Interventions to increase learner engagement

Dr. Eva Ponce, Executive Director, MITx MicroMasters in SCM

MITx MicroMasters in SCM

Since 2014...

29 Massive Online Courses
4 Proctored Final Exams

280k Learners Enrolled
18K Learners Verified

196 Countries Represented

Analytics
SC0x

Fundamentals
SC1x

Design
SC2x

Dynamics
SC3x

Technology
SC4x

Proctored Final Exam
CFx

MicroMasters
SUPPLY CHAIN MANAGEMENT
edX | MITx

28,231
Certificates Issued

1,592
Credentials granted

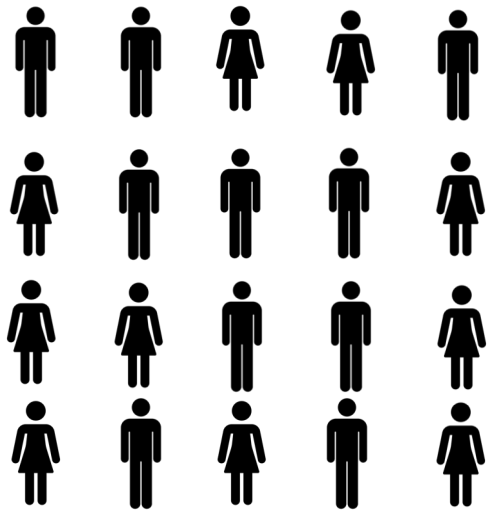**40**
MIT grad

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Our approach…

- Our main **motivation** is to provide the best learning experience through innovation and continuous improvement.

- Our **goal** is to help learners to complete and succeed in a MOOC and in a MicroMasters program.

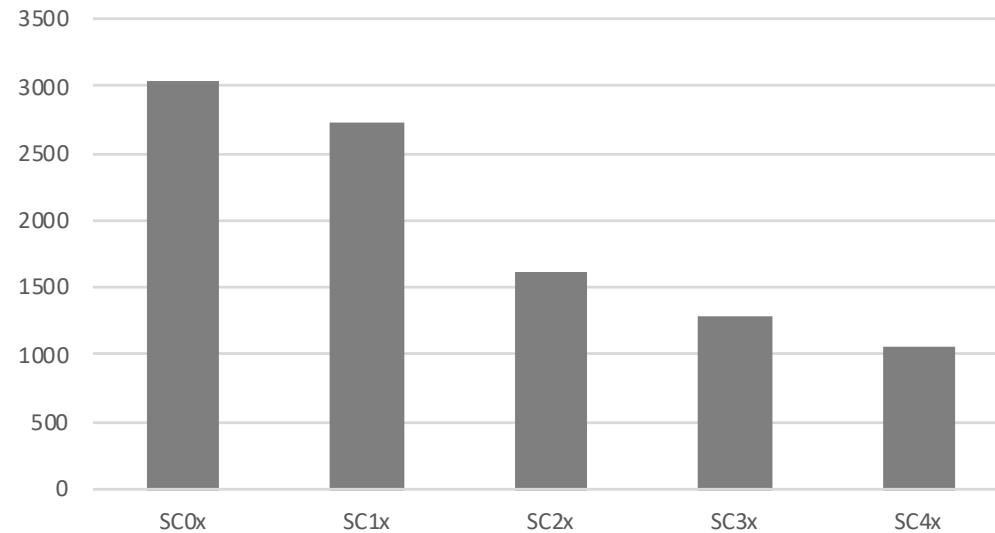- Our **research project**: The dropout problem.

