



IREX - Advancing MOOCs for Development Initiative (AMDI)

Reporting for Quarter One – January 30 to April 30, 2015

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Acronyms & Abbreviations:

AMDI	Advancing MOOCs for Development Initiative
IDB	Inter-American Development Bank
MOOC	Massive Open Online Course
RFP	Request for Proposal
SME	Small-Medium Enterprises
TASCHA	Technology and Social Changes Group, University of Washington
UMB	Manuela Beltran University
USAID	United States Agency for International Development

Executive Summary:

Activities in this first quarter of the Advancing MOOCs for Development Initiative (AMDI) centered around project start-up and preparations for activities under Objective 1: Advance understanding of MOOC enrollment, completion, and utility in target countries. Other activities laid the foundation for research, developed strategies for outreach and communications, and resulted in new partnerships.

Narrative:

Start-Up: IREX and partners TASHA and CourseTalk began start-up of the AMDI during this quarter (Q1). In February, the program partners met in Washington DC for a kick-off meeting at the IREX offices where initial visioning and workplanning took place. The official launch of the AMDI occurred on March 10, 2015, at the SXSWedu conference in Austin, Texas, which was immediately followed by the official AMDI press release and creation of our official fact sheet.

IREX finalized subgrants for both TASCHA and our local partner Makaia in Colombia, which will assist with management of local research vendors and provide contextual information for MOOCs use in the Objective 1 report. IREX submitted the Year 1 Workplan, draft Research Plan, Branding and Marketing Strategy, Performance Management Plan and they were approved by USAID. IREX also submitted a



revised budget to USAID and participated in key meetings with USAID, CourseTalk and TASCHA. Non-disclosure agreements were signed between TASCHA and CourseTalk.

Research: A particular emphasis was placed in Q1 upon design of the research plan for Objective 1 in the 3 countries. After signing non-disclosure agreements, TASCHA requested and received data from CourseTalk to begin conducting the initial web analytics. TASCHA also drafted an initial research plan including draft surveys, and IREX launched RFPs in all three countries for local research vendors, selecting Ideacorp in the Philippines and the Manuela Beltrán University (UMB) in Colombia.

IREX also conducted an assessment in the Philippines pertaining to registration issues and potential in-country activities such as job fairs, the design of a media outreach plan for the Philippines in particular, IREX dialogued with the University of Manila, the Molave Foundation, the Open University of the Philippines, DEVEX, TESDA and research partner Ideacorp.

Outreach and Communications: In addition to the official launch at SXSWedu, IREX presented the AMDI program at the National Library Conference of the Philippines on March 13 and attended UNESCO's Mobile Learning Week in Paris, France. CourseTalk finalized the initial draft of the AMDI landing page. Together, IREX and CourseTalk worked to better harness potential partnerships coming in about AMDI through the landing page.

Partnerships: Through inquiries from the CourseTalk landing page and USAID, IREX formed partnerships with the Inter-American Development Bank's Inter-American Investment Corporation, RTI International, and Telefonica. These partnerships have set the foundation for future collaboration and may lead to joint publication once the program has published its initial reports. It is also possible that in Q2 IREX, the University of Washington, IDB, TED and others will form a MOOCs Committee of Experts to address issues such as how MOOCs impact employment and can benefit SMEs.

Challenges or issues of concern:

CourseTalk's donation payment was delayed until the start of the next calendar year in January 2016. This required IREX to re-adjust the budget relying solely on USAID money for 2015. In addition, IREX has yet to receive the Donation Letter and the signed Scope of Work from CourseTalk.

Likewise, despite the launching of 2 RFPs in South Africa, IREX has yet to finalize a contract with a suitable local researcher. IREX is continuing outreach to local vendors in order to address this issue currently.

Table of Indicators:

Please see attached spreadsheet

Issues for USAID action/attention:

None at this time

Lessons learned/best practices:

None at this time

Upcoming activities:

Meetings with CourseTalk in Menlo Park, California (May 13-14)

Nelson Mandela Young African Leaders Initiative Expo, South Africa – AMDI presentation (May 18)

Relocation of CoP to Manila, Philippines (May 23)



Begin local research process with selected vendor Ideacorp, Philippines (May 29 – June 10)

Begin local research process with selected vendor in South Africa (June 11- June 22)

Begin local research process with UMB in Colombia (May 29-June 10)