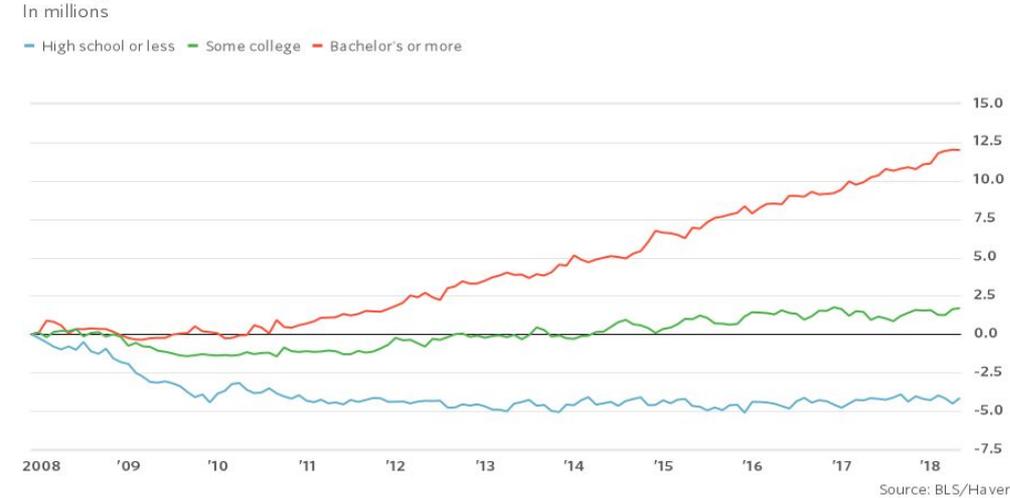
"With Edge, I learned how to be a better listener. I enjoyed it so much, I actually told my mom about the website. I would love to watch more modules."

