

OPENLEARN: OVERVIEW & RESOURCES



Dive in and start learning

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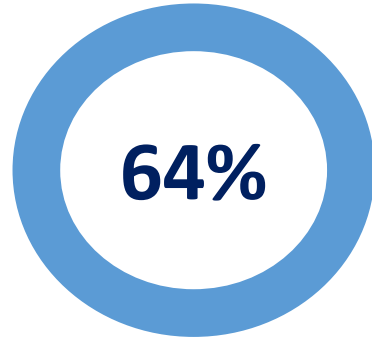
OPENLEARN: SOCIAL MISSION

*Advancement and
dissemination of
learning and
knowledge ...
to promote the
general wellbeing
of the community*

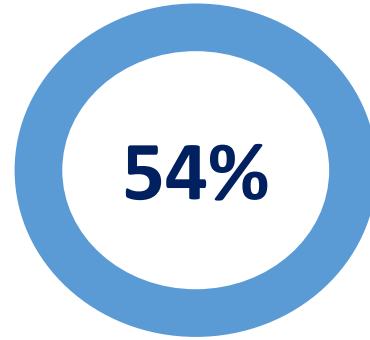


- Launched 2006
- Supports the OU's Royal Charter
- Delivers free online learning to **>8.5m unique visitors a year**
- >1,000 free courses, 2,500 videos, 10,000 articles and activities

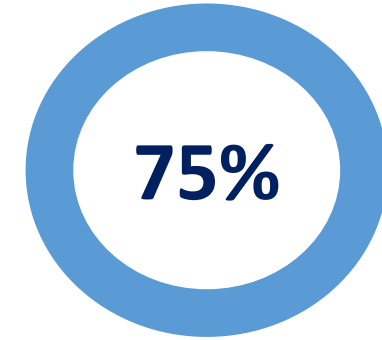
OPENLEARN: REACHING THE RIGHT PEOPLE FOR THE RIGHT REASONS



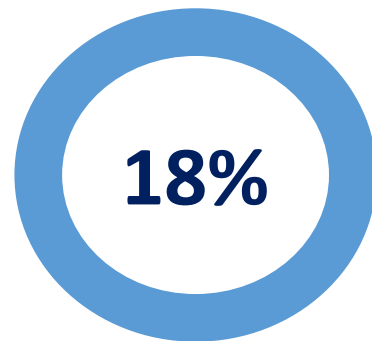
Female



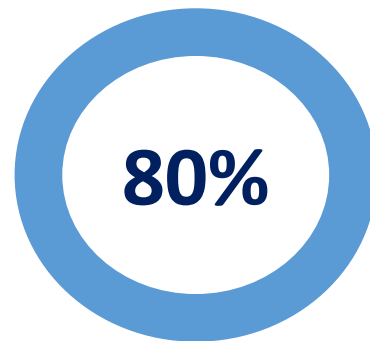
Without a degree ...



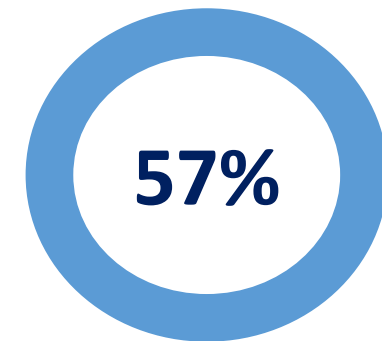
For employment ...



Disabled



... without a degree on popular BOCs



... show their employer

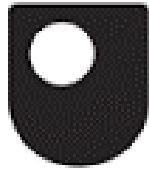
Social mission and...

Student acquisition and success



Delivering student
induction
Converting informal to
formal learners
Enhancing student
employability

Brand reach + enhancement



Working with public
and private bodies to
deliver partnerships:
Google, BBC, Rolls
Royce, CPD Standards
Office

Income diversification



Developing online
learning materials for
externally-funded
research projects

Innovation



Digital and pedagogic
innovation
Delivering a digital
presence and
recognition for lifelong
learning

Working with partners...

