

# New Librarianship Master Class

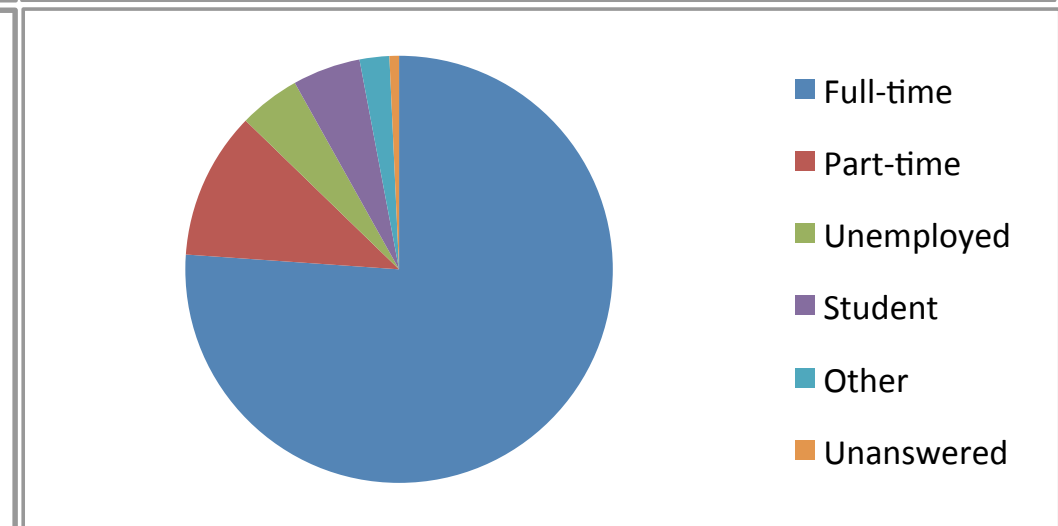
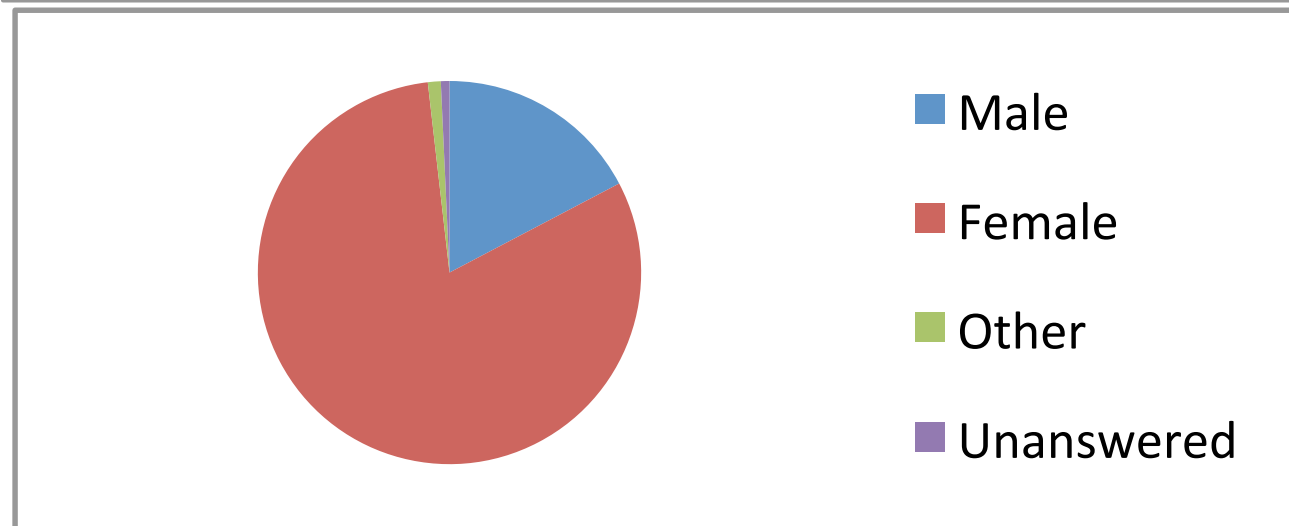
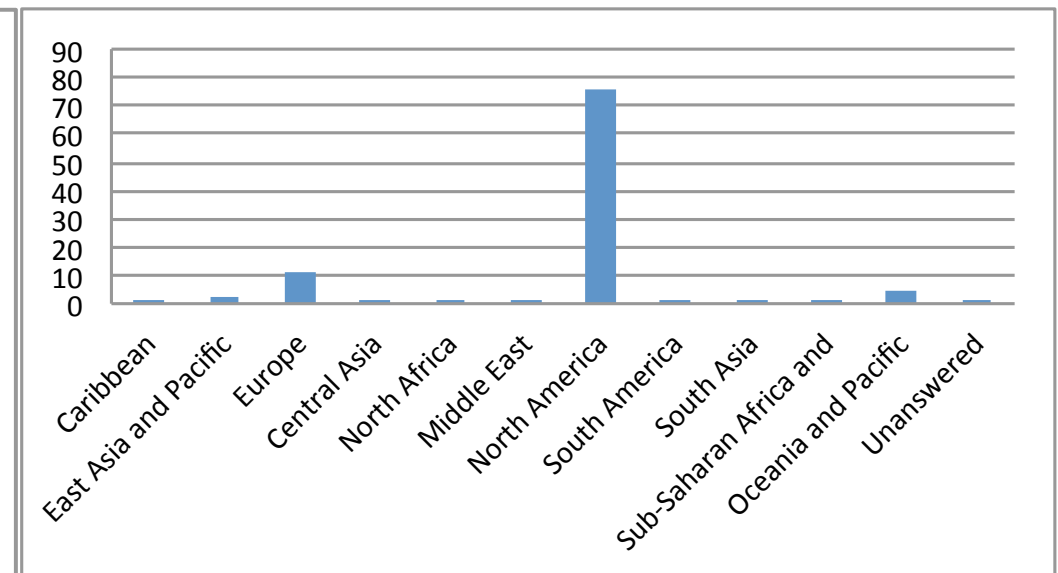
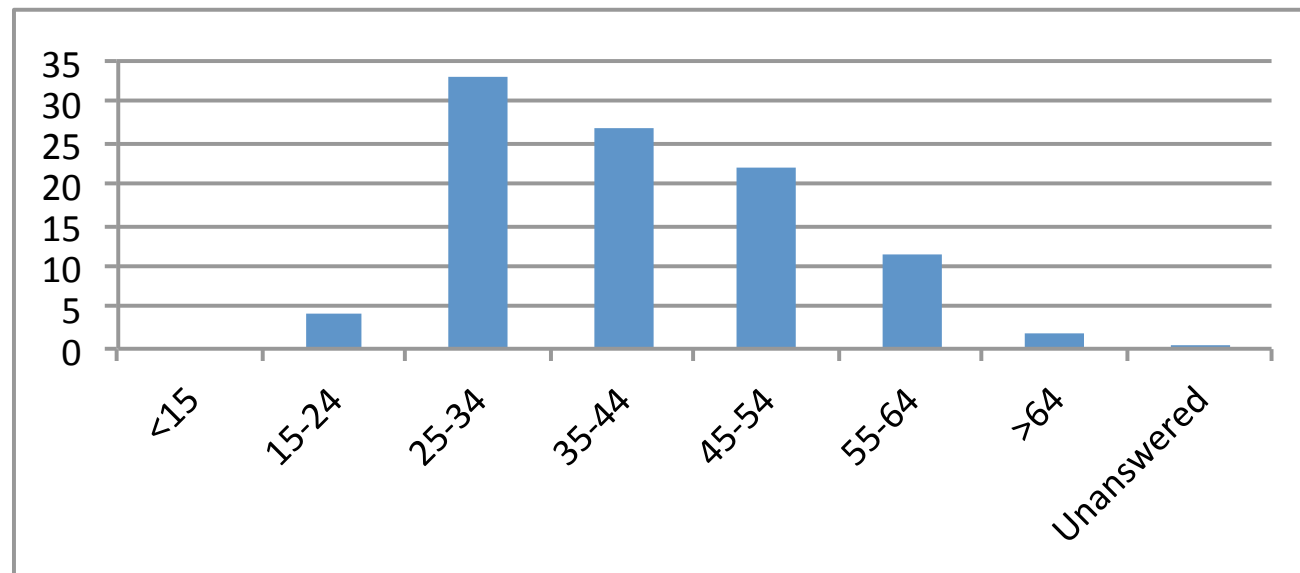
MOOC Statistics

