

SALTO-YOUTH  
PARTICIPATION  
RESOURCE CENTRE



Erasmus+



## Massive Open Online Course (MOOC) Erasmus+ Funding Opportunities for Youth

4 May – 1 Jun 2015

Pieter-Jan Uyttersprot (Facilitator)  
Laimonas Ragauskas (Facilitator)  
Nerijus Kriauciunas (Facilitator)  
Stephanie Nowakowski (SALTO Youth Participation RC)

## Final Report

This report is based on the following sources:

- Questionnaires filled in by participants before, during and at the end of the course
- Feedback from participants posted at the course forum discussions
- Evaluation conclusions made by the SALTO Youth Participation RC, National Agencies staff and the trainers during the evaluation meetings
- The list of participants

Dear reader,

We are very glad you show interested in the evaluation results of the 1st edition of Massive Open Online Course (MOOC) about **Erasmus+ Funding Opportunities for Youth**. This course was implemented during the period of 4 May to 1 June 2015.

This online course was the first attempt to open new training and learning opportunities offered by the SALTO-YOUTH.net and the Network of National Agencies of European Union's Erasmus+ Programme. The course compliments to the existing residential training modules and seminars offered to youth leaders and youth workers to support them in setting new projects and/or improve quality of European youth work activities.

The innovative element of this course was the use of the MOOC format and methodology.

*"A Massive Open Online Course (MOOC) is an online course with an open access via the Internet. It typically provides study materials presented through videos, readings, and other media, and engages learners through forums to encourage interaction and feedback. Carried out in the context of Erasmus+ Programme, the MOOCs focus on the priority areas of the programme." - from the Youthpass Certificate*

With this report we invite you to get familiar with the main results and achievements of the 1st edition of MOOC about Erasmus+ Funding Opportunities for Youth.

We hope that MOOCs will become regular learning and training opportunity offered to many youth leaders and youth workers at European level.

*The team of MOOC*

## **1. GENERAL INFORMATION**

In total 3714 participants enrolled into this course, of which 614 (17%<sup>1</sup>) completed the minimum required modules and received their Youthpass Certificate.

1361 participants completed Module 1: General overview of Erasmus+ Youth in Action

722 participants completed Module 2: Youth Exchanges

604 participants completed Module 3: European Voluntary Service

570 participants completed Module 4: Mobility of youth workers

614 participants completed Module 5: Application procedures

Successful completion of Module 1 and Module 5 were required to qualify for the Youthpass Certificate. Participants could freely choose to complete Modules 2, 3 and 4 depending on their learning interests.

Majority of participants were coming from Erasmus+ Programme and Partner countries. The course attracted also participants from the other continents promoting European dimension beyond "boarders" of Europe.

The participants came from the following countries: Albania, Algeria, Argentina, Austria, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Egypt, Estonia, Finland, Former Yugoslav Republic of Macedonia (FYROM), France, Georgia, Germany, Greece, Guatemala, Hungary, Iceland, Italy, Lithuania, Morocco, Nepal, Netherlands, Pakistan, Palestinian Territory, Poland, Portugal, Romania, Russian Federation, Serbia, Slovak Republic, Slovenia, Spain, Sweden, Turkey, Ukraine, and United Kingdom.

In **Annex no. 1**, please find the number of participants distributed per countries who completed the course and were issued Youthpass Certificate. Contacts of participants may be requested from SALTO Youth Participation Resource Centre, [steph@salto-youth.net](mailto:steph@salto-youth.net).

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<sup>1</sup> On average, MOOC completion rate is reaching up to 10%.

**Annex no. 2** provides with the print screens of how MOOC was delivered.

## **2. PARTNERS INVOLVED**

This MOOC was coordinated by SALTO-YOUTH Participation Resource Centre in cooperation with 9 National Agencies of Erasmus+ Youth in Action from Belgium (FR), France, Hungary, Iceland, Ireland, Poland, Spain, Sweden and United Kingdom.

3 facilitators were contracted to design, develop and facilitate this online course: Laimonas Ragauskas, Pieter Jan Uyttersprot and Nerijus Kriauciunas.

Creative media production company StepDraw was outsourced for production of videos and other visual media works for this MOOC.

Steering group of this MOOC was established during the 1st preparatory meeting in order to coordinate the developments, implementation and evaluation of this course. Steering group had the following roles:

- SALTO Participation - coordinating role
- National Agencies - supporting role
- European Commission - supporting role
- Facilitators team - research, development and facilitation role

Concept of this MOOC was decided during 1st preparatory meeting (26-27 January 2014, Belgium) with involvement of all stakeholders. Facilitators' team agreed and developed MOOC preparation and delivery plan during the 2nd preparatory meeting (19-21 October 2015, Lithuania). Online meetings were held to discuss and decide the on-going issues.

## **3. AIMS AND OBJECTIVES: ARE THEY MET?**

The preparation team agreed on the following learning objectives of MOOC on Erasmus+ Funding Opportunities for Youth:

- Learn philosophy of the Erasmus+ Youth in Action programme and the youth work sector: objectives, priorities, target groups
- Understand the opportunities and where I can/want to get involved in
- (Get ready) to develop a project matching formal and minimum quality requirements (gain knowledge, develop practical basic skills for project development)
- To create space for networking and building distributed knowledge about Erasmus+ Youth

During the MOOC evaluation facilitators, staff of National Agencies and SALTO Youth Participation RC concluded that MOOC objectives were reached to the most extent. The overall numbers of reached participants and the rate of course completion were very satisfactory.

Participants feedback in the discussion forums on-line showed that they were mostly happy about the course structure and content, they were learning the philosophy of the Erasmus+ Youth in Action Programme.

Many of them stated that they were able to learn and understand the opportunities offered by the Erasmus+ programme. They also appreciated given free choice by the MOOC structure and content to learn specially about opportunities, which interest them. This can be observed in the statistics of number of people who chose to complete Module 1, 2 and 3 focusing on specific sub-action of Key-action 1.

Facilitators team collected few of the many participants feedback illustrating their learning outcomes and readiness to implement Erasmus+ projects:

*"Well, my house hasn't walls any more. Its not just a window that is open, is the all house that came down. Lots and lots of information. I fell like been in front of a huge storm of information. The "worst" is that is top material and I want it all. Yes, T-Kit are just excellent, excellent. I known that something is going to change in my life." - Jose*

*"Thank you for this course, I believe that till the end of the course all my fears will go away and there will be no obstacles for finishing a project I am working on now." - Yulia*

*"I'd like to congratulate everyone behind the idea of this MOOC. You made everything seem so easy and the videos are amazing, both entertaining and extremely useful." - Eleftheria*

Networking and distributed knowledge opportunities were created throughout the course time. Participants could take part in forum discussions facilitated by 3 facilitators of this MOOC. In total there were made 2593 posts enabling participants to share content related ideas, ask questions, express their partnership interests, provide with feedback.

