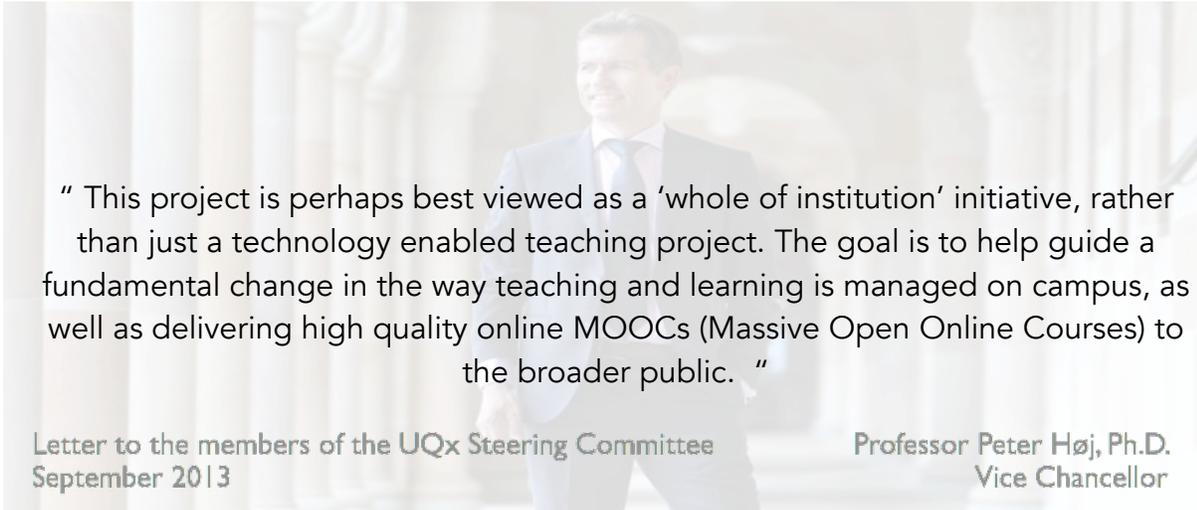


UQx MOOC Course Agreement:

[Course Name]

“ This project is perhaps best viewed as a ‘whole of institution’ initiative, rather than just a technology enabled teaching project. The goal is to help guide a fundamental change in the way teaching and learning is managed on campus, as well as delivering high quality online MOOCs (Massive Open Online Courses) to the broader public. ”

Letter to the members of the UQx Steering Committee
September 2013

Professor Peter Høj, Ph.D.
Vice Chancellor

Approved by:

Course Team Lead: **[TEAM LEAD NAME]**

_____ (date)

Director UQx: JOHN ZORNIG

_____ (date)

This MOOC is a strategic project in innovation and teaching and learning and the Institute/Centre/School and Faculty recommend it to UQx as having highest priority at this time. Equipment purchased with UQx funding will be retained for Institute/Centre/School and Faculty wide use.

Approved by:

Head of School: **[HEAD OF SCHOOL NAME]**

_____ (date)

Associate Dean Academic: **[ASSOC DEAN ACADEMIC NAME]**

_____ (date)

Glossary

Commissioned Project

A term used for a UQx Course which receives direct funding from UQx. These courses are produced under an agreement between the course team and UQx after agreement on an itemised budget and a course go-live date. Commissioned projects have priority access to UQx resources for project management, learning design, media production and technical development.

Content Experiment

A term used for a course section where the cohort is split into groups and each group is exposed to different content. This can form the basis for generating data to answer specific questions regarding learning.

Course and Certificate Types

Archived Course: a past course whose content remains accessible, although some features, such as discussions and external tools, may be inactive – no certificates are offered in this mode.

Self-Paced Course: a course that remains open to commencement and completion at all times – certificates generated periodically.

Paced Course: a course with a defined start and end date – often material is released weekly – certificates are generated after the end date.

Honor Certificate – students can take the course for free and receive an honor certificate if a pass mark is attained.

Verified Certificate – students can pay a service fee for their ID to be verified and noted on their certificate if they attain a pass mark.

Professional Education Course: EdX Professional Education is geared toward professional and executive level learners who are interested in advancing their careers. These are currently for-fee courses.

Course Team

The School/Centre/Institute members of staff who deliver the UQx Course.

Course Team Lead

The leader of the Course Team who delivers the UQx Course.