# iSchool Motivation

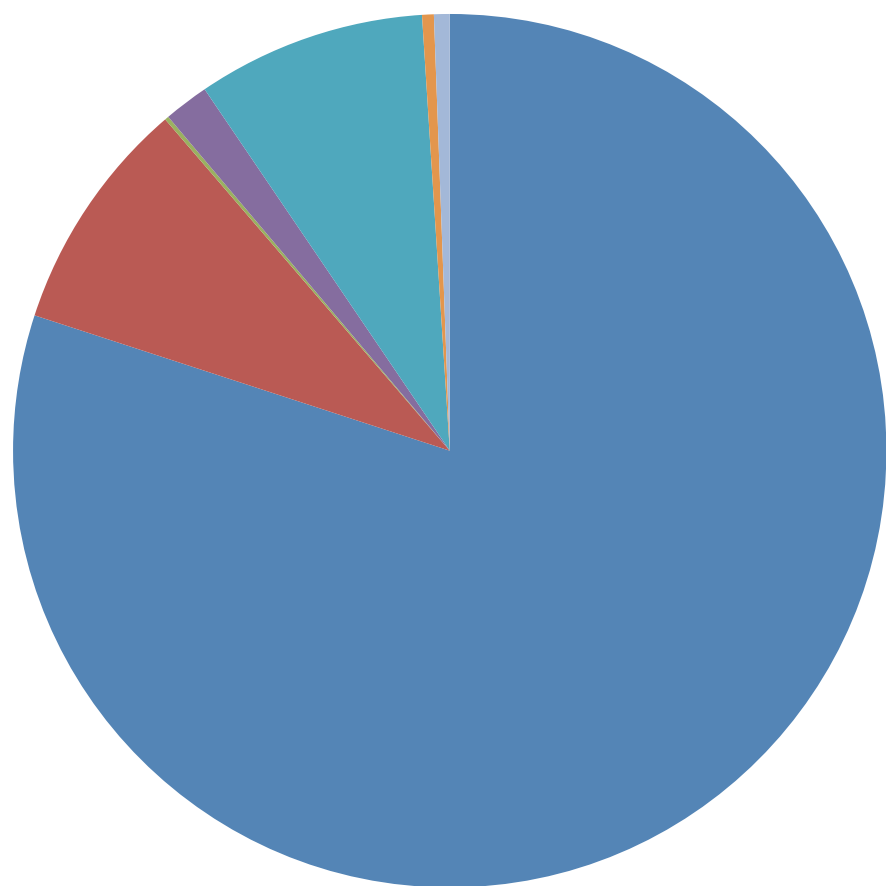
- Provide Professional Development
- Increase Reputation of iSchool/SU
- Experiment in the MOOC Space
- Test Continuing Education Business Model

