Administering & Assessing Open Online Courses

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Canvas Network

Since January 2013:

★ Launched 140+ open online courses
★ Partnered with 110+ institutions & organizations
★ More than 40 courses currently in development
★ More organizations & courses join every month

For information about Canvas LMS by Instructure
Visit instructure.com
Administration
★ Course & target audience
★ Course design & development strategy, resources
★ Expectations

Assessment
★ What will participants learn? How will you know?
★ What will you learn?
How did you hear about this course?

- From a Canvas or Canvas Network communication: 25%
- From a news story (print, radio, or TV) that mentioned Canvas Network: 4%
- From a web search: 37%
- I clicked on an ad: 2%
- Through a social media site (like Facebook or Twitter): 22%
- From the instructor: 17%
- From a friend or colleague: 73%

Source: Participant survey data CN-1444 Information Literacy for Art and Design Students

Marketing Large Public Open Enrollment Courses
### Student Status

- **I am taking this course just because I am interested.** 132
- **Graduate student** 15
- **Senior in college** 3
- **Sophomore in college** 2
- **Freshman in college** 1
- **High school student** 4
- **Not an enrolled student** 12
- **(blank)** 1

### Have you taken an online course before?

- **Yes** 31%
- **No** 67%
- **(blank)** 2%

Source: Participant survey data CN-1444 Information Literacy for Art and Design Students
Activity

Each bar represents the number of page views on that day. An orange bar indicates that the student took some action within the course on that day.

Assignments

Each row is one assignment. The diamond is the due date and the bar extends to the submission date. Green indicates an on time submission, yellow a late submission, and red a missed assignment. Gray diamonds are assignments without due dates, placed at the time of submission.

Source: Course analytics, CN-1444 Information Literacy for Art and Design Students

Participation Analytics
Would you take another course from this instructor?
- Probably: 1
- Yes, definitely: 4

Would you take another course on Canvas Network?
- Probably: 2
- Yes, definitely: 3

Source: Participant survey data CN-1444 Information Literacy for Art and Design Students
Enrolled participants: 621
Quizzes completed: 442
Discussion posts: 368
Course duration (days): 35

Source: Course analytics, CN-1444 Information Literacy for Art and Design Students
As a library professional this course was essential to me, in the way that it opened up new understandings specially to copyrights.

It was great experience and chance to check out my knowledge in this field.

Source: Participant survey data CN-1444 Information Literacy for Art and Design Students
I have liked the fact that we had to analyse the lessons to properly complete the activities. The activities were simple and usually quick to complete, but they were useful...

The assignments...gave me an excuse to search for things I was interested in so I learned more than I expected.

Source: Participant survey data CN-1444 Information Literacy for Art and Design Students
Administration

★ Define target audience
★ Develop a course for them *and everyone else
★ Include a variety of flexible learning opportunities
★ Set your expectations for the unknown

Assessment

★ What did participants learn? How do you know?
★ What did you learn?
EVER MET A KNOW-IT-ALL WHO ACTUALLY DID KNOW IT ALL?

THERE'S ALWAYS MORE TO LEARN. GET STARTED ON CANVAS NETWORK.

FREE

Business Ethics for the Real World
This course is designed to provide an introduction to the subject of ethical behavior in business. The course provides an understanding of the nature of ethics...

Kirk O. Hanson
Executive Director, Markkula Center for Applied Ethics
In Progress - Learn More

FREE

College Foundations: Reading, Writing, and Math
This course provides prospective college students with a primer in college level reading, writing, and mathematics. Whether a student is preparing to take a...

David Hennessy
Assistant Professor of English
In Progress - Learn More

FREE

The Gilded Age to the Roaring Twenties: Emergence of Modern...
This course will explore government policies dealing with African-Americans and Native Americans; the rise of big business and urbanization; the second...

Nate Weston
Professor
Starts May 5, 2014 - Learn More
For general inquiries, contact courses@canvas.net
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★ Ask about support & development
★ Ask about agreements between the institution/organization & the platform provider
★ Ask about experiments in open online courses
★ Ask how you can get started