This course also promoted various on-line resources, developed and used in European youth work field. SALTO-YOUTH.net tools (e.g. Training Calendar, Toolbox, Otlas Partner-finding tool) were integrated into the contents of this MOOC. Inclusion for All booklets, T-kits, Youth Exchange Guide and other educational publications were promoted throughout the course.

Dedicated Facebook group was created to support further opportunities for networking and sharing knowledge. There were 740 members part this Facebook group by the time of finalising this report.

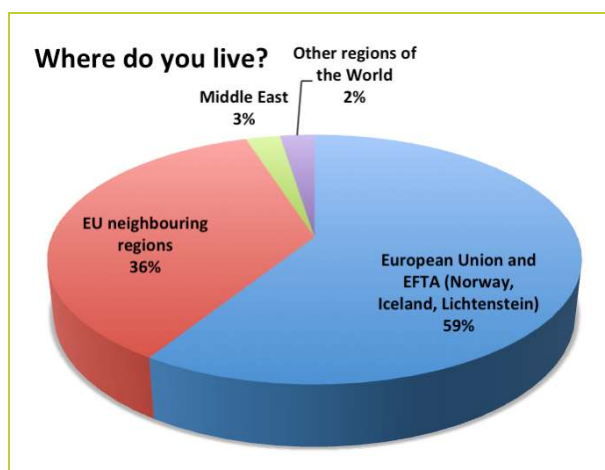
#### 4. TARGET AUDIENCE

The preparation team during the preparatory meeting decided that the MOOC should be open to anybody who shows an interest in Erasmus+ Youth in Action but with a specific focus on the following groups:

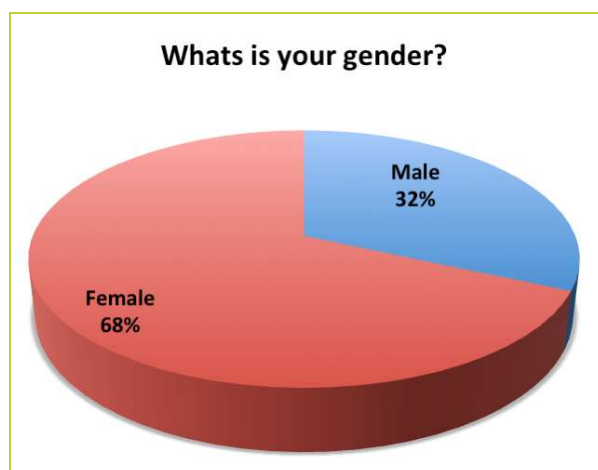
- Accepted and rejected candidates for European residential training courses
- Potential applicants, used to be involved on the national level
- Students of youth work studies
- New staff members of the National Agencies
- Individuals from sectors outside the youth work field

More than 1300 participants responded to the Welcome survey providing information for general statistis.

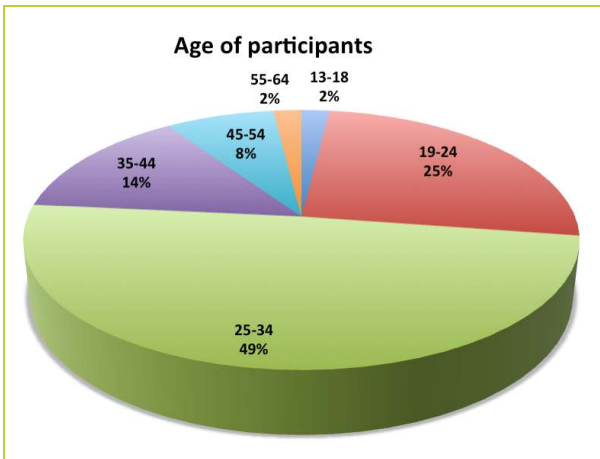
4.1 Participants distribution according to their living place (source: Welcome survey)



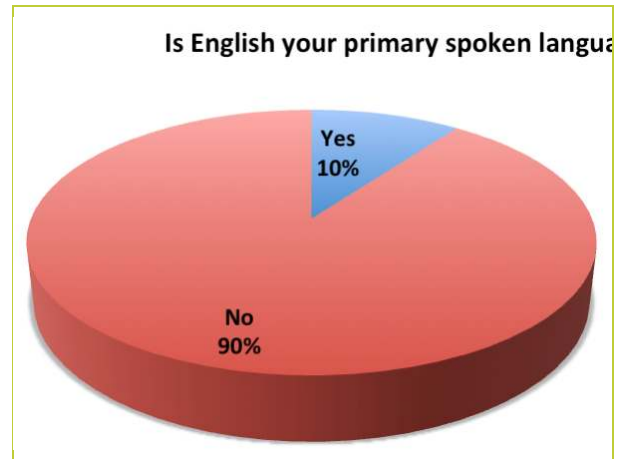
4.2 Participants distribution according to their gender (source: Welcome survey)



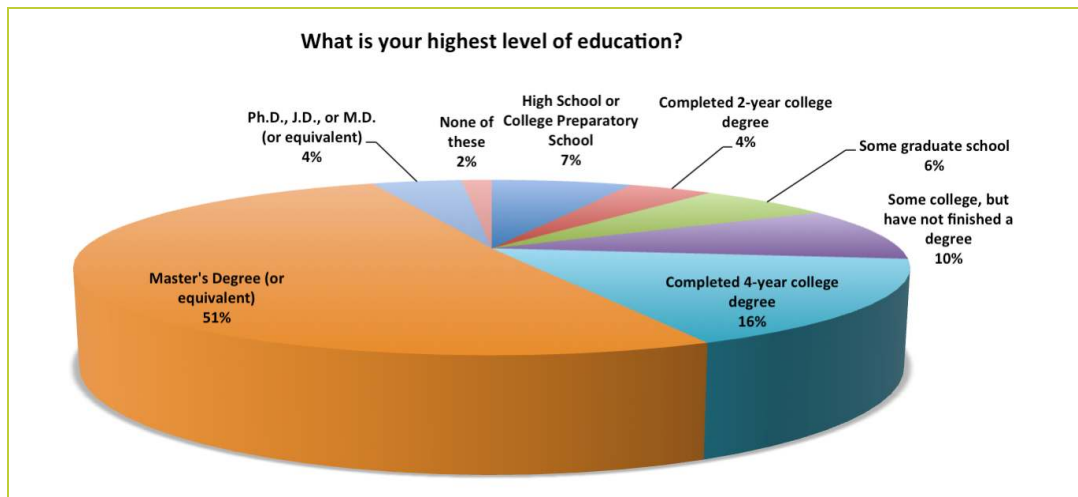
4.3 Participants distribution according to their age (source: Welcome survey)