The dropout problem

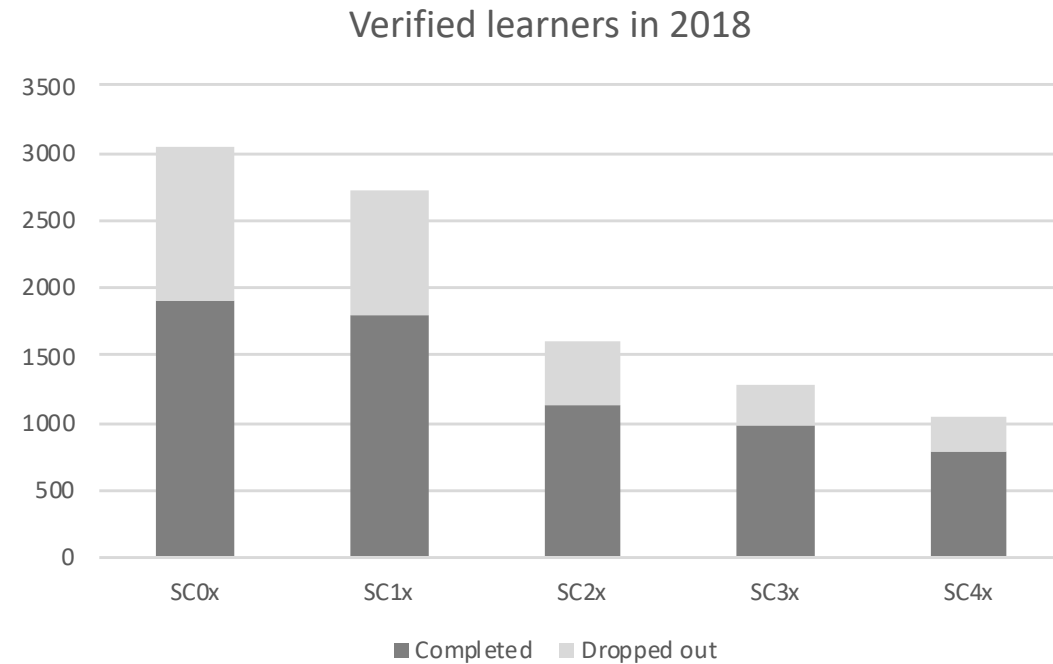In 2018 we ran 10 SCx courses, with **9,713 verified learners**
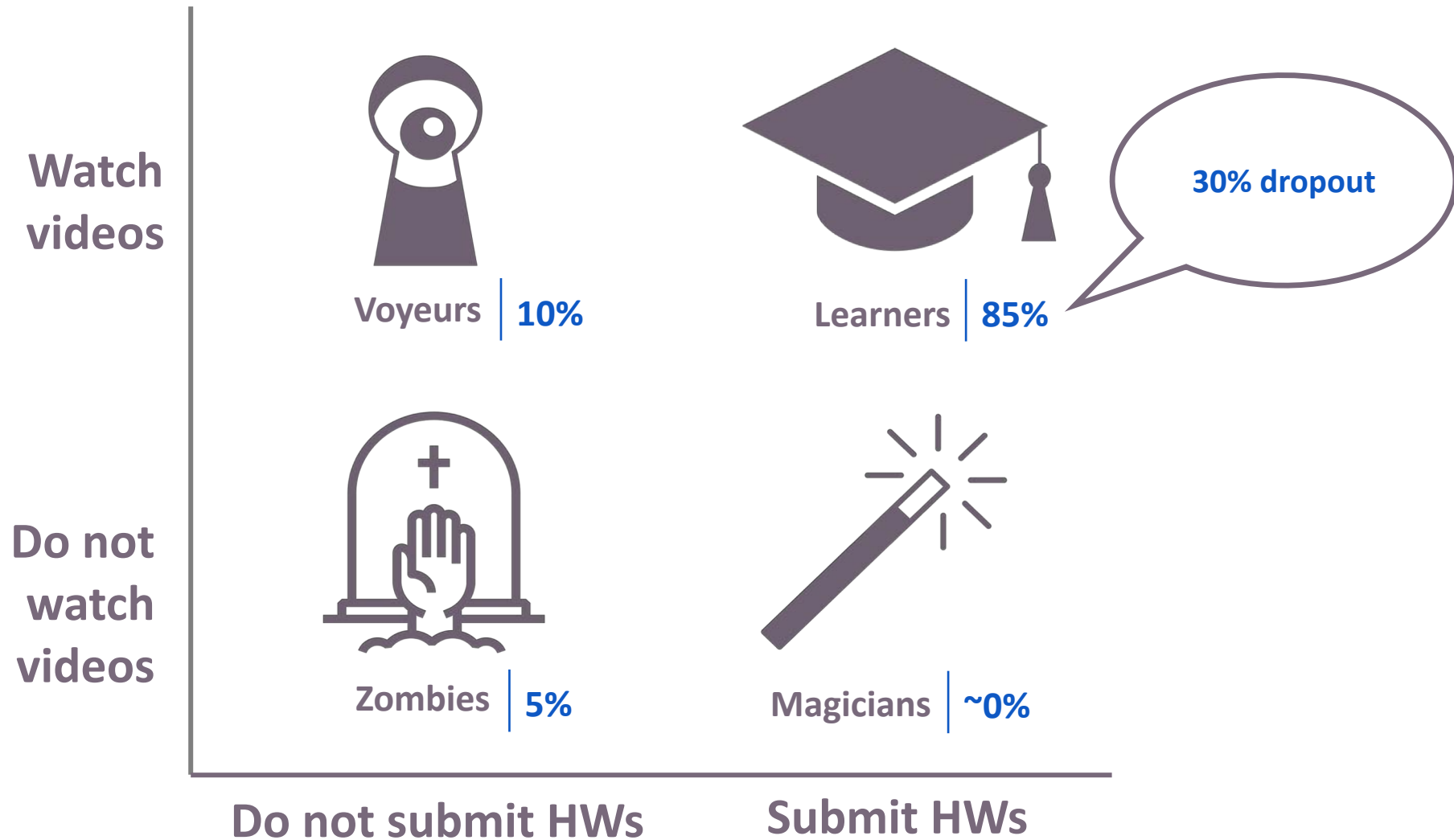

