



MOOC'a'Geddon: Creating VictoriaX

Jonny Flutey - Victoria University of Wellington:



Whats a VictoriaX?



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VictoriaX

VictoriaX

Free online courses from Victoria University of Wellington

Founded in 1897, Victoria University of Wellington is one of New Zealand's oldest tertiary institutions. Victoria's mission is to undertake excellent research, teaching and public engagement in the service of local, national, regional and global communities. Our vision is to be a world-leading capital city university, and one of the great global-civic universities.

Victoria is internationally respected, ranking within the top 2 percent of the world's 16,000 universities and among the

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The Road to VictoriaX

Dedicated staff in ITS to build a relationship with and fundamentally understand Learning and Teaching

2009–2014

With CAD, Learning and Teaching support staff embedded in the teaching process and trained in Higher Education Learning and Teaching

2014–2016

ITS staff involved in course transformation incl BIOL113, TCHG236 Antarctica Online, FHSS103

2015–2017

edX partnership formalised

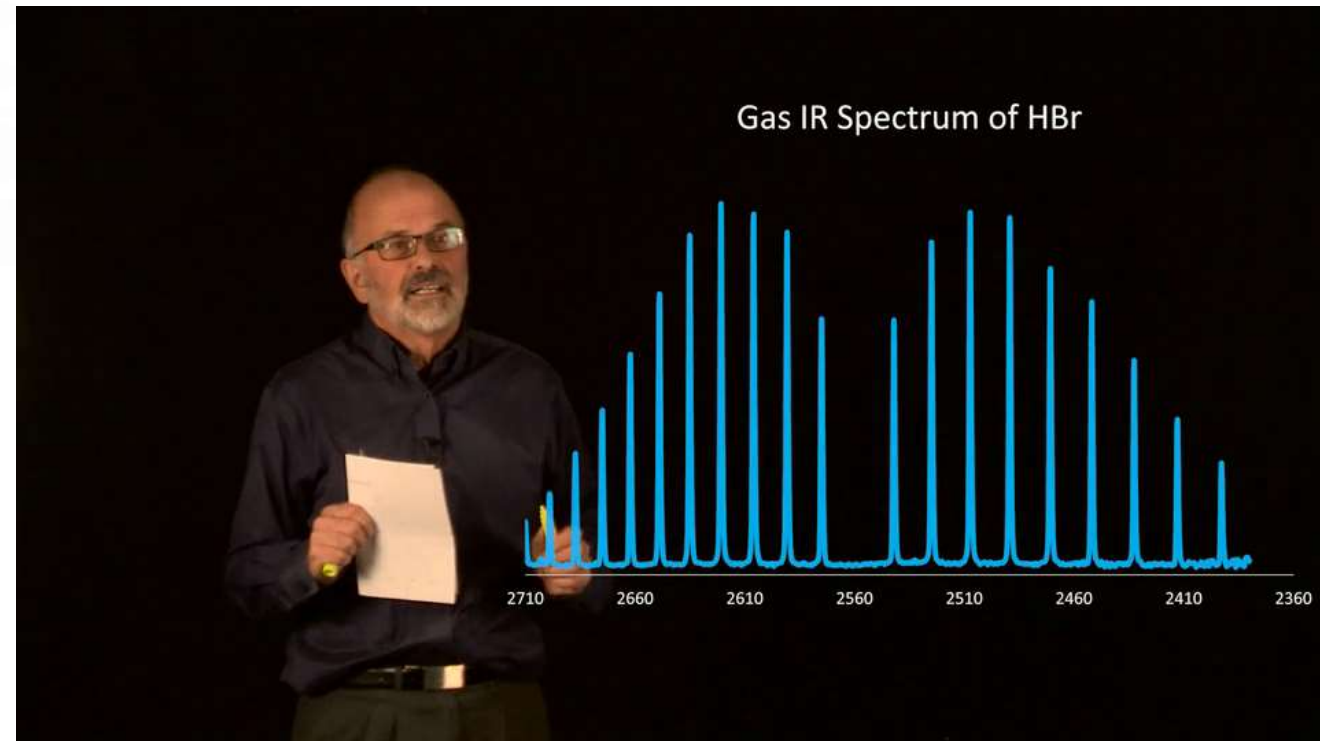
2016–2019



The Road to VictoriaX

- Production video for courses 'flipping' or transitioning to fully online

- Biggest challenge: Turning teachers into video stars



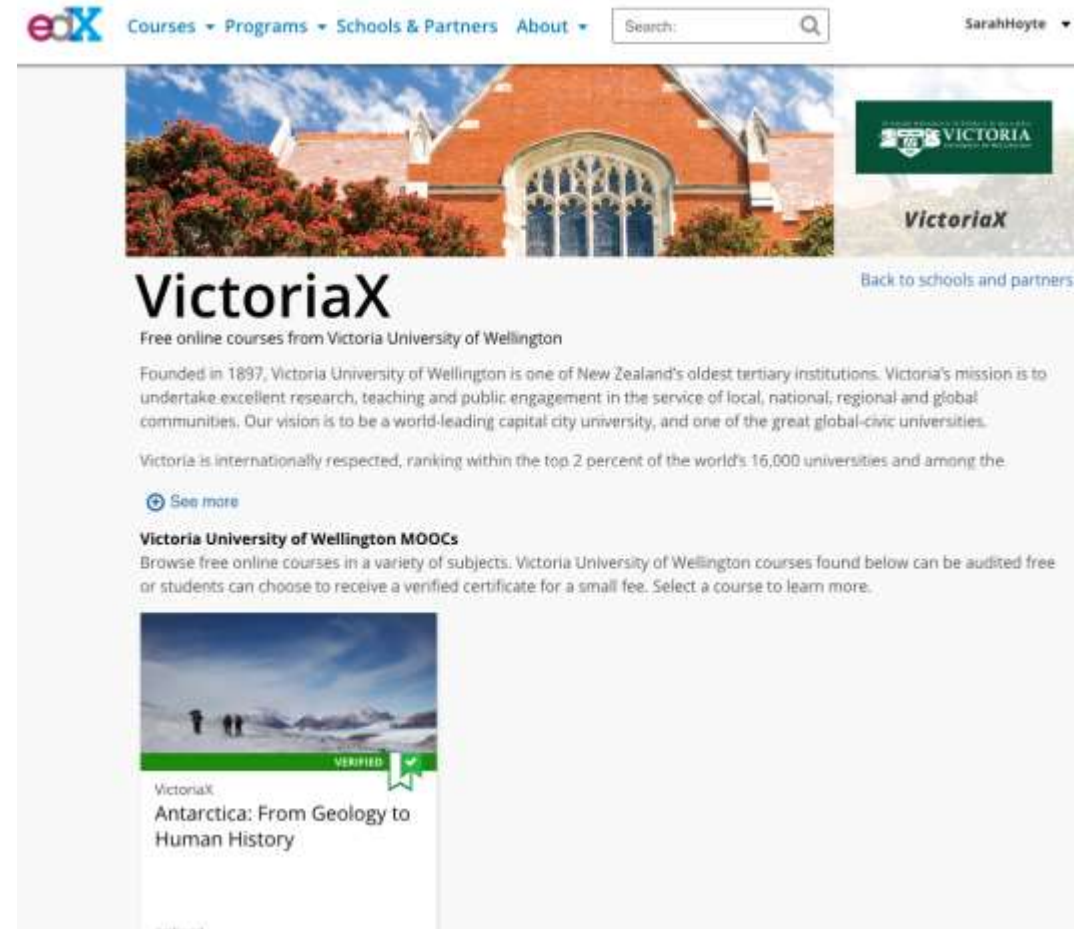
The Jump to edX

- September 2016 – Partnership signed with edX over three years to deliver 8 (or 12) MOOC's
- CATs and CAD assigned the project
- Courses to be completed using existing or planned resources
 - Some reshuffling of planned roles occurred e.g. research support swapped for media designer
- Wendy Larner, Victoria's Provost, defined the focus for the first courses based on strategic themes





Focus for the edX partnership

- To leverage the partnership with a global online education provider and other edX partners
- To increase Victoria University's capability to support and deliver a quality blended learning experience for students



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Victoria University of Wellington MOOCs
Browse free online courses in a variety of subjects. Victoria University of Wellington courses found below can be audited free or students can choose to receive a verified certificate for a small fee. Select a course to learn more.