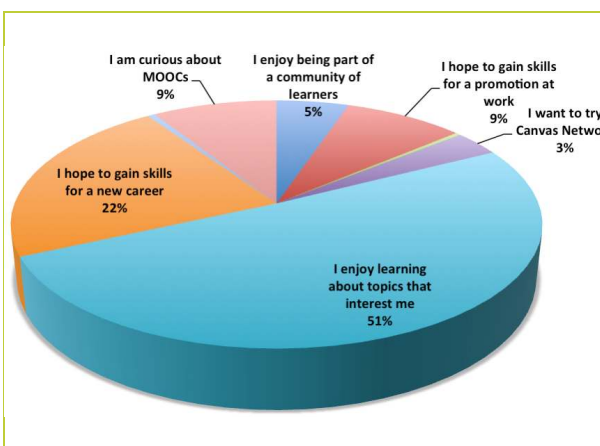
4.3 Participants distribution according to the level of English language (source: Welcome survey)



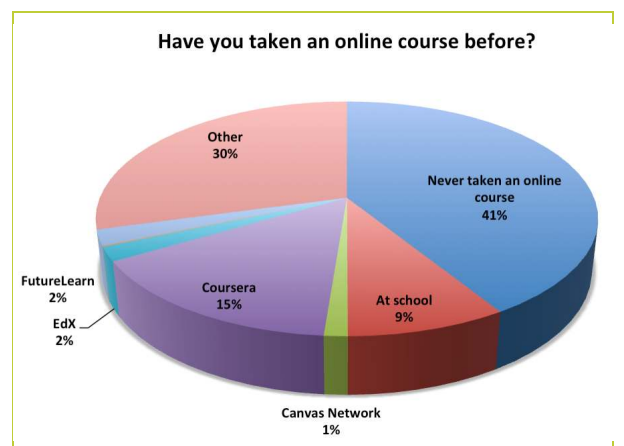
4.4 Participants distribution according to their level of education (source: Welcome survey)



4.5 Participants distribution according to their interest in this MOOC (source: Welcome survey)



4.6 Participants distribution according to the level of English language (source: Welcome survey)



**General conclusions about target audience**

Statistics collected through the Welcome survey show that participants who started their learning journey were mostly coming from European Union's and EFTA countries (59%, see graph 4.1) with high level of

formal education; majority completed college degree (16%), have master degree (51%) or even have Ph.d. degree or equivalent (4%). Participants' age falls into the brackets between 19-24 (25%) and 25-34 (49%).

It was concluded during the final Evaluation meeting that such audience profile usually corresponds to the profile of participants coming to learn at residential training courses. This MOOC was designed to attract interest of anyone who wants to get to know Erasmus+ Funding Opportunities for Youth.

High level of education does not undermine the reach of inclusion youth groups. When asked to share in the discussion forums, many of participants explained that their were working with young people from inclusion target groups.

For future, the team agreed not to specify the target audience, because it is very difficult to ensure and monitor the reach of specific target audience. MOOC promotion and communication largely was distributed and fragmented amongst many partners, institutions and channels.

When it comes to the on-line learning interests and experiences, more than 2/3 of participants expressed that their interest to join this MOOC was because they enjoy learning about topics of their interest (51%) and due to better career prospects (31%). Many participants (41%) stated that they have never taken an on-line course before. Finally, absolute majority of participants (90%) were not native speakers of English.

Such statistic corresponds with what generally one can learn about reasons for taking MOOCs:

*“MOOCs can be taken for the knowledge they offer, to supplement other courses, or even for the sheer enjoyment of learning. Unlike university-offered courses, MOOCs offer significant gains to their students even if they are not completed.”* - Matthew LeBar, researcher at The Center for College Affordability and Productivity, <http://www.forbes.com>

## 5. LEARNING PROCESSES AND CONTENTS

This MOOC was structured into 5 thematic modules:

- Module 1: General overview of Erasmus+ Youth in Action
- Module 2: Youth Exchanges
- Module 3: European Voluntary Service
- Module 4: Mobility of youth workers
- Module 5: Application procedures

Each module was structured into 7-9 sessions offering various interactive learning content online uploaded to the Canvas.net MOOC platform. <https://www.canvas.net/> Team of facilitators chose Canvas Network for the MOOC platform after careful investigation the other 6 MOOC platforms and learning that they are mostly hosting course delivered by higher education institutions.

Participants were learning through animated videos, pre-recorded video interviews, video examples from projects and educational texts. Dedicated MOOC Youtube channel<sup>2</sup> received 18912 views. Please find here some links to videos:

- **Discover Important Features of Erasmus+ Youth in Action:**  
<https://www.youtube.com/watch?v=52NezOh2-7o>
- **Discover What a Youth Exchange is:**  
<https://www.youtube.com/watch?v=myhRLRrV8Io>
- **Discover the Mobility of Youth Workers**  
<https://www.youtube.com/watch?v=jkQzd0tATdU>

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<sup>2</sup> MOOC on Erasmus Plus, <https://www.youtube.com/channel/UCBA717XjM4C6kWqxAg8MI8w>

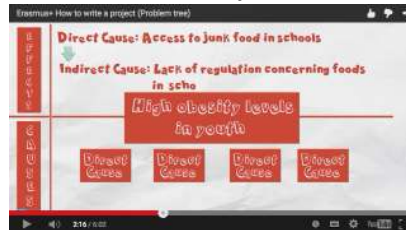
- Explore the Major Quality Demands of Youth Workers' Mobility

<https://www.youtube.com/watch?v=4yyzqWg8trM>

Team of facilitators were choosing between 3 different styles of educational videos:



RSA-style animated video  
€300/min.



Typography // Motion graphics  
€400-€1000/min.



Video lecture  
€200/min.

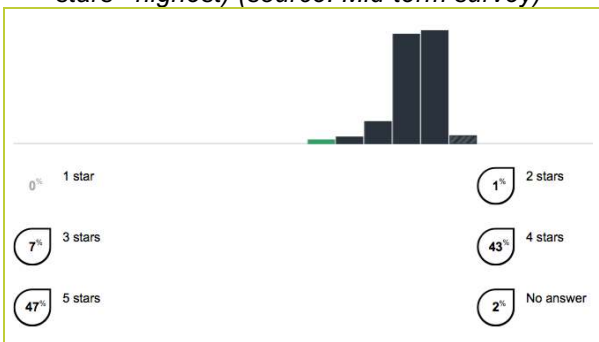
When possible, MOOC used the publicly available resources: project video examples, personal video stories, interviews, video tutorials, webinars, static images and publications.

