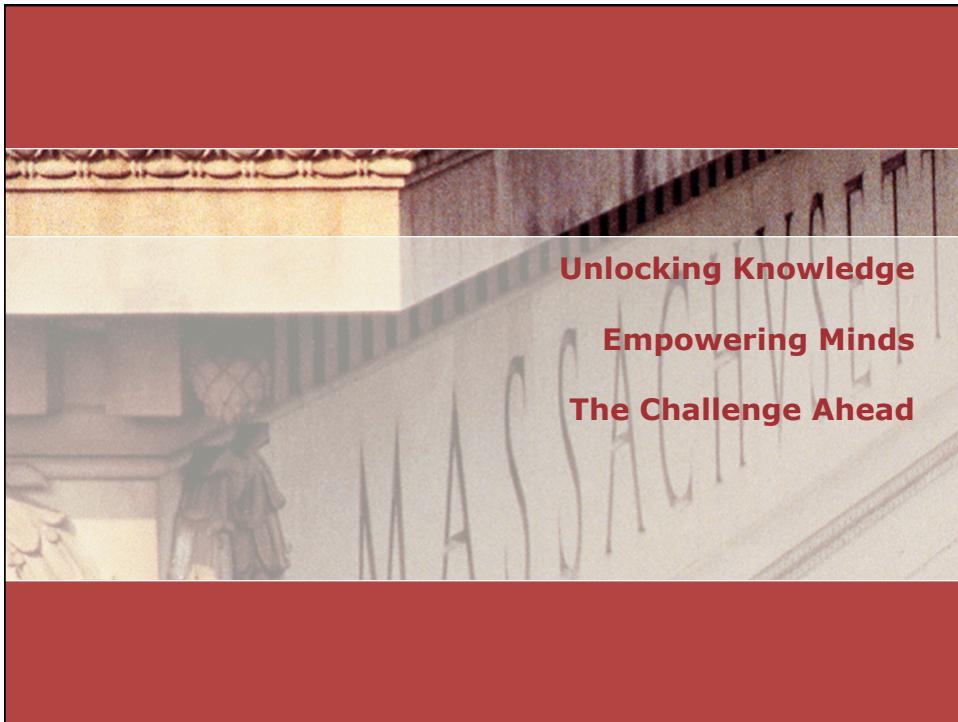


Unlocking Knowledge, Empowering Minds.

Stephen Carson - scarson@mit.edu

25 September 2010

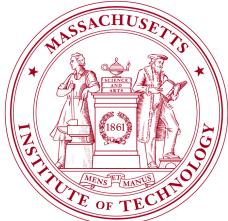
MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY





Unlocking Knowledge
Massachusetts Institute of Technology

"The mission of MIT is to advance knowledge and educate students in science, technology, and other areas of scholarship that will best serve the nation and the world in the 21st century."



3 **Unlocking Knowledge, Empowering Minds** **MIT OPEN COURSEWARE**
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Unlocking Knowledge
Massachusetts Institute of Technology

MIT Facts

- located in Cambridge, Massachusetts
- private university, founded in 1861
- 1,000 faculty
- 4,000 undergraduate students
- 6,000 graduate students
- 33 academic departments
- 57 research labs and centers



4 **Unlocking Knowledge, Empowering Minds** **MIT OPEN COURSEWARE**
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Unlocking Knowledge A Community Achievement

Covers:

- The entire undergraduate and graduate curriculum
- 33 academic departments

Voluntary contributions from:

- 78% of MIT faculty
- 4,600 members of the MIT community
- More than 8,100 individuals and organizations in total

5 **Unlocking Knowledge, Empowering Minds**

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Unlocking Knowledge 2,007 Courses

- 2,007 Syllabi & reading lists
- 17,531 lecture notes
- 9,460 assignments
- 980 exams
- 705 projects

Many include:

- Audio/video (~60)
- Complete texts (~30)
- Simulations/animations

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

[Home](#) | [Courses](#) | [Donate](#) | [About OCW](#) | [Help](#) | [Contact Us](#) | [Log In/Out](#) | [Print This Page](#)

Unlocking Knowledge, Empowering Minds:

Free lectures online, exams and more. MIT no registration required.

FEATURED COURSE

Advanced Macroeconomics I

This course covers Macroeconomics in three parts: the first part covers the basic model of a closed economy with fixed exchange rates, the second part covers the model with floating exchange rates, and the third part covers the model with capital mobility. Be sure to check out the course's [course reader](#).