Government initiatives



Delivering government projects

Aligning learning with skills required for the modern workplace

Content licensing + adaptation



Adapting learning for target audiences

Co-branding for business needs

Professional development



Endorsed and curated content for industry

Supporting students with industry-recognised skills

Philanthropic projects



Delivering international development projects in multiple languages and formats

A TASTY SLICE OF EVERYTHING WE MAKE...

@bryanMMathers



Thought:
The Open University

...IS SHARED OPENLY

OPENLEARN: TYPE OF RESOURCES

With a scholarly framework at its heart, delivering:



Articles



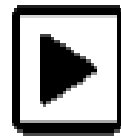
Courses



Activities



eBooks



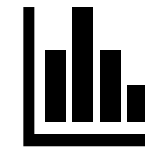
Video



Audio












Comms



Analytics



Social Media

<p>Money & Business</p>  <p>The world of work, the world of business and the pounds in your pocket.</p> <p>Explore subject ></p>	<p>Education & Development</p>  <p>How children become fully-formed adults and how we all keep learning.</p> <p>Explore subject ></p>	<p>Health, Sports & Psychology</p>  <p>How best to maintain a healthy mind in a healthy body and the professions that help us.</p> <p>Explore subject ></p>
<p>History & The Arts</p>  <p>Explore culture, conflict, and the things that make us human.</p> <p>Explore subject ></p>	<p>Languages</p>  <p>Wherever you are, making yourself understood is the key to success.</p> <p>Explore subject ></p>	<p>Nature & Environment</p>  <p>Explore our shared home and get to know the species you're sharing it with.</p> <p>Explore subject ></p>
<p>Science, Maths & Technology</p>  <p>The rules of the universe and how we work with them.</p> <p>Explore subject ></p>	<p>Society, Politics & Law</p>  <p>So many people, how do we get on together, and what happens when we don't?</p> <p>Explore subject ></p>	<p>Get the most out of OpenLearn</p>  <p>Anyone can learn for free on OpenLearn but sign up to get so much more from the site.</p> <p>Create account ></p>

- All content
- Articles
- Activities
- Courses
- eBooks
- Audios
- Videos
- TV & Radio
- Posters & Booklets

1 LEVEL

Education & Development

Am I ready to be a distance learner?

Distance learning can open up opportunities for study. You might have not studied for a while, you might be returning to education, or you might not...

Free course 3 hrs

Article

History & The Arts

Hitler's rise and fall: Timeline

Track the key events in Hitler's life, from his childhood in Austria to his suicide in the bunker in Berlin.

Article

Science, Maths & Technology

Reboot Your STEM Career

Returning to a STEM career? Reboot Your STEM Career is a comprehensive interactive toolkit to help you relaunch your career and navigate your way...

Activity

Nature & Environment

Do animals really raise human babies as their own?

Myth, history and popular culture tells of children raised by wolves and more. Do these stories have any basis in truth?

