# Introduction to MOOW Concept & Framework

YOUR GUIDE TO MOOW CODE

https://www.moowcode.eu/

# MOOW consortium

1. UNIWERSYTET EKONOMICZNY W KATOWICACH

2. ACEEU GmbH Germany

3. UNIVERSITA DEGLI STUDI DI NAPOLI FEDERICO II Italy NAPOLI

4. RIGAS TEHNISKA UNIVERSITATE Latvia RIGA

5. European E-learning Institute Denmark

6. HELIXCONNECT EUROPE S.R.L Romania

# What is MOOW about?

- MOOW CODE is a forward-looking and impact-oriented project that aims to develop and promote MOOW (Massive Open Online Week, pronounced as "move"), a **multifaceted, synergistic format of digital learning and co-creation in higher education**.
- MOOW is a promising new format and concept that builds on the strengths of traditional MOOCs, the university Entrepreneurial Weeks and online idea-stage accelerators and bootcamps.
- What is the innovation here? - MOOWs offer a **fully digital and highly interactive** learning environment that is set within a rigid timeframe (**one week**) and is designed to facilitate the d**evelopment of new ideas, products and solutions through collaboration and co-creation**.

Massive Open Online Week for Collaborative Digital Education

# Impacts of MOOWs

- It is expected that MOOWs will produce **tangible results** - new ideas, prototypes and/or MVPs to be implemented by the participants in a fully digital environment that address a variety of pressing social issues. Thus, generating, prototyping, implementing (and possibly commercialising) novel ideas and products arising from MOOW collaborations.

- We expect each MOOW to produce at least 4-6 ideas or products (x3).

# Main benefits for students

- greater access to innovative digital learning formats in higher education
- increased entrepreneurship, problem-solving, product development and project management competencies
- greater opportunities to learn from real-life practitioners, entrepreneurs, experts
- gained experience in producing ideas, prototypes or MVPs to be exploited in universities and beyond
- expanded professional networks and improve career prospects
- development of applied digital learning and co-creation skills, ICT skills

# Main benefits for teachers

- increased opportunities to co-create with students and explore for new digital teaching approaches
- increased understanding of innovative methods and approaches to entrepreneurship-centred training
- empowerment of participants to generate and work out novel ideas, and turn them into tangible solutions and products
- new contacts and opportunities for cooperation with colleagues from other HEI
- fostering and enriching student teacher relationships
- development of applied digital learning and co-creation skills, ICT skills

# MOOW limitations

- The main limitation of MOOW results from its one week length.
- Students will be expected to acquire knowledge from presented sources to work effectively as a team and cooperate with teachers and entrepreneurs. This requires self discipline from the students.
- Online teaching and cooperation influences group dynamics. Engagement and connection between team members is more reduced than when working and collaborating in person. Collaborative work management tools cannot exactly follow the energy of real-life activities.

Massive Open Online Week for Collaborative Digital Education

# PR1 MOOW Concept and Framework

| PR1. MOOW Concept and Framework |
| --- |
| PR1/A1. Literature/best practices review and concept development |
| PR1/A2.  Focus groups |
| PR1/A3.  Guidelines for Organisers |
| PR1/A4. Playbook of MOOW Activities |
| PR1/A5. Revision and improvements following MOOW Pilots |
| PR1/A6. Translation of the Guidelines and Playbook |

# Literature/ best practices review

UEKAT, RTU, UNINA identified examples of massive open online concepts and projects (including MOOCs), short-terms online accelerators, digital bootcamps, and online awareness-raising campaigns. A total of 133 projects were analysed as part of the review. The information collected on the projects varied in scope, but the following distinguishing features of each initiative are noted:

- Digital bootcamps identified the most digital tools and platforms that are used in working with participants;
- MOOCs are the more well-known and recognised project types due to the greater experience in their implementation that comes from the dates of the identified projects,
- Accelerators are parts of larger projects such as MOOCs and target narrowly defined objectives, while in other cases the objectives are more numerous and have a broader scope,
- Awareness campaigns address socially relevant topics that are currently important in a particular region of the world or otherwise defined area.

# PR1A2 Focus groups

3 Focus groups: UNINA, UEKAT, RTU

The aims:

- To learn about experiences and opinions on computerised forms of supporting learning and collaboration,
- Recognise the opportunities and risks of computerising learning and collaborating to create new solutions,
- An exchange of views on the solutions, tools and activities needed to create a digital platform to support learning and collaboration between different actors,
- Receive practical guidance for the entity responsible for creating the MOOW.

# PR1A2 Focus groups

**Requirements for course leaders:**
- The content and IT competences of the course leaders, but also of the learners are important.
- It is recommended that training courses on the use of IT tools be conducted for course developers on the MOOW platform.
- The support provided during learning is critical.
- There must be a system (rules) that does not change during the course.