SUPPORT OCW

Your contribution helps us share MIT's course materials with the world. [Learn More](#)

DONATE NOW

Your Amazon.com purchases can help support OCW. [Learn More](#)

Get the Latest

Get updates on new OCW courses and features.

SIGN UP for our E-Mail Newsletter

MIT © 2002-2010 MIT

Ab Initio
An Indie and OpenCourseWare
Built on fundamentals

RSS Feeds | [Privacy and Terms of Use](#) | [Site Map](#) | [Cite OCW Content](#) | [OCW Consortium](#)

<http://ocw.mit.edu>

6 **Unlocking Knowledge, Empowering Minds**

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Unlocking Knowledge Open License

Obliges users to meet three use requirements:

-  Use must be non-commercial
-  Materials must be attributed to MIT and original author or contributor
-  Publication or distribution of original or derivative materials must be offered freely under identical terms, or "share alike"

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

7

Unlocking Knowledge, Empowering Minds


Unlocking Knowledge Translations

- Chinese (522)
- Spanish (99)
- Portuguese (95)
- Thai (26)
- Persian (49)





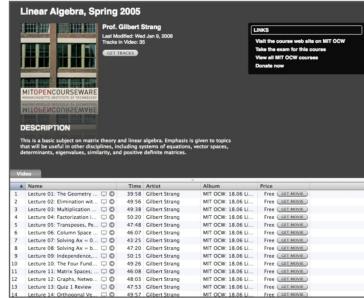
MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

8

Unlocking Knowledge, Empowering Minds



MIT YouTube channel main page



iTunes U OCW Course Page

Unlocking Knowledge

iTunes U & YouTube

- 87 courses
- 1,868 total tracks

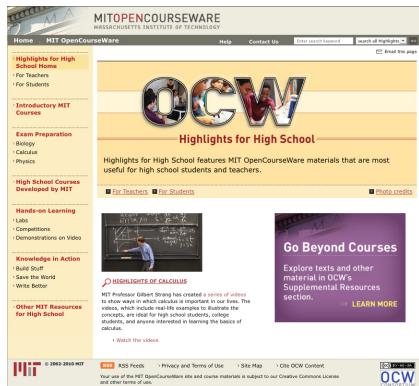
9 Unlocking Knowledge, Empowering Minds

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Launched November 28, 2007

- Organizes ~70 introductory courses
- Maps ~2,600 resources to US AP curriculum
- Provides materials to inspire STEM study



<http://ocw.mit.edu/high-school>

Unlocking Knowledge

Highlights for High School

10 Unlocking Knowledge, Empowering Minds

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

5

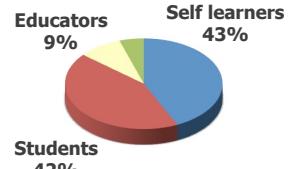


Empowering Minds A Global Audience

A world map showing the percentage of learners by continent:

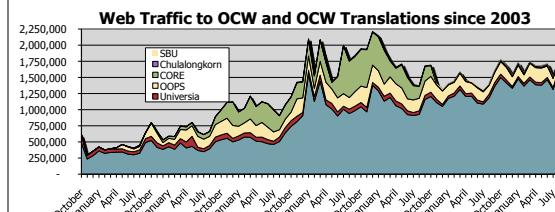
- North America: 44.3%
- Europe: 16.7%
- Asia: 20.1%
- Australia/Oceania: 8.7%
- South America: 4.3%
- Africa: 4.5%
- Middle East: 1.5%

Demographic Breakdown:



Category	Percentage
Students	42%
Self learners	43%
Educators	9%

Web Traffic to OCW and OCW Translations since 2003



The graph tracks traffic for several institutions over time, showing a significant increase starting around 2005.

11 Unlocking Knowledge, Empowering Minds **MIT OPEN COURSEWARE**
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Empowering Minds Case Studies

Educator, Indonesia



"It's not simply the information that's valuable, but also the glimpse OCW offers into how MIT has structured its teaching and research." - **Educator, Indonesia**

Student, Nigeria



"Last semester, I had a course in metallurgical engineering. OCW helped me gain a deeper understanding of the material." - **Student, Nigeria**

Self learner, Bahrain



"Communications for Managers' is an excellent presentation of how managers can improve communication. That was something I could use and apply immediately." - **Self learner, Bahrain**

12 Unlocking Knowledge, Empowering Minds **MIT OPEN COURSEWARE**
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Empowering Minds Visitor Feedback

According to users, MIT OpenCourseWare is:

"... the Eighth Wonder of the World."