Video 5 mins



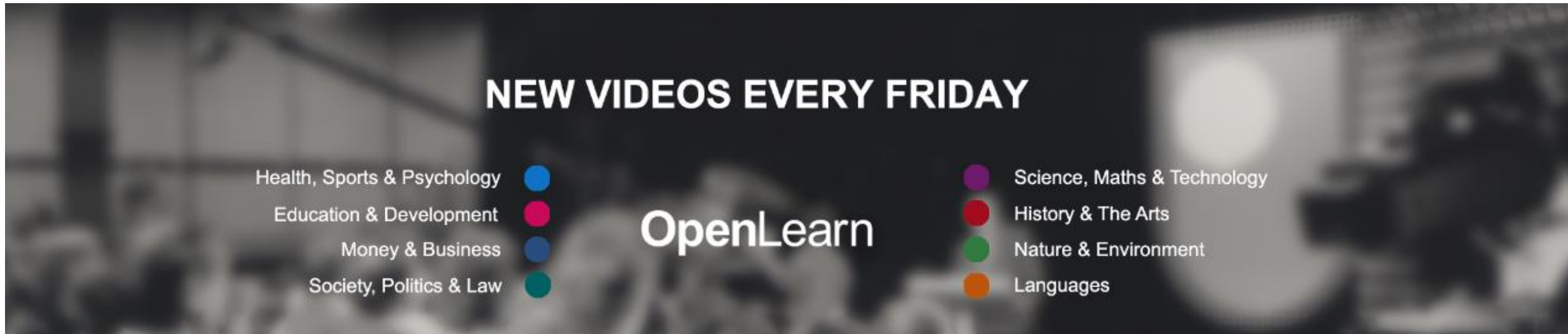
OpenLearn



OPENLEARN ON YOUTUBE



OULearn: <https://www.youtube.com/user/OULearn>



As of April 2019:

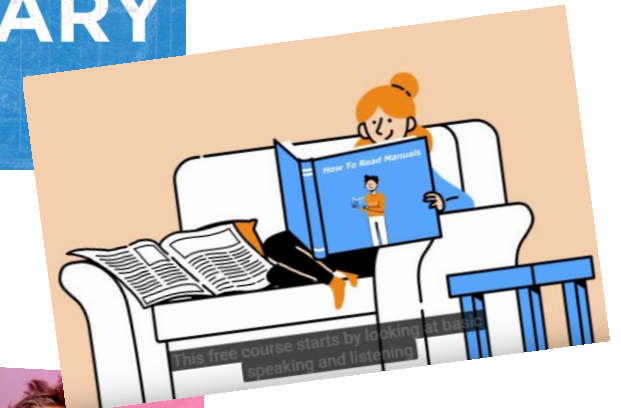
- 195,000+ subscribers – Largest for any UK universities
- 38.9 million views
- 1600+ public videos
- 8 subject areas – mirroring OpenLearn site



