

edX MOOC Development Checklist

EdX is committed to delivering the best courses from the top faculty and instructors at the most highly regarded universities, colleges and other institutions throughout the world. In order to ensure that we maintain the highest degree of course quality, edX has developed the following MOOC Development Checklist (“MDC”). The MDC is broken into 2 parts – minimum requirements and optional best practices.

Course teams are encouraged to use the MDC in conjunction with their own MOOC development tools. MOOC courses should meet the MDC’s minimum requirements prior to being offered on the edx.org site.

EdX MOOC DEVELOPMENT CHECKLIST – MINIMUM REQUIREMENTS	
Course Announcement and Introduction	<input checked="" type="checkbox"/>
Pre-requisites and learner background for the course are stated	<input type="checkbox"/>
Expected time commitment for learners is stated	<input type="checkbox"/>
Instructor introduction or bio available on about page	<input type="checkbox"/>
Intro to course requests learners view edX Demo101; or intro to platform included in courseware tab	<input type="checkbox"/>
A prompt is provided to the learner on the course info page on how to get started with the course.	<input type="checkbox"/>
Course Structure	
Syllabus or course calendar provided (course topics and important dates, including exams)	<input type="checkbox"/>
Grading criteria and certificate requirements posted in the course.	<input type="checkbox"/>
Learning objectives, goals, and outcome(s) posted in the course.	<input type="checkbox"/>
Instructional Materials and Assessments	
Course includes interleaved videos and exercises	<input type="checkbox"/>
Course includes gradable assignments, e.g., exercises/homework/quizzes and assigns a grade	<input type="checkbox"/>
Assessment deadlines are clearly articulated	<input type="checkbox"/>
Course adheres to edX accessibility guidelines	<input type="checkbox"/>
Course provides transcriptions for all videos	<input type="checkbox"/>
Course Administration and Learner Engagement	
Welcome Email sent to learners	<input type="checkbox"/>
Paced emails sent throughout course run	<input type="checkbox"/>
Closing email sent at the conclusion of the course	<input type="checkbox"/>
Course team provides forum moderation	<input type="checkbox"/>
Guidelines provided for the use of forums, forum etiquette	<input type="checkbox"/>
Explanation posted of how to get help with learner issues	<input type="checkbox"/>

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Course releases content in consistent manner as laid out in syllabus, changes announced ahead of time	<input type="checkbox"/>
Welcome message on course info page at the beginning of the course	<input type="checkbox"/>

EdX MOOC DEVELOPMENT CHECKLIST – BEST PRACTICES (optional):	
Course Announcement and Introduction	<input checked="" type="checkbox"/>
Welcome/Introduction Video	<input type="checkbox"/>
Optional Self-assessment provided that identifies pre-requisites needed to earn a certificate.	<input type="checkbox"/>
Course Structure	
Academic Policy/Collaboration guidelines posted in course.	<input type="checkbox"/>
Instructional Materials and Assessments	
Consistent video quality and audio levels	<input type="checkbox"/>
Course uses pre and post production techniques that enhance instructional content	<input type="checkbox"/>
Required materials and optional materials are delineated inside the course	<input type="checkbox"/>
Video segments average between 3 to 10 minutes	<input type="checkbox"/>
Course provides an online textbook, online notes, or readings	<input type="checkbox"/>
Downloadable copies of presentations materials used in videos provided inside courseware	<input type="checkbox"/>
Cross linking between videos, exercises, textbook are provided within the course	<input type="checkbox"/>
Course includes interactives such as virtual labs or user controlled animations.	<input type="checkbox"/>
Course Administration and Learner Engagement	
Course uses a wiki for learner collaboration	<input type="checkbox"/>
Learners are encouraged to use the discussion forum to introduce themselves	<input type="checkbox"/>
Course states availability of course materials for learners once the course has concluded archived	<input type="checkbox"/>
Learners are surveyed at the beginning, during, and close of course	<input type="checkbox"/>
Wiki pre-populated with questions and learner activities	<input type="checkbox"/>

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Resources used in the development of the edX MDC:

- edX's experience in assisting nearly 30 universities and colleges develop over 100 MOOCs

Additional Literature Consulted:

- Ambrose, S. A. (2010). *How learning works: seven research-based principles for smart teaching*. San Francisco, CA: Jossey-Bass.
- Breslow, L., Pritchard, D., DeBoer, J., Seaton, D., Ho, A., & Stump, G. (2013). How Video Production Affects Student Engagement: An Empirical Study of MOOC Videos. *Research and Practice in Assessment*, 9, 13-25.
- Chickering, A., & Gameson, Z. (1989). Seven Principles for Good Practice in Undergraduate Education.. *Biochemical Education*, 17, 140-141.
- Harris, M., & Cullen, R. M. (2010). *Leading the learner-centered campus: an administrator's framework for improving student learning outcomes*. San Francisco: Jossey-Bass.
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- Prosser, M., & Trigwell, K. (1999). *Understanding learning and teaching: the experience in higher education*. Buckingham [England: Society for Research into Higher Education & Open University Press.