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SAT: Designing a mini-MOOC (David Hayden)

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[David Hayden](#)
7 January 2019

This conference session is entitled "Designing mini-MOOC".

On their website the Chartered Institute of Personnel and Development (CIPD) invite learning and development (L&D) practitioners to join them at the "epicentre of L&D." A bold statement given its credibility within sections of the L&D community: Jacobs wrote in his blog a strong argument for not joining the CIPD back in 2013. Five years later, in September 2018 the twitter conversation from @HR_Hour, using the hashtag #HRHour, asked about benefits of membership of a professional body. There were some scathing comments about the CIPD in the replies. The gap between the CIPDs ambition and the reality of Jacobs and others experience is huge.

One of the contact points members and potential members have is through the CIPDs offering of short-courses and qualifications. It wants learners who come on a CIPD event to feel they have had an experience that is worthy of the epicentre comment, and have a degree of control of what they learn, echoing Spencer's comments (2017) on empower learners. To do this the skill of the practitioner leading the intervention has to match the claim offered.

Many of the practitioners delivering the CIPDs content have a wealth of experience across a number of years. Whilst there is no challenge to their content knowledge, the skills required for practitioners to facilitate events has altered as the move from a tutor-led approach to a learner lead approach (Hase and Kenyon 2000, Towards Maturity 2018) is one of the deliverables of the epicentre promise. The CIPD feel they have a duty to support the professional development of those who deliver its programmes, and have access to the latest research and thinking. The MOOC will be an opportunity for practitioners to access content and be able to share their own insights.

The session will answer three questions about designing the MOOC:

- For what purpose? This will explore further the context drivers for the MOOC
- For whom? This will give a little more insight into the initial audience and the potential wider audience who could access the MOOC
- What is the content? This will offer a taster of the structure and the variety of content available.

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[Karen Hornby](#)

11:34am 9 January 2019 [Permalink](#)

Hi David,

Good to hear from you again after H800 - and thanks for drawing my attention to your presentation, as it does link quite closely to my own role as you know, so I'll definitely be listening on 16th.

Looking at the abstract (I'll have a look at your poster/video later) is an interesting read, particularly the idea that content knowledge needs to be supported by strategies for delivering learner-led CPD. I have a couple of questions ...

Do you think you have the right balance between the higher level background/aims of CIPD (two paragraphs), and the needs of the intended audience of the MOOC (one paragraph)? (I'm not saying you don't, just wondered your justification :-)

Would it be helpful to elaborate on how your project links to/address one of the themes of the conference?

Best wishes

Karen



[patrick shearer](#)

8:59pm 20 January 2019 [Permalink](#)

Hi David I enjoyed your invite and will hopefully be tuning in on 16th. Starting to think that a video clip is the way to go. I have some experience of a similar organisation making similar claims a few years ago I won't name them. But needless to say their claims were quickly undermining Ned by the speed of technological development- rendering most of their processes obsolete even if their content wasn't.



[Munir Moosa Sadruddin](#)

11:14am 25 January 2019 [Permalink](#)

Hi

Good topic! Will you make OERs available to the practioners. When are you planning to hold MOOC? May be i join

Munir



[Bina Howard](#)

1:43am 10 February 2019 [Permalink](#)

Hi David,

Very interested in your topic and happy to see another fellow learner designing a mini-MOOC as part of their project. I am interested to know what the driving forces were and the challenges you might envisage moving away from a tutor-led approach to a more participatory approach? I agree it is important for learners to feel empowered and certainly feel they have control in what they are learning. What platform are you intending to use for your MOOC design?

Sounds really good and will certainly be taking notes.

All the best.

Bina



[Annette Hendley](#)

11:19pm 13 February 2019 [Permalink](#)

Hi David

I will watch your presentation with interest. I hope to pick up some tips to better my attempt at a mini-MOOC.



[Dr Simon Ball](#)

5:14pm 18 February 2019 [Permalink](#)

Hi David

Well done on a great presentation! Here is a summary of the comments and questions you received following your presentation (including those you may have addressed verbally). Please respond in whatever way you choose - I suspect you may wish to deal with the first few in one response!

Best wishes

Simon



[Dr Simon Ball](#)

5:18pm 18 February 2019 [Permalink](#)

Hi David

Well done on a great presentation! Here is a summary of the comments and questions you received following your presentation (including those you may have addressed verbally). Please respond in whatever way you choose - I suspect you may wish to deal with the first few in one response!

Best wishes

Simon

- ▶ It's all about what the business needs now. We need to make sure that our employees have the skills to find out how to solve a problem at point of need.
- ▶ I work in L&D and I'm a bit conflicted about this. Leaders know they can't control or know what employees at all levels need to learn. But of course budget usually follows organisational priorities.
- ▶ How has the the MAODE fed into the work of the CIPD? Has the MAODE been useful for the learning offering of the CIPD?
- ▶ I think we are seeing a shift to curated content now. Self directed learning is a skill

that people need

- ▶ what do you mean by a "mini-MOOC"? As opposed to a (regular) MOOC?
- ▶ David how have members (who are not associate trainers) been involved in the design?
- ▶ Have you thought about which platform you use will use deliver the MOOC?
- ▶ Is it a MOOC or a SPOC? (Small Private Online Course)
- ▶ what is the potential for SMEs or even micro-businesses/solo-preneurs to engage with this?
- ▶ Will there be a discussion forum or other opportunities for interaction/collaboration?
- ▶ So is this MOOC as much about developing your ltrainers as well as offering a learning experiences for members
- ▶ Experiential learning for CIPD associates?



[David Hayden](#)

3:16pm 4 March 2019 [Permalink](#)

Firstly many thanks for the lovely comments in the conference chat for my session - I have just listened to it again and re-read the comments - really helping with my EMA!

I think I have covered everything that was asked... if not shout...

Thanks again David

Questions/Comments posted in OpenStudio

It's all about what the business needs now. We need to make sure that our employees have the skills to find out how to solve a problem at point of need.

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My Responses

Ok, thanks for the questions and the feedback. To answer the questions raised – let me remind the context of the MOOC. There was an identified need to up skill the CIPDs Associates who deliver on our external courses and qualifications, so it is a very targeted audience of about 100 people not an open course as such – but using some open education resources to up skill this group in line with our customer needs.. In initial stages of the design, the platform was going to be a part of our own website, however, this proved problematic – hence seeing Annette and Kelly's use of Trello – this made me think of using this as a solution.

The work I have done on MAODE supports our (the CIPDs) digital agenda, the conversations I have had internally over the last year have been linked very much to the project using OER to up skill our associates. Other examples have been intuitive technology conversations and a range of design conversations from the H800 module (advances in technologies) and this module (for instance to papers Cathy posted on Microsofts design approach).

I said in the session will have to dig out the paper again where I saw the definition of mini-mooc – earlier on in the course – but I guess it is in reality a SPOC – wish I had seen that definition earlier!! However after doing some digging around I may have got mixed up with the definitions Weller used when talking about big and little OER!

Weller, Martin (2010). Big and little OER. In: OpenED2010: Seventh Annual Open Education Conference, 2-4 Nov 2010, Barcelona, Spain.

CIPD members give us feedback on all our training courses and as such share their expectations – this has linked into a number of reasons why this mooc/ spoc is needed

and some of the content as well has been informed from discussion I have had with people on programmes I have delivered.

I plan to have a space for a discussion forum and interaction and regular web sessions too.



[David Hayden](#)

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