Verified learners in 2018

Icon1: Agarunov Octay-Abraham| thenounproject.com
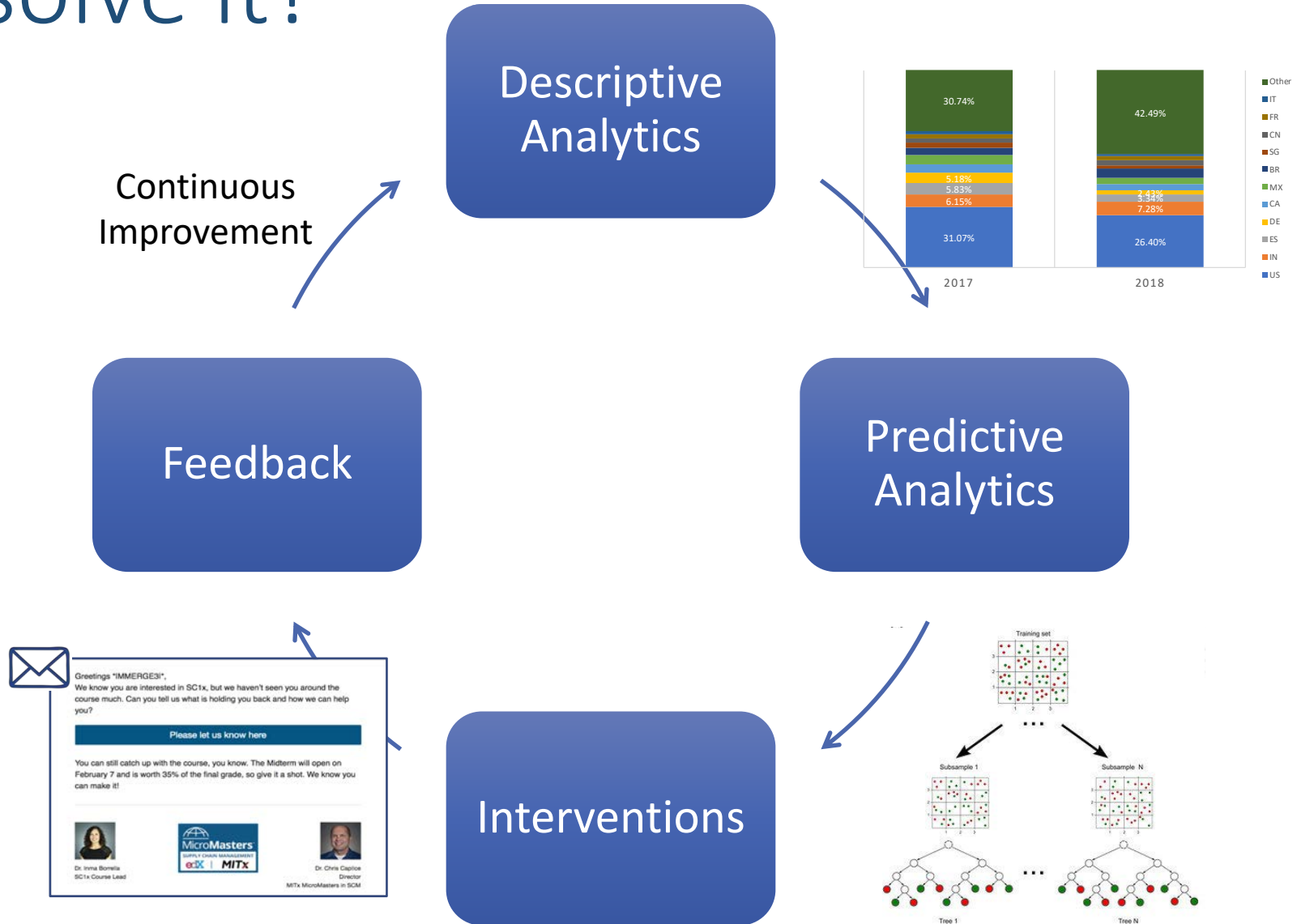Icon2: Maxim Kulikov| thenounproject.com

The dropout problem

In 2018 we ran 10 SCx courses, with **9,713 verified learners, <u>32% dropped out</u>**

Verified learners in 2018

Completed | Dropped out

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From zombies to learners

Watch videos

Voyeurs | **10%**

Learners | **85%**

30% dropout

Do not watch videos

Zombies | **5%**

Magicians | **~0%**

Do not submit HWs   **Submit HWs**

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How to solve it?

