Lessons from Lockdown

Simon Nelson, Chief Executive @FutureLearn
FutureLearn is a social and collaborative learning platform delivering courses from the world's best universities and businesses at scale.
Established by Royal Charter on 23 April 1969

The leading university for flexible, innovative teaching and world-leading research in the United Kingdom and in 157 countries worldwide.
An award winning, accessible experience across every device
NPS

FutureLearn NPS Score over time

Score

February '18  April '18  August '18  November '18  April '19  October '19  March '20

62.7  67.0  62.7  62.1  72.8  72.0  72.7
Introduced ratings and reviews

Mindfulness for Wellbeing and Peak Performance

Learner reviews

4.8 ⭐⭐⭐⭐⭐ 166 reviews

Amanda M. Verified learner
31/05/20

Mindfulness for Wellbeing and Peak Performance
I would really recommend this course, when I started I had a basic understanding of mindfulness but the educators and mentors explained it so well also giving extra content if you wish to delve in a bit more, I really didn't want it to finish.

Star Distribution

76.8% 18273 Reviews (Read Reviews) ⭐⭐⭐⭐⭐
18.1% 4301 Reviews (Read Reviews) ⭐⭐⭐⭐
3.3% 775 Reviews (Read Reviews) ⭐⭐
0.7% 172 Reviews (Read Reviews) ⭐
1.2% 284 Reviews (Read Reviews) ⭐
Learning from others
Learner posts questions and gets answers

Knowledge sharing
Learners pass on ideas and information to each other

Vicarious learning
Learner is aware of learning activity of others

Zone of proximal development
Learning through interaction with more knowledgeable others

Knowledge building
Develop knowledge with others through dialogue and interaction

Conversational
Learner engages in dialogue with others

Collaboration
Exploration of different or shared understanding

Implicit learning
Learner engages with others to develop shared representations
Over the years we've build up a partner network of over 170 high quality university and educational providers.

Around a quarter of the world's top 200 universities are FL partners.
Unbundled learning allows it to be more accessible and flexible.
Developing our learning pathways

- **Short Courses**
  - Hundreds of Short Courses
  - Millions of Learners

- **Microcredentials**
  - 10 - 15 credits
  - Aimed at Lifelong Learners

- **Degrees**
  - Degrees & Qualifications
  - Universities and Networks

ANGLIA RUSKIN & FUTURELEARN
Microcredentials and programs

Microcredentials and programs allow you to pursue further study in a specialised field. Microcredentials are accredited qualifications created by leading universities for you to build professional skills relevant to your career. Programs allow you to deepen your understanding of a subject, with the opportunity to earn a professional or academic credential.

Microcredentials & Microcredentialing

Our online microcredentials are designed to upskill you for work in rapidly-growing industries, without the time and cost commitment of a full degree. You can earn academic credit to use towards a degree or they can be used as an independent certification. Each microcredential includes a formal online assessment and meets the standards set by the Common Microcredential Framework (CMF).

- The Open University: Cyber Security Operations (Cisco)
- Data Science: Data Driven Decision-Making
- FireTech: Financial Innovation
- Global Development in Practice: Designing an Intervention
- Queensland University of Technology: Project Management: Managing Front-End Planning
- Teacher Training: Embedding Mental Health in the Curriculum

21 titles have launched since December, aimed at preparing learners for burgeoning career paths such as data science, cyber security and project management.
Pathways

In addition to using microcredentials as standalone offers, they can be valuable pathways.

We are creating a marketplace of short courses that enable us to engage learners, some of whom will want to follow an in-depth pathway enabling them to earn a valuable credential.
12,000,000 learners
30,000,000 enrolments
12 million learners worldwide
Open University’s FutureLearn platform gets £50m investment

SEEK Group will become joint owners of the social learning platform in what is thought to be the biggest private sector edtech investment in Europe
SEEK operates employment marketplaces across 18 countries with market leading positions in 14 of them.
Our shareholders

- 40m candidates
- 200k hirers
- 1bn visits per annum
- 174k students
- 2m+ graduates since 1969
- 40k+ students currently studying with the OU
FutureLearn's purpose is to transform access to education
Global shortage of higher education
Global skills gaps
The impact of automation differs by jobs

2 in 10 of the workforce are in occupations likely to shrink
- Factory workers
- Data Entry Clerks
- Accountants

1 in 10 of the workforce are in occupations likely to grow
- Data Analysts
- Sales & Marketing professionals
Constant upskilling requires continuous learning – workplaces will see five generations working together

Who we should be thinking of as students

Who are thought of as students

THE 5G WORKPLACE
The opportunity for universities
Within the sector overall, to what extent do you agree that online degrees will be more popular than physical degrees by 2030?
To what extent do you agree that established and prestigious universities will be offering full degrees online by 2030?