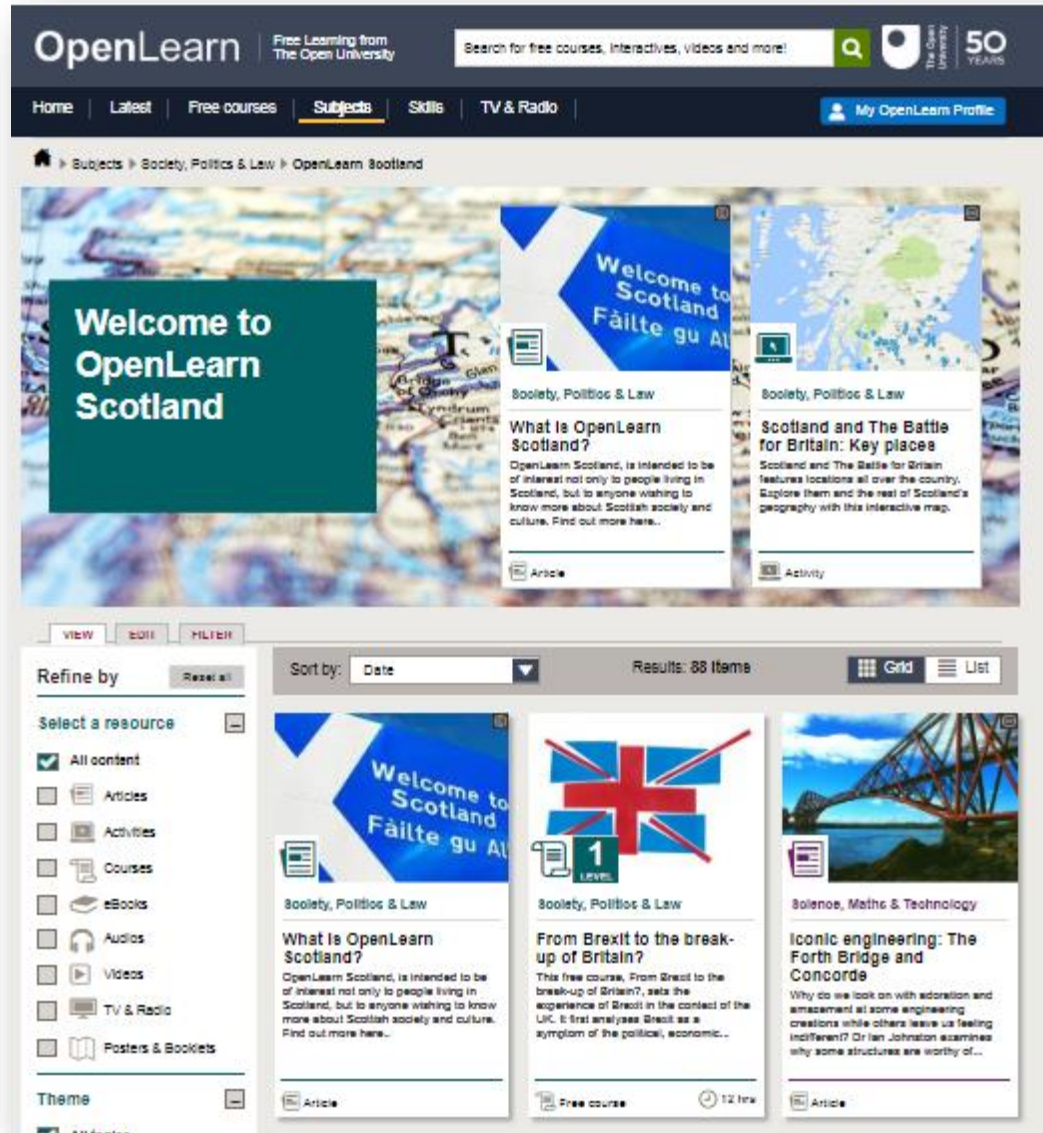
OPENLEARN ON YOUTUBE

Variety of formats:

- [Academic opinion films](#)
- [Mini lecture films](#)
- [Mini documentaries](#)
- [Animation](#)
- [Course trailers](#)
- [Videos for articles on OpenLearn](#)
 - More context of research
 - Links to more relevant information
 - Links to associated free course and paid module
 - Link to academic profile



<https://www.open.edu/openlearn/scotland-hub>



The screenshot shows the OpenLearn website interface for the Scotland Hub. At the top, there is a navigation bar with 'OpenLearn' and 'Free Learning from The Open University'. A search bar is present with the text 'Search for free courses, interactives, videos and more!'. Below the navigation bar, there are tabs for 'Home', 'Latest', 'Free courses', 'Subjects', 'Skills', and 'TV & Radio'. The 'Subjects' tab is selected, and the path 'Subjects > Society, Politics & Law > OpenLearn Scotland' is shown. The main content area features a large banner with a map of Scotland and the text 'Welcome to OpenLearn Scotland'. Below the banner, there are several resource cards. The first card is titled 'Welcome to Scotland Fàilte gu Al' and is categorized under 'Society, Politics & Law'. The second card is titled 'What is OpenLearn Scotland?' and is also categorized under 'Society, Politics & Law'. The third card is titled 'Scotland and The Battle for Britain: Key places' and is categorized under 'Society, Politics & Law'. Below the resource cards, there is a 'Refine by' section with a 'Reset all' button. The 'Refine by' section includes a 'Select a resource' dropdown menu and a list of resource types: 'All content', 'Articles', 'Activities', 'Courses', 'eBooks', 'Audios', 'Videos', 'TV & Radio', and 'Posters & Booklets'. The 'All content' option is selected. Below the 'Refine by' section, there is a 'Sort by' dropdown menu set to 'Date' and a 'Results: 88 items' indicator. The main content area displays a grid of resource cards. The first card is titled 'Welcome to Scotland Fàilte gu Al' and is categorized under 'Society, Politics & Law'. The second card is titled 'From Brexit to the break-up of Britain?' and is categorized under 'Society, Politics & Law'. The third card is titled 'Iconic engineering: The Forth Bridge and Concorde' and is categorized under 'Science, Maths & Technology'. Each card includes a thumbnail image, a title, a brief description, and a 'View' button.

