# MOOC planning template

Traffic light scheme:

Green: All looks good

Yellow: Issues that can impact launch date

Red: Launch date in danger

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Design Phase** | **Delivered**  **C:\Users\mellelrvan\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\V52U13TY\large-check-sign-and-cross-sign-3-166.6-6175[1].gif** | **Traffic**  **Light** | | **Deadline** | **Comments** |
| **Initiate and plan** |  |  |  | |  |  |
| Kick-off |  |  |  | |  |
| Define target group |  |  |  | |  |
| Refine learning objectives/outcomes |  |  |  | |  |
| Design course outline |  |  |  | |  |
| Design project plan and timeline |  |  |  | |  |
| Identify promotion channels |  |  |  | |  |
| **Designing and scripting** |  |  |  | |  |
| Identify key resources |  |  |  | |  |
| Design learner activities |  |  |  | |  |
| Find existing key resources |  |  |  | |  |
| Write audio/video scripts |  |  |  | |  |
| Review all learning resources |  |  |  | |  |
| Finalise all scripts |  |  |  | |  |
| Copyright strategy |  |  |  | |  |
| **Recording and editing** |  |  |  | |  |
| Record on location/in studio |  |  |  | |  |
| Edit all audio/visual material |  |  |  | |  |
| **Internal reviewing** |  |  |  | |  |
| Cross-check and review content |  |  |  | |  |
| Checks from Steering Committee |  |  |  | |  |
| **External testing and review** |  |  |  | |  |
| All reviewing conducted via GitHub |  |  |  | |  |
| Existing channels from communications strategy |  |  |  | |  |
| **Internal reviewing and finalisation** |  |  |  | |  |
| Cross-review and check content |  |  |  | |  |
| Final checks from Steering Committee |  |  |  | |  |
| **Implementation** |  |  |  | |  |
| Agreement on platform |  |  |  | |  |
| Module logo designed |  |  |  | |  |
| Module description and introduction |  |  |  | |  |
| Team member and guest lecturer agreements |  |  |  | |  |
| Team member and guest lecturer profiles |  |  |  | |  |
| Course readings acquired |  |  |  | |  |
| Port content to selected platform |  |  |  | |  |
| All content deposited in the Open Science Framework |  |  |  | |  |
| **Promotion** |  |  |  | |  |
| Content and communication calendar/strategy/timeline |  |  |  | |  |
| Identify relevant channels (mailing lists, social media and hashtags, organisations, individuals, websites, conferences) |  |  |  | |  |
| Images for use in social media |  |  |  | |  |
| Course title marketing check |  |  |  | |  |
| **Launch** |  |  |  | |  |
| Publicity start |  |  |  | |  |
| Open and free for all, continuous, self-paced learning, 100% online |  |  |  | |  |
| Soft launch |  |  |  | |  |
| Course launch |  |  |  | |  |
| Monitoring of learner experiences and reactions |  |  |  | |  |
| Prepare to provide additional information if required |  |  |  | |  |
| **Reviewing and optimisation** |  |  |  | |  |
| Collate and review learner feedback at regular intervals |  |  |  | |  |
| Track any new information during course duration |  |  |  | |  |
| Prepare evaluation report |  |  |  | |  |
| Evaluation meeting |  |  |  | |  |
| Optimise content where relevant |  |  |  | |  |

Note. This planning template was adapted based on material provided by the University of Copenhagen and the Centre for Innovation, Leiden University.