

Expert pool: OERs & MOOCs

Business models for OER and MOOCs beyond monetary incentives.

Tuesday 29 November: 10.00 - 11.30 (CET)

By: Andy Lane (The Open University, UK)

Abstract

OER and MOOCs can have multiple purposes and can bring a variety of returns on that investment. While there are costs associated with providing these free educational products and organizations might focus on ways to monetize the interest in their OER and MOOCs to offset those costs or provide revenue there is also non-monetary value to be gained from a variety of sources that expand the nature and range of business models for open education as both a producer and user. In this online event Andy Lane from The Open University UK, one of the EMPOWER experts and founding Director of the OUUK's OpenLearn platform, will discuss non-monetary business models that variously involve enhancing brand awareness, extending the impact of research, enabling valorization of informal learning, encouraging partnerships between organizations, supporting capacity-building in communities and spreading the costs of developing OER.