

Jim Eng <jimeng@umich.edu>

October 29, 2013 8:32 AM

To: Charles Severance , Cc: Anthony Whyte and 1 more...

Re: TEDx talk review

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I was going to throw out a few ideas just to get you thinking in a different way. Here are three. Just ignore if you think they might make it harder for you to think about it.

1) "Taking a MOOC will improve your love life": OK, maybe not your LOVE life, but the idea here would be to tell people what they can get out of taking a course and give advice about how to use a MOOC to great advantage. I like this one least of the three, but it addresses the widest audience. Basically you identify a wide range of people who might want to take a course and tell them about what they can expect to get out of it and what they won't get out of it. A few examples from your own courses, but very little about your own history and background. Just enough to establish your credibility.

2) "You can teach a killer MOOC": This is in your wheelhouse. It is aimed at college professors, professionals in various fields and others with expertise to share. It gives a little outline of how to build a course that will be of value to participants and keep them engaged without killing the teacher. But it should be organized around one central principle (or two, maybe). The rest explains and drives home the central idea. I could say more about what that idea might be, but you're the expert. Again a few brief examples from your own courses, but very little about your own history and background. Just enough to establish your credibility.

3) "MOOCs will save higher education": This one argues an idea. It has little or no history. Little or no mention of your own teaching in a MOOC or a classroom. It is about the economics of higher education for the next century (well, the next decade maybe?) and ways in which engaging with potential students through MOOCs will help universities survive and flourish. You make a case and you tell universities how to do it. I like this best of the three. You've been turning these ideas over in your head and it's time you put them out there. Before going too far, it would be good to know whether someone else has already made this case. Possibly in the Chronicle, or an academic journal or conference presentation. Or even in a TED talk. Of course, that goes for any idea you come up with.

That's all.

Jim

On Oct 29, 2013, at 6:52 AM, Charles Severance <csev@umich.edu> wrote:

Well - the TED folks did not like the talk. They said it was a brochure for my class and want me to address the big open issues that MOOCs raise.

So I am revising...

/Chuck

On Oct 28, 2013, at 9:53 PM, Charles Severance <csev@umich.edu> wrote:

Here is my first TEDx talk - very rough - first read through. Comments welcome.

[http://www-personal.umich.edu/~csev/tm2/ted\\_03.mp4](http://www-personal.umich.edu/~csev/tm2/ted_03.mp4)

It is for TEDxKalamazoo in two weeks.

/Chuck