CC

Creative Commons – provides copyright licenses to facilitate sharing and reuse of creative content.

Design Defense

The course team presents their completed micro design of the course to UQx and their peers and receives feedback.

Director UQx

The person responsible for directing UQx.

edX

A MOOC provider and online learning platform. Hosts online courses from a consortium of partner institutions to a global audience, some at no charge. edX is non-profit and runs on the Open edX open-source software platform.

IP

Intellectual Property

LA data

Learning Analytics data. The measurement, collection, analysis and reporting of data about learners and their contexts, for the purposes of understanding and optimising learning and the environments in which it occurs.

LTI

Learning Tools Interoperability. The concept of LTI is to establish a standard way of integrating rich learning applications (often remotely hosted and provided through third-party services) with platforms like learning management systems, portals, or other educational environments. In LTI these learning applications are called Tools.

Mobile edX Client

The edX mobile app provides off-line cached access to elements of mobile-enabled edX courses from Android and IOS mobile device. Currently in beta for Android only, with general release for Android and IOS expected in December 2014.

UQx / UQx Project

A UQ strategic project tasked with representing UQ in the edX consortium and developing and running UQx courses. UQx goals are: enhancing UQ teaching and learning experiences for UQ students through better designed and implemented online learning interactions; promoting scholarly research on teaching; and learning and projecting the UQ brand world wide.

UQx Dashboard

The dashboard is a web application that provides a series of commonly requested data visualisations derived from the UQx research data repository. Research data for UQx courses is updated weekly and a summary info-graphic page displayed on the UQx website. This includes student enrolments and demographics such as gender, age, location.

UQx Course Development Team

The UQx Course Development Team is made up of members from the UQx Learning Design Team, the UQx Media Production Team, the UQx Project Management Team and the UQx Technical Innovation Team.

UQx Course Report

A UQx Course Report is a publication produced by UQx, with input from the Course Team, to describe the running of the Course by presenting visualisations of the research data gathered and insights made by UQx and Course Team members.

UQx Facebook page

The official UQx Facebook page which promotes UQx courses.

UQx Learning Design Team

This team provides support for the design and development of courses. This includes assets that support the whole course (e.g. registration pages, syllabus), the learning activities (e.g. content, assessment) and assets that shape the student experience (e.g. collaborative activities, navigation).

UQx Media Production Team

This team provides video capture and editing, animation and artwork, media training, and equipment hire for UQx courses.

UQx Project Management Team

This team provides project management services including monitoring expenditure, milestones, operations, and planning for UQx courses.

UQx Technical Innovation Team

This team provides innovative software development including inter-actives, LTI tools, widgets, and simulations for UQx courses, developing new functionality for the edX platform. They also manage the UQx Research Data Repository, the UQx Dashboard and other systems using the data.

Purpose

This Agreement to design, develop and deliver a UQx Course, hereafter referred to as “The Course”, is governed by the following conditions. Re-runs of The Course will be governed by a separate Memorandum of Understanding.

1. Course Details

- 1.1 Course Code: [Course Code]
- 1.2 Course Name: [Course Name]

2. Course Team

- 2.1 The course team, hereafter referred to as “the Course Team”, consists of 2-6 subject matter experts led by a UQ academic staff member:
 - Team Lead [Name]
 - Team Member [Name]
 - Team Member [Name]
 - Team Member [Name]
 - Team Member [Name]
- 2.2 School: [School Name] hereafter referred to as “The School”.
- 2.3 Faculty: [Faculty Name] hereafter referred to as “The Faculty”.

3. Key Dates

- 3.1 Project start:
[Date – normally the combined Project Orientation/Macro Design Workshop date]
- 3.2 Production Completion (including internal team review):
[End Date – normally 4 weeks before Start Course Teaching]
- 3.3 External Third-Party Review:
[Start Date] to [End Date - normally 2 weeks before Start Course Teaching]
- 3.4 Erratum Fixes:
[Start Date] to [End Date]
- 3.5 Course Start:
[Start Course Teaching]
- 3.6 Course Close
[End Course Teaching]
- 3.7 Project End
[Date – normally completion of all post course activities]

4. Goals

- 4.1 The purpose and rationale of The Course are detailed in the Macro Design and attached as Appendix A; and
- 4.2 The learning goals of The Course are detailed in the Micro Design and attached as Appendix B.