# Demographics

- Number Expressed Interest: 3,145
- Number Enrolled: 2,405



# Motivation for Participation



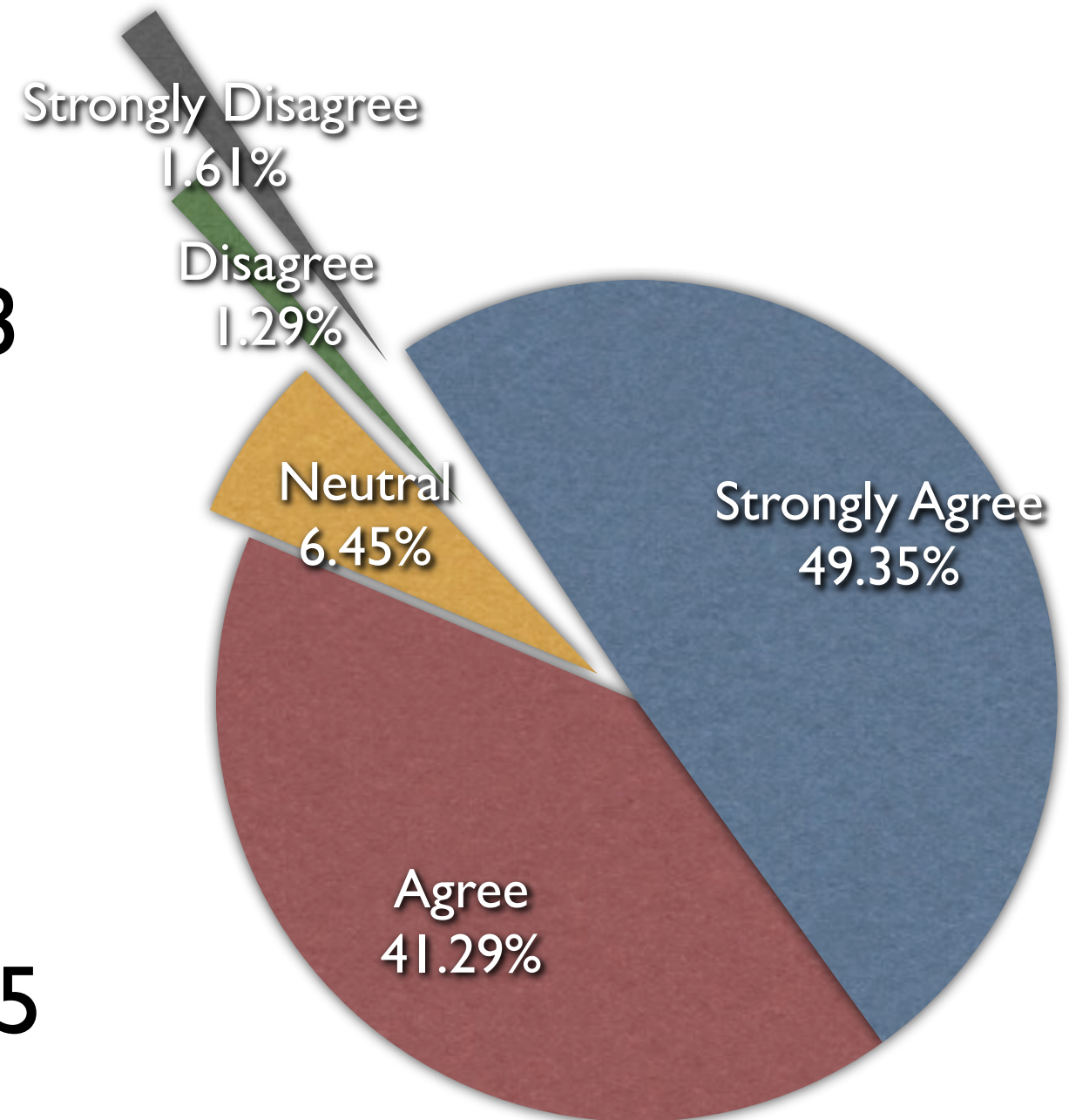
- Professional Development
- Personal Development
- Formal study requirement
- Research
- Curiosity
- Other

# Completion

- Certificate of Completion: 232
- All but 1 Quiz: 39
- All but 2 Quizzes: 12
- All but 3 Quizzes: 10
- Did at Least 1 Quiz: 591
- Taking for Graduate Credit: 1
- Taking for CEUs: ~20

# Overall, this MOOC has been a positive learning experience for me

- Strongly Agree: 153
- Agree: 128
- Neutral: 20
- Disagree: 4
- Strongly Disagree: 5

