

Arizona State University

Innovation with Open EdX





The Starbucks College Achievement plan **made it possible** for me to go to school.

-Katelyn Hughes, Starbucks partner and ASU graduate



Outline

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

Each Project



Background

Implementing Open EdX

Impact and Reach



STARBUCKS™
GLOBAL ACADEMY

www.starbucksglobalacademy.com

Starbucks Global Academy (SGA)

Starbucks Global Academy (SGA) is a globally accessible learning platform for partners, customers and community members that delivers innovative, relevant content and eliminates barriers to high quality education.

- Market customization
- Targeted landing page experiences
- Leveraging corporate/university partnership

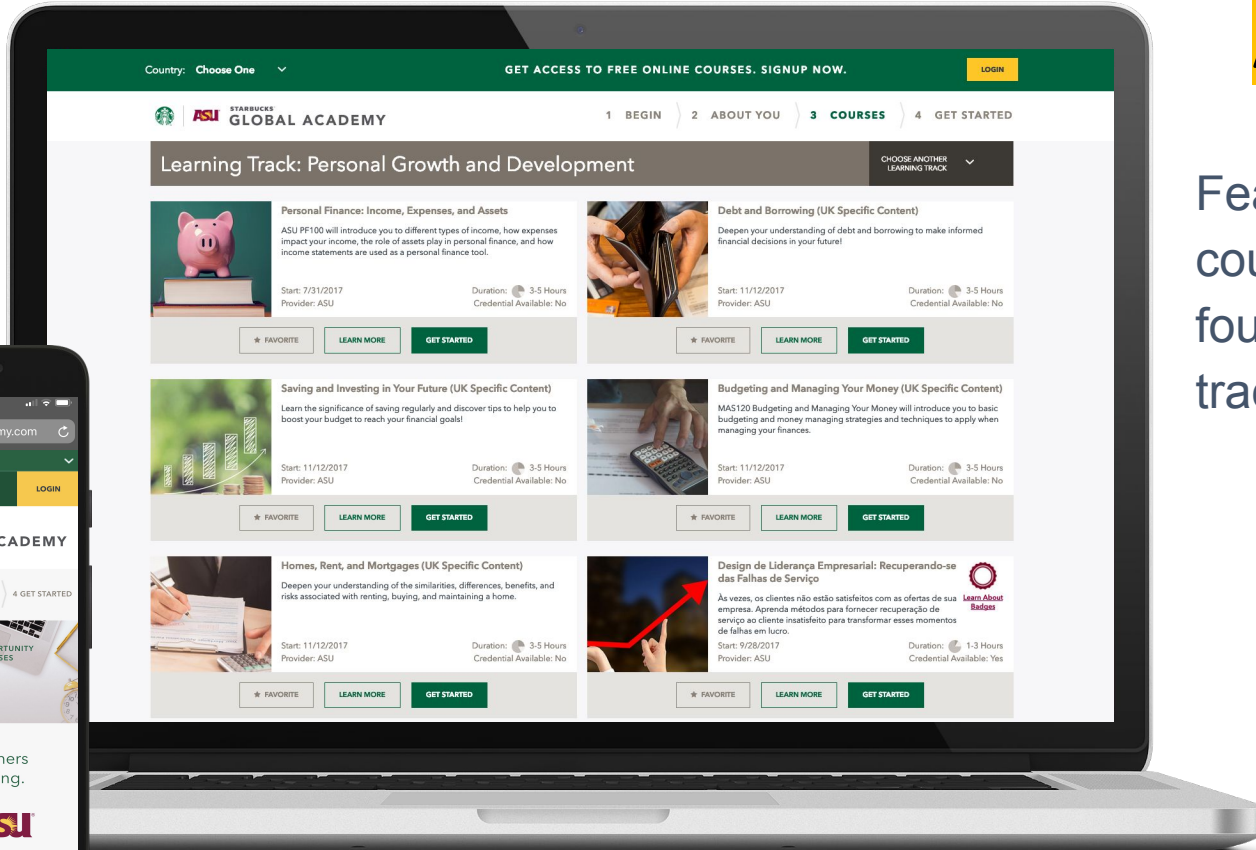


STARBUCKS[®]
GREENER APRON[™]