5. Expectations

- 5.1 Course team members agree to:
 - 5.1.1 The UQx Guiding Principles attached as Appendix C;
 - 5.1.2 Produce a course as described in the Macro Design (Appendix A) and Micro Design (Appendix B);
 - 5.1.3 Complete the milestones as defined by the key dates detailed in Clause 3 above;
 - 5.1.4 Run The Course and manage communications with the learner cohort as described in the Macro Design (Appendix A) and Micro Design (Appendix B);
 - 5.1.5 The specific conditions defined and published by UQx; and
 - 5.1.6 Regular meetings with the designated Course Project Manager.

- 5.2 UQx agrees to provide the following services and support as agreed and described in the Macro Design (Appendix A) and Micro Design (Appendix B):
 - 5.2.1 The UQx Media Production Team will provide video capture and post-production processing (editing, colour correction, sound mixing); and animation;
 - 5.2.2 The UQx Learning Design Team will provide learning design;
 - 5.2.3 The UQx Technical Innovation Team will provide software development; and
 - 5.2.4 The UQx Project Management Team will provide project management.

- 5.3 After The Course Close, UQx will conduct a review of The Course's development and delivery experience. This will include:
 - 5.3.1 A Course Team debrief with UQx/edX;
 - 5.3.2 Preparation by UQx of a Course Team Report with input from the Course Team within 2 months of the Course Close for consideration by the DVCA and the UQx Steering Committee and, by invitation, for circulation to the Course Team for dissemination;
 - 5.3.3 Presentation by the Course Team to the School Teaching and Learning Committee, and by invitation, to a Teaching and Learning Week session; and
 - 5.3.4 Planning for access to individual course assets for use by other UQ courses.

6. Course Development

- 6.1 Timeline
 - 6.1.1 The Course Team will complete course development within the period as detailed in clause 3 above; and
 - 6.1.2 Production of a UQx Course involves significant time commitment and it is expected that the Course Team will consider minimising their teaching and research activities.

6.2 Course Quality

- 6.2.1 The Course will advance the reputation of the University through collaboration between UQx, The School, and The Faculty; and
- 6.2.2 UQx staff will coordinate the review of all course materials and consult with the Course Team to ensure course quality including:
 - 6.2.2.1 a detailed and peer reviewed course design;
 - 6.2.2.2 multiple review cycles during course development; and
 - 6.2.2.3 an independent external review.

6.3 UQx Resources

- 6.3.1 UQx will commit significant resources to assist the Course Team including access to equipment, project management, learning design, media production and technical development; and
- 6.3.2 The Course Team will be guided by the Guidelines for UQx Resources and Expenditure (Appendix D) for access to resources and eligible expenditure.

7. Course Delivery

7.1 Teaching and Learning

- 7.1.1 *The Course should be used as an explicit opportunity to enhance teaching and learning in The School and other areas most closely aligned with the discipline area.*

7.2 Course Registration

- 7.2.1 The Course will be offered on edX.org with open student registration;
- 7.2.2 The Course will be offered with the choice of Honor and Verified Certificates; and
- 7.2.3 The Office of the DVCA has determined that the cost associated with Verified Certificates will include the options US\$100, US\$150 and US\$200.

7.3 Content Delivery

- 7.3.1 Video content in The Course is stored in a UQ-owned YouTube Channel. Management rights to this channel are shared by the edX Video Team to the UQx Project;
- 7.3.2 The video distribution workflow is mediated through a YouTube content management system, which contains the YouTube channel for The Course and all other UQx courses. UQx and edX jointly manage the YouTube content management system; and
- 7.3.3 A mobile edX app is available as an alternative mode of access to The Course on edX.org. This app accesses copies of video assets from the edX.org Amazon service rather than the YouTube copy.

7.4 Marketing

- 7.4.1 A marketing plan for The Course will be negotiated between the Course Team and UQx.

7.5 Social Networking

- 7.5.1 If a Course Team member wishes to use social media platforms to engage course participants outside The Course, and which is not part of the agreed marketing plan, it is the responsibility of the Course Team to maintain these sites.