# PR1A3 Guidelines for organizers

STARTING UP

- start up with some onlie presentations and facilitations exercise
- the theme of the MOOW should be also presented at the beginning of the event, possibly having detailed online presentations from the expert or "problem owners" (e.g. cooperate company explaining frequent problems).
- single activity during the teamwowk should take no longer than 90 minutes to avoid exhaustion of the participants.
- different phases of MOOW could be introduced by online speeches or presentations, that specify the problem, requirements and expected results. The introductory information could be provided by experts or problem owners.

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# PR1A3 Guidelines for organizers

PRESENTATION OF OUTPUTS
- Each presentation should illustrate the main features of the product or solution, the main considerations and justifications for choices made.
- Each team should be given an approximately 15 minute presentation about their idea.
- Limit the number of slides and to define their content (e.g. 1 slide for the idea presentation, 1 slide for the technical specifications, etc.) to better control the length of the presentation.

# PR1A3 Guidelines for organizers

EVALUATION
- The evaluation of ideas and solutions is an integral part of the MOOW, and important moment in the event, because it provides feedback to the teams, possibly suggesting improvements.
- The evaluation team could includes experts and problem owners.
- The event should close up with some summarizing speech and thanks to the participants, experts, collaboratives and other facilitators.

# PR1A4 MOOW Playbook

## 13. The 'What If' Ideation Method

**Title** – The 'What If' Ideation Method

**Description:**

Participants answer open-ended questions within a certain amount of time. Teams will work together to rapidly generate a volume of ideas that can then be grouped and prioritized.

To the right of this panel is a simple four step process for you and your team to follow. The method requires you to ask questions. There is no pressure to come up with ideas. By asking a volume of interesting questions, ideas will come to the surface.

For starters, it's important that you bring an open and inquisitive mindset. From here the best questions are often specific musings that can inspire a breakthrough thought. Sometimes a big philosophical question can also crack something open. The only 'what ifs' to avoid are those that frame negative outcomes (they tend to result in dead ends) or those that concern things out of your control.

# PR1A4 MOOW Playbook

**Short objective:**

This technique has been designed to help teams break through creative blocks and generate breakthrough ideas. It enables teams to generate a sheer volume of ideas that can then be distilled and prioritised.

**Required knowledge (if any):** basic knowledge about studied phenomenon.

**Required material for speaker/trainer:** Online business canvas template – Miro.

**Required material for participant/learner:** device and internet connection; physical or digital notebook to take notes.

**Duration:** 60 mins.

**Specific entrepreneurial skills addressed:** considering additional ideas that can improve the product or design.

**Support materials - scenarios, templates, tools, study aids, visuals:**

template: https://miro.com/app/board/uXjVPN5qxlA=/

visuals: https://www.youtube.com/watch?v=fNWp-AZh4yU

# Project Result 2 - MOOW Online Platform

| PR2. MOOW Online Platform |
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| PR2/A1. Planning and design |
| PR2/A2. Layout Creation and Content Writing |
| PR2/A3. Coding |
| PR2/A4. Testing, review and launch |
| PR2/A5. Revision and improvement following MOOW Pilots |

# Project Result 2 - MOOW Online Platform

- The MOOW Online Platform will be the **digital space where all MOOW learnings, collaborations and interactions will take place**. It will also function to **promote MOOW** as a concept and to disseminate MOOW related information and results.
- The Platform will be developed as a template (files to be installed) that universities could fill with content, customise, set up and run on their servers.
- The Platform does not duplicate the functions of existing and readily available project/team management online platforms (Microsoft Teams, Google Workspace), but will rather be used in conjunction with them.
- The Platform is built in English, allowing MOOW teams to add local languages using the developer's guidelines.

# PR3 University Staff Training Pack

| PR3. University Staff Training Pack |
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| PR3/A1. Training Pack development |
| PR3/A2. Workshop piloting |
| PR3/A3. Digital self-study training |
| PR3/A4. Revision and improvemetns following MOOW Pilots |

# PR3 University Staff Training Pack

Training Pack is expected to have **presentations supported by textbook materials and visual learning aids**. These could be supplemented with educational games, simulations, and guided case discussions.

The main objectives of the University Staff Training Pack:

1. To **upskill university staff involved in the design and execution of pilot MOOWs** in key areas (planning, budgeting, marketing, online event management, Bootcamp moderation)
2. To ensure high quality **planning and execution** of the two pilot MOOWs
3. To **promote the Project** and its outcomes by engaging University staff in the creation of the inaugural MOOWs
4. To **gather inpu**t from university staff in order to update and improve the MOOW Guidelines, Playbook, and Online Platform

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# PR3 University Staff Training Pack

- PR3/A3. University Staff Training MOOC (M15-M18) The University Staff Training Pack will be made available to the general public as a short MOOC course in a digital version.
- PR3/A4 Reflection and improvements following MOOW Pilots (M20 – M22, M31 – M34) - The Training Pack and its online version will be reviewed and improved as necessary in the aftermath of each of the pilot MOOWs.