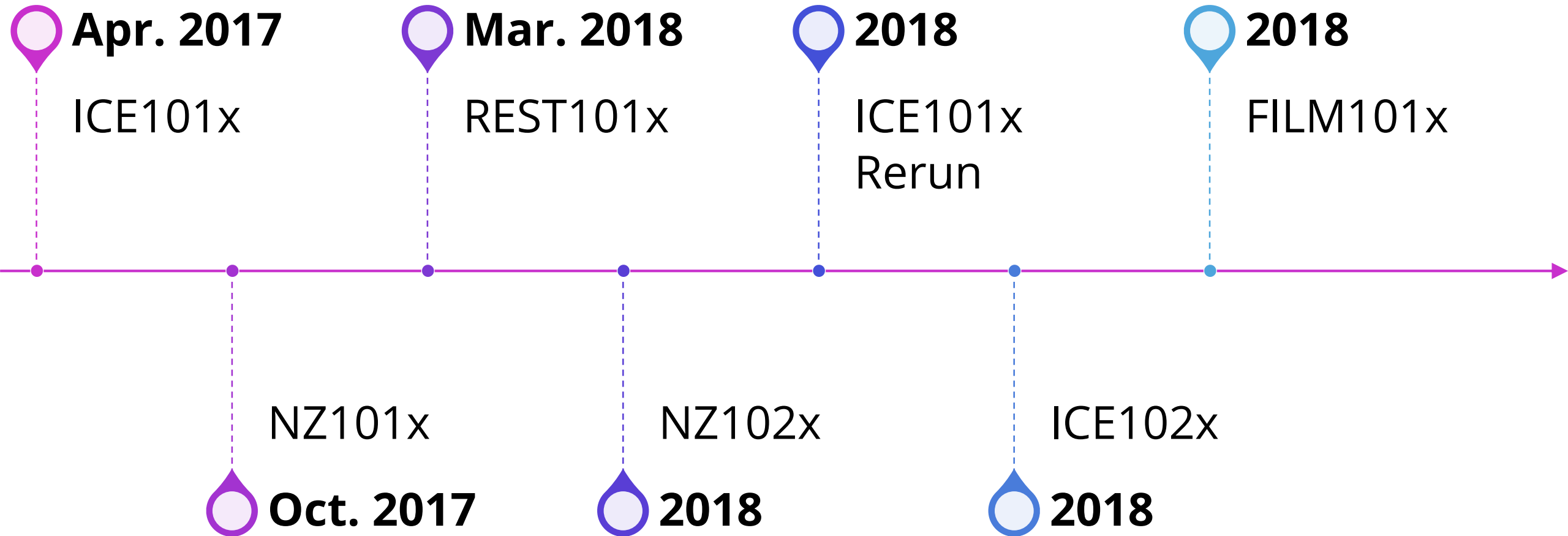

VictoriaX
Antarctica: From Geology to Human History



Initial Course Selection



Current Course Programme



First Course - ICE101x: A Journey into an Unknown Land

- Like Scott's expedition but without the horrific death



What was ICE101x About?

- Antarctica!
 - A “virtual field-trip” giving an overview of the geology and history
- Videos recorded in Antarctica in December 2014 (Thanks Antarctica NZ)
 - Also got footage from a conference in Kuala Lumpur and around NZ
- Course first run as a SPOC in November 2015
- An extended version runs as for-credit course SCIE312



How was ICE101x Structured?

- Ran for 5 weeks with three modules, 2 x two weeks + 1 x one week
- Primary content was video (~1 hr per week)
- Secondary + supplementary content was mostly readings, some other interactivities such as Google Earth walkthroughs
- Frequent discussion prompts
- Knowledge-check questions for each video
- Multi-choice assessments at the end of each module



Who was Involved?

