Illinois MOOC-based Graduate Degree Programs

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History

• Illinois pioneered online education with the development of the Plato system in 1960

• PLATO (Programmed Logic for Automatic Teaching Operations) was the first generalized computer-assisted instruction system.

• By the late 1970s, it supported several thousand graphics terminals distributed worldwide, running on nearly a dozen different networked mainframe computers.
What

• iMBA, MCS-DS approved as online degree programs delivered using the Coursera platform

• Illinois does not give course credit for MOOC alone
  • MOOC: course lectures, quizzes, assignments, discussions
  • Credit requires proctored exams, additional projects
  • Credit requires guidance and grading from TA’s/instructors
Why

• Faculty-driven
• Land-grant re-envisioned
• New markets
• Revenue generating
• Complements traditional education
How

- Stackable Certificates
- Test the waters by earning certificates
- Certificates transfer into degree program once admitted
- Admissions requires bachelors degree, 3.0 GPA
- Students cannot complete entire degree program as certificates, must be admitted prior to completion
iMBA Model

Pathway 3
Coursera Credit

Pathway 2
Non-degree

Pathway 1

Self-directed learning
Non-credit COURSE A
Free (Single course) OR Signature Track (Single course $49 Coursera certificate)

Specialization Coursera certificate
Course A, Course B, Course C
Includes capstone project $49

High-engagement learning
For-credit COURSE A
University of Illinois credit $ per credit hour
Includes capstone project ($ per credit hour)

Specialization For University of Illinois credit
Course A, Course B, Course C

6 Specializations
Specialization 1, Specialization 2, Specialization 3
Specialization 4, Specialization 5, Specialization 6
iMBA degree

Credit toward earning a University of Illinois MBA $
Opportunities

• Enrollment in the thousands

• Expand access to new and diverse student populations

• Help meet the need for education and training in high demand professions

• Generate revenue to support PhD programs and research

• Feeder system for PhD program
Challenges

- Build faculty buy-in
- Protect your brand
- Cannibalizing your other degrees
- Smart growth
- Market Research
Future

• Additional degrees

• Platform flexibility

• Admission redirects
Questions?