- All resources in one place
- Filter by resource type
- Filter to topic level
- Can grow and expand with time
- Can link up with other existing resources, e.g. Open Pathways, FE college pages.
- Future short URL for publicity: www.openlearn.com/scotland

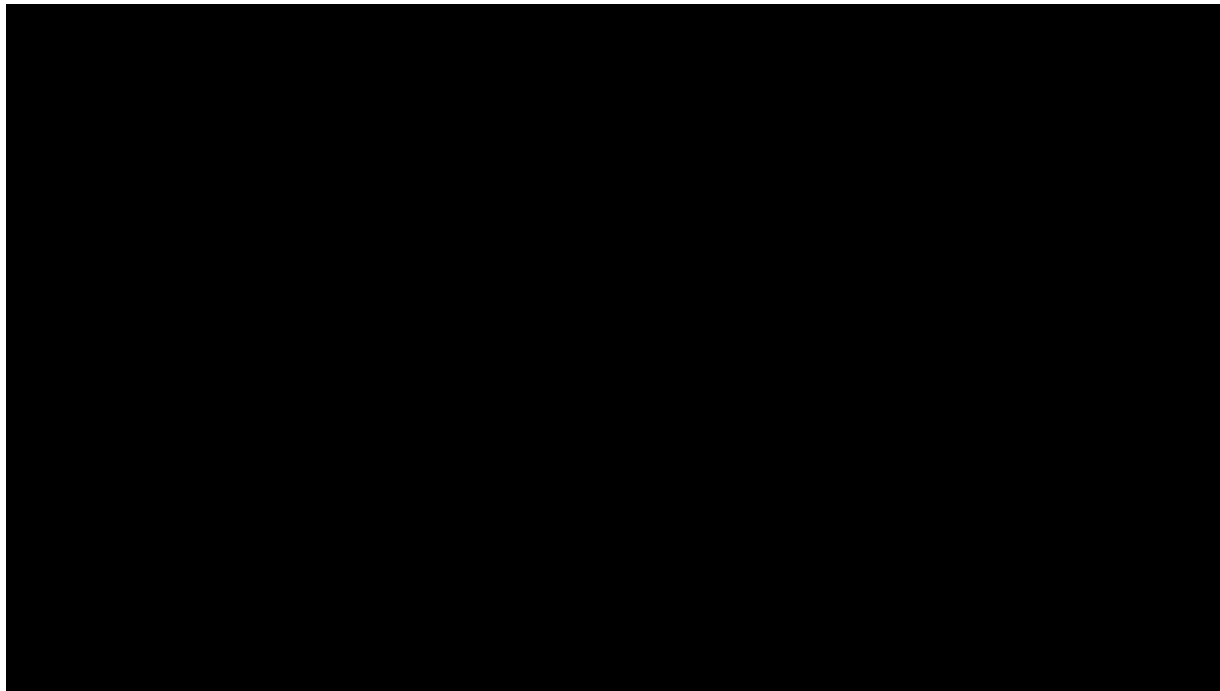
BADGED OPEN COURSES: HIGH IMPACT



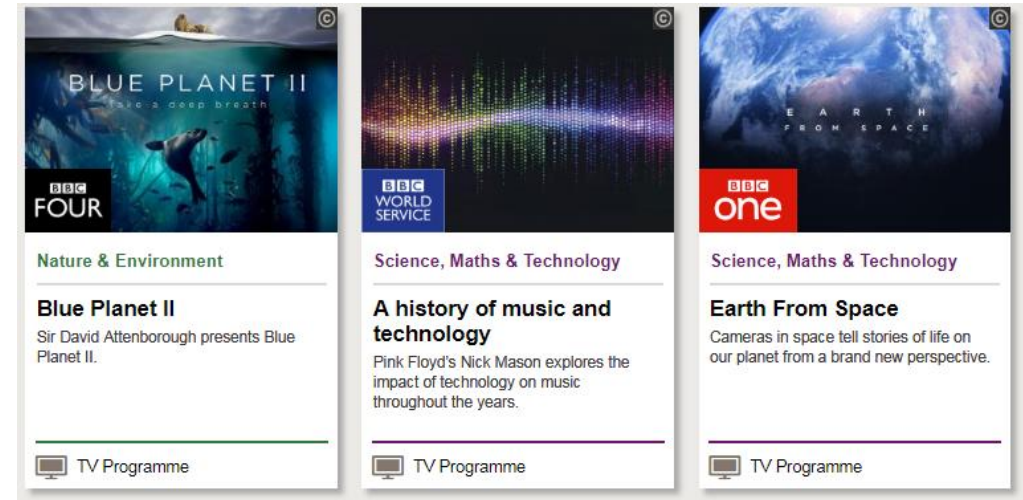
- 44 BOCs live (30 in production)
- 1.2m visitors since launch
- 100,000 enrolments (including 1000s of OU students)
- Over **22,000 completions / badges issued**
- Actively used by OU students for induction and career development
- Made more attractive by co-branding and endorsement



Open University
undergraduate
induction



<https://www.youtube.com/watch?v=Y-45mF8TLDk>



- 30+ BBC/OU co-produced programmes a year
- Programme landing pages on OpenLearn
- FREE posters and booklets for order and for download



In 2017/18:

- Over 351 million viewing and listening events
- 724,353 print requests
- 1,228,323 visits to broadcast pages on OpenLearn
- 61 hours of broadcast content and re-use in teaching and learning

NEW DEVELOPMENT: FOR STUDY & FOR LIFE

Home

Free courses

Subjects

For Study

For Life

TV & Radio

Sign up / Sign in

- New Curated content areas supporting development of study and life skills
- Help existing and prospective students find induction materials linked to the OU modules
- Insight into being an OU student
- Careers advice and access courses to enhance employability skills.
- Courses, articles, activities, video, audio



For Study

The Open University offers a range of online CPD courses for those who may need to enhance their work skills but can't commit to full-time study.



Skills for study

Managing and planning projects through to completion