- The initial group
 - Rebecca Priestley and Cliff Atkins as academics
 - Sarah Hoyte as learning designer
 - Stephen Marshall as course designer
 - Matt Dennes as videographer
- Brought in expertise as needed from copyright lawyer, library, disability services
- Three TAs were involved in the lead up and running
- Jonny involved in many things, especially as twitter king
- Latecomer Professor Warburton took the charge!



Programme-Level Development

- Video standards
 - e.g. [Welcome to Ross Island](#) video
- Design standards
 - Reusable/repeatable assets
 - Accessible document templates
 - General/generic information
 - Surveys
 - Syllabus
- Process development standards
 - About page
 - Timelines
 - Design thinking
- Understanding of role requirements
- [Data, Data, Data](#)



Marketing and Core Audience

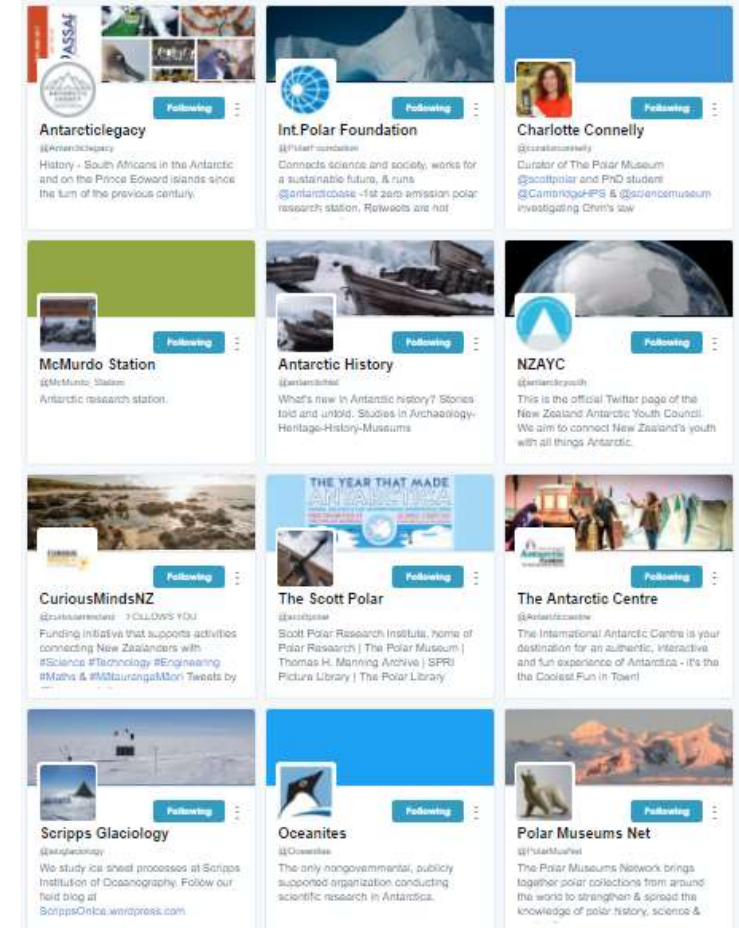
VictoriaX @VictoriaXOpenEd · Apr 13
Join #ICE101x, pitch your polar tent, and get ready for a virtual tour of #Antarctica! tinyurl.com/ice101x @edXOnline @VicUniWgtn



VictoriaX @VictoriaXOpenEd · Mar 19
Explore the depths of #Antarctica from deep time to human history in our free course starting April 15 tinyurl.com/ice101x #PolarPeople