Nila Lemay

Earned Admission

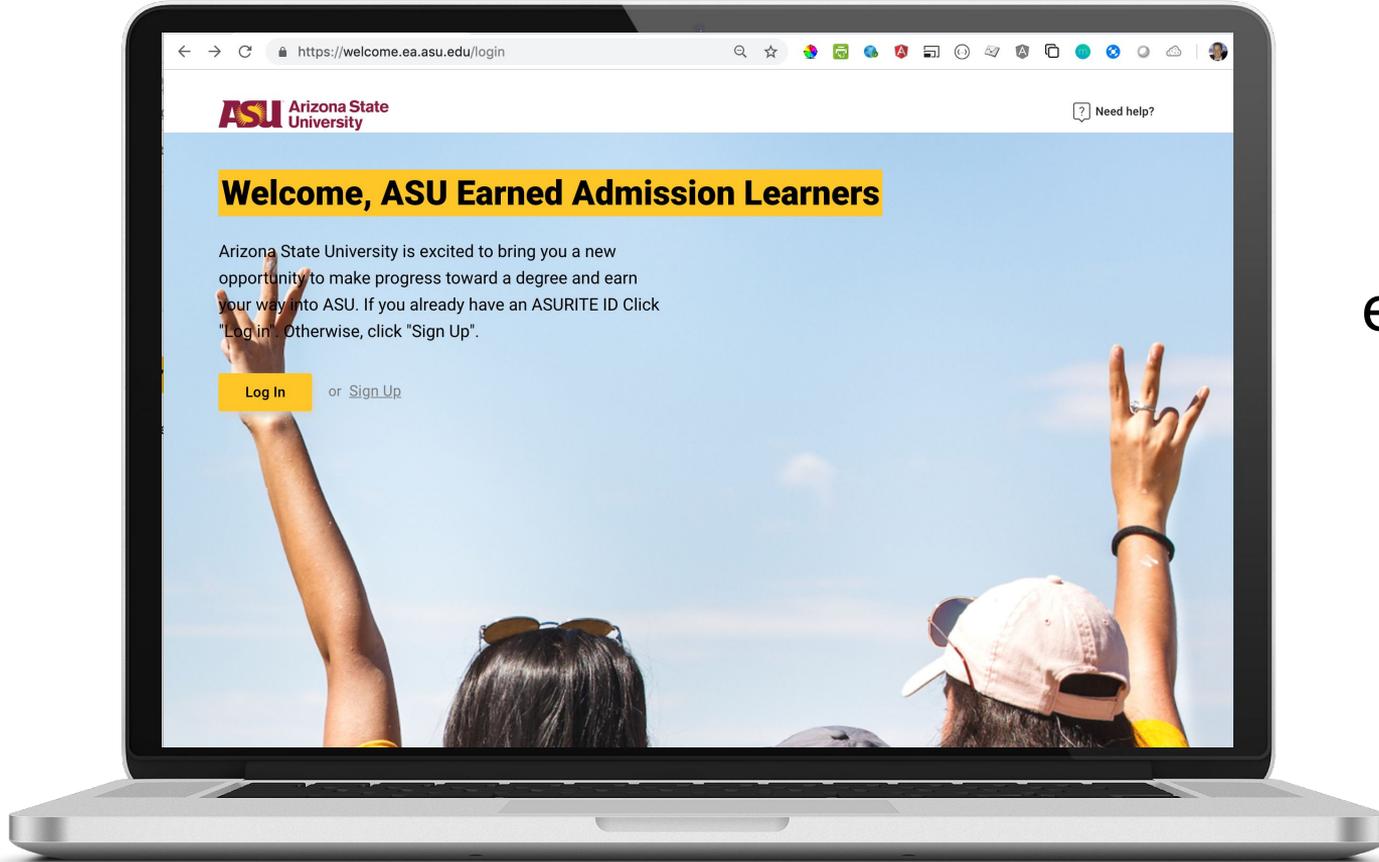
Earned Admission Is About Inclusion

New jobs since the recession



- Earned Admission gives non-admissible undergraduate students a new way to gain admission to ASU.
- Students 'earn' their way into ASU by taking a series of ASU MOOCs (hosted on Open edX) with at least a 2.75 GPA.
- The MOOCs are taught by ASU faculty and include the same ASU credit as ASU Online courses.
- Students only pay if they pass and want credit.