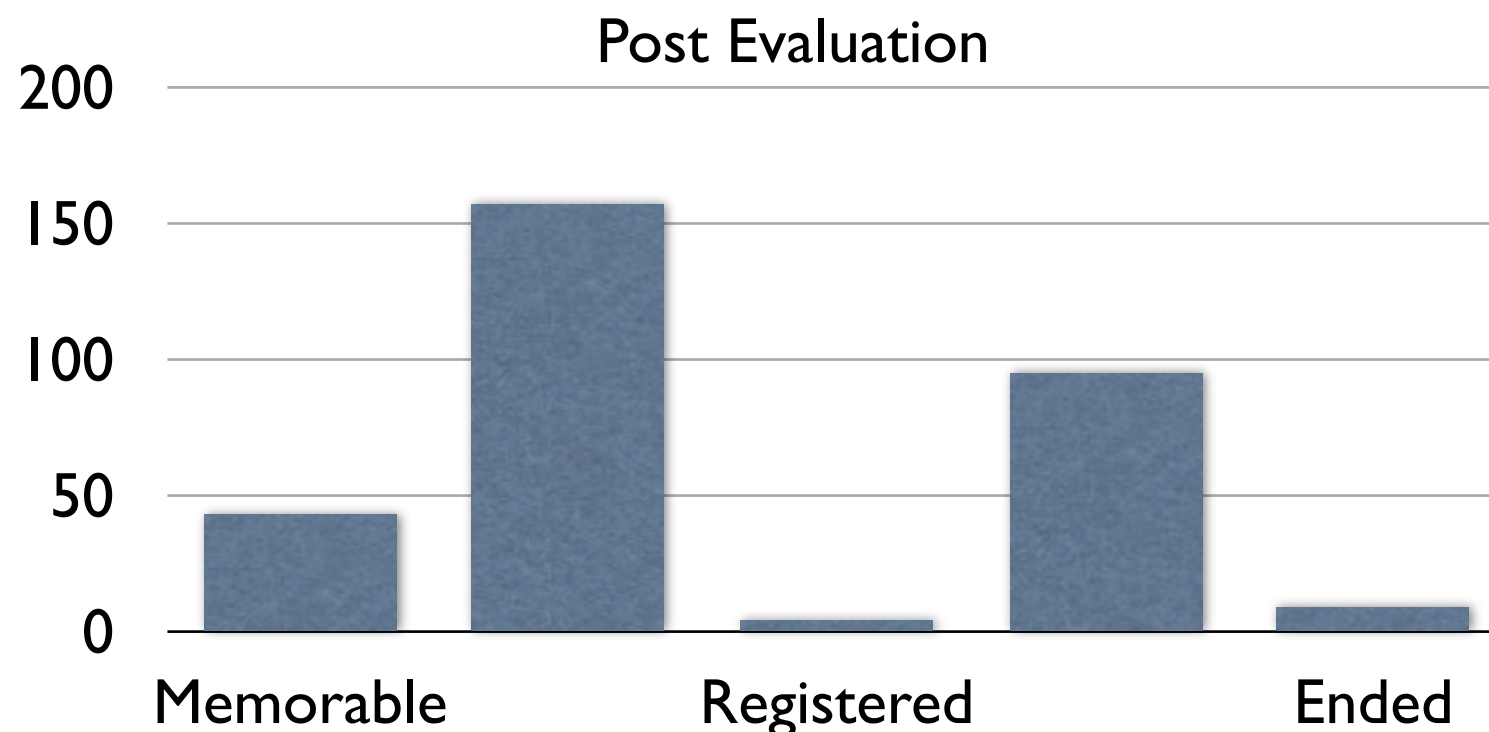
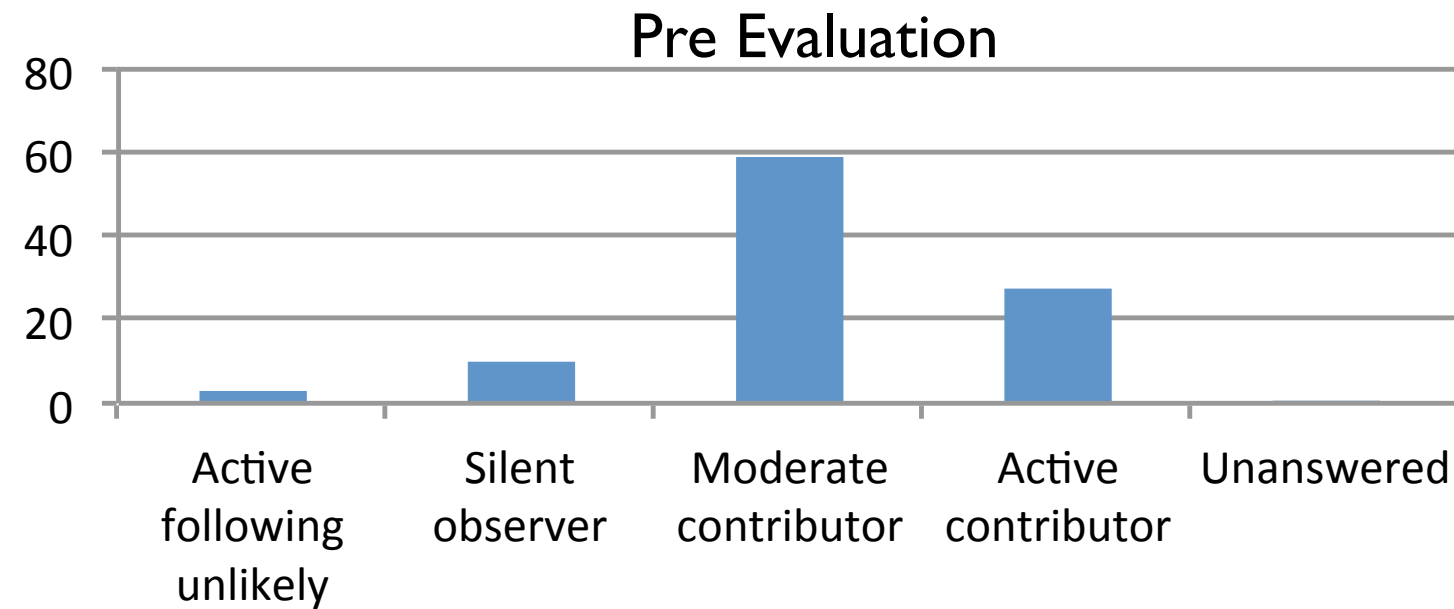


# How would you describe your ACTUAL level of participation during this MOOC?

- Memorably active: 43
- Moderate contributor: 157
- Registered but never really got going: 4
- Silent observer: 95
- Started but ended: 9