Rebecca Priestley
VICTORIA UNIVERSITY OF WELLSINGTON



- Antarcticology** (@Antarcticology) - History - South Africans in the Antarctic and on the Prince Edward islands since the turn of the previous century.
- Int Polar Foundation** (@IPolInt) - Connects science and society, works for a sustainable future, & runs @antarcticbase - 1st zero emission polar research station. Retweets are not.
- Charlotte Connelly** (@charlotteconnelly) - Curator of The Polar Museum @scottipolar and PhD student @CambridgeHPS & @sciencemuseum investigating Chm's law
- McMurdo Station** (@McMurdo_Station) - Antarctic research station.
- Antarctic History** (@AntarcticHistory) - What's new in Antarctic history? Stories, tales and untold. Studies in Archaeology-Heritage-History-Museums
- NZAYC** (@nzayc) - This is the official Twitter page of the New Zealand Antarctic Youth Council. We aim to connect New Zealand's youth with all things Antarctic.
- CuriousMindsNZ** (@CuriousMindsNZ) - Funding initiative that supports activities connecting New Zealanders with #Science #Technology #Engineering #Maths & #MaatangaMori Tweets by
- The Scott Polar** (@ScottPolar) - Scott Polar Research Institute, home of Polar Research | The Polar Museum | Thomas H. Manning Archive | SPR | Picture Library | The Polar Library
- The Antarctic Centre** (@AntarcticCentre) - The International Antarctic Centre is your destination for an authentic, interactive and fun experience of Antarctica - it's the the Coolest Fun in Town!
- Scripps Glaciology** (@scripsglaciology) - We study ice sheet processes at Scripps Institution of Oceanography. Follow our field blog at ScrippsOnce.wordpress.com
- Oceanites** (@Oceanites) - The only nongovernmental, publicly supported organization conducting scientific research in Antarctica.
- Polar Museums Net** (@PolarMuseumNet) - The Polar Museums Network brings together polar collections from around the world to strengthen & spread the knowledge of polar history, science &



Marketing and Core Audience



I fucking love science
Yesterday at 9:07am · 🌐

It's a virtual field trip! Sign up here free: <http://bit.ly/2nsLAMI>

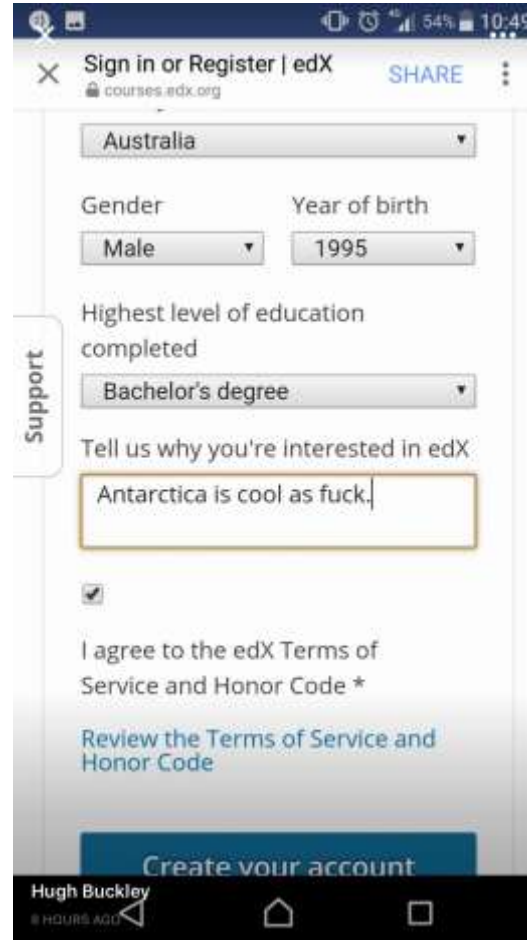
You can now take a completely **FREE** online university course on Antarctica. You'll learn about the geology and history of this amazing continent from world-leading scientists and explorers.