# MOOW Pilots

Each MOOW is made up of two parts:

(1) MOOW Talks (general public events) will include **free and open to all online lectures, panel discussions, workshops and similar events** on the MOOW topic.

(2) A fully digital MOOW Bootcamp **will enable students, educators, developers, and entrepreneurs to work jointly on innovative solutions** (idea concepts, prototypes or MVP – minimum viable products). These online collaborations will be moderated by the staff upskilled during the Workshop. We expect each MOOW to produce at least 4-6 ideas or products.

# MOOW organizing team

- MOOW organising team will be primarily composed of university staff who have taken part the Workshop (PR3)
- It will consist of 5-7 members who will work on the preparation and implementation of pilot MOOWs and will typically be chaired by a senior university executive
- In addition to the staff from the leading unit, the organising team also involves one or more representatives from: - A business and/or entrepreneurship education unit - A digital education or digital innovation team - A university accelerator or a similar business suport program

# Impact day

- Held 2-4 weeks prior to MOOW launch.
- A 2-3 hour physical or online session consisting of presentations and interactive activities.
- The aim is to advertise the Bootcamp opportunity and recruit its participants:
  - **students**, especially those in entrepreneurial, education, ICT programs and the programs relevant to the MOOW topic
  - **university professors** and other **teaching/support staff in** all disciplines and academic units
  - **external stakeholders** (representatives of tech SME companies, innovation-driven start-ups, individual entrepreneurs, community groups and organisations active in education and training MOOW general public events)
  - panel participants who are **experts** in the topic of the event
  - other interested individuals from the university community or elsewhere

# Targets for pilot MOOWs

15+ student participants in Bootcamp

5+ facilitators

6+ ideas, prototypes or MVPs developed in the Bootcamp - 100+ participants in general public events (open access lectures, panel discussions)

6+ lecturers, presenters, speakers in general public event

# Budget for MOOW

| Result ID | Organisation | Managers | Teachers / Trainers / Researchers | Technicians | Administrative staff / Volunteers | Grant |
|---|---|---|---|---|---|---|
| 1 | UNIWERSYTET EKONOMICZNY W KATOWICACH (E10204175 - Poland) | 0 | 6956 | 0 | 0 | 6956 |
| 2 | ACEEU GmbH (E10248776 - Germany) | 0 | 4280 | 0 | 0 | 4280 |
| 3 | UNIVERSITA DEGLI STUDI DI NAPOLI FEDERICO II (E10209388 - Italy) | 0 | 21828 | 0 | 0 | 21828 |
| 4 | RIGAS TEHNISKA UNIVERSITATE (E10209241 - Latvia) | 0 | 6956 | 0 | 0 | 6956 |
| 5 | European E-learning Institute (E10056054 - Denmark) | 0 | 1205 | 0 | 0 | 1205 |
| 6 | HELIXCONNECT EUROPE S.R.L (E10258093 - Romania) | 0 | 1480 | 0 | 0 | 1480 |
| **Total** | | **0** | **42705** | **0** | **0** | **42705** |

# PR4- Pilot MOOW 1 -
# "Mental Health on University Campus"

| PR4. Pilot MOOW 1 "Mental Health on Campus" |
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| PR4/A1. Pilot MOOW development team and preparation |
| PR4/A2. Tools and activities development |
| PR4/A3. Pilot MOOW platform set up and tools integration |
| PR4/A4. Impact Days for Students and Educators |
| PR4/A5. MOOW Execution |

# PR5- Pilot MOOW 2
## ”Sustainability in Higher Education"

| PR5. Pilot MOOW 2 "Sustainability" |
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| PR5/A1. Pilot MOOW development team and preparation |
| PR5/A2. Tools and activities development |
| PR5/A3. Pilot MOOW platform set up and tools integration |
| PR5/A4. Impact Days for Students and Educators |
| PR5/A5. MOOW Execution |

# Multiplier events

1.  Multiplier Event in **Riga** (M20) - This event will present the result of the Pilot MOOW 1 at RTU as well as other pilot MOOWs (via a video link).

2.  Multiplier Event in **Katowice** (M36) - This event will present the result of the Pilot MOOW 1 and Pilot MOOW 2

3.  Multiplier Event in **Naples** (M36) - it will present the result of the Pilot MOOW 1 and Pilot MOOW 2

40+ national and 15+ international participants

Co-funded by the European Union