**Total Time in Course: 10,335 Hours**  
**Avg Time Per User: 4.50 Hours**  
**Range: 0-93 Hours**

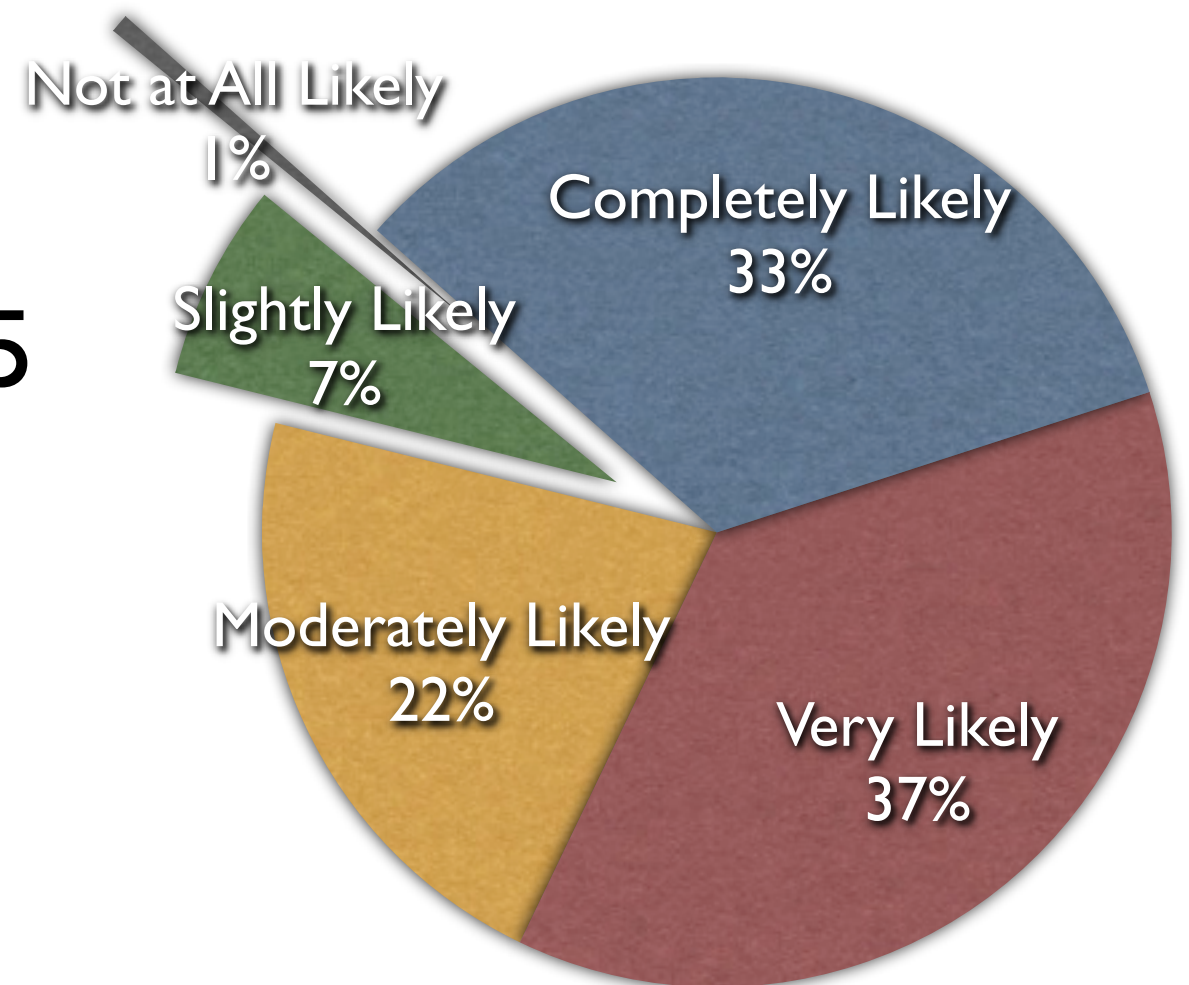
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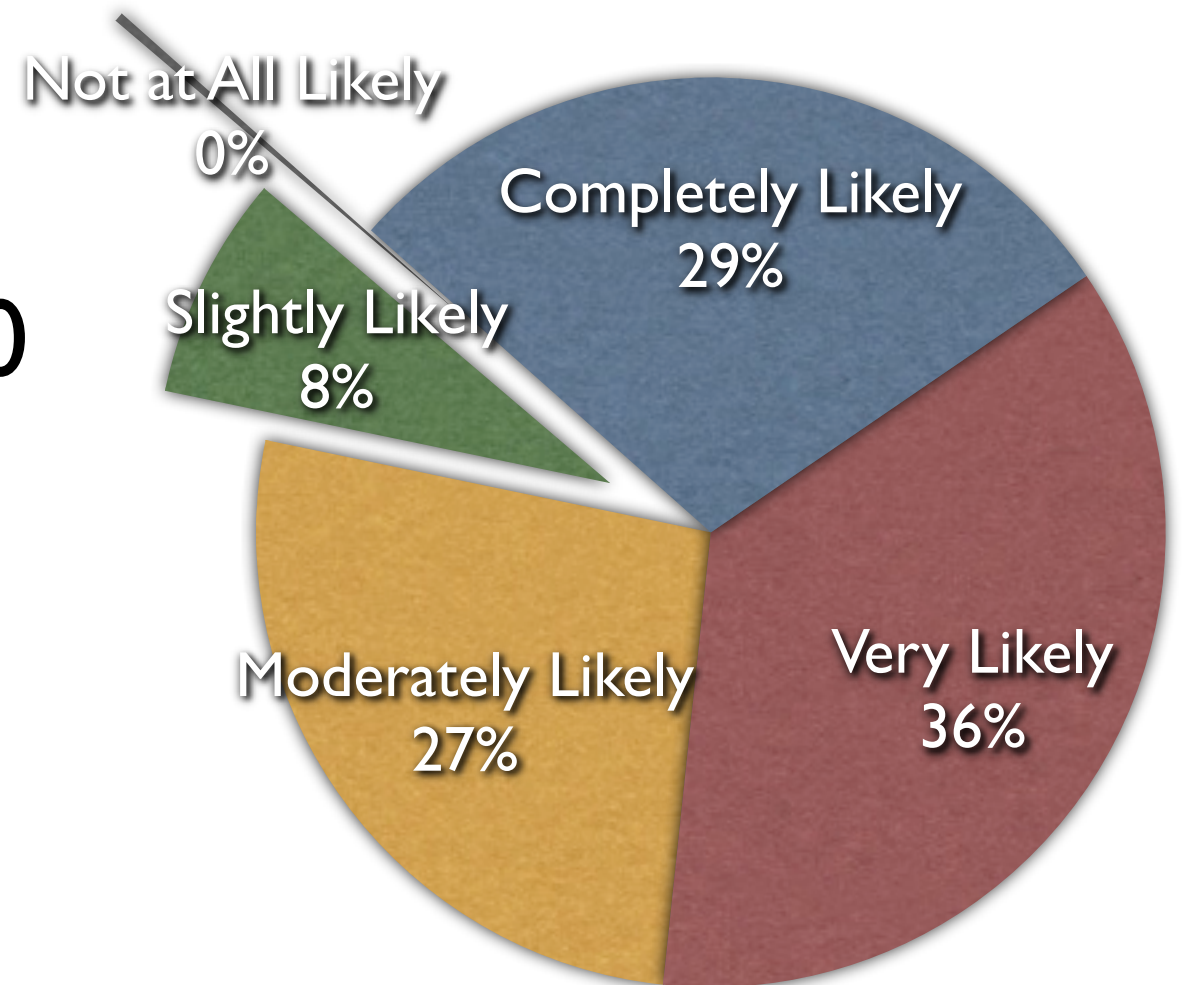
Based on your experience in this MOOC, how likely are you to register for other MOOCs offered by Syracuse University's iSchool in the future?