Throughout the course time participants could take part in forum discussions facilitated by 3 facilitators of this MOOC. In total there were made 2593 posts enabling participants to share content related ideas, ask questions, express their partnership interests, provide with feedback.

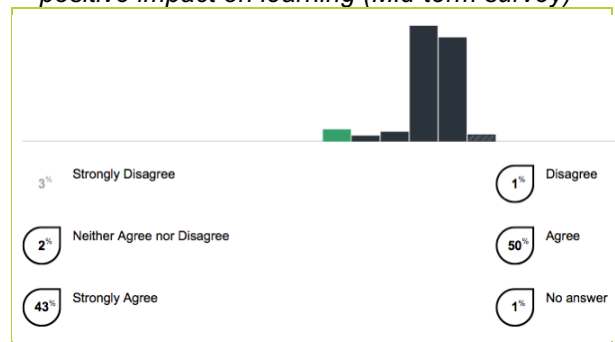
Participants' could "practice" their knowledge by taking practice quizzes (7 in total). During the MOOC time they made 7265 quizz submissions. Successful completion of modules enabled participants to unlock content-related Open Badges<sup>3</sup>.

More than 632 participants responded to the questions of the Mid-term survey, providing with the information for insights about their MOOC learning experiences.

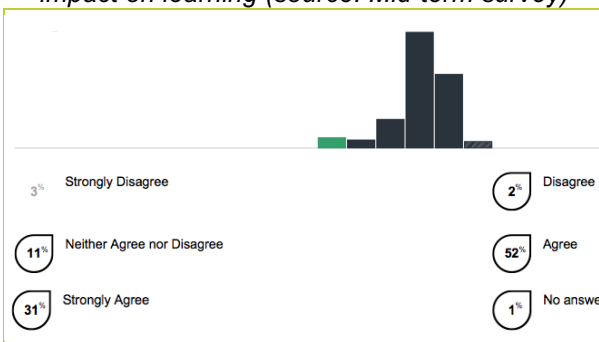
5.1 Overall rating of the course (1 star – lowest; 5 stars –highest) (source: Mid-term survey)



5.2 Agreement that course materials have positive impact on learning (Mid-term survey)



5.3 Agreement that course activities have positive impact on learning (source: Mid-term survey)

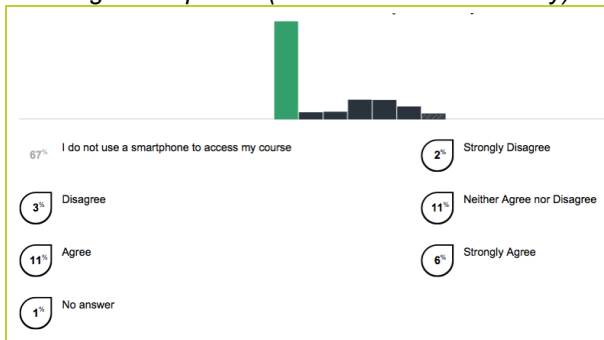


5.4 Hours spend on this MOOC (source: Mid-term survey)

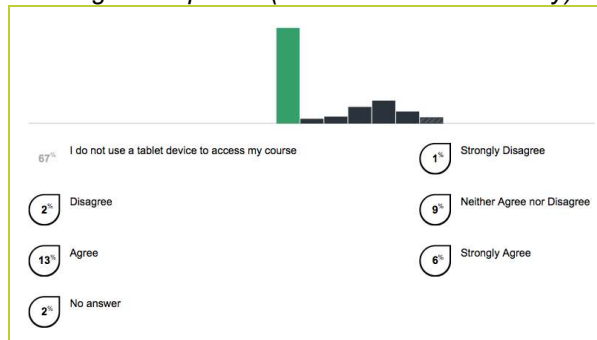


<sup>3</sup> Open Badges are a visual and digital representation of skills and achievements, <http://www.openbadges.org>

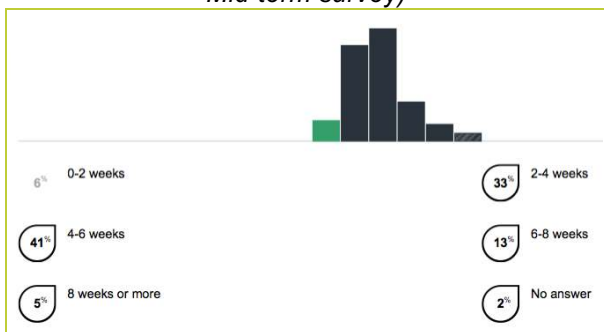
### 5.5 Agreement in regards to positive experience of using smart phone (source: Mid-term survey)



### 5.6 Agreement in regards to positive experience of using smart phone (source: Mid-term survey)



### 5.7 Ideal length of this Canvas course (source: Mid-term survey)



## General conclusions about participants learning process and contents

Majority of MOOC participants were satisfied with the overall course experience. 90% of them gave 4 and 5 stars in the overall rating of the course (see 5.1 graph). Most of the participants agreed or strongly agreed that course materials (lectures, videos, documents) and course activities (discussions and quizzes) had positive impact on their learning.

Additionally to mid-term survey participants could post their feedback in discussion forums. Participants' feedback indicates that they appreciated very much the learning through RSA animated videos; they liked the structure of this course; they highlighted the well-organised content; they enjoyed learning on-line at their time and pace.

The estimated course commitment (3-4 hours per week) and course duration in length (4 weeks) corresponded to participants' feedback. More 41% participants were spending 2-4 hours per week studying course material; 14% were spending 4-6 hours per week and almost 1/3 of participants spend up to 2 hours per week. Almost 2/3 of participants agreed that ideal course length should be 2-4 weeks (33%) or 4-6 weeks (41%).

Surprisingly for the team, 2/3 of participants were not using their smart phone or tablet to follow this course. Given the fact that Canvas.net enables MOOC learning via phones, it seems that for participants yet desktop learning is more suitable.