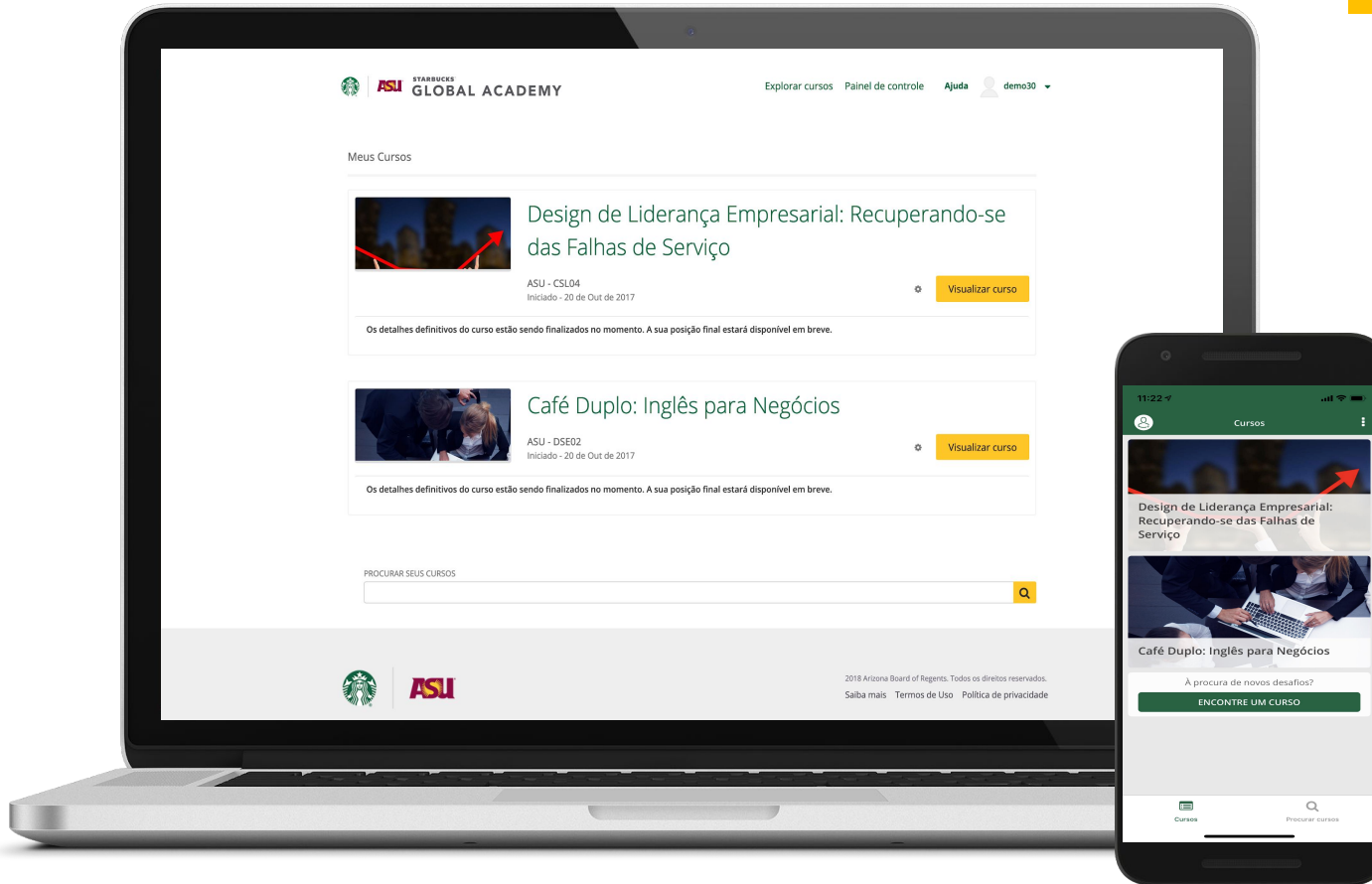


Starbucks Global Academy

Featuring over 50 courses across four learning tracks.

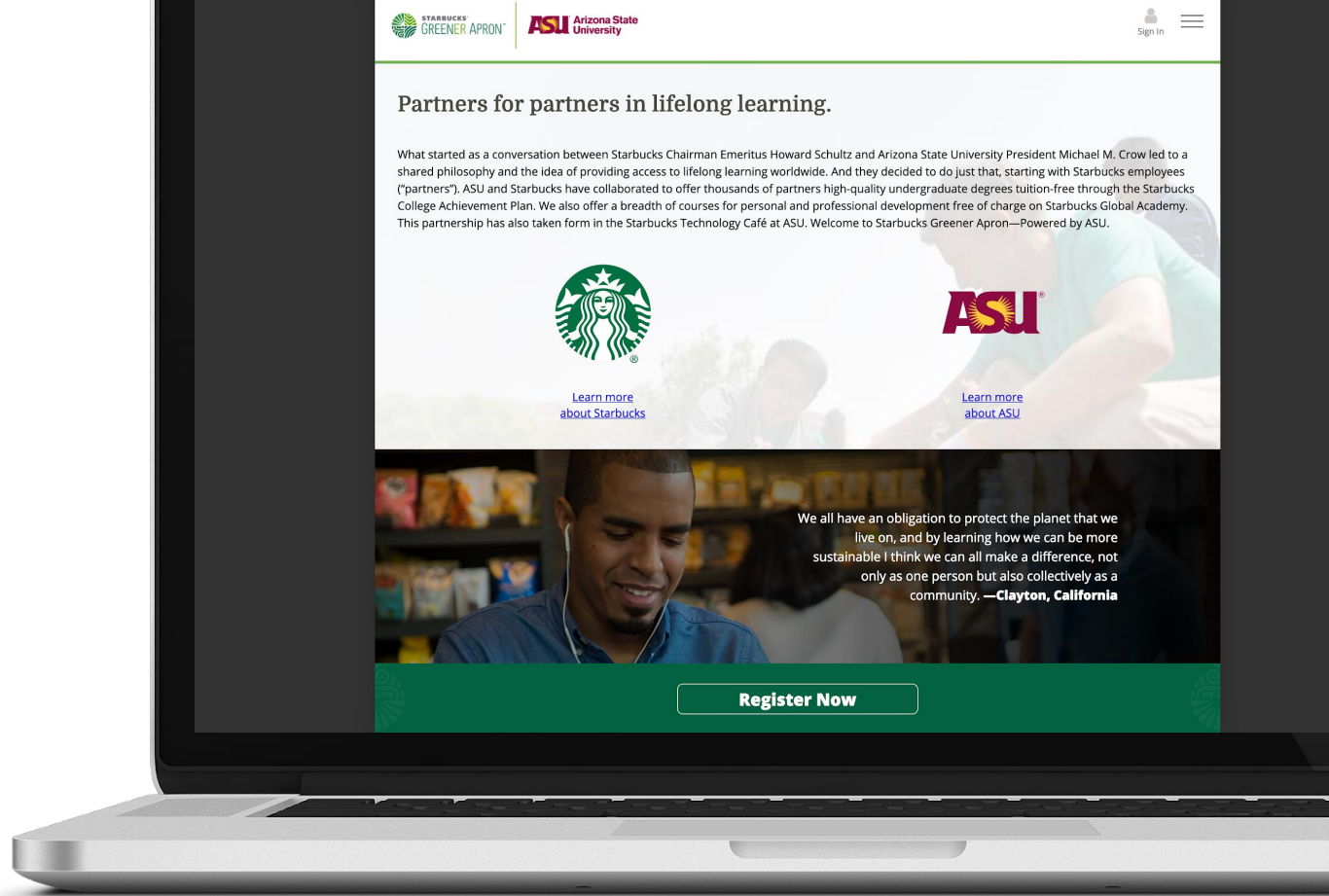


Market specific
landing page and
Open edX
microsite with
courses in
Portuguese.



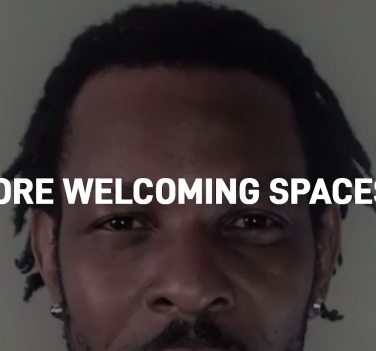
Greener Apron

Custom themed landing page featuring sustainability course hosted on Starbucks Global Academy.





[SIGN IN](#)

A close-up portrait of a Black man with short dreadlocks and a goatee, looking directly at the camera. The image is centered on the laptop screen and serves as the background for the main headline.

**CREATING MORE WELCOMING SPACES.
TOGETHER.**

Public spaces and third places are more welcoming to all when we celebrate our shared humanity by understanding each other and work to deepen connections. Aspiring to be a more welcoming public place, Starbucks asked that Arizona State University create this 15-course suite designed to address bias through understanding the human experience, having meaningful conversations and becoming more inclusive.

Learn more about To Be Welcoming through our [FAQ](#).

To Be Welcoming

Custom themed landing page featuring 15-course suite designed to address bias hosted on Starbucks Global Academy.

