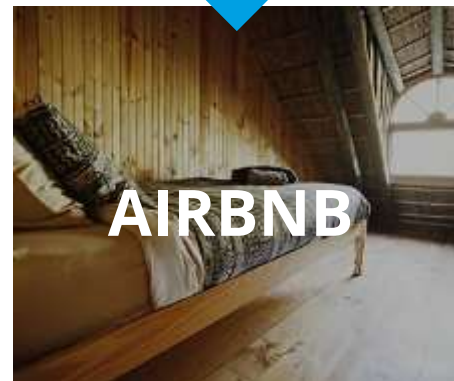
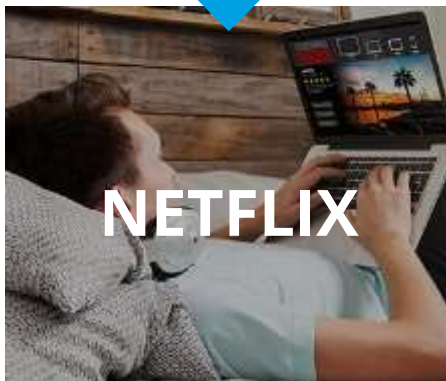
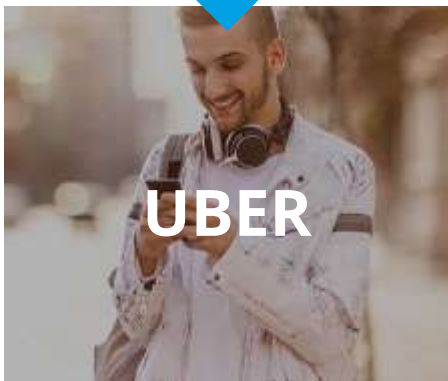




# ***Lessons From edX: Reaching 100 Million Enrollments***

**Anant Agarwal**  
**edX CEO and Founder**  
**MIT Professor**  
**@agarwaledu**



# edX.org is a Non-profit founded by Harvard and MIT

The screenshot shows the edX.org website interface. At the top, the browser address bar displays "https://www.edx.org". The main navigation bar includes the text "Best Courses. Top Institutions. Learn anytime, anywhere." and a "Find Courses" button. A secondary banner on the right promotes "New MicroMasters Programs to Advance Your Career" with a "See MicroMasters Programs" button. Below this, logos for partner institutions are displayed: MIT, Harvard University, Berkeley University of California, The University of Texas System, University System of Maryland, and The University of Queensland Australia. The central section is titled "edX Programs Starting Soon" and features a grid of program cards. Each card includes a header image, a title, a brief description, and a "Current" status indicator. The visible programs are: ColumbiaX (Artificial Intelligence), MITX (Supply Chain), MichiganX (User Experience (UX) Research and Design), and Israelix (Sparse Representations in Signal and Image Processing).

edX | Free online courses

https://www.edx.org

Best Courses. Top Institutions. Learn anytime, anywhere.

Find Courses

New MicroMasters Programs to Advance Your Career

See MicroMasters Programs

MIT Massachusetts Institute of Technology

HARVARD UNIVERSITY

Berkeley UNIVERSITY OF CALIFORNIA

THE UNIVERSITY OF TEXAS SYSTEM

UNIVERSITY SYSTEM OF MARYLAND

THE UNIVERSITY OF QUEENSLAND AUSTRALIA

edX Programs Starting Soon

View All Programs

**ColumbiaX**  
MICROMASTERS PROGRAM  
Earn a MicroMasters in Artificial Intelligence from Columbia University...

**MITX**  
MICROMASTERS PROGRAM  
Earn a MicroMasters credential from MIT's #1 ranked Supply Chain...

**MichiganX**  
MICROMASTERS PROGRAM  
User Experience (UX) Research and Design to help...

**Israelix**  
MICROMASTERS PROGRAM  
Professional Certificate Program  
Sparse Representations in Signal and Image Processing  
Learn the theory, tools and algorithms of sparse...

