

CHALLENGE

Online educational content such as MOOCs as well as other academic and/or professional short courses have been made widely available to the public. They are typically high-quality video with inserted slide images followed by a set of quiz problems each lesson. However, producing this media-rich content costs universities tens of thousands of dollars and takes weeks and often months to deliver.

Furthermore, MOOCs does not target the university's own students, but rather a general audience who only pay fees if they complete the course and request a certificate. It has been reported that the MOOCs business model is not economically sustainable in many universities. At the same time, academic demand for MOOCs associated with assessment management systems in blended learning and flipped classrooms is becoming high.

SOLUTION

The Content Production Service (CPS) of Cloud Campus enables instructors and staff to easily oversee the development of their courses, from designing the course to delivering the content to students.

Video lectures can be recorded with a web camera and microphone on a PC, along with lecture slides. While the slide file is being uploaded, a table of contents is created automatically from the slide headers. This table of contents also provides links to time stamps in the video, which allows students to play the video back by title.

At Cyber University, as well as faculty members, all students also use CPS to create their own online presentation materials for their class discussions. The operation of CPS is so intuitive and robust that we receive less than 10 calls from students per month for technical support.

LEARNING IMPACT OUTCOMES

Cyber University offers more than 150 courses per semester for approximately 2,000 full time students. All the courses are produced and maintained on Cloud Campus. Cloud Campus also provides apps for iOS and Android devices with which the students can download the course materials. They can watch lectures regardless of whether their device has a data connection, which significantly increases their study hours and provides more flexibility in learning style.

More than 10 universities and vocational schools have their students take Cyber University's courses online for their own course credits without leaving their own campus.

An MIT professor publishes his video lectures on Cloud Campus, and via LTI[®] connectivity, his research associates at National Universities across Japan watch his lectures on their own LMS without any customization. Another professor at ICU produces his video lectures on his PC and delivers to his students' mobile devices every week prior to his class meetings all by himself.

More than 40 corporate users use Cloud Campus for their own employees since its commercial release in April 2017. They can now conduct their own in-house training with confidential materials in a timely manner. The value of Cloud Campus for other organizations goes beyond our imagination.

RETURN ON INVESTMENT

Since the first implementation of Cloud Campus in 2012, Cyber University alone has saved at least several million dollars in content production, and another several million by deploying online proctoring system with face authentication. If it weren't for this, we would have had to facilitate off-campus assessment centers for our students across Japan, not to mention the ones who live overseas.