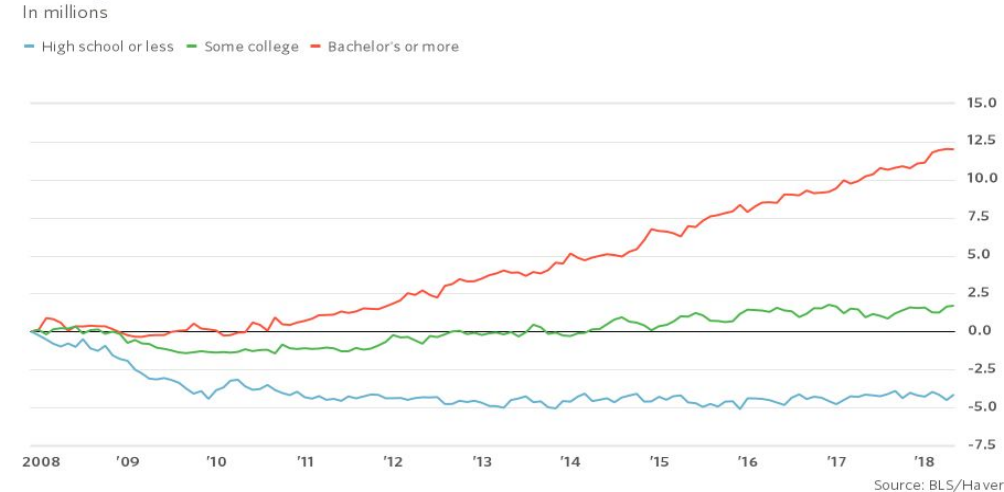
Results & Student Metrics

- 3,500 Starbucks Global Academy users
 - Markets: Brazil, Canada, India, and UK
 - Over 800 credentials awarded (badges and/or certificates)
- 12,000 Greener Apron users
 - Markets: US, Canda, UK, and Netherlands
 - Over 2,600 course completions

Earned Admissions

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.

Partnerships



UBER

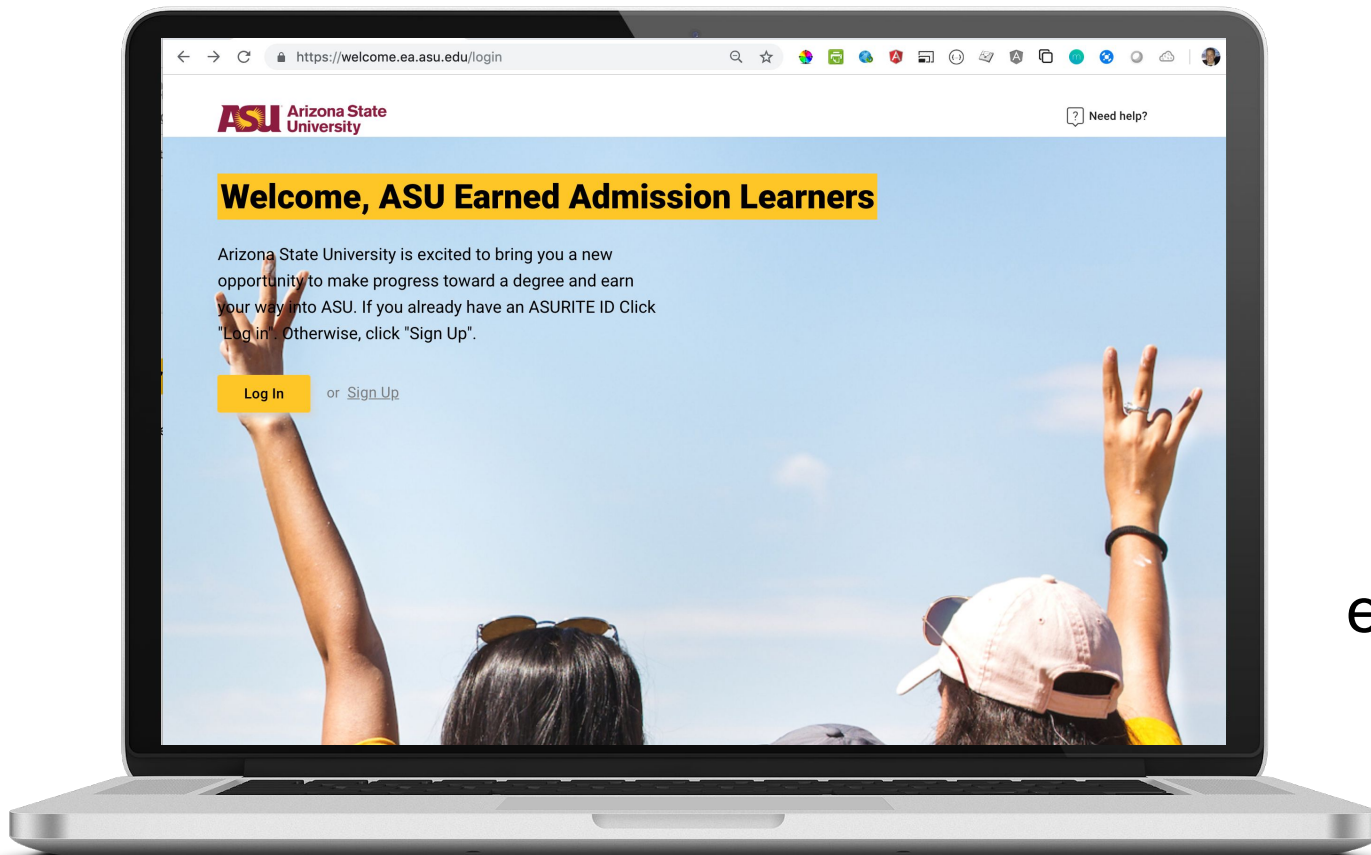
Partnerships help keep students engaged and provide funding models.