SOURCE: www.timeshighereducation.com
Acceleration in EdTech

Technology adoption lifecycle

- 2.5% Innovators
- Early Adopters 13.5%
- Early Majority 34%
- Late Majority 34%
- Laggards 16%

Acceleration in EdTech

Technology adoption lifecycle

PRE-COVID

2.5% Innovators

Early Adopters 13.5%

Early Majority 34%

FAST-TRACK EDTECH ADOPTION 5-10 YEARS

Late Majority 34%

Laggards 16%

Source: EdTechX
We have all had to deliver three years worth of strategy in three months
PUBLIC INFORMATION

COVID-19: Tackling the Novel Coronavirus

with London School of Hygiene & Tropical Medicine

COVID-19: Tackling the Novel Coronavirus

What is COVID-19 and how might the outbreak affect you? Find out more about coronavirus and explore its worldwide implications.

Courses / Healthcare & Medicine

COVID-19: Tackling the Novel Coronavirus

What is COVID-19 and how might the outbreak affect you? Find out more about coronavirus and explore its worldwide implications.
Enrolments
COVID-19: Tackling the Novel Coronavirus

Over 71,000 enrolments at launch
Learners from over 200 countries
Over 200,000 learners on run 1
Managing COVID-19 in General Practice

Get practical advice and support around how to respond to the Novel Coronavirus pandemic as a front-line healthcare professional.

Access up-to-date advice to keep your primary care practice running safely.
COVID-19 Critical Care: Understanding and Application

Learn the principles and practice of critical care to treat and care for critically ill patients during the COVID-19 pandemic.

Go to course - started 6 Apr

Duration 6 weeks
Weekly study 1 hour
Free
"There can be little doubt that this resource will help to save lives in many parts of the world."

Professor Andrew Elder, President of the Royal College of Physicians of Edinburgh on COVID-19 Critical Care: Understanding and Application
How to Teach Online Courses

Explore the best ways to teach online with these free online courses for educators who need to connect remotely with their students.

Courses 8 COURSES

Learn new skills, pursue your interests or advance your career with our short online courses.
How To Teach Online: Providing Continuity for Students

Explore online teaching with this practical course for educators designed in response to the COVID-19 pandemic.

Overview | Topics | Start dates | Requirements | Educators | What's included | Try it | More courses

Duration | Weekly study | Learn | Digital upgrade
3 weeks | 2 hours | Free | Free

Discover practical ways to teach and support your students online
Meet the FutureLearn Learning team - all working remotely on Zoom to build this course from our homes across the UK

Meet the team

988 comments

The educators

This course has been created by FutureLearn's Learning Team:

Built by FutureLearn's own Learning Design team while working remotely
Course Mentors

- Diana Laurillard, Professor of Learning with Digital Technology, UCL Institute of Education
- Chris Cavey, Open Learning Manager, English & Exams, British Council
- Claire Ross, ELT consultant, British Council
- Cat Scutt, Director of Education and Research, Chartered College of Teaching
- Hannah Tyerman, Head of Online Learning, Chartered College of Teaching
- Amy Icke, Online Learning and Innovation Manager, Girls’ Day School Trust
- Mark Brown, Professor and Director, National Institute for Digital Learning, DCU
- Lisa Harris, Director of Digital Learning, University of Exeter Business School
- Rebecca Ferguson, Senior Lecturer, Institute of Educational Technology (IET), Open University
- Dr J Simon Rofe, Academic Head of Digital Learning, SOAS University of London
- Angela Davies, Director of Digital Transformation in Healthcare Education, University of Manchester

Supported by an incredible network of mentors
What do you think is the biggest challenge in online teaching?