"... the Big Bang of the Knowledge Universe."

"... the greatest thing any institution of higher learning has ever done."

"... like falling in love."

"... the coolest thing on the Internet."

"... worthy of the next Nobel Peace Prize."

13 **Unlocking Knowledge, Empowering Minds**

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Empowering Minds MIT Benefits

- Creates a lifelong connection with students and alumni
- Catalyzes improvements in teaching and learning
- Showcases curriculum and promotes international engagement

14 **Unlocking Knowledge, Empowering Minds**

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Empowering Minds Lifelong connection

- Creates a lifelong connection with students and alumni
 - 35% of freshmen who knew about OCW prior to choosing a school say OCW influenced their choice significantly
 - 90% of MIT students use OCW
 - 50% of alumni use OCW
 - \$1.2 million in alumni donations supporting OCW

15 Unlocking Knowledge, Empowering Minds

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Empowering Minds Alumni Pride

*"OpenCourseWare is such great endeavor, and **I'm proud to be an alumna** of an institute that supports and encourages education in this way. I appreciate the service MIT is doing for the world."*

*"Damn you MIT! I retired about a year ago, but just now got to browsing the OCW. With my natural bent to be a perennial student, your website should keep me busy till I go blind. **I'm proud that the Institute has the confidence** to make a move like this."*

*"This is phenomenal and revolutionary. You are creating a new paradigm in learning and I do know that other institutions will follow. As an MIT alumna **I am enormously proud**. Thank you!"*

16 Unlocking Knowledge, Empowering Minds

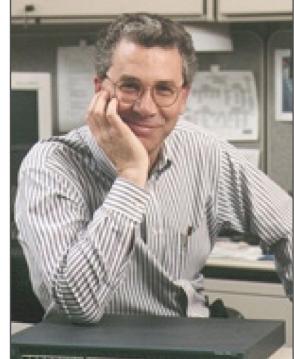
MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Empowering Minds MIT Alumni Use

Larry Birenbaum

MIT alumnus and Senior Vice President and Group General Manager of the Ethernet Access Group at Cisco Systems, became reengaged with the Institute through OpenCourseWare.



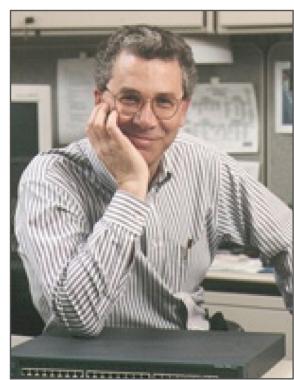
17 **Unlocking Knowledge, Empowering Minds**

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Empowering Minds MIT Alumni Use

"OpenCourseWare is exactly the kind of thing that universities should be doing. This initiative actually reeled me back into the school. I had kind of drifted away, in terms of involvement. But **the OCW announcement really brought me back.**"



18 **Unlocking Knowledge, Empowering Minds**

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Empowering Minds Teaching and Learning

- Catalyzes improvements in teaching and learning
 - 30% of publishing faculty have improved course materials; a similar number are more comfortable using the Web
 - 84% of faculty use colleagues' materials on the site
 - 70% of students use the site to complement course materials; 46% use it to select courses; 39% for independent learning

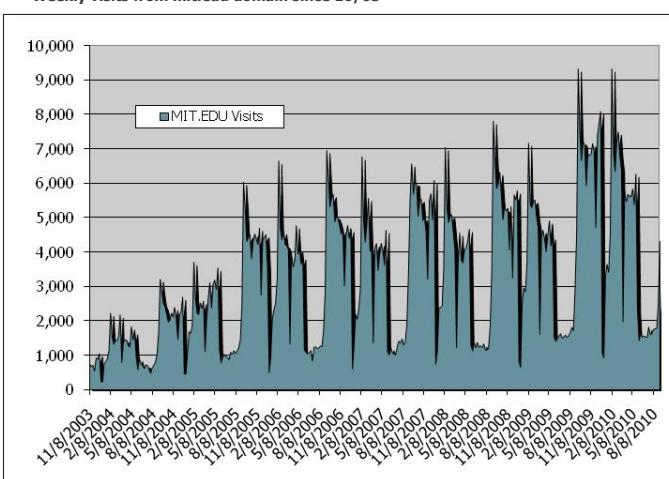
19 Unlocking Knowledge, Empowering Minds