## 6. MOOC ACHIEVEMENTS

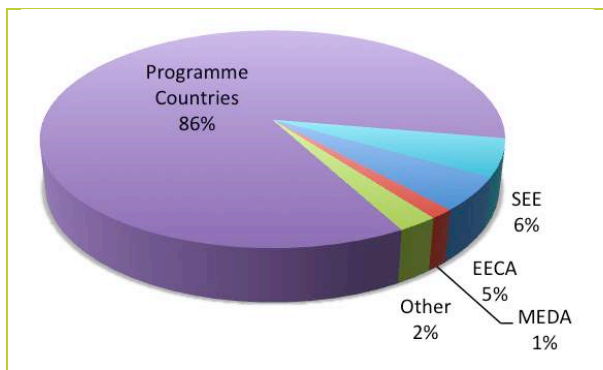
MOOC team identified the following achievements of the 1st online course about Erasmus+ Funding Opportunities for Youth:



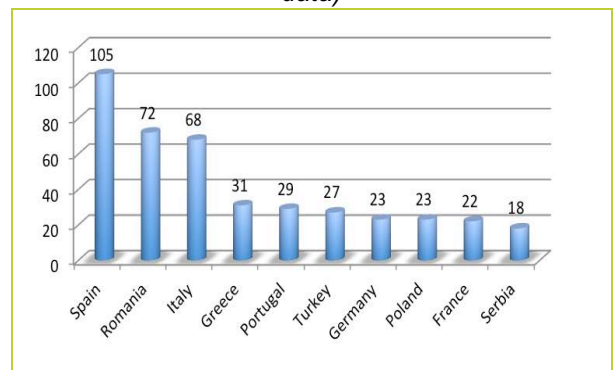
- 1<sup>st</sup> MOOC focusing on EU programme for youth. This was the first release of such learning opportunity online. Participants' feedback and team evaluation shows that this format was successful.
- Brand new content (25 RSA-style videos). This MOOC enabled to create new videos which introduces Erasmus+ opportunities in a more creative and dynamic way. Videos uses RSA-style to animate the information and knowledge to be delivered to newcomer participants. All videos are freely available on Youtube and can be re-used in many other activities across Europe.
- Structure and educational logic of the contents. Participants especially highlighted the clear structure and logic of the course. They found the information and knowledge about Erasmus+ well organised.
- Creating new content. This MOOC offered new content developed by the team of facilitators. They used publically available resources (e.g. Guide for Youth Exchanges, T-kits, Programme Guide, etc.) and their professional expertise to prepare and deliver content of this course.
- Re-use of available resources. Multiple resources were re-used and/or referred throughout the course (SALTO tools, Inclusion ID publications, T-kits, project videos, Application webinar and other).
- Promotion of existing resources (SALTO Tools, ID booklets, T-kits)
- Youthpass developments. This MOOC created a need to add on-line learning activities as one of the options for Youthpass Certificate.

MOOC completion data shows that majority of participants who completed the course and received the Youthpass Certificate are coming from the Programme Countries (86%, see graph 6.1). Lower numbers of participants from Partner Regions can be explained by course content, which was mainly focusing on opportunities for cooperation between organisations from Programme Countries. Few participants shared suggestions and feedback to include regional cooperation focus in the future MOOC.

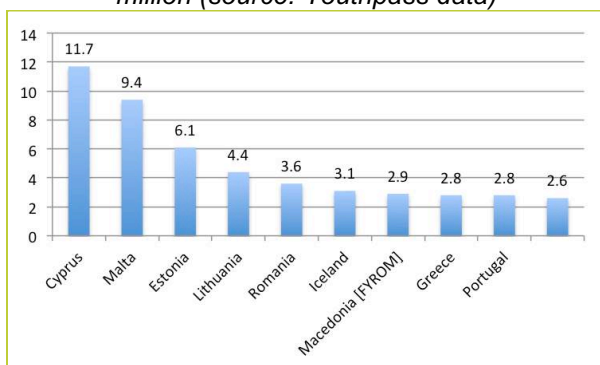
6.1 Participants distribution according to their living place (source: Youthpass data)



6.2 Completion rates - Top 10 countries by number of participants in total (source: Youthpass data)



6.2 Completion rates - Top 10 countries by number of participant per capita, 1 participant = 1 million (source: Youthpass data)



## 7. COMMUNICATION AND PROMOTION

In order to promote the MOOC project, we contacted the following institutions for the promotion of the MOOC:

- **National Agencies:** the call was published on NA's websites, Facebook and Twitter.

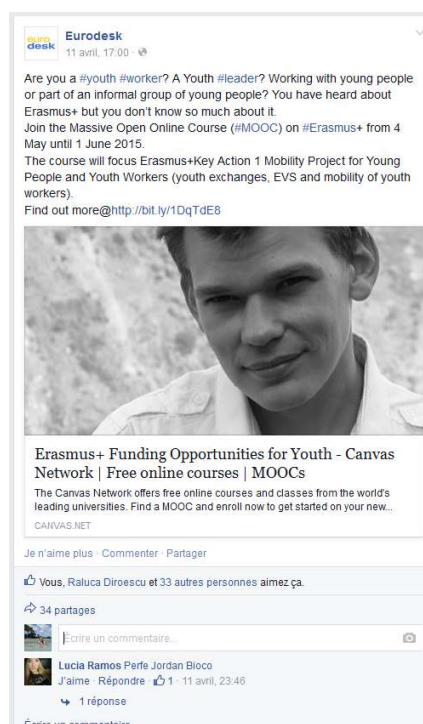
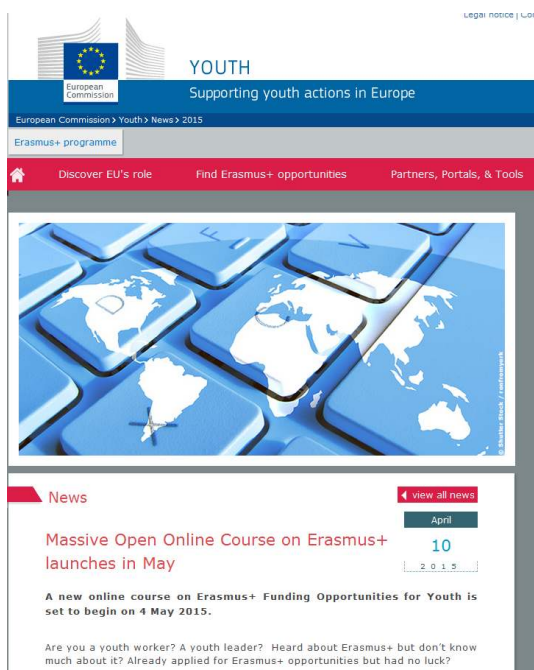


- **SALTO Youth RC:** The call was published on the SALTO European Training Calendar <https://www.salto-youth.net/tools/european-training-calendar/training/erasmus-funding-opportunities-for-youth.4903/>

- **The European Commission.** The European Commission published an article on the main page on the EAC DG and promoted the course among its networks and contacts.