8. Research

8.1 Standard UQx Research Practice

- 8.1.1 As detailed in the edX Privacy Policy, all learner interactions with edX courses and learner data gathered from the registration process will be used for analytics and research into learning;
- 8.1.2 The Course Team will be invited to participate in Standard UQx Research Practice activities and will be offered co-authorship on all publications dealing specifically with The Course;
- 8.1.3 Aggregate statistics for The Course will be published on the UQx website;
- 8.1.4 A UQx Course Report will be developed with input from the Course Team;
- 8.1.5 Aggregated, de-identified data sets will be released; and
- 8.1.6 A standardised UQx entry and exit to The Course will be applied.

8.2 Extended Research Activities

- 8.2.1 A UQ ethics clearance will be required where a Course Team member or researcher wishes to survey UQx learners for data not directly related to The Course's content or easily justified as a normal activity in the conduct of The Course;
- 8.2.2 Any such survey will be voluntary and include a statement about the research question being informed by the data;
- 8.2.3 Such a survey will normally be conducted within the edX platform rather than by sending learners to an external survey site;
- 8.2.4 UQx will maintain control of the learners experience and ownership of all data gathered as part of The Course; and
- 8.2.5 Course Team members will be invited to participate in all such extended research activities and will be offered co-authorship on all publications dealing specifically with The Course.

8.3 Content Experiments and Other Course Research

- 8.3.1 Where the Content Experiment facility in edX is used to split the cohort in The Course between different content experiences, UQx, in consultation with the Course Team, will develop guidelines around the wording and placement of disclosure and ethics clearances; and
- 8.3.2 Where the in course student experience is varied with the sole intent to generate data for research, UQx, in consultation with the Course Team, will develop guidelines around the wording and placement of a disclosure and ethics clearances.

- 8.4 Access and Management of Learning Analytics (LA) data
 - 8.4.1 LA data is captured by edX and provided to UQx on a weekly basis;
 - 8.4.2 The UQx Technical Innovation Team coordinates LA data from subsidiary systems, e.g., video file/streaming distribution systems, discussion forums, or other LTI tools;
 - 8.4.3 UQx will maintain sole custodianship of the LA data and manage access to the LA data as detailed in the UQx Research Data Management Plan; and
 - 8.4.4 The UQx Course Dashboard displays some of this LA data and is available to the Course Team, UQx staff and other UQ staff as directed by the Office of the DVCA.

9. Intellectual Property

- 9.1 As with all teaching related intellectual property, the University of Queensland is the legal owner of teaching content ([4.10.13 Intellectual Property for Staff, Students and Visitors](#)).
- 9.2 Creative Commons Licensing
 - 9.2.1 The default license for content in The Course will be a CC Attribution Share Alike (CC BY SA) license;
 - 9.2.2 Where an interview with a third party is captured, the CC BY ND license may be applied to prevent the re-editing of such videos;
 - 9.2.3 All content incorporated in The Course will be documented by the UQx Project using a UQx Content Release Form, developed in conjunction with the UQ Library, and recorded in the Register of IP Release Agreements maintained by UQx; and
 - 9.2.4 Where open access cannot be obtained, variations to this rule will be negotiated on a case-by-case basis. No content will be incorporated into The Course without a current and appropriate IP CC release, or a corresponding specific IP license exception.
- 9.3 Sub-Licensing
 - 9.3.1 UQ may sub-license The Course for use outside edx.org;
 - 9.3.2 It is essential that the Register of IP Release Agreements is complete and accurate;
 - 9.3.3 Sub-licensing revenue derived from The Course will be distributed at the discretion of the Office of the DVCA; and
 - 9.3.4 All communication regarding sub-licensing of The Course must be conducted via UQx and approved by the Office of the DVCA.

10. Funding

- 10.1 Funding for the production and initial run of The Course on the edX platform, will be negotiated with the Director UQx and UQx Project Manager based on:
 - 10.1.1 An agreed work plan with associated milestones; and
 - 10.1.2 Successful delivery of the Design Defense, which will justify the proposed budget and access to resources.

- 10.2 Eligible expenditure is detailed in the Guidelines for UQx Resources and Expenditure (Appendix D).
- 10.3 Funding for services provided by a third party (eg. external to UQx and UQ) that could be provided by any of the UQx Learning Design Team, UQx Media Production Team, UQx Project Management Team, or UQx Technical Innovation Team is not permitted unless a negotiated amendment (attached as an Appendix to this Agreement) is mutually agreed and approved prior to engagement of a third party service.