**MOOC Project Management**

**Guiding Questions**

As you plan, develop, and deliver your MOOC, you may wish to use these questions to help ensure you are thinking through all aspects of offering a MOOC. Please note that these these are not *all* of the questions you may wish to ask yourself, but are instead a collection of the more important, and often neglected, areas of MOOC project management.

**Stage 1: Build the Team**

* Who will identify learning outcomes and design the overall learning experience for students?
* Who will create any original content included in the course? How will this person be supported, if at all, in the creation of the content?
* Who will curate content and respond to questions and/or corrections as they arise?
* Who will ensure that the course meets the institution's standards of quality and fits into its larger goals or vision?
* How will the team members communicate with another?
* How will the work associated with the course be prioritized for each team member?
* How will faculty and staff participation be incentivized (if at all)?
* If disagreements emerge, who will have final authority for decision making?
* Who will be the main point of contact for any press associated with the course?

**Stage 2: Identify and Define the Project**

* What is your purpose? Why are you choosing to develop and deliver the MOOC? (experimentation, lead generating, inspire/motivate, educate, professional development, build teaching repertoire, personal development)
* Who is your primary audience? Are there other secondary audiences you may want to serve? How large of an audience would you like?
* How long will the course run?
* Will there be any prerequisites suggested for students taking the course? Will materials be required for purchase?
* What kind of commitment do you want from students?
* What are the key project milestones and dependencies? What will happen if you miss one?
* What will students leave with when they successfully complete the course?
* How will any necessary contracts be handled? Does the institution need to contract directly with the faculty teaching the course? If so, who will handle this process?
* Will guest speakers be included in the course? How will they be incorporated into the development process?

**Stage 3: Organize, Prepare, and Create**

* How will you organize materials and activities within your course? By theme? Time? By type of activity?
* Will the course be self-paced or will materials be released in stages over time?
* How will you build in faculty interaction, if any?
* What will be your main formats of content? Have you tested these for user access across multiple platforms, including mobile?
* Will you build in dependencies so that content or activities are released after specific criteria are met?
* Through what channels will course managers or facilitators handle student support needs?
* Will you use your own original content or will you share openly-licensed materials?
* How will you market your course to reach broader enrollments and/or audiences?
* What types of research do you plan to do associated with course? What data will you need?

**Stage 4: Implement**

* How present do you plan to be in the course?
* How much time does you and your team really have to commit to the delivery of your course? What kind of presence have you promised users through the student orientation material?
* What will you do to ensure the learning environment you want desire occurs? Is it social? Individualistic? Open?
* If you have a team monitoring the course, how are you ensuring this is efficient? At what frequency will they check for issues? How are you tracking issues as they are solved?
* How will you handle reported content errors?
* How will you share updates, summaries, and additional news with students?

**Stage 5: Conclude the Project**

* Will you leave students with specific feedback or instructions as part of the archiving process? Will you continue to support any social networks you implemented alongside the course?
* What were the most common issues students reported?
* What was most successful about the design of the course? Least successful?
* How would you improve the design of the course?
* What learning experiences or activities fostered student engagement? When were student least engaged?
* How would you improve the delivery of the course?
* Did the course meet the set goals and outcomes? If not, why?
* Were you able to answer your research questions with you data? if so, what did the data reflect?
* What else did the data tell you? How did students respond to their overall experience in the course?