[http://ec.europa.eu/youth/news/2015/0410-erasmus-plus-mooc\\_en.htm](http://ec.europa.eu/youth/news/2015/0410-erasmus-plus-mooc_en.htm)

- **Eurodesk**



- **European Youth Portal**
- **European Youth Forum** through their newsletters and contacts
- **Trainers.** Some trainers promoted the course on their Facebook



- **Social media:** The call was published on many Facebook groups with people interested in exchange, volunteering and cooperation opportunities.

During final evaluation team concluded that MOOC communication and promotion could be improved for future editions.

## Annex 1. List of participants

This is the list of participants by countries and programme regions. It includes only participants who completed MOOC and were issued Youthpass Certificates.

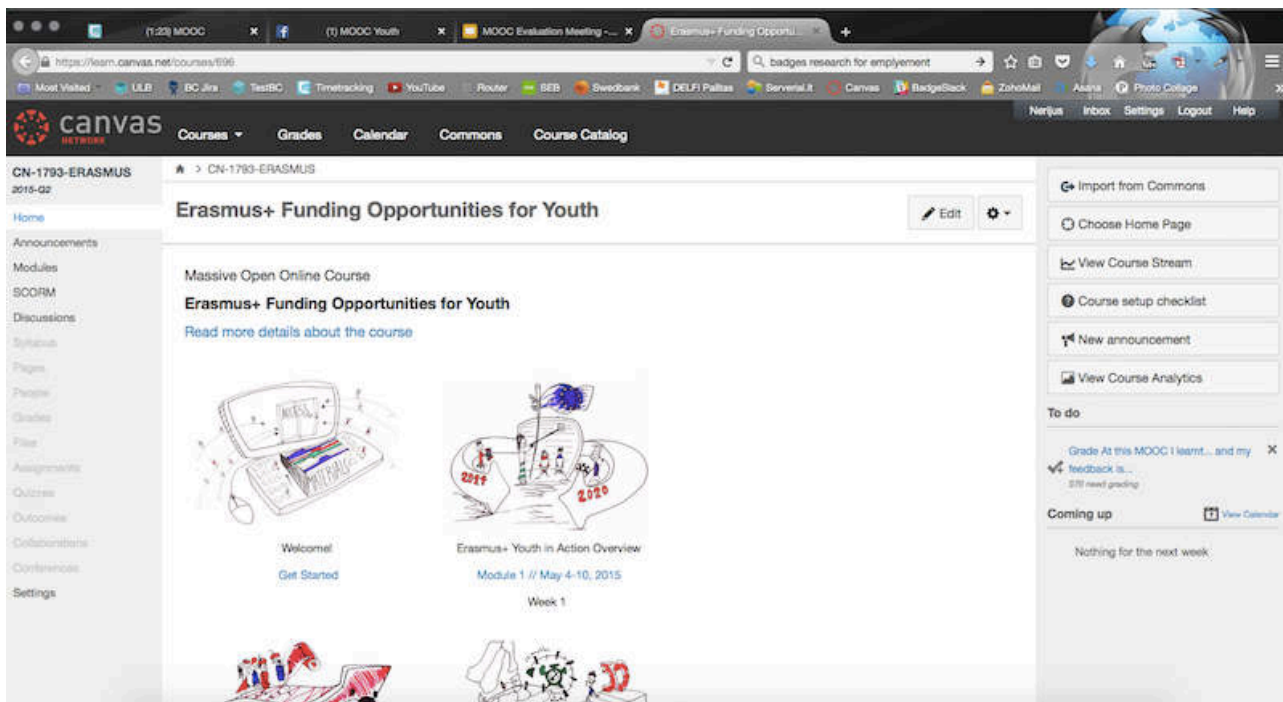
Contacts of participants may be requested from SALTO Youth Participation RC, [steph@salto-youth.net](mailto:steph@salto-youth.net).

Countries	Participants	Countries	Participants
<b>PROGRAMME COUNTRIES</b>		<b>PARTNER COUNTRIES</b>	
<b>Total:</b>	<b>535</b>	<b>Total:</b>	<b>75</b>
Austria	4	Easter Europe and Caucasus	31
Belgium	16	Armenia	4
Bulgaria	15	Azerbaijan	2
Croatia	11	Belarus	4
Cyprus	10	Georgia	5
Czech Republic	5	Moldova	2
Denmark	1	Russia	2
Estonia	8	Ukraine	12
Finland	3	MEDA	9
France	22	Algeria	1
Germany	23	Egypt	2
Greece	31	Israel	1
Hungary	9	Morocco	2
Iceland	1	Palestine	3
Ireland	4	South East Europe	35
Italy	68	Albania	7
Latvia	1	Bosnia and Herzegovina	4
Lithuania	13	Macedonia [FYROM]	6
Luxembourg	1	Serbia	18
Malta	4	<b>OTHER countries Total:</b>	<b>15</b>
Netherlands	7	Ghana	1
Poland	23	Guatemala	2
Portugal	29	India	1
Romania	72	Nepal	2
Slovak Republic	3	Nigeria	1
Slovenia	4	Pakistan	3
Spain	105	Peru	1
Sweden	4	Thailand	1
Turkey	27	Uganda	1
United Kingdom	11	USA	1

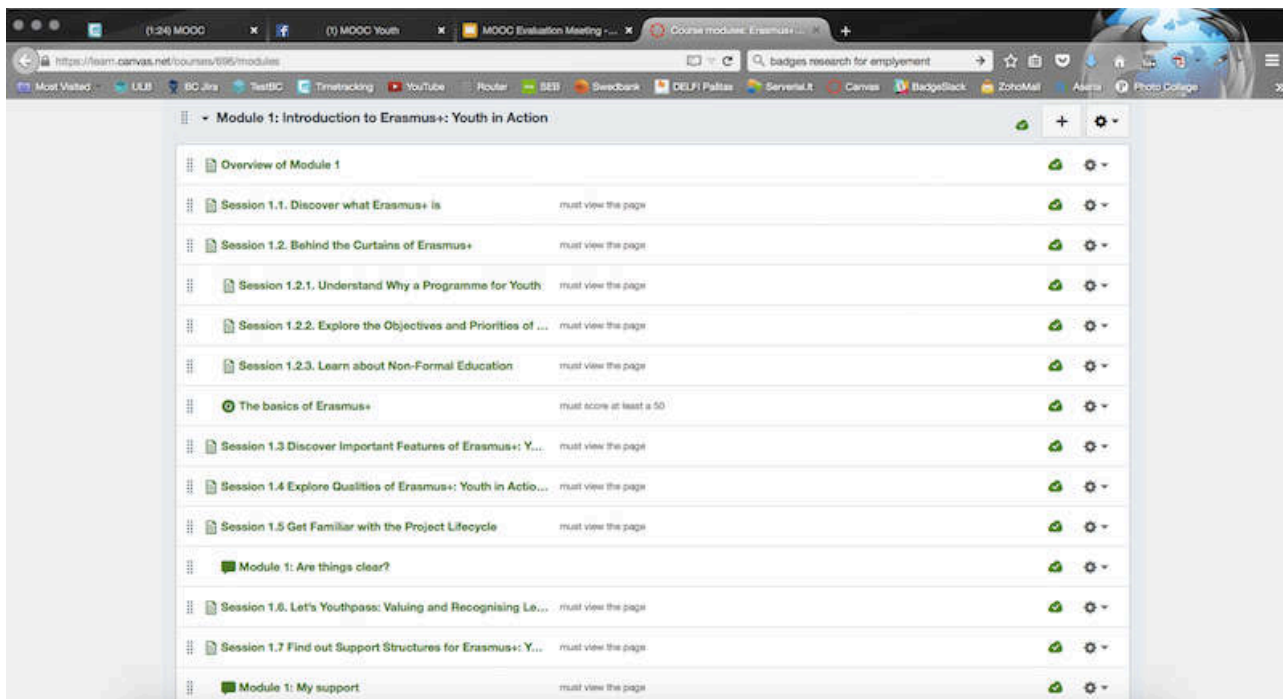
## Annex 2. Print screens of MOOC delivery

