

From a university to an education ecosystem

Challenges and opportunities

October 2017, Suzanne de Bruijn



Three challenges / opportunities

1. MOOCs as a pathway to the campus
2. MOOCs integrated in our degree programmes as possible electives (MOOCs4credits)
3. MOOCs as stepping stones for professional learners to degree programmes

Background: this is who we are

“To explore the potential of nature to improve the quality of life”

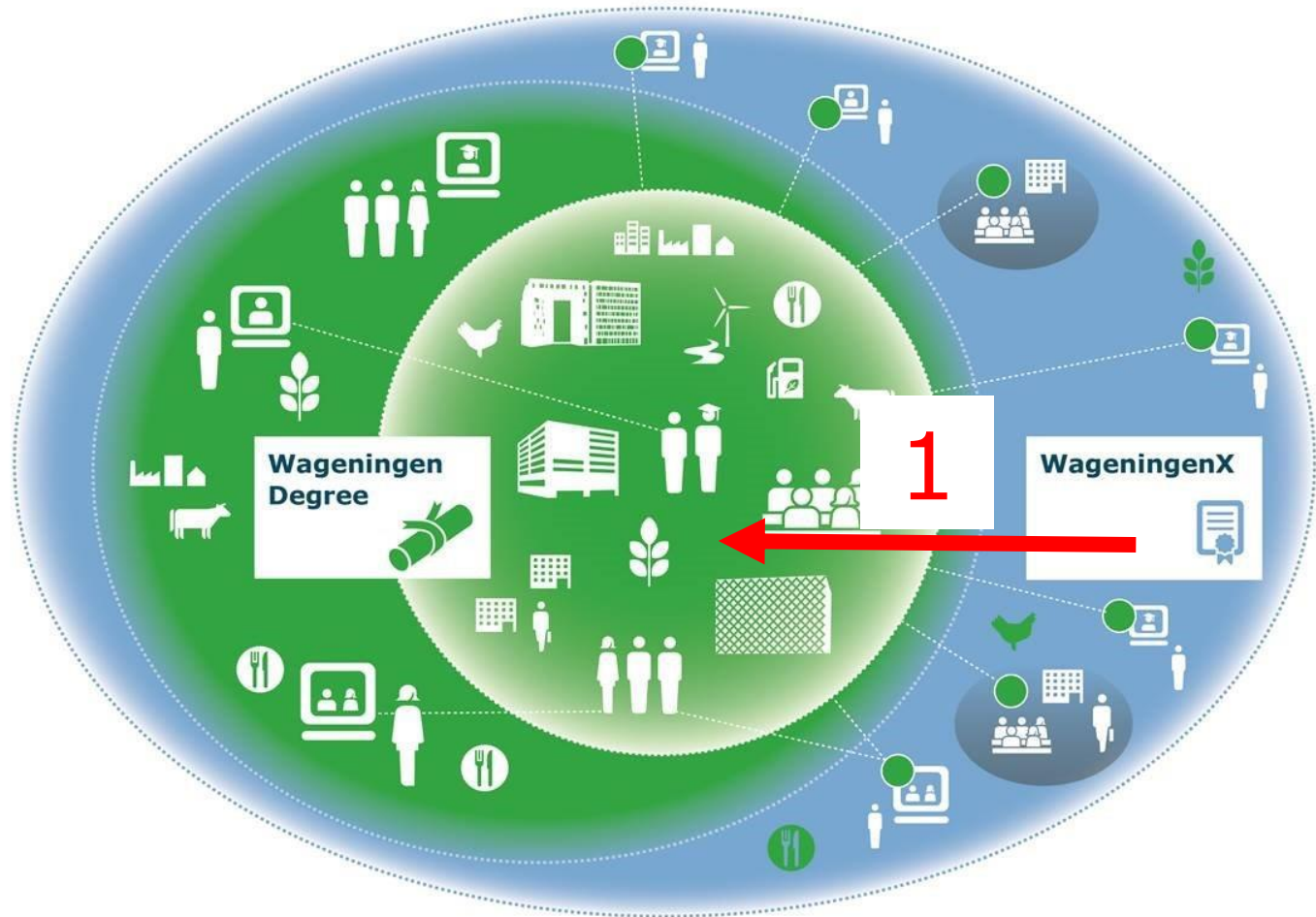
- Highly specialized
- Academic research university
- 10.000 students, 40% international students
- 20 BSc, 29 MSc, 3 online MSc, Numerous professional courses
- 20 MOOCs, 1 MicroMaster

The education ecosystem

1. MOOCs as a pathway to the campus

2. .

3. .