Current

Current

Current

Current

# edX: World's Largest MOOC Platform



**100M+**

Course enrollments



**2,800+**

Courses



**33M**

Global learners from every  
country in the world



**150+**

Global partners



**70,000+**

Credit-Eligible learners



**2M**

Certificates issued

# Modular credentials for the future of work

## **Faster**

25% of a Master's degree

## **Career-Focused**

Endorsed by employers

## **Flexible**

Fully online and open admissions

## **Affordable**

Free to Learn  
~\$1,000 for a MicroMasters credential

## **Pathway to Credit**

Credit is exchange currency



# Learners Seeking Employability Outcomes



91%

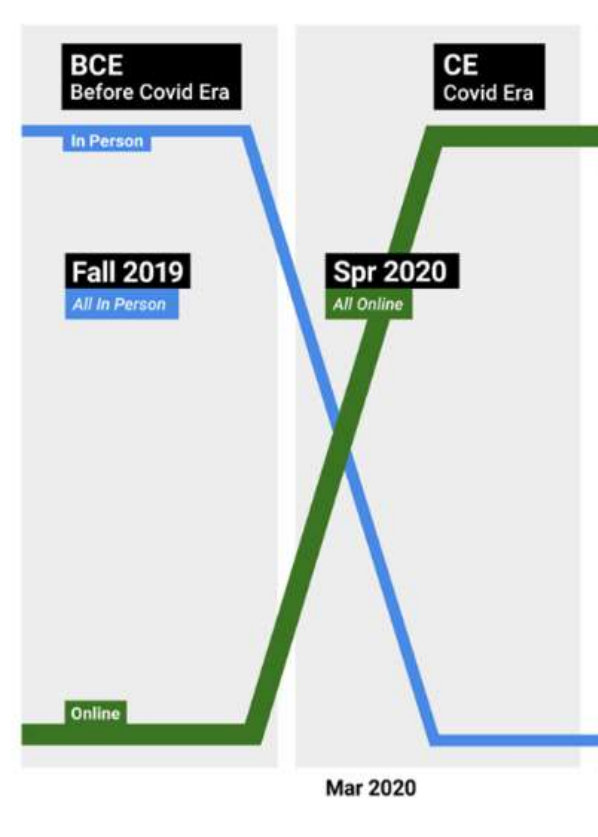
reported  
**positive  
career  
outcomes**



98%

**would  
recommend**  
MicroMasters  
programs

# What we saw as we transitioned into the Covid Era



# Surge in traffic during Covid

During COVID-19 (week of April 11) versus before (week of March 7)

**10X**

New Registered  
Learners

**5M**

April 2020  
Registrations

---

Matches 2019  
Full Year Total





# WHY ARE LEARNERS



*coming to* **edX**

during COVID-19

## REASONS



**More time and  
want to learn  
something new**



**Up-skilling in  
current job**



**Students replacing  
Schooling**



**Newly unemployed  
or furloughed**




**Other**

# NEW edX Survey: Covid-19 + Work + Education



*45% are more likely to enroll in an online course that will help improve their career prospects*

*26% are more likely to seek additional education to find a job that will be safe during an economic downturn*