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Empowering Minds Traffic from MIT

Weekly visits from mit.edu domain since 10/03



20 Unlocking Knowledge, Empowering Minds

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Empowering Minds MIT Faculty Use

Professor Karen Willcox

Teaches foundational course to MIT juniors in Department of Aeronautics and Astronautics



21 **Unlocking Knowledge, Empowering Minds**

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Empowering Minds MIT Faculty Use

"I realized there was this huge disconnect between the math department and the engineering department – who are the downstream users of the material that's taught in the math classes... I had no idea how or what was being taught."



22 **Unlocking Knowledge, Empowering Minds**

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Empowering Minds Curriculum Showcase

- Showcases curriculum and promotes international engagement
 - 58% of faculty say OCW has enhanced their department's reputation
 - 82% of faculty say OCW is an important element of MIT's international engagement
 - Used by MIT student groups working in China and Africa

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

23 **Unlocking Knowledge, Empowering Minds**



Empowering Minds Curriculum Showcase

New York Times
Page 1, 12/19/07

Associated Press
200+ outlets, 12/31/07

Washington Post
Page 1, 12/31/07

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

24 **Unlocking Knowledge, Empowering Minds**



Empowering Minds Showcasing Use

Professor Charles Stewart III

Head of MIT's Political Science describes how OCW provides his faculty a mechanism for global exposure.



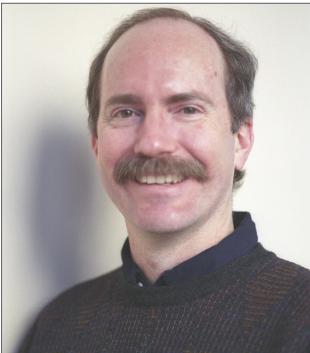
25 **Unlocking Knowledge, Empowering Minds**

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Empowering Minds Showcasing Use

"For faculty at MIT, one of the things you're supposed to do is establish that you are one of the world's preeminent experts in a particular field. **OCW gives you a broader audience than just purely an academic audience.** It gives you a lay audience from around the world."



26 **Unlocking Knowledge, Empowering Minds**

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



The Challenge Ahead

Sustainability

- \$3.7 M US annual budget
- To date largely funded by grants and MIT general Institute budget
- Anticipated model a mix of:
 - Cost management
 - General Institute budget
 - New grants
 - Major gifts/small donations
 - Corporate gifts/underwriting
 - Affiliate marketing

27 **Unlocking Knowledge, Empowering Minds**

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



The Challenge Ahead

Improve the Platform

- Update approximately 120 courses a year
- Add 60 new courses a year
- Improve depth of content
- Add multimedia
- Add user features

28 **Unlocking Knowledge, Empowering Minds**

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



The Challenge Ahead Innovate on the Platform

- Cross-disciplinary portals
 - Energy
 - Environment
- Stanton Foundation Grant
 - foundational courses structured for independent study
 - guided paths through materials, enhanced for self-assessments
 - still OCW: not for credit, no instructor interaction

29 Unlocking Knowledge, Empowering Minds

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



The Challenge Ahead Participating in a Movement

The OpenCourseWare Consortium

<http://ocwconsortium.org>

- ~250 institutions
- 100 live OCW sites
- ~13,000 courses

OpenCourseWare
Universidad Politécnica de Madrid

JHSPH OPEN COURSEWARE
Johns Hopkins Bloomberg School of Public Health

KYOTO-U OPEN COURSEWARE
KYOTO UNIVERSITY

京都大学大隅三樹

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

20 Unlocking Knowledge, Empowering Minds



The Challenge Ahead

Where are we now?

The end of the very beginning.

31 **Unlocking Knowledge, Empowering Minds**

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



The Challenge Ahead

Join us at MIT

Celebrating 10 Years of OpenCourseWare

May, 4-6, 2011

32 **Unlocking Knowledge, Empowering Minds**

MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



Thank You!

Visit MIT OpenCourseWare online at
<http://ocw.mit.edu>