- Supporting students pastorally
- Keeping students interested and engaged
- Quality of materials
- Limits of technology
- Accessibility and access for everyone
- Timing and scheduling
- Other (tell us in a comment!)

Skip to results

Please note: if you skip to results, you will not be able to vote.

Note: any external links in this course will take you to third-party websites, which may ask for your personal details. Please read our privacy policy for more information.
How could you prepare your students for success?

182 comments

In the last step you started to focus on who your students are. Establishing a picture of your students should mean you’re more ready to support them with appropriate materials or ideas and make sure...
Your action plan

You've made steps to understand who your students are, followed by investigating and sharing approaches which might prepare them for success in online learning.

Now it's time to decide what you're going to do this week to positively impact your students' chances of success. This may be as new to you as it is to them, but try not to worry - just be honest and open with your students.

Your task (10-15 mins)

In the comment section below, please share what you're going to try this week, for whom, and why. You might have an original idea, or be using something from our list of resources or suggestions. We encourage you to ask questions, and read and respond to comments from your peers.

If you have any questions, worries, concerns, or advice - now's the time to ask. This is an opportunity to run through your plans in a safe space before rolling them out to your students.

We will do our best to respond to learners but a guiding principle of social learning is peer interaction. If you can support a fellow learner please do -
End of week 1
End of week 2
Supporting educators teach online

The Open University has developed an Online Teaching microcredential to equip those teaching in a higher or further educational setting.
FutureLearn Campus

FutureLearn Campus allows all partners to give their current students and staff free upgraded access to short courses across the platform until at least the end of September 2020.
FutureLearn Campus

- Using a version of FutureLearn Campus, offering to 30k students
- Have 115 courses on the platform
- In particular, have been able to promote their course "Preparing to Learn Online at University" to their students during this time
FutureLearn Schools

FutureLearn recently launched our new FutureLearn Schools initiative to give students in every school in the world free access to every short course on the platform, starting with rolling out to schools in the UK and Republic of Ireland. Only students aged 13+ will be eligible due to safeguarding reasons.
Focus on **Upskilling**

Top 10 Upskilling courses

<table>
<thead>
<tr>
<th>Course name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication and Interpersonal Skills at Work</td>
</tr>
<tr>
<td>Introduction to Business Management</td>
</tr>
<tr>
<td>Digital Skills: Digital Marketing</td>
</tr>
<tr>
<td>Computer Programming for Everyone</td>
</tr>
<tr>
<td>Create a Social Media Marketing Campaign</td>
</tr>
<tr>
<td>Digital Skills: Social Media</td>
</tr>
<tr>
<td>How to Create Great Online Content</td>
</tr>
<tr>
<td>People Management Skills</td>
</tr>
<tr>
<td>HR Fundamentals</td>
</tr>
<tr>
<td>Presenting Your Work with Impact</td>
</tr>
</tbody>
</table>

"At the moment we are all working remotely so communication is more important than ever."

A learner on the course *Communication and Interpersonal Skills at Work* by the University of Leeds as part of the Institute of Coding
FutureLearn and the Department for Education

Just this week, FutureLearn has been selected as a provider for the Department for Education's new online learning platform, launched by Education Secretary Gavin Williamson today to help boost the nation's skills while people are staying at home.
"The high-quality and free to access courses on offer on our new online learning platform, The Skills Toolkit, will help those whose jobs have been affected by the outbreak, and people looking to boost their skills while they are staying at home, protecting the NHS and saving lives."