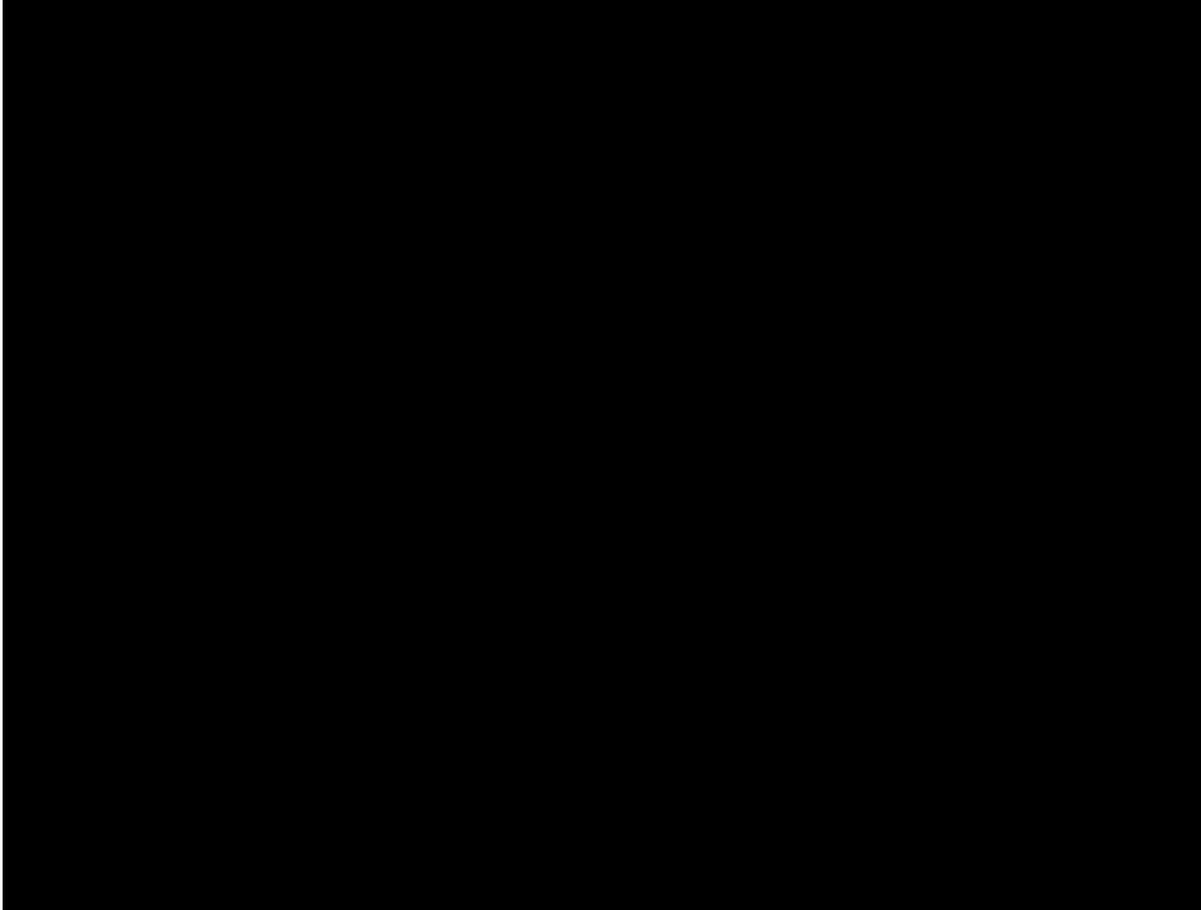
Why Build A Custom Front End?



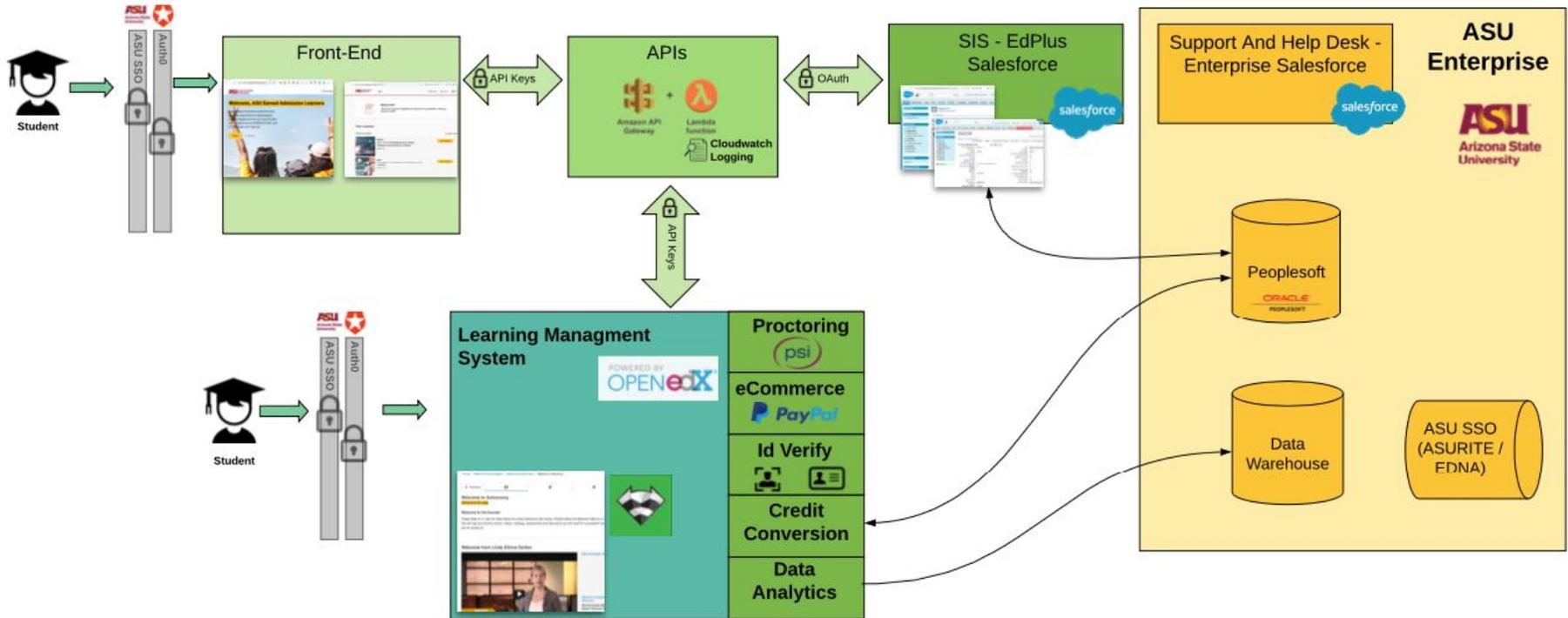
To create a frictionless, integrated experience for students