The education ecosystem

1. MOOCs as a pathway to the campus
 - A. Lead generator
 - B. Expectation check
 - C. Refresher course
2. .
3. .

	2016	2017
BSc	1%	5%
MSc	8.5%	10%
BSc + MSc combined	4.5%	7%

Table 1: Participation rate MOOCs by new students

The education ecosystem

1. .
2. MOOCs4credits
3. .



The education ecosystem

1. .
2. MOOCs4credits
3. .



The education ecosystem

1. .
2. .
3. MOOCs for professional learners to degree programmes



The education ecosystem

1. .
2. .
3. MOOCs for professional learners to degree programmes



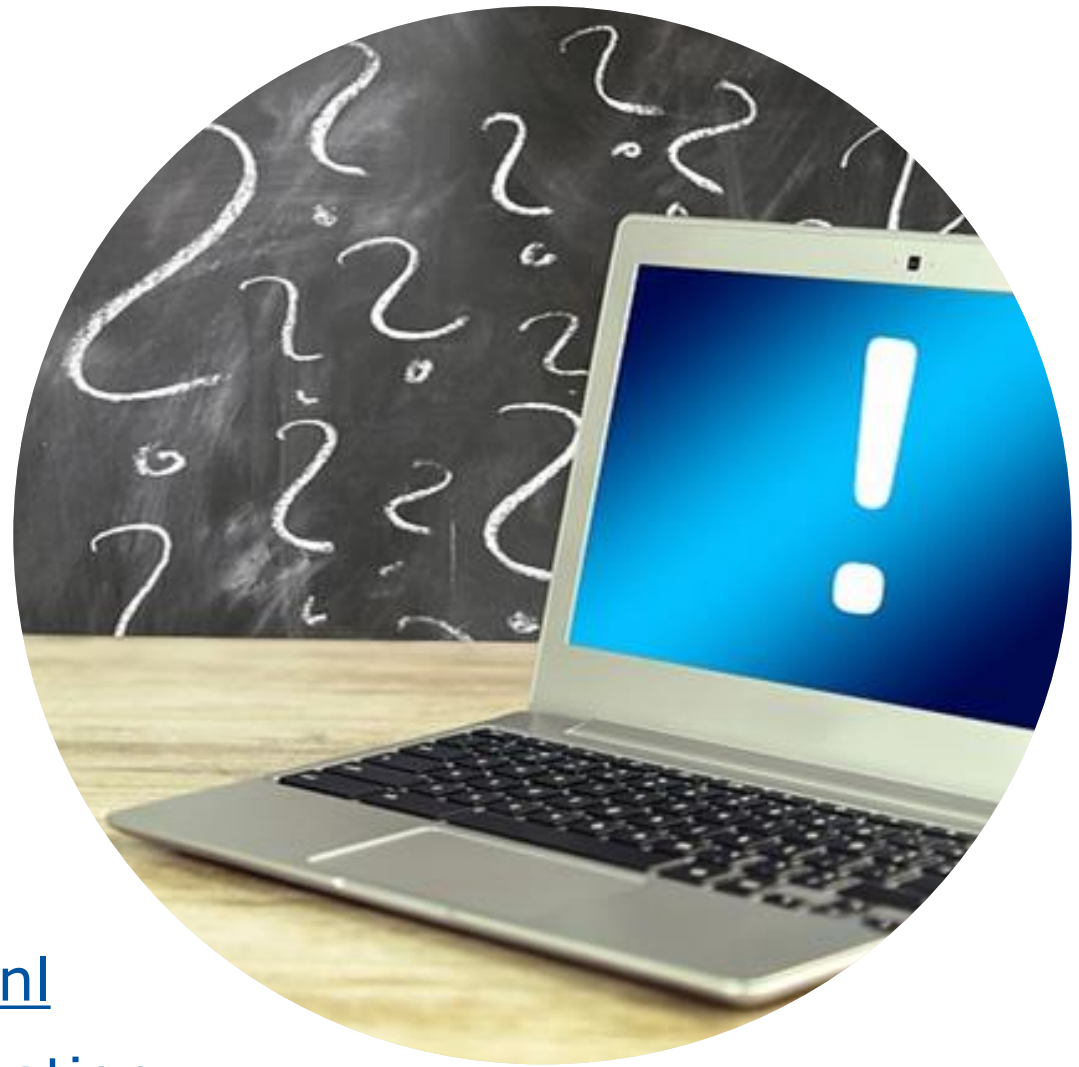
The education ecosystem

1. MOOCs as a pathway to the campus
2. MOOCs4credits
3. MOOCs for professional learners to degree programmes



! Still many challenges to overcome, but great potential

Towards an education ecosystem



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www.wur.eu/onlineeducation