- Completely likely: 100
- Very Likely: 111
- Moderately Likely: 65
- Slightly Likely: 21
- Not at All Likely: 2



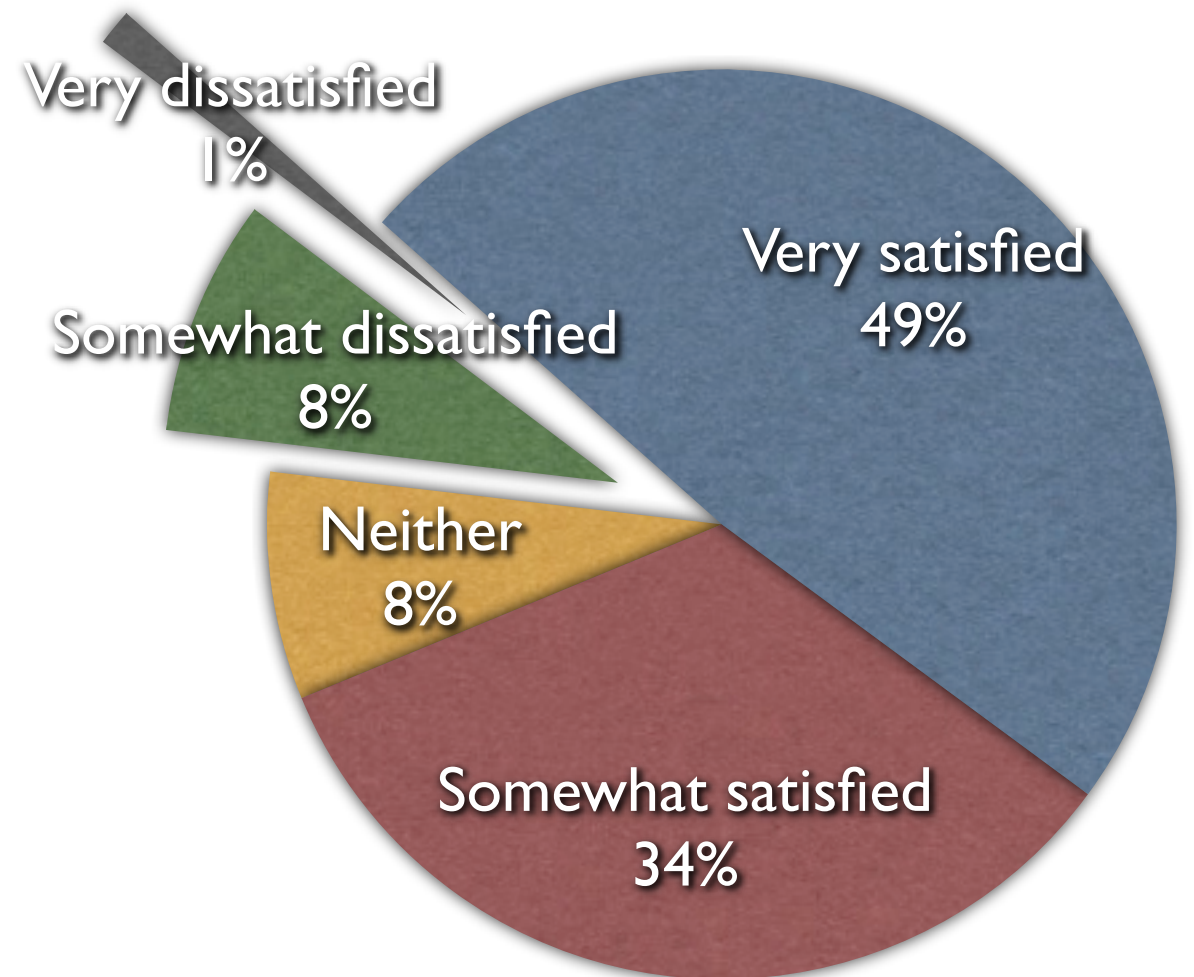
# Based on your experience in this MOOC, how likely are you to register for other MOOCs offered by other institutions

- Completely likely: 87
- Very Likely: 109
- Moderately Likely: 80
- Slightly Likely: 24
- Not at All Likely: 1