Preview Video

A customized, seamless student is very important for retention and student success.



Earned Admission Systems Architecture



Earned Admission

“What motivated me to join the program after I had my son, I wanted to build a better future for him and myself. It’s been life changing. I got two scholarships, a full ride for both. I didn’t know I was capable of doing it and being awarded money for school. It feels good.”

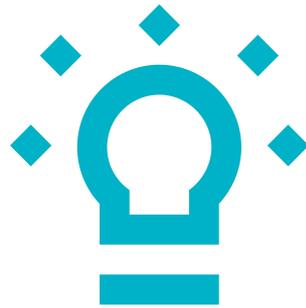
-- Roxana Esquivel, criminal justice major, National Louis University

“I wasn’t necessarily ready to go to college at the beginning of senior year but now after going through all these classes, I think I am ready and it definitely helped me get scholarships to all of the colleges I wanted to go to.”

-- Nigh Hardrict, pre-law, Mary’s College of Notre Dame

Al Ghurair Young Thinkers Program

www.youngthinker.org



Background of the Young Thinkers Program

- Abdulla Al Ghurair Foundation for Education & UAE Ministry of Human Resources & Emiratization
- University & Career Readiness Platform/Mobile App
- For Emirati & Arab Youth (ages 15-25)
- Available in English and Arabic
- Nearly 10,000 registered users in Year 1
- Over 3,100 courses completed