# Future-Proof Programs Rising



Bloomberg



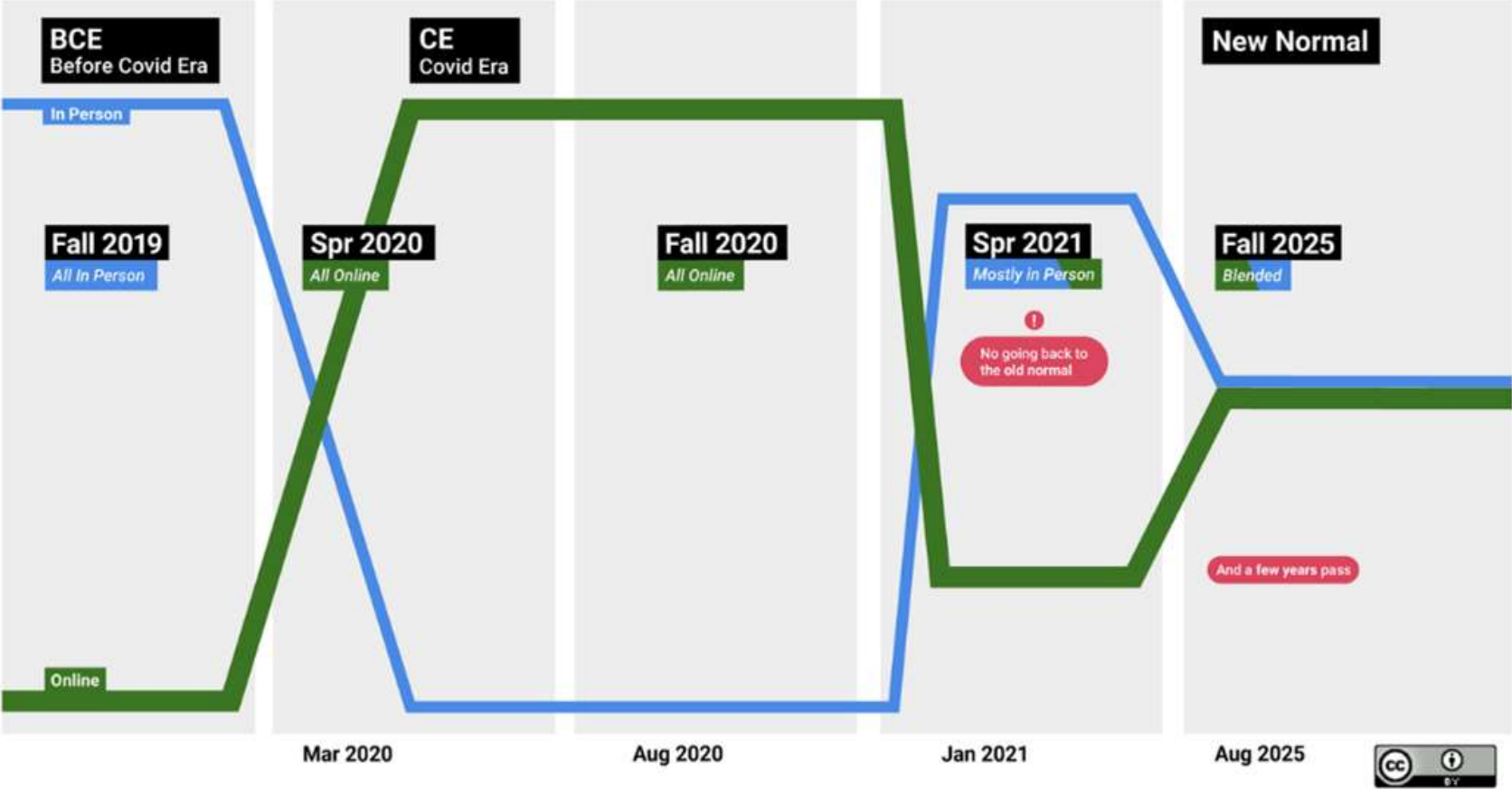
EQUIFAX



VOLVO  
Construction Equipment



# For Corporate or Campus, New Normal is Blended



What we are

DOING

in the New Normal

# edX for learners and teachers



175K enrollments

HarvardX  
Mechanical Ventilation for  
COVID-19

Current  
Self-Paced



VERIFIED

edX  
How to Learn Online

Current  
Self-Paced



VERIFIED

UTArlingtonX  
Pivoting to Online  
Teaching: Research a...