Induction to OU Student

Managing and planning projects through to completion



Being a Student

Managing and planning projects through to completion



Why enroll / sign up

Managing and planning projects through to completion



For Life

The Open University offers a range of online CPD courses for those who may need to enhance their work skills but can't commit to full-time study.



Skills for swork

Managing and planning projects through to completion



Family & relationships

Managing and planning projects through to completion



Health & wellbeing

Managing and planning projects through to completion



Money & finances

Managing and planning projects through to completion

NEW DEVELOPMENT: DIGITAL BADGES ON THE STUDENT RECORD

Due to deliver 14th May 2019

- OpenLearn digital badges will be:
 - Visible to students and staff via their student record
 - Visible to Tutors via Tutor Home
 - Included in students' Statement of Academic Summary (PDF).
- The OpenLearn Profile will show OU student modules and qualifications alongside informal learning in one place.
- The project records valuable information about completion of BOCs, supporting student employability and preparedness.



OVER TO YOU

- How do you use OpenLearn currently?
- Who are the people you interact with?
- What are the most common queries/problems from them?
- What problems do you encounter when using OpenLearn resources?
- Which bits of OpenLearn are most useful to you as Open Learning Champions?
- How can we help you with your work?
- Are printed materials useful to your work? If so, what kind?
- Do you ever get feedback about OpenLearn?
- Do you have any suggestions or feedback to improve OpenLearn?

CONTACT

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