These are few of the print screens, which illustrate how the MOOC was delivered.

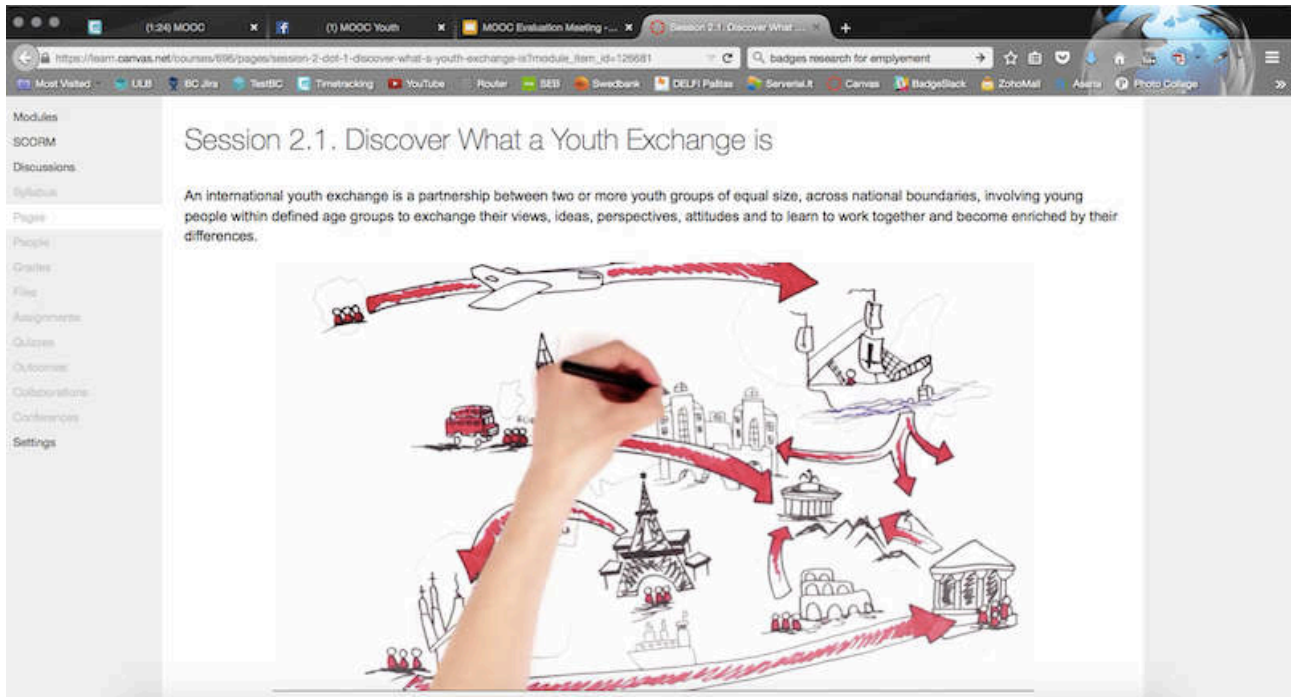
Print screen no. 1. Home navigation view



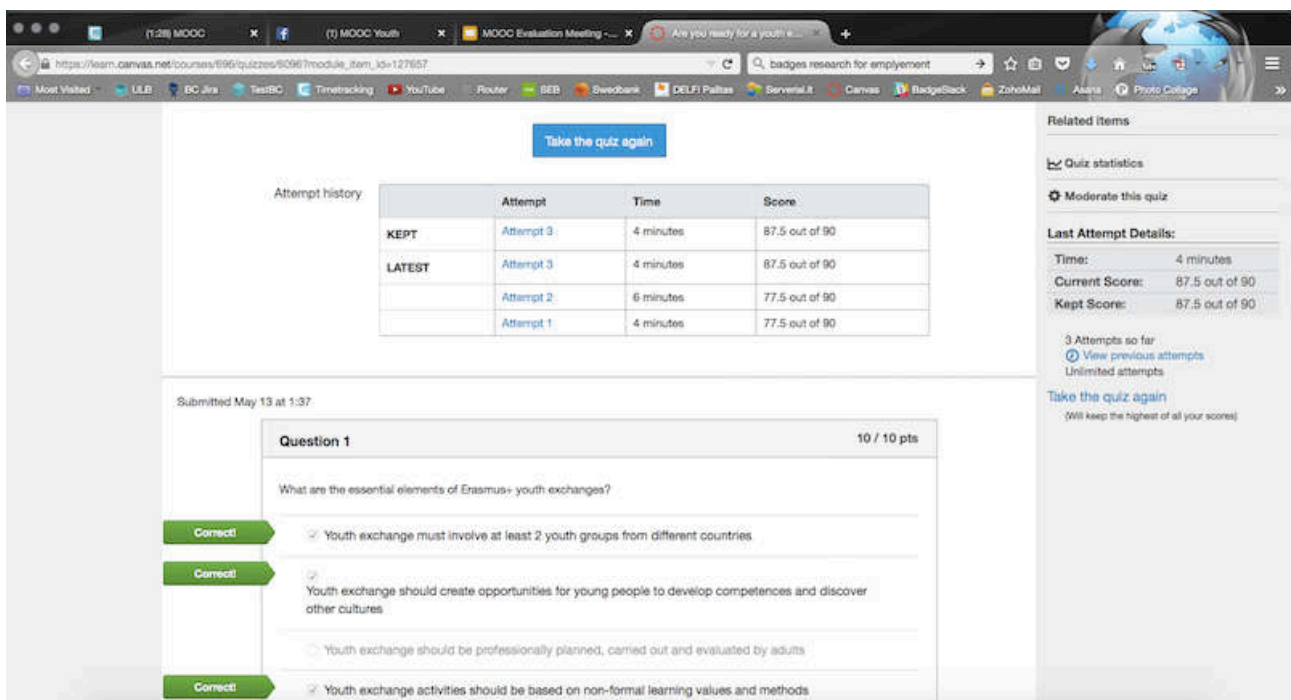
Print screen no. 2. Module and session navigation view



