



# WOW! EUROPE EMBRACES MOOCS

## Introduction

MOOCs ([Massive Open Online Courses](#)) have continued to attract considerable media coverage as governments and universities respond to the open and online education movement. The MOOCs business seems to be dominated by the big U.S. providers such as Udacity, Coursera and edX.

However, this is about to change rapidly as Europe seizes the opportunities offered by MOOCs (see [Porto declaration](#) of last year's conference). Three independent studies confirm that the European Higher Education Institutions (HEIs) are more broadly involved in MOOCs compared to the U.S. institutions. Moreover, it seems that European HEIs are clearly confident regarding MOOC development and implementation. The European institutions are having a more positive attitude towards MOOCs and those offering MOOCs have positive experiences.

After the successful [conference in Porto](#) the [HOME project](#) will organise another network event showcasing the uptake of MOOCs in Europe. The conference will present the results of the new European survey on [Institutional MOOC strategies in Europe](#) and elaborate on case studies in Europe.

This conference "WOW! Europe embraces MOOCs" will take place in Rome on the 30<sup>th</sup> of November

## Rome, Italy 30 November 2015



### [UNINETTUNO's Multimedia Classroom](#)

Full address: [Piazza Grazioli 17, 00186 Roma](#)

## Registration

Invitation only. Please contact [Darco Jansen](#) if you wish to attend.

## Fee

No fee



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## 30 November : HOME Conference

### *WOW! Europe embraces MOOCs*

Date: 30 November 2015 09:00-18:00

Venue: Multimedia Classroom of the International Telematic University  
UNINETTUNO. *The full address: [Piazza Grazioli 17, 00186 Roma](#)*

#### Programme Committee:

- Darco Jansen (EADTU) - Chair
- Nicola Paravati (UNINETTUNO)
- Maria Amata Garito (UNINETTUNO)
- Mark Brown (DCU)
- Antonio Teixeira (Uab)
- Cengiz Hakan Aydin (Anadolu)
- Lourdes Pérez Sánchez (UNED)
- Fred de Vries (OUNL)
- Arne Kjær (DAOU)

Participation only on invitation (limited to 60 attendees)

#### Preliminary programme

- 09:00 - 09:30 Registration / coffee
- 09:30 – 09:45 Opening ceremony
- Welcome speech by Maria Amata Garito (Rector UNINETTUNO).
- 09:45- 10:15 *MOOC strategies Europe* chaired by António Teixeira
- Invited key note presentation
  - Results of survey 2015 by Darco Jansen
- 10:15 - 11:15 *Pedagogical approaches in European MOOCs* chaired by Fred de Vries
- Short summary Status report
  - Case studies by invited experts and HOME partners
  - Discussion and summary as input for Rome declaration
- 11:15 - 11:45 Coffee break
- 11:45 - 12:45 *Shared services in European MOOC context* chaired by Lourdes Pérez Sánchez
- Short summary survey results on outsourcing by Darco Jansen
  - Case studies by invited experts and HOME partners
  - Discussion and summary as input for Rome declaration
- 12:45 - 14:00 Lunch



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14:00 - 15:00 *Business models European MOOCs* chaired by Hakan Aydin

- Short summary status report
- Case studies by invited experts and HOME partners
- Discussion and summary as input for Rome declaration

15:00 - 15:45 *Supporting the selection of MOOC platforms* chaired by Eamon Costello

- Short summary status report
- Case studies by invited experts and HOME partners
- Discussion and summary as input for Rome declaration

15:45 - 16:15 Coffee break

16:15 - 17:00 *Role media exposure on MOOC development* chaired by Mark Brown

- Short summary status report
- Case studies by invited experts and HOME partners
- Discussion and summary as input for Rome declaration

17:00 - 17:30 Conclusions of the Rome Declaration on the Future of European's MOOCs with Recommendations to the EC, national governments and educational institutions

17:30 - 17:45 Closing ceremony

## Post-conference event 1 December 2015

09:30 - 12:30 *Expert groups on MOOCs*

- Finalising Rome declaration
- Introduction page per theme for proceedings
- Expectation and development of Guidelines and policy briefs
- Preparation Policy event June 2016

14:00 - 18:00 *All partners project meeting HOME (closed session)*

- MOOCs: Present and Future; International Perspectives.

Location: Multimedia Classroom of the International Telematic University UNINETTUNO. Address:

[Piazza Grazioli 17,](#)  
[00186 Roma](#)