ASU has developed Corporate and High School Partnerships with Earned Admission



Friendship Public
Charter School

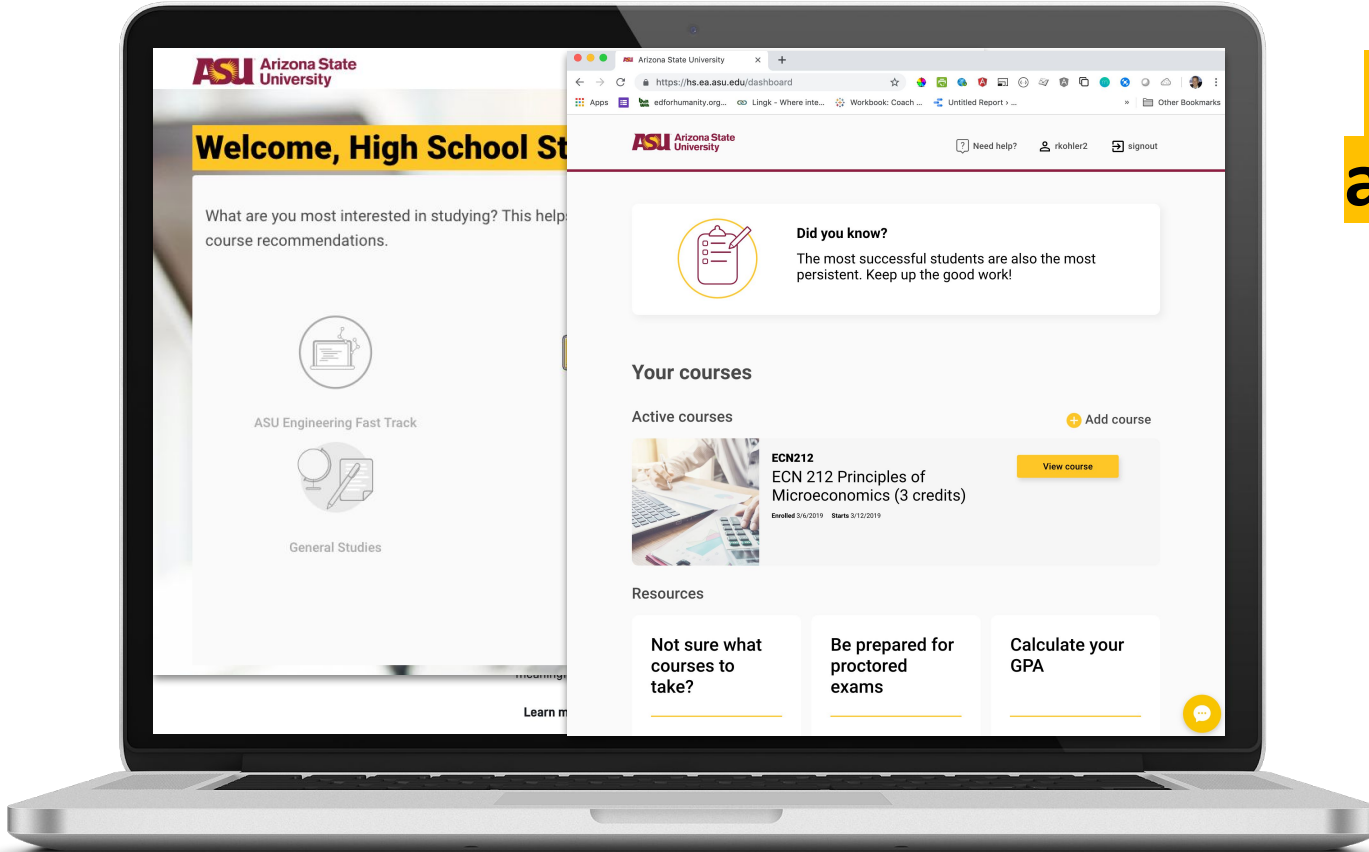




Why Open edX?

To create a
frictionless,
integrated
experience for
students

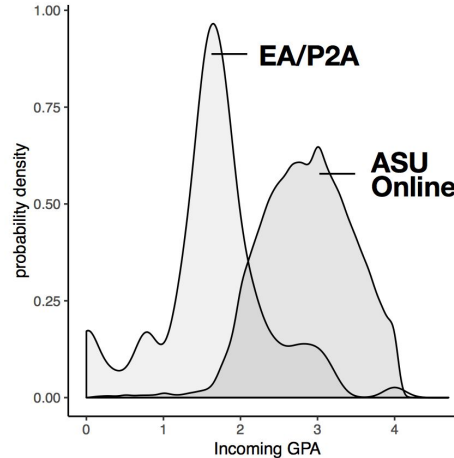
Signup Experience and Student Portal



Results & Student Metrics

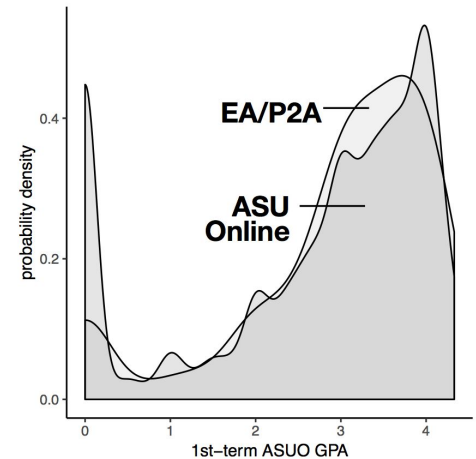
- 250 students have been admitted via the 'Earned Admission' program.
- Students are performing very well, far above their initial GPA prior to ASU.
- High school students are also using the program in growing numbers.

Incoming GPA



The incoming GPA of these students, showing a much lower distribution for EA/P2A students (mean=1.64) than for other ASUO students (mean=2.86)

1st-term GPA



The 1st-term GPA of these students, showing nearly equivalent distributions for EA/P2A students (mean=2.95) and other ASUO students (mean=2.67)



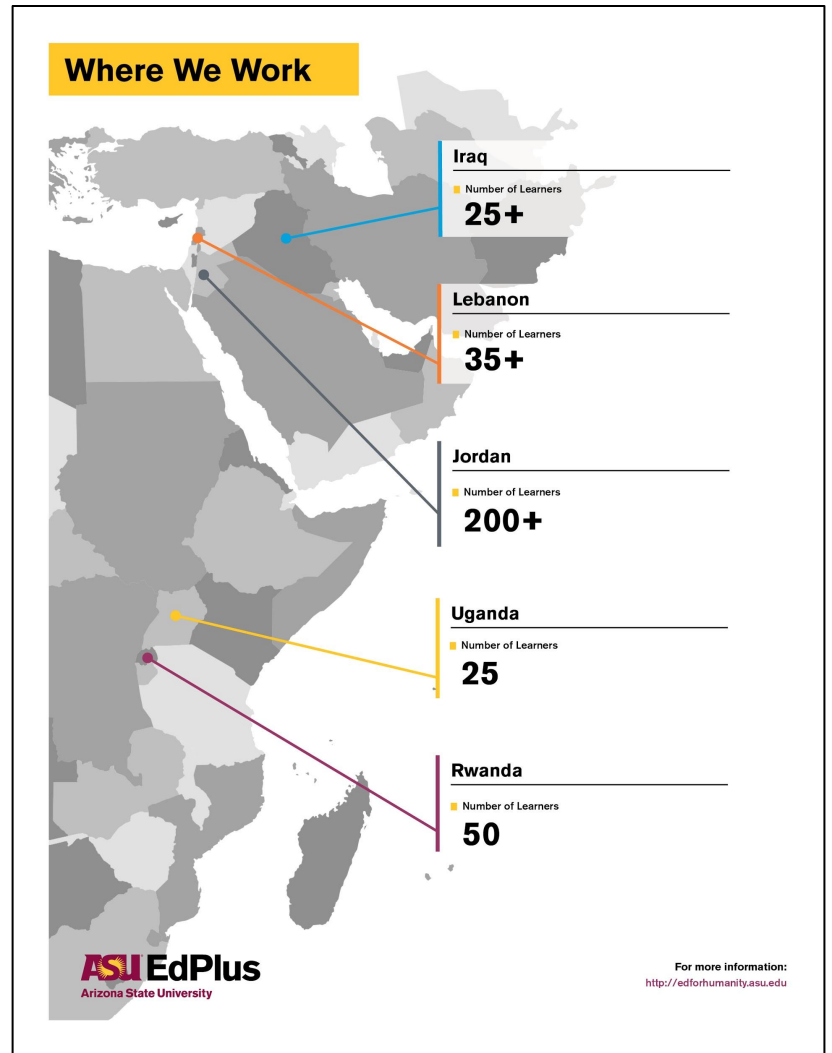
Education for Humanity

Expanding refugee access to higher education

Education for Humanity (E4H)