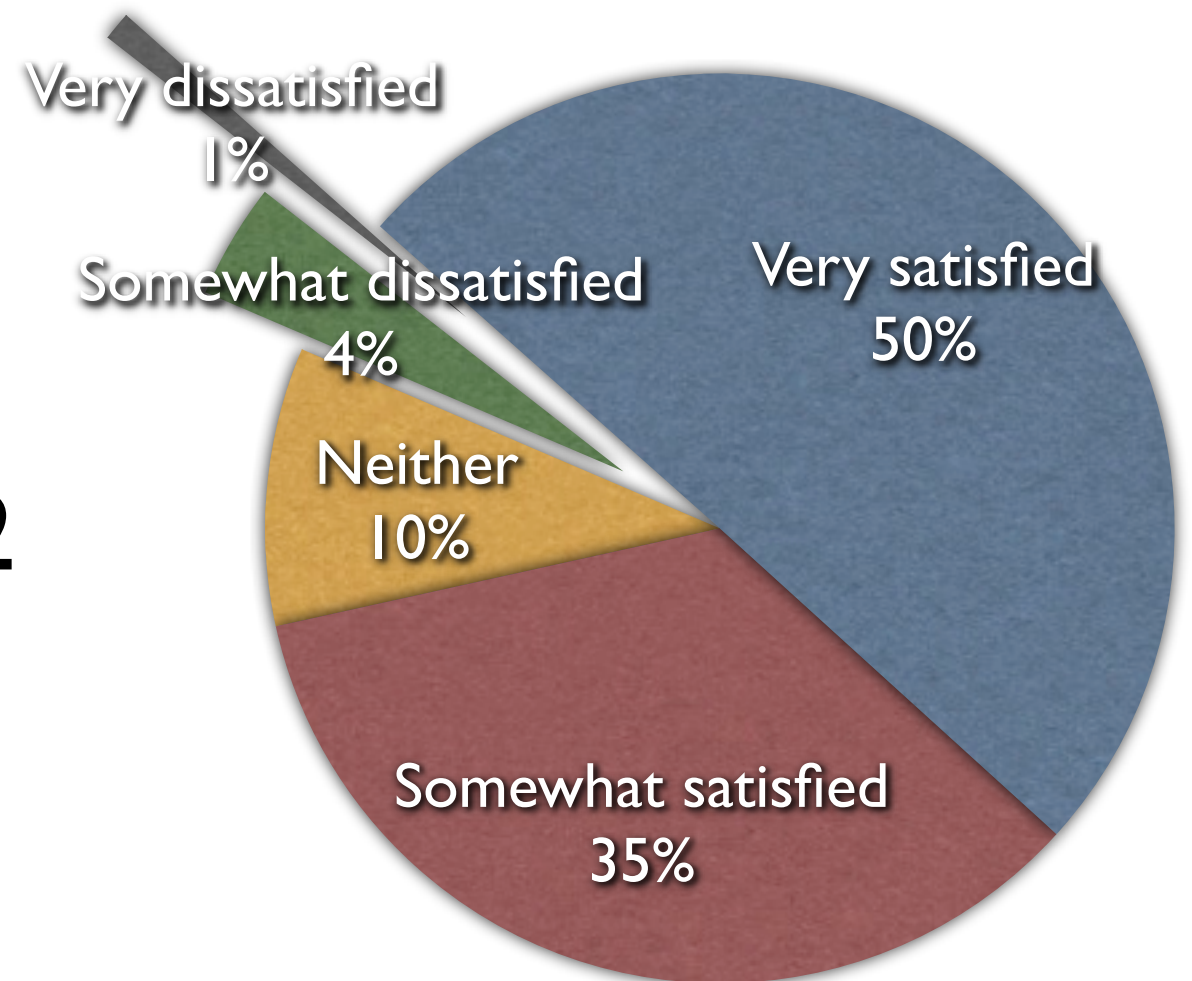
# Please rate how satisfied you are with CourseSites online learning platform

- Very satisfied: 150
- Somewhat Satisfied: 104
- Neither satisfied nor dissatisfied: 25
- Somewhat dissatisfied: 26
- Very Dissatisfied: 4



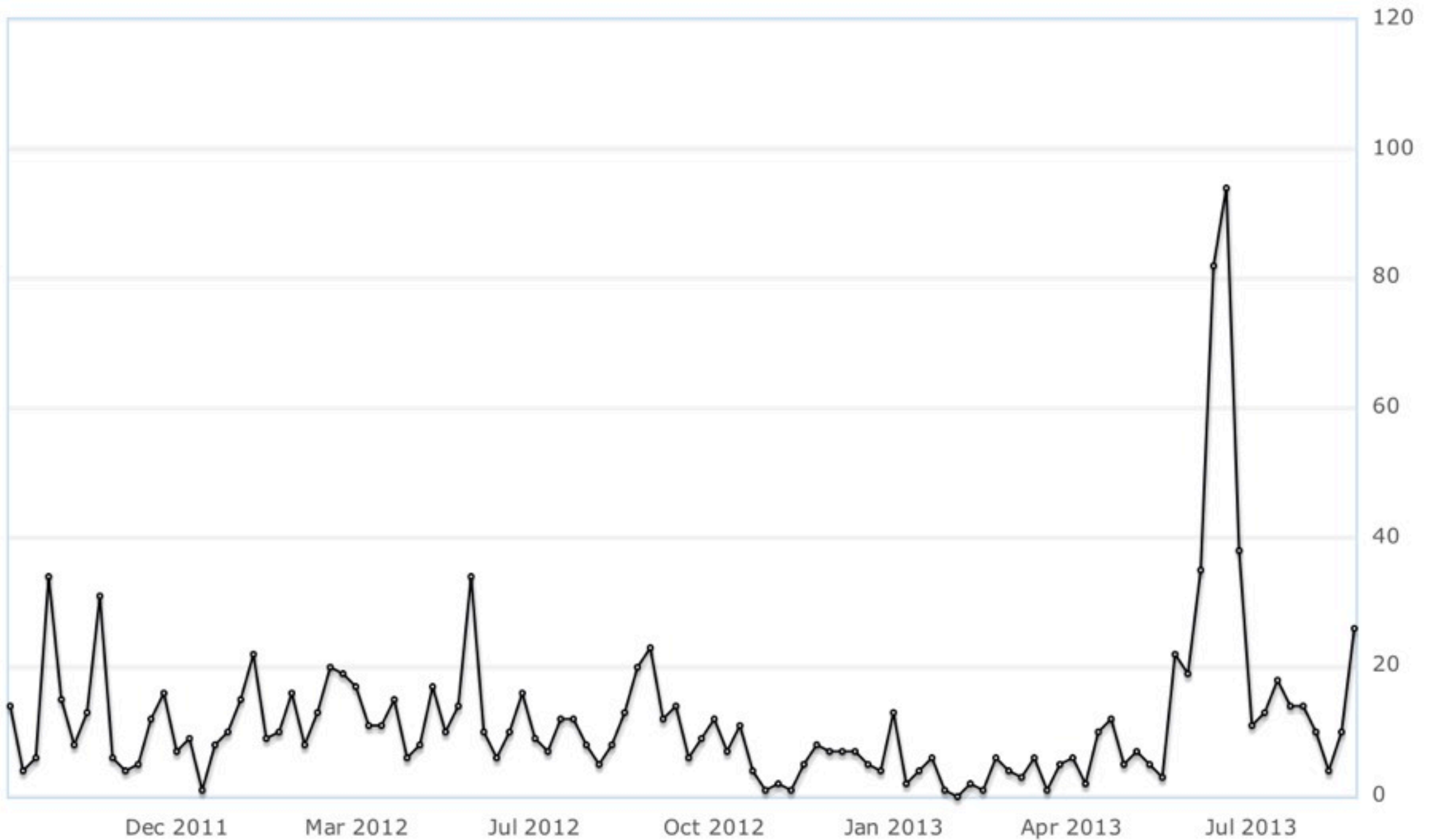
# Please rate how satisfied you are with the Readings