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You and 11K others · Chronological · 2,363 shares · 1K Comments

View previous comments · 80 of 1,010

- Sharon Brown** There you go Tom Brown · Like · Reply · 5 hrs
- Muj Mujtabizzle Mizzle** I want to get a bachelors degree in antarctica · Like · Reply · 5 hrs
- Luke Pasternak** Jaharvi Bansal · Like · Reply · 5 hrs



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Australia

Gender: Male | Year of birth: 1995

Highest level of education completed: Bachelor's degree

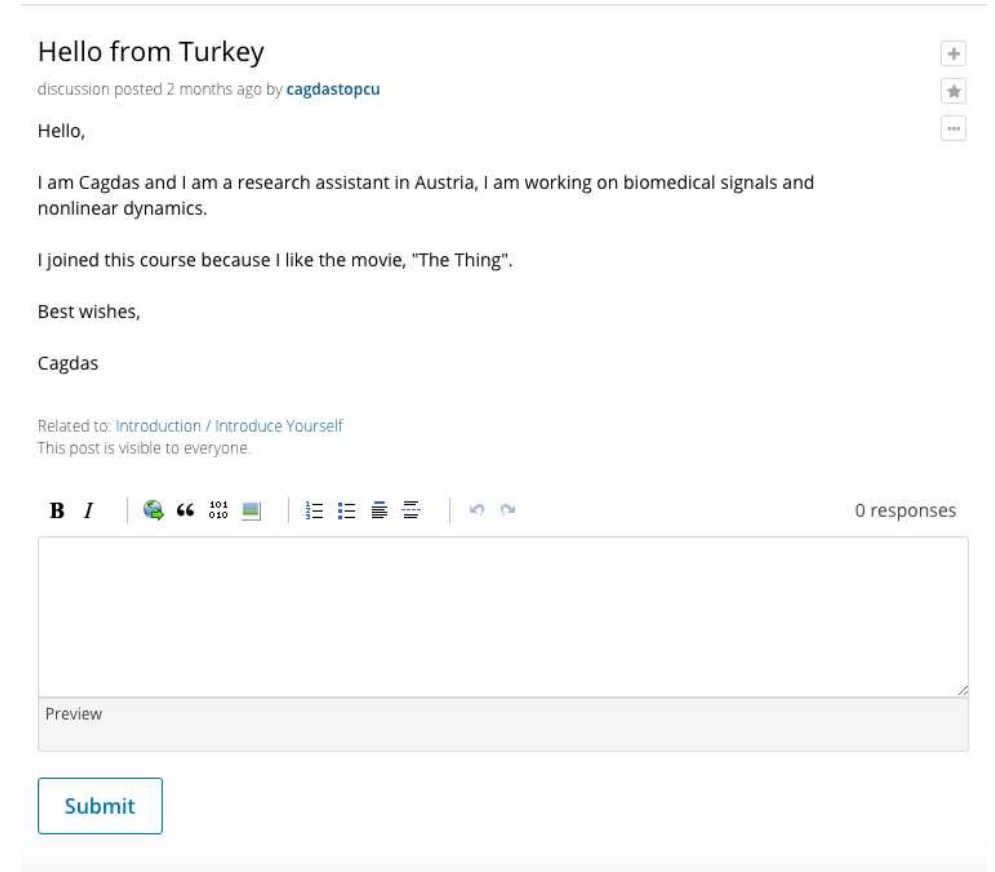
Tell us why you're interested in edX: Antarctica is cool as fuck.

I agree to the edX Terms of Service and Honor Code *

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Hugh Buckley · 8 HOURS AGO



Hello from Turkey
discussion posted 2 months ago by [cagdastopcu](#)

Hello,

I am Cagdas and I am a research assistant in Austria, I am working on biomedical signals and nonlinear dynamics.

I joined this course because I like the movie, "The Thing".

