

Dear madam/sir,

With this letter we invite to state your opinion and possible strategies of your institution on MOOCs. MOOCs seems to have become part of the higher educational system and with this [survey](#) we especially want to know your opinions on the role of MOOCs for your institution.

MOOCs are here to stay

MOOCs are freely accessible courses that educate many in a flexible way and MOOCs meet the needs of today's learners for an increasingly complex world. Investments in and the uptake of MOOCs are more and more significant worldwide. [Class Central](#) reported this in 2017, 78 million students registered for over 9,400 courses developed by over 800 universities. Just in [three month](#), more than 200 universities have announced 560 such free online courses¹. MOOCs are here to stay and they are becoming an increasingly important part of our educational system. Consequently, a considerable number of people see MOOCs as a serious option in their (continuous) education.

MOOCs have an increasing impact on European higher education system

Several independent European studies² conclude that European Higher Education Institutions (HEIs) are strongly involved in MOOCs (>40%) and are using MOOCs to innovate their education offering to flexible learning opportunities next to increase their institutional visibility. MOOC's main competitive advantage is their ability and just-in-time training capacity to meet the immediate needs of employees , in fast changing industries such as computer forensics or data visualisation³. It is expected that MOOCs will have an impact on the further development of formal higher education and continuous professional development (CPD), as well as in initiatives to open up education and will change the [higher education landscape](#).

Possible bifurcation in MOOC offering

However, big, MOOC platform, providers are shifting to offering online courses that users need to pay for, partially by offering MOOC-based credentials and more than a dozen graduate degrees. The European HEIs seem to be in favour in keeping those massive courses for free, much related to the social inclusive dimension of European higher education system. MOOCs are even used for [refugees and migrants](#). This raises the question if indeed a [distinct European MOOC approach](#) is emerging.

MOOC survey on institutional MOOC strategies

To shed light on this possible bifurcation, you are kindly invited to complete and promote the survey at <http://bit.ly/2Evole8> for your institutional strategies on MOOCs. Significant response might be convincing after previous surveys last three years.

Kind regards,

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¹ Note that these figures exclude the MOOCs of many European HEIs as they offer their MOOCs at their institutional platforms or at regional/national platforms.

² See for example [JRC-IPTS survey 2015](#) and [EADTU-MOONLITE survey 2016](#)

³ Calonge, D. S. and Shah, M. A. (2016) *MOOCs, Graduate Skills Gaps and Employability: A Qualitative Systematic Review of the Literature* IRRODL, Volume 17, Number 5