Current  
Starts: March 16, 2020

Current  
Self-Paced

Current  
Self-Paced

Current  
Self-Paced

Current  
Self-Paced



# edX for Business

## 72% completion rate

- 1,000+ corporate customers
- 100,000+ employees
- 300,000+ enrollments

Growing exponentially!





# Corporations Recognize the Value of MOOCS to Upskill/Reskill

- In 2017, 71% of hiring managers did not know what a MOOC was
- In 2020, 100M+ MOOC learners are self educating, many to qualify for the most in-demand job fields
- Corporate managers have noticed, and are recognizing these new credentials when hiring or reskilling their existing workforce
- Over 3,500 companies using MOOCs today for hiring and training

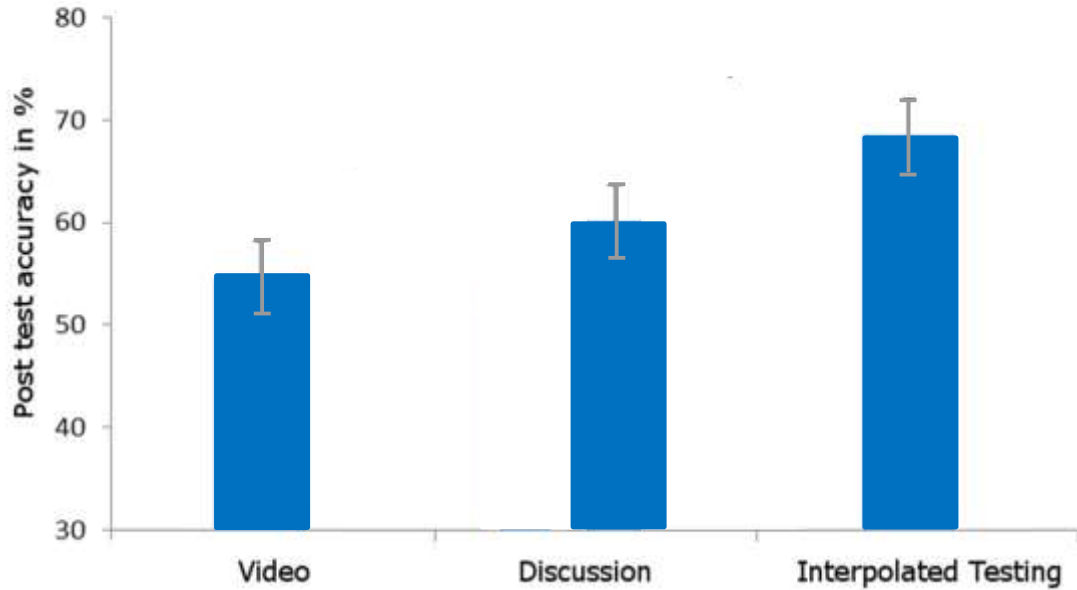




# Microcredentials Change the Game

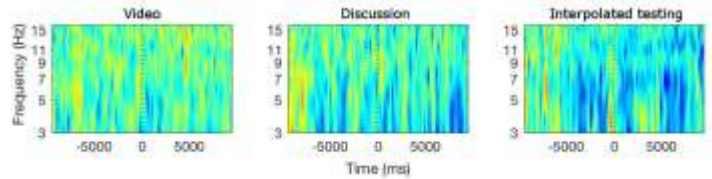
- edX courses and credentials are as rigorous as on-campus and solve for scale, price, knowledge transfer
- Employers accept exemplary trusted credentials from world class university and corporate partners
- Credentials widen the talent funnel and lower the cost of talent and skills acquisition

# Corporate Learning Results - Active Learning Pedagogy



Okana, Gabrieli et al, 2016  
MIT Brain and Cognitive Sciences, MITili

EEG  
data





# Postmates


## Postmates expands worker protection during COVID-19 surge...

Apr 20, 2020 - Postmates is also scaling access to online digital learning platform edX