Descriptive Analytics

Continuous Improvement

Feedback

Predictive Analytics

Interventions

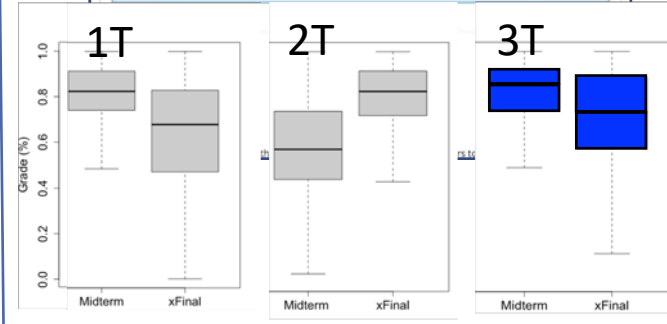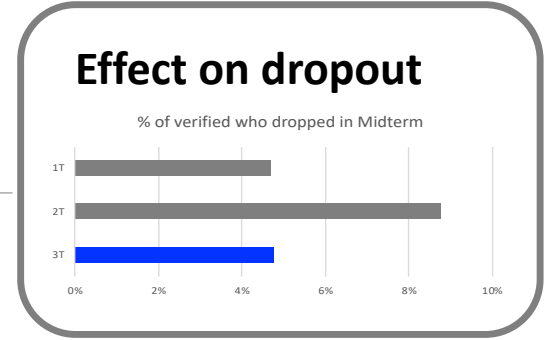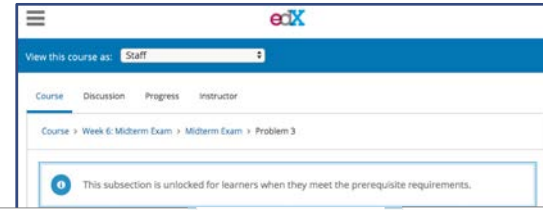# #1. Improve challenging contents in SC1x

Effect on dropout

% of verified who dropped in Week 7
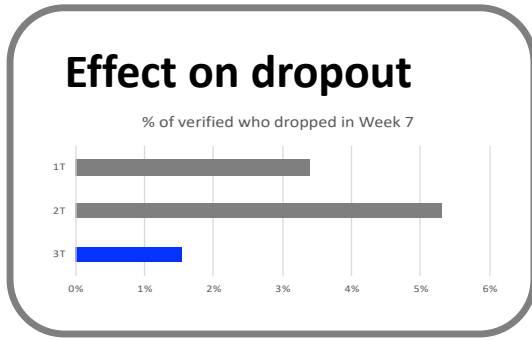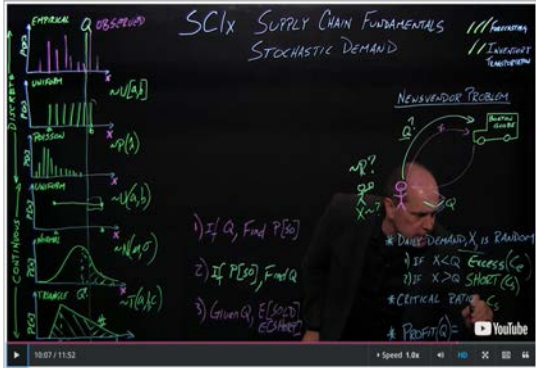
New lesson – New graded assignments

Clearer structure - Key concepts reinforced

#2. Increase difficulty progressively in SC1x

Effect on dropout

% of verified who dropped in Midterm

#3. Boost learners' confidence in SC1x

Greetings *IMMERGE3I*,

We know you are interested in SC1x, but we haven't seen you around the course much. Can you tell us what is holding you back and how we can help you?
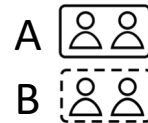
Please let us know here

You can still catch up with the course, you know. The Midterm will open on February 7 and is worth 35% of the final grade, so give it a shot. We know you can make it!

Dr. Inma Borrella
SC1x Course Lead

MicroMasters
SUPPLY CHAIN MANAGEMENT
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Dr. Chris Caplice
Director
MITx MicroMasters in SCM

A
B

#4. Provide prep materials

A
B

T1: Key topics

T2: Recitation videos

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Takeaways

- Current challenges:
    - How to reduce dropout in MOOCs/ MM Program
    - How to better engage learners in MOOCs/MM Program

- Lessons learned from the interventions:
    - Course redesign – More effective
    - Students emails – No impact

- Next steps:
    - Course survey – Reasons

- It takes a village!

Thank You!

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