UNITED ARAB EMIRATES
MINISTRY OF HUMAN RESOURCES
& EMIRATISATION



مؤسسة عبدالله
الغريير للتعليم
Abdulla Al Ghurair
Foundation for Education



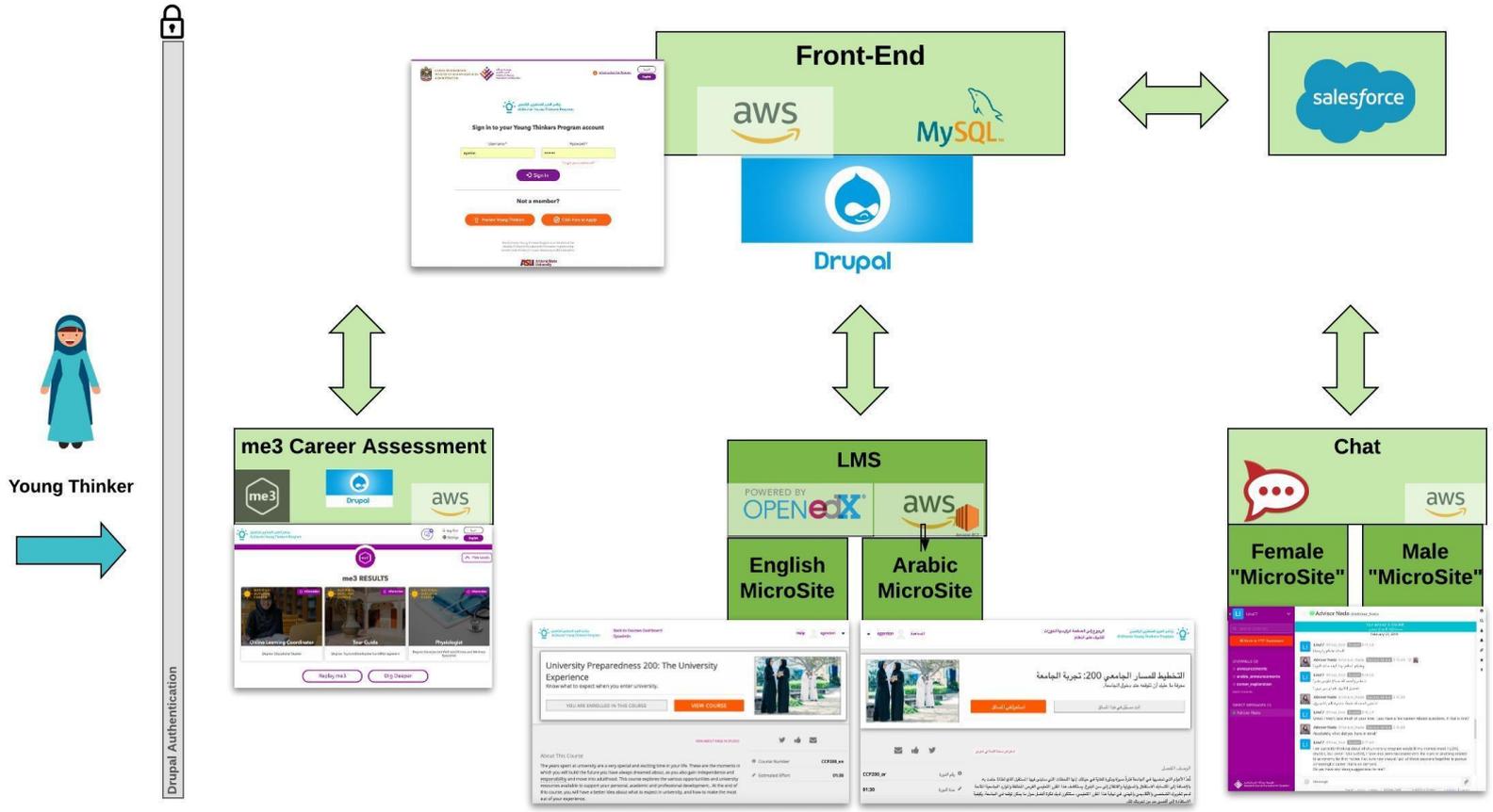
Young Thinkers Preview Video



Program components:

- Progress Bar
- Interactive me3 Career Assessment
- University & Career Readiness Courses (Open EdX)
- Resource Channels & Live Chat with Success Advisors(RocketChat)

Young Thinkers Program Systems Architecture



Testimonials



I really enjoyed the Young Thinkers Program. . . It opened my eyes to new majors and careers that I never thought about before.

**Mariam from Dubai National School -
Grade 12**

I loved the Young Thinkers Program because it helped me identify majors and future careers that fit my interests and skills. . . I strongly advise my friends and all the students my age to participate in the program.

Juma from Dar Al Marefa School - Grade 10



The background is a complex digital composition. On the left, a man with glasses is shown in profile, talking on a mobile phone. In the center, a small globe of the Earth is visible. On the right, a hand is pointing towards a network diagram consisting of white lines and yellow nodes. The entire scene is overlaid with a semi-transparent grid and glowing yellow particles, creating a high-tech, interconnected feel.

“We are...a university that brings diverse intellects together to solve the most pressing issues of our time.”

- Dr. Michael Crow, ASU President

Starbucks Global Academy

starbucksglobalacademy.com

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Edge

getyouredge.org

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Al Ghurair Young Thinkers Program

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