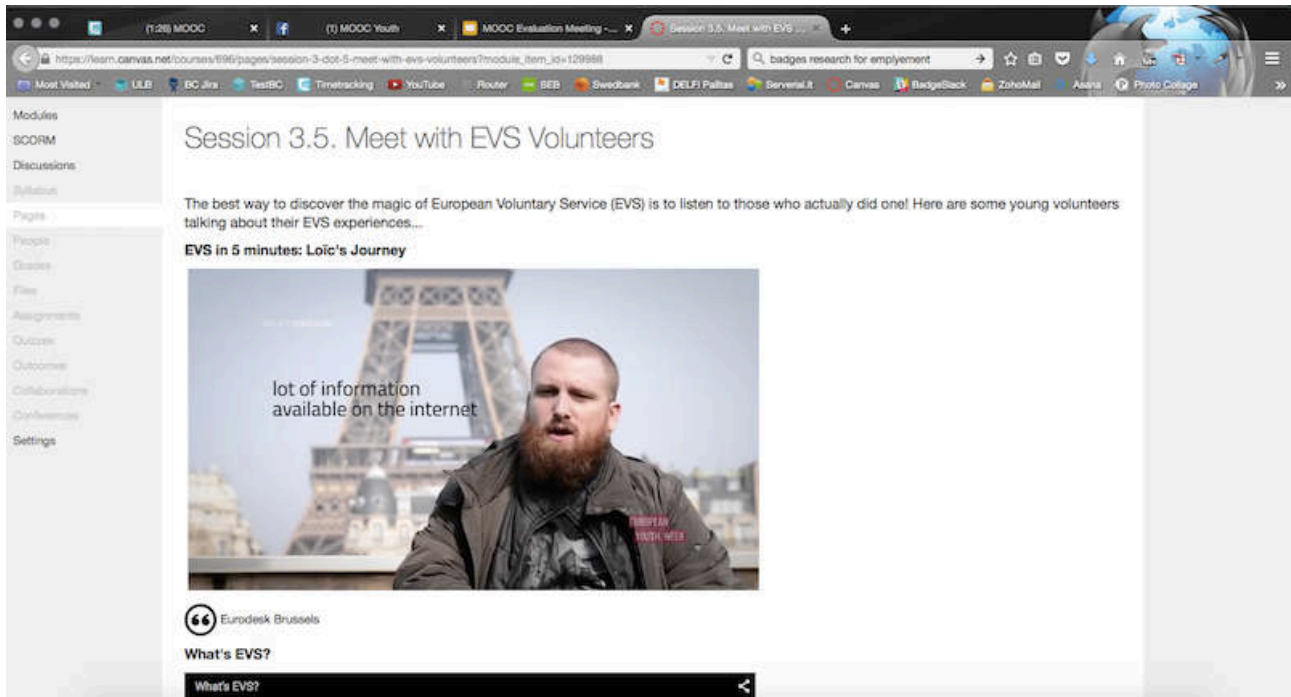
Print screen no. 3. RSA-style video explaining the essentials of Youth Exchanges



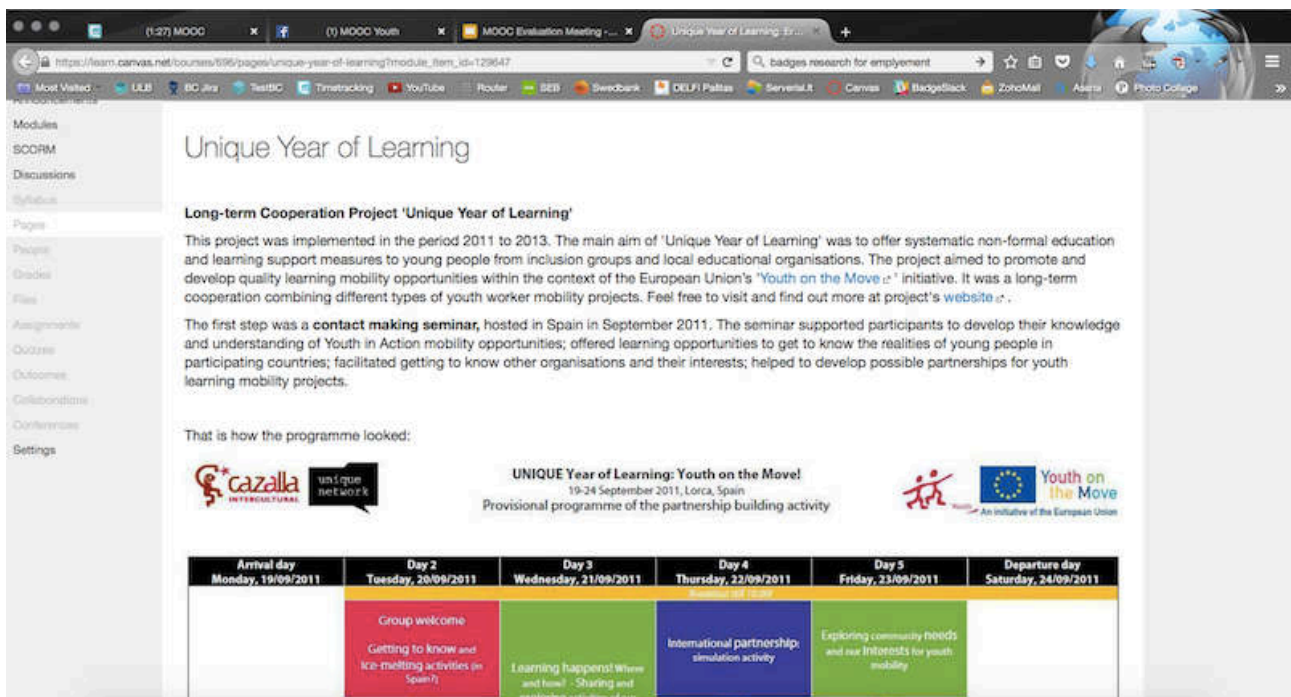
Print screen no. 4. Practice Quiz to repeat and memorise knowledge of the Youth Exchange module.