Provides:

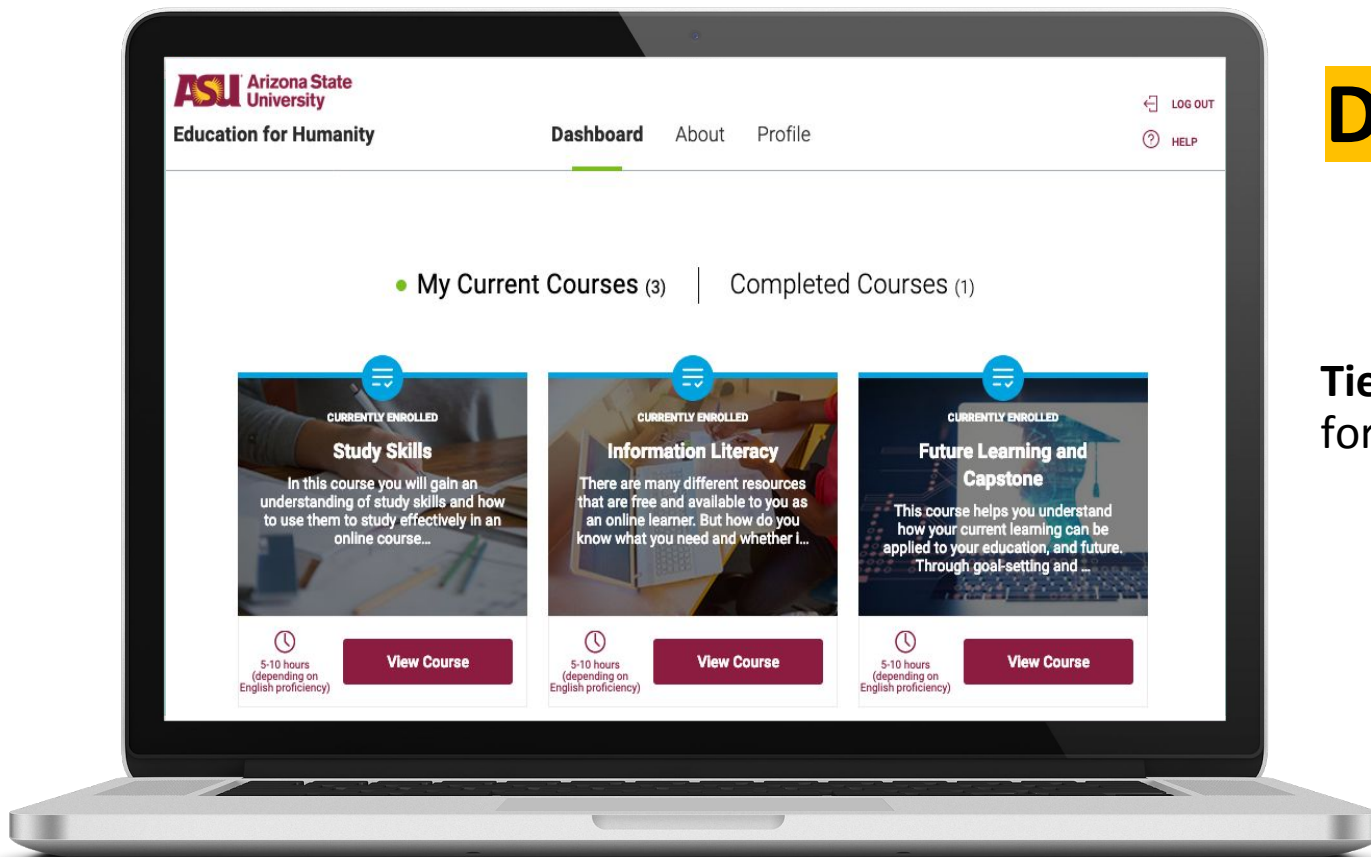
- Preparatory, English Language, Digital Literacy and Undergraduate Courses
- Pathways to Masters and Micro-Certificate Programs (forthcoming)



Why Open edX?

- **Control and Customizability over Instance**
- **Flexibility**
- **Cost Measurements**