Best wishes,

Cagdas

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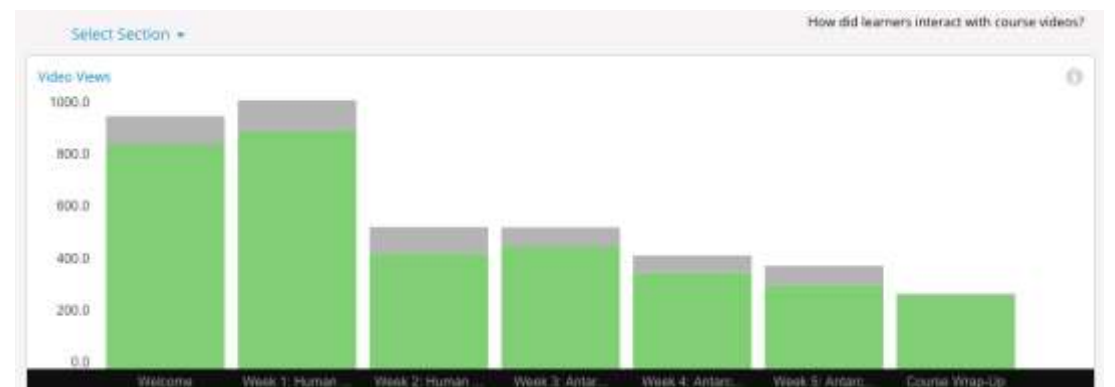
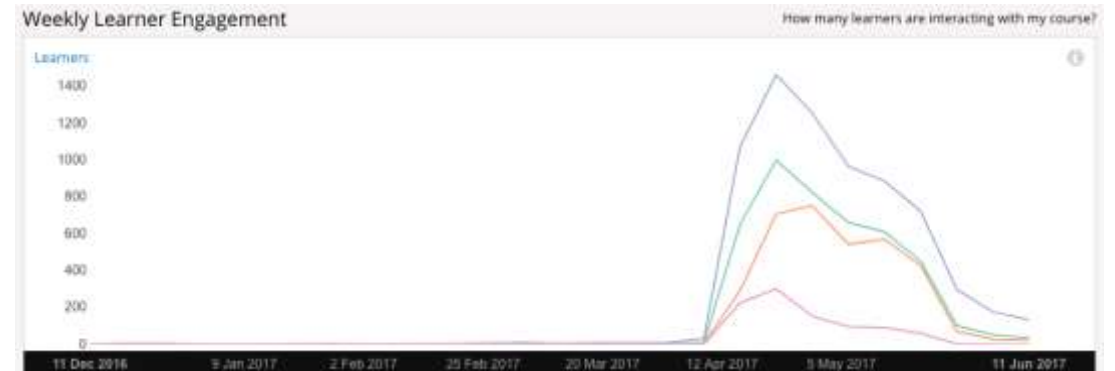
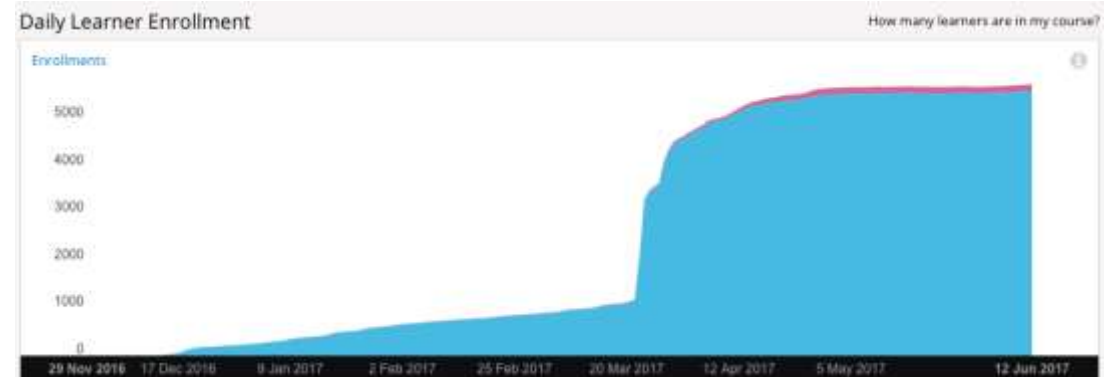
Who Were the Students?

- 59% Female
- Age range from 6 to 90 (median 31)
- 72% college degree or above
- 128 different countries
- From complete novices to Antarctic experts



Course Statistics

- Final enrolment 5735
 - 141 verified (US\$6909)
- 12.7% engagement at end of course
- 593 passed course (10%)
 - *c.f.* 498 reported wanting to complete in pre-course survey
- 100 certificates issued (71%)



Workload and Capability Focus for ITS



QUESTIONS?

