

UPDATED GUIDELINES FOR EXTERNAL LISTING OF MOOC COURSES
OFFICE OF THE EXECUTIVE VICE CHANCELLOR

April 23, 2021

SCOPE:

These guidelines pertain to all newly created, UC San Diego sponsored and distributed online courses, offered by an external online course provider (such as Coursera or edX). This document updates the [July 2019 guidelines](#), which require that all newly developed UC San Diego online courses and programs be hosted exclusively on Open edX (UC San Diego Online) or Canvas. The July 2019 guidelines specified that existing courses could remain on edX and Coursera, but no new courses could be added to either platform.

These updated guidelines allow course creators to submit a request (via a form on the Digital Learning website) to develop MOOC(s) to be listed with an external course provider under limited circumstances, **as an exemption to the July 2019 guidelines**. These exemption requests are reviewed and granted at the sole discretion of the AVC-EI. The same process can be used to update or refresh existing courses on these platforms.

RATIONALE:

UC San Diego remains committed to developing and deploying novel tools and platforms for reaching learners and delivering our educational offerings. However, we recognize that in some cases, partnering with external platforms can better help us achieve this mission than using an internal solution. While UC San Diego Online and Canvas will remain our preferred and default distribution platforms for online courses, we are creating an **exemption process** to allow faculty to partner with other platforms (including edX and Coursera) under specific circumstances. These exemptions are aimed at ensuring that our faculty and academic units can develop courses with external collaborators, meet external funding agency requirements and outreach goals, and effectively market to new audiences.

ELIGIBILITY:

Course creators may submit a request to develop MOOC(s) to be listed with an external course provider under one of the following three conditions:

1. External collaborations:

- a. Either: external grant-funded efforts, with prior approval,
- b. Or: course or bundle developed in collaboration with an external non-profit organization, for which UC San Diego faculty contribute <40% of total content

2. Standalone courses (1 or 2 courses, new or refreshed)

- a. Aimed at pre-college or professional/general audience **and**
 1. Either: fits into larger outreach and recruitment goals of Department/School (requires specific Chair and Dean sign-off),
 2. Or: is free to all learners

3. Bundles (3 or more courses, new or refreshed)

- a. 51%+ of courses in bundle offered exclusively on UC San Diego Online. Existing bundles may elect to be 100% on both platforms but may not be edX/Coursera exclusives.

REVIEW PROCESS

Requests to develop MOOC(s) to be listed with an external course provider will be reviewed by the Office of the Associate Vice Chancellor of Educational Innovation (AVC-EI). Requests will only be granted if the AVC-EI Office determines in its judgment that granting the request is in the best interests of UC San Diego, including without limitation the degree of overlap with other UC San Diego online courses or programs, potential conflicts of interest, and potential effects on UC San Diego, UC San Diego students, and UC San Diego academic programs. Any course that is credit bearing or that may be used as an on ramp for a credit bearing program, must be reviewed and approved by the Academic Senate.

ADDITIONAL REQUIREMENTS

All courses listed with external online course providers must include a link to UC San Diego Online, adhere to UC San Diego design guidelines, adopt the current UC San Diego Online Revenue Sharing Agreement (for new and redesigned courses), and (where possible) also be offered on UC San Diego Online. Exclusive agreements with external platforms are prohibited. Programs or courses that fail to meet these standards can and will be removed, after consultation with the faculty, in order to ensure consistent quality of offerings.

EXEMPTION RENEWALS

Exemptions may be granted for three to five years, with the default being three, and will include an annual review to ensure adherence to the eligibility criteria. Exemptions may be extended based on the policy and conditions at the time of the request. Renewals must be requested no more than 12 months, and no less than 3 months prior to the expiration of a current exemption.

Questions regarding this process may be addressed to the AVC for Educational Innovation at ei@ucsd.edu.

APPLICABLE DOCUMENTS/POLICIES

[Online Course Development Agreement](#)

[Guidelines for Revenue Sharing Payments Related to Executed Online Course Development Agreements](#)

[Request to Develop MOOC\(s\) Form](#)