- Very Satisfied: 147
- Somewhat satisfied: 102
- Neither satisfied nor dissatisfied: 29
- Somewhat dissatisfied: 12
- Very Dissatisfied: 3



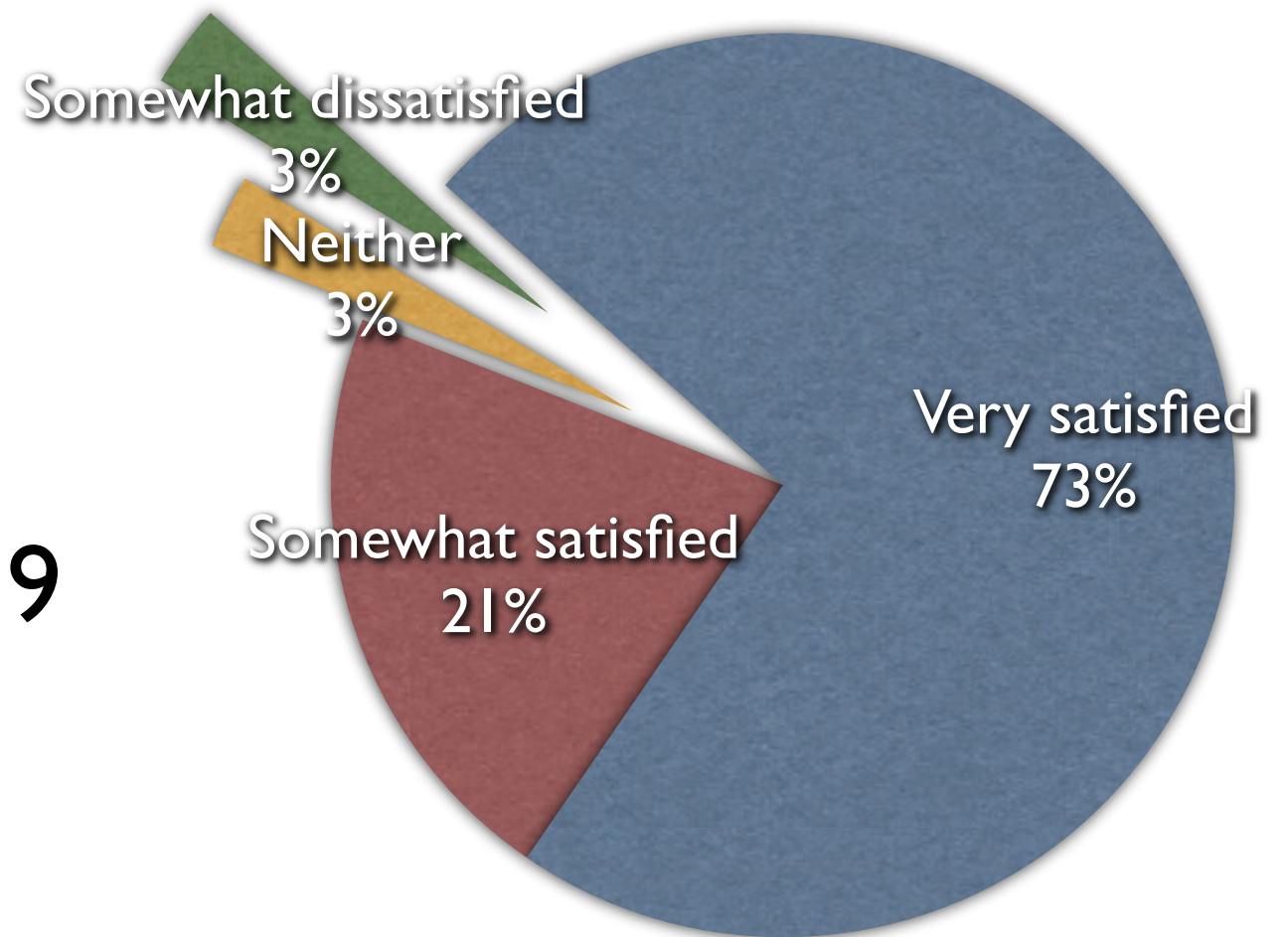


# Amazon Sales of the Atlas



# Please rate how satisfied you are with the Videos

- Very Satisfied: 222
- Somewhat Satisfied: 65
- Neither satisfied nor dissatisfied: 8
- Somewhat Dissatisfied: 9



# Beyond CourseSites

- Blogs
  - Sense and Reference
  - Beerbrarian
  - The Librarian Kate
  - Paul Signorelli
  - Ink and Vellum
  - Notes and Marks
  - 23 Things
  - The Disobedient Librarian
  - Hack Library School
- Other
  - Active Twitter Discussion #NewLib
  - Facebook Group
  - Google+ Group
  - Shared Evernote

# MOOC Team

- Faculty
- Instructional Designer
- Technical Support
- Program Director
- Promotional



# Lessons Learned

- Desire for Deep Conversations on Librarianship
- Graduate → Continuing Education → Continuous Education
- Great Opportunities for Libraries in MOOCs