The screenshot shows a webpage with a black header containing a search icon and 'Sign In' and 'Sign Up' buttons. The main content area is white and features the heading 'Upward Mobility and Education' in bold. Below the heading is a sub-headline: 'In response to Covid-19 we are introducing new ways to learn a new skill, advance your education, and enhance your career in these uncertain times - all virtually.' There are two columns of content. The left column has a photo of a man in a black cap and jacket, followed by the heading 'edX' and a paragraph: 'edX is an online learning destination offering high-quality certificate courses from the world's best universities and institutions to learners anywhere and anytime.' Below this is a 'Learn More' link. The right column has a photo of two men talking, followed by the heading 'Virtual Career Advising' and a paragraph: 'We've partnered with leaders in workforce development to give you access to virtual career advising, expert career guidance, and workshops.' Below this is a 'Learn More' link.

### Upward Mobility and Education


In response to Covid-19 we are introducing new ways to learn a new skill, advance your education, and enhance your career in these uncertain times - all virtually.



#### edX

edX is an online learning destination offering high-quality certificate courses from the world's best universities and institutions to learners anywhere and anytime.

[Learn More](#)



#### Virtual Career Advising

We've partnered with leaders in workforce development to give you access to virtual career advising, expert career guidance, and workshops.

[Learn More](#)





# Postmates



## Meet Maggie...

A Postmates courier who was laid off as a result of the pandemic. She is taking edX courses as a way to broaden her horizons and think about next steps for her career and life.

**96%** of Fleet members registered for edX are enrolled in courses across computer science and coding, project management, entrepreneurship and business, language, nutrition, arts and culture, and more



# For Universities: edX ONLINE CAMPUS



**Support faculty with access to more digital courses for blended learning**



**Expand campus catalogs with in-demand courses**



**Provide lifelong learning opportunities for staff**

# Online while on Campus



## MIT 6.002x Circuits

- MOOC + for-credit fully-online campus cohort; Fall 2016, Spring 2017
- Same exam for campus/online in Spr 2017, exam created by campus professors; exam performance similar
- Online campus students report less stress, liked flexibility

# Hands-on artificial intelligence

IBM

Professional Certificate in  
Deep Learning



“... acquire that knowledge that complemented the education he was receiving from the university”

**Carlos, UPV, Spain**  
via *edX Blog*

## Meet Carlos...

Student at UP Valencia taking certificate program from another institution as part of **edX Online Campus**

EN ESPAÑOL

### “El conocimiento hace avanzar al mundo”, conoce a Carlos

APR 17, 2020

BY EDUARDO ZAMBRANO

337 VIEWS

NO COMMENTS

Conoce la experiencia de Carlos Viseras, un español quien está terminando un programa de Certificación Profesional en edX.

Soy Carlos Viseras Ruiz, un malagueño estudiante de la Universitat Politècnica de València. Mi andadura comenzó en esta universidad cursando el grado en Ingeniería en Tecnologías Industriales. En esos momentos, donde apenas comenzaba mi carrera universitaria, ya me interesaba por los cursos online de edX. Los veía como una oportunidad de adquirir esos conocimientos que complementaban la educación que estaba recibiendo por parte de la universidad. La temática de los cursos que he ido realizando ha ido variando a lo largo de mi formación académica en función del interés por una determinada temática. Han sido de lo más variados, desde simulación con elementos finitos hasta desarrollo de videojuegos multiplataforma, pero el objetivo siempre ha sido el mismo, conocer o profundizar en un área de conocimiento interesante para mí y mi formación.

# Who is responsible for solving the skills gap?

## POLL

- Individuals?
- Employers?
- Higher Education?
- Government?



# Survey results reveal...



Individuals



Employers



Higher Education



Government

# Questions for Breakout Sessions

→ Will you open up company time for employees to learn online?

→ Who do you believe is responsible for solving the skills gap?

