



# MOOCs: Opportunities, Impacts, and Challenges: Massive Open Online Courses in Colleges and Universities

*Michael Nanfita*

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2012, according to the media, was The Year of the MOOC. Massive Open Online Courses were declared to be a revolution in college education. The flow of media coverage hyped MOOCs as either the salvation of a beleaguered educational system or the corrosive agent that would dilute it beyond recognition and value. At the same time, venture funding poured into the coffers of education technology companies intent on cashing in on the newly disrupted higher education market. That investment is reshaping the development of learning and content delivery platforms being marketed to your campus, your faculty, and your students. And rapidly forming partnerships between for-profit firms and universities are providing technology vendors with a powerful vehicle for selling to higher education and inserting themselves into the dialogue about the future of educational content and delivery. But college and university administrators do not have to sit passively by, waiting for the MOOC wave to wash over them. There are still seats at the table for those intent on guiding higher education into the future. Campus leaders would do well to shoulder their way in now, rather than wait for an invitation to help shape that future. *MOOCs: Opportunities, Impacts, and Challenges*, being a survey of the issues and opportunities associated with Massive Open Online Courses, is an invaluable guide to those responsible for their institution's mission. Armed with the information in this book, you will be able to sort out the substance from the hype in the roiling MOOC debate, and effectively fold the future into the strategic mission of your campus.

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