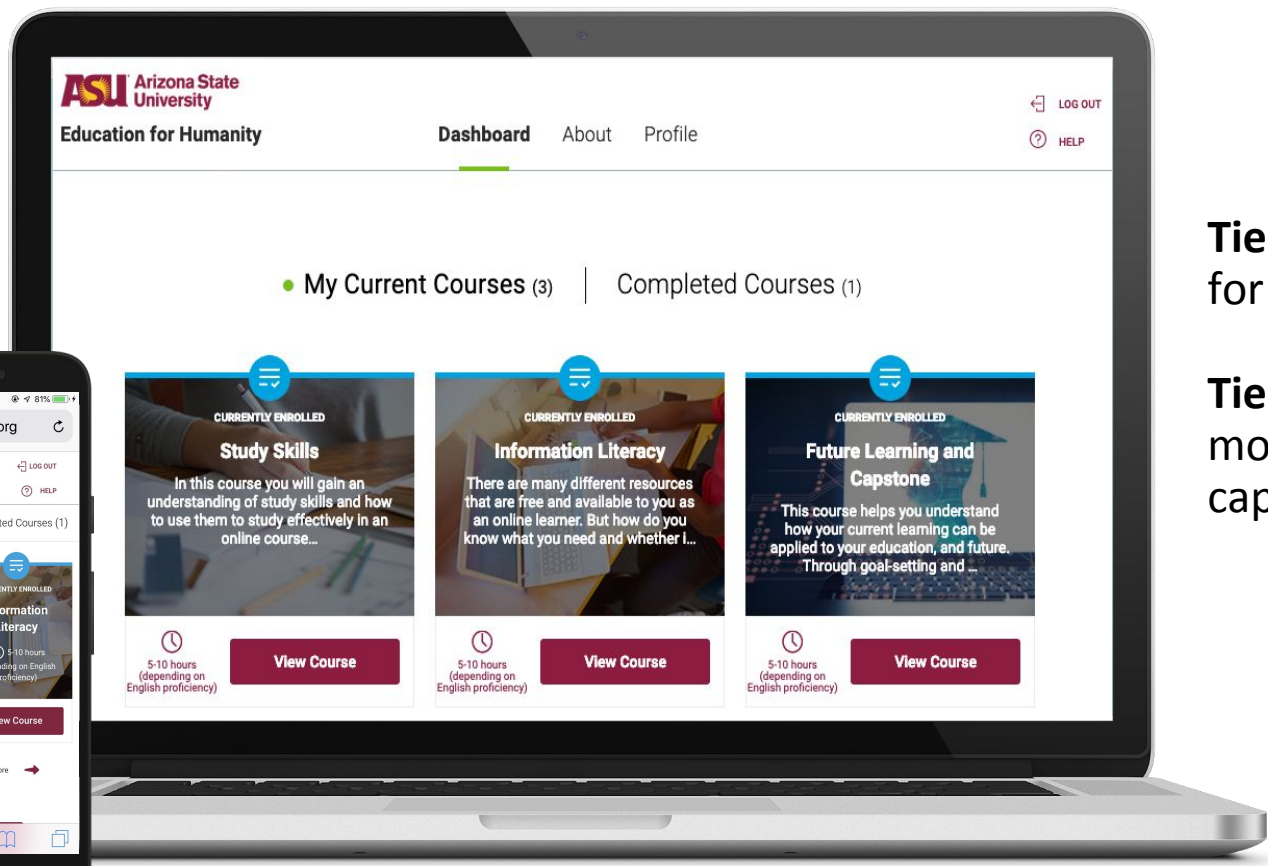




E4H Dashboard & Courses

Tier 1: Courses Scaled
for Low-Bandwidth

E4H Innovating Forward



● My Current Courses (3) | Completed Courses (1)

CURRENTLY ENROLLED

Study Skills

In this course you will gain an understanding of study skills and how to use them to study effectively in an online course...

5-10 hours (depending on English proficiency)

[View Course](#)

CURRENTLY ENROLLED

Information Literacy

There are many different resources that are free and available to you as an online learner. But how do you know what you need and whether I...

5-10 hours (depending on English proficiency)

[View Course](#)

CURRENTLY ENROLLED

Future Learning and Capstone

This course helps you understand how your current learning can be applied to your education, and future. Through goal-setting and ...

5-10 hours (depending on English proficiency)

[View Course](#)

Verizon 11:13 AM 81%
edforhumanity.org

ASU Arizona State University Education for Humanity LOG OUT HELP

My Current Courses (3) Completed Courses (1)

CURRENTLY ENROLLED

Study Skills

5-10 hours (depending on English proficiency)

[View Course](#)

CURRENTLY ENROLLED

Information Literacy

5-10 hours (depending on English proficiency)

[View Course](#)

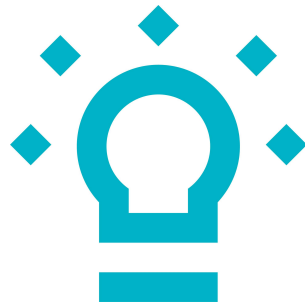
Swipe or click arrows to see more

Tier 1: Courses Scaled for Low-Bandwidth

Tier 2: Optimized mobile app with offline capabilities

Al Ghurair Young Thinkers Program

www.youngthinker.org



Background of the Young Thinkers Program

- Mismatch between required skills and capabilities
- **Vision:** A university and career readiness program to help Arab youth achieve success
- **Founded by:** Abdulla Al Ghurair Foundation for Education
- **In partnership with:** Ministry of Human Resources & Emiratisation in the UAE