Gavin Williamson, The Education Secretary
New industry led microcredentials
Focus on **Boredom Busting**

Top 10 Boredom Busting courses

<table>
<thead>
<tr>
<th>Course name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding Fashion: From Business to Culture</td>
</tr>
<tr>
<td>An Introduction to Screenwriting</td>
</tr>
<tr>
<td>Start Writing Fiction</td>
</tr>
<tr>
<td>Exploring English: Shakespeare</td>
</tr>
<tr>
<td>Fashion and Sustainability</td>
</tr>
<tr>
<td>A History of Royal Fashion</td>
</tr>
<tr>
<td>Forensic Psychology: Witness Investigation</td>
</tr>
<tr>
<td>Rome: A Virtual Tour of the Ancient City</td>
</tr>
<tr>
<td>The Power of Podcasting for Storytelling</td>
</tr>
<tr>
<td>Forensic Archaeology and Anthropology</td>
</tr>
</tbody>
</table>

Three fashion courses in the top ten boredom busters

Boredom Busters collection page created in March
All FutureLearn enrolments
Thinking about the next five years

Ulster University suspends face-to-face lectures until Christmas

By Robbie Meredith
BBC News NI Education Correspondent

21 May 2020

Cambridge University moves all lectures online until summer 2021

19 May 2020, 19:08 | Updated: 20 May 2020, 17:08

Bristol University becomes second in the UK to confirm lectures will be held online until the academic year

Cambridge University has announced plans all lessons will be taught online for the next academic year. Picture: PA

King's confirms lectures will be online until January 2021

Some seminars and labs will take place in person

By Jack Grove
Twitter: @jgrove_the

The University of Manchester has confirmed it will keep all of its lectures online for at least one semester when the next academic year starts.
Impact on HEIs: lost enrolments, reduced cash flows & budget shortfalls
Financial solutions needed to diversify income and make up revenue shortfalls

McKinsey scenarios for US HEI, %HEI which will face budget gap of 5% or more

- Virus is contained: 33%
- There is virus recurrence: 44%
- The pandemic escalates: 57%

Estimated impact

~$40bn

Lost revenues in US, UK & AU universities from drop in international students

Sources:
Unemployment is surging as businesses are forced to close
Likely to increase demand for learning to boost employment prospects

- 21,000 business in the UK collapsed in March 2020
- -23% new businesses compared to year prior
- -63% job postings in the UK

COVID-19's impacts on the US labour market
Weekly jobless claims, millions

Sources:
Burning Glass, 2020
Sectors are unequally affected
Expect to see greatest demand for learning amongst workers from accommodation, food services and retail sectors

Most vulnerable industries by job losses
US market, millions of jobs at risk

Jobs with the largest decline in demand (UK)
Apr v Jan 2020 decline as % of total job postings

<table>
<thead>
<tr>
<th>Job Title</th>
<th>% Decline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruiter</td>
<td>-66.67%</td>
</tr>
<tr>
<td>Chef</td>
<td>-66.67%</td>
</tr>
<tr>
<td>Estimator</td>
<td>-66.67%</td>
</tr>
<tr>
<td>Sales Assistant</td>
<td>-66.67%</td>
</tr>
<tr>
<td>Sales Representative</td>
<td>-58.33%</td>
</tr>
<tr>
<td>Retail Store Manager</td>
<td>-57.14%</td>
</tr>
<tr>
<td>Receptionist</td>
<td>-57.14%</td>
</tr>
<tr>
<td>Food Service Team Member</td>
<td>-57.14%</td>
</tr>
<tr>
<td>Automotive Technician</td>
<td>-50.00%</td>
</tr>
<tr>
<td>HGV / LGV Class 2 Driver</td>
<td>-50.00%</td>
</tr>
</tbody>
</table>

Sources:
The opportunity for universities
The Opportunity for Universities

Challenge
Urgent need for high quality online learning materials

Response
Invest heavily in high quality content, delivered at scale, on high quality, accessible platforms to global cohorts
The Opportunity for Universities

Challenge
Deliver quality student experience with community

Response
Social and collaborative learning at scale
The Opportunity for Universities

Challenge
Training and support of academic staff

Response
Digital first strategy, transform the institution, challenge established processes
Staff training and support on how to teach online at scale
The Opportunity for Universities

Challenge
Falls in international student numbers

Response
Investment in content to teach, recruit and nurture next international cohorts
The Opportunity for Universities

Challenge
Major financial challenges

Response
Mobilise online to target new markets and revenue streams
Rethink target audiences - global, professional learners
Target skills gaps, reselling, upskilling
#CONSTRUCTCON

The Opportunity for Universities

**Challenge**

Potentially one-off investments / wasting resources

**Response**

Collaborate, target investment, license content
Collaboration