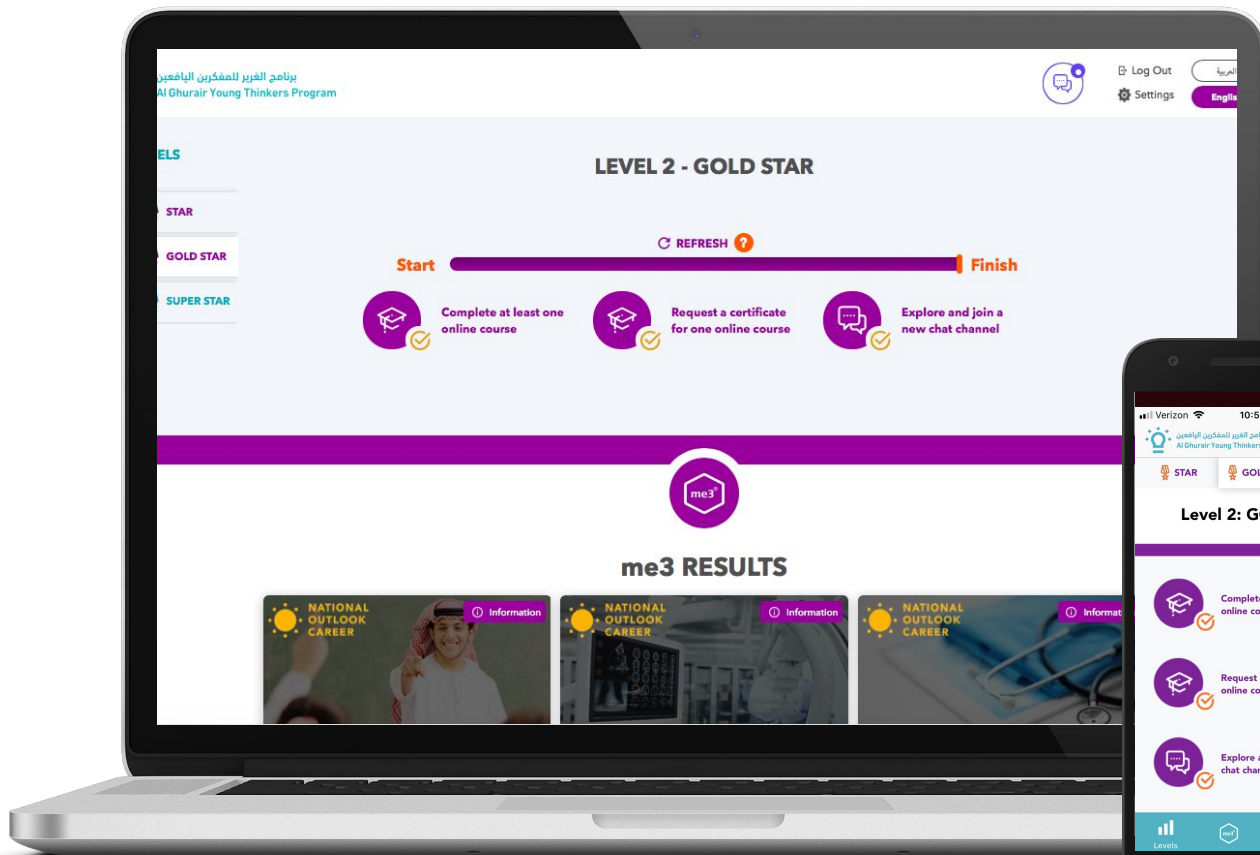


UNITED ARAB EMIRATES
MINISTRY OF HUMAN RESOURCES
& EMIRATISATION



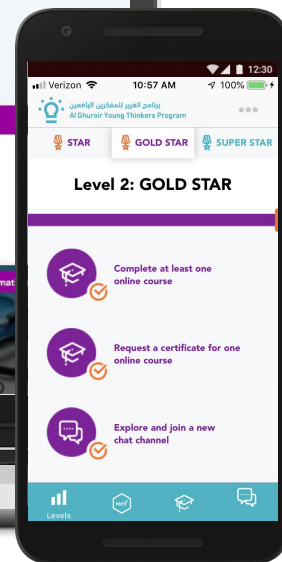
مؤسسة عبدالله
الغرير للتعليم
Abdulla Al Ghurair
Foundation for Education





Program Dashboard

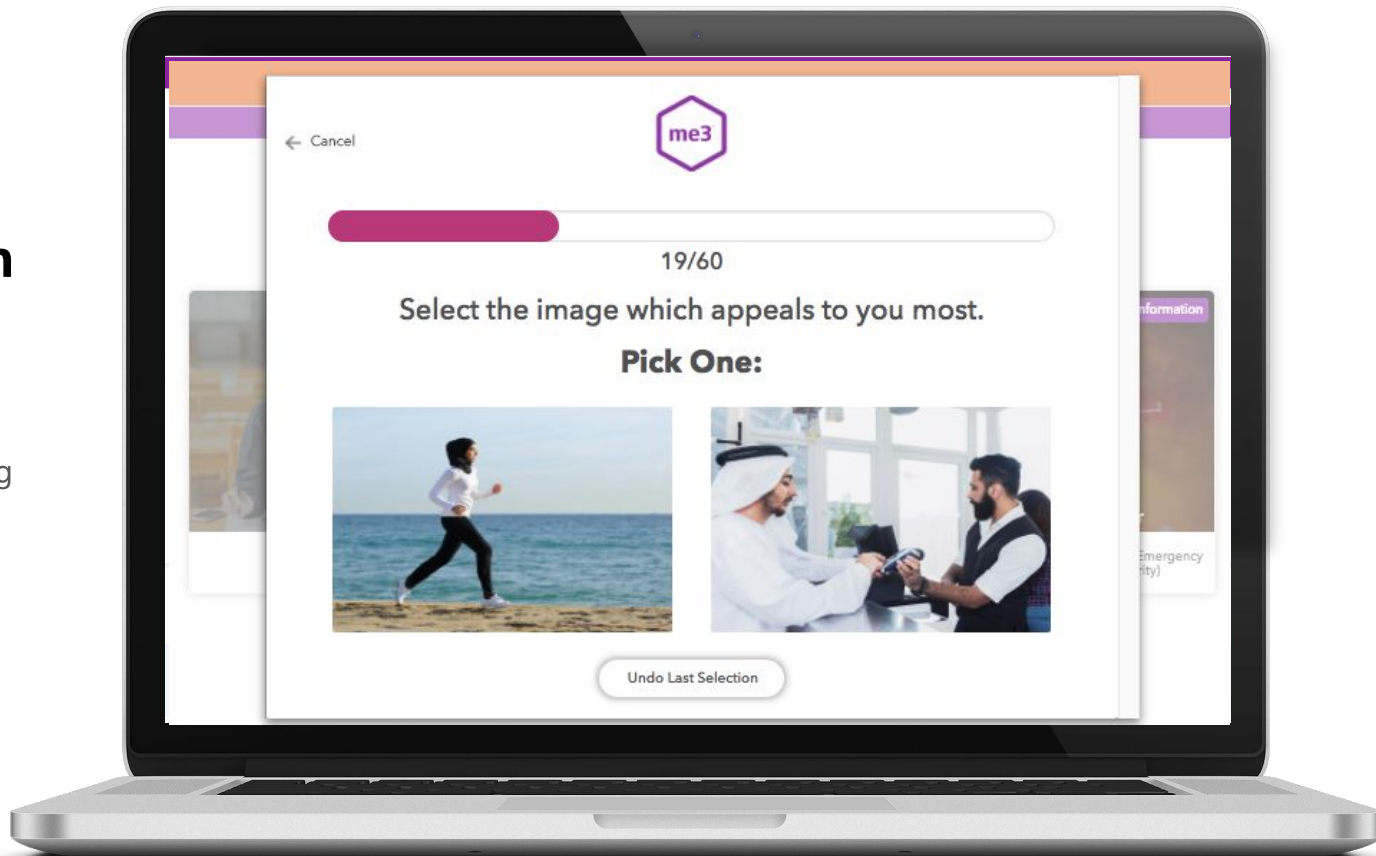
Gamified achievement

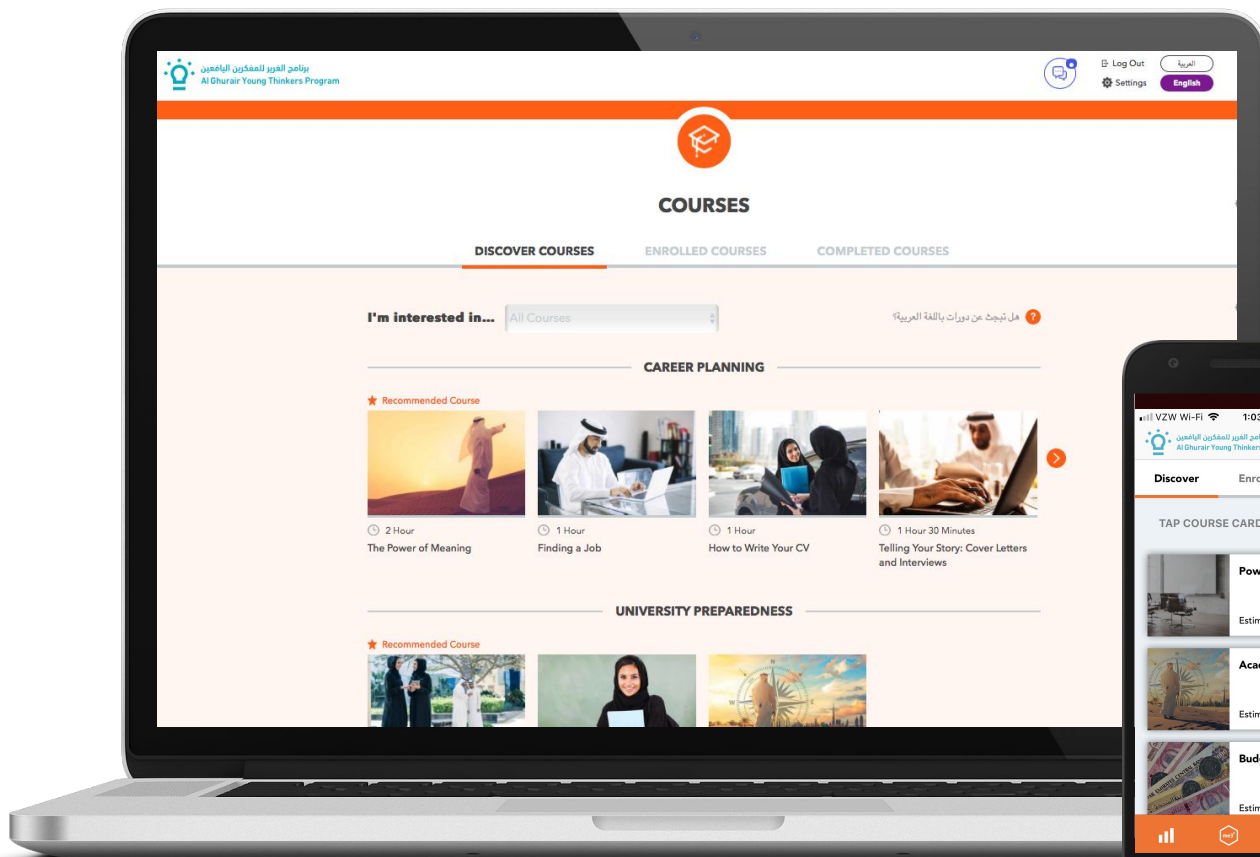


me3

Career Exploration Tool

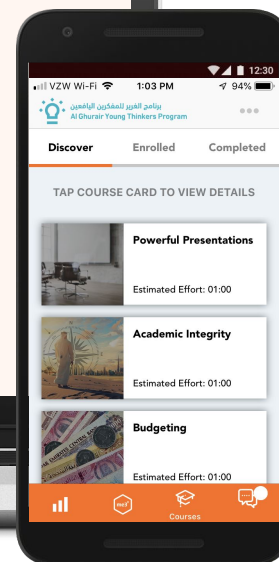
An interactive image-based tool that matches Young Thinkers' interests and passions to career paths based on RIASEC scores.





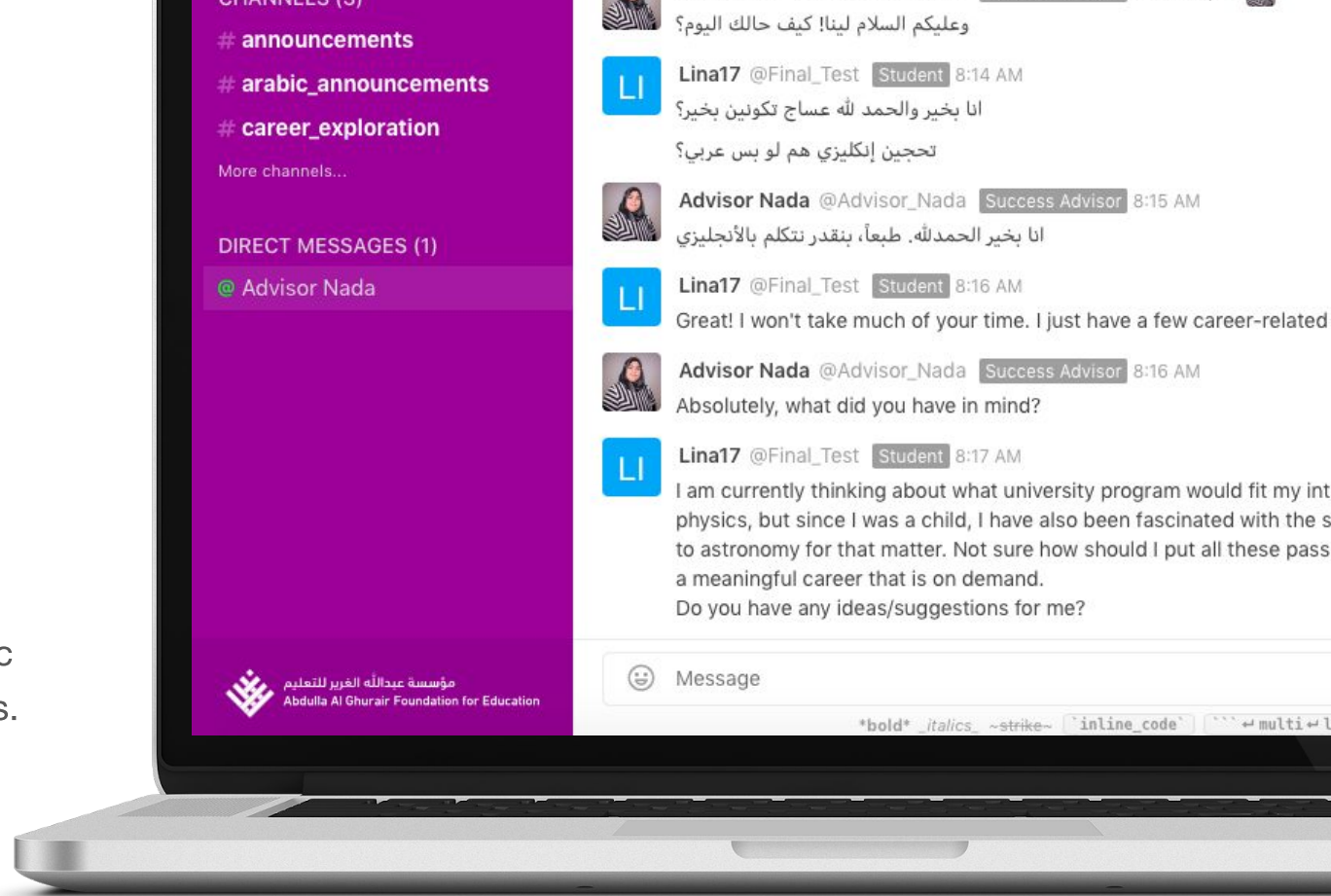
Courses

Tailored
coursework in
soft skills



Live Advising

Trained ASU Success Advisors guide Young Thinkers in setting and achieving their academic future professional goals.



Results & Student Metrics

Initial Goal
5,000
registered users

Over
3,100
courses
completed

95%
satisfaction
rate

Almost
10,000
registered users 5
months after
launch

New Goal:
20,000
registered
users



**When we keep innovating,
...learning never stops.**



Starbucks Global Academy

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Al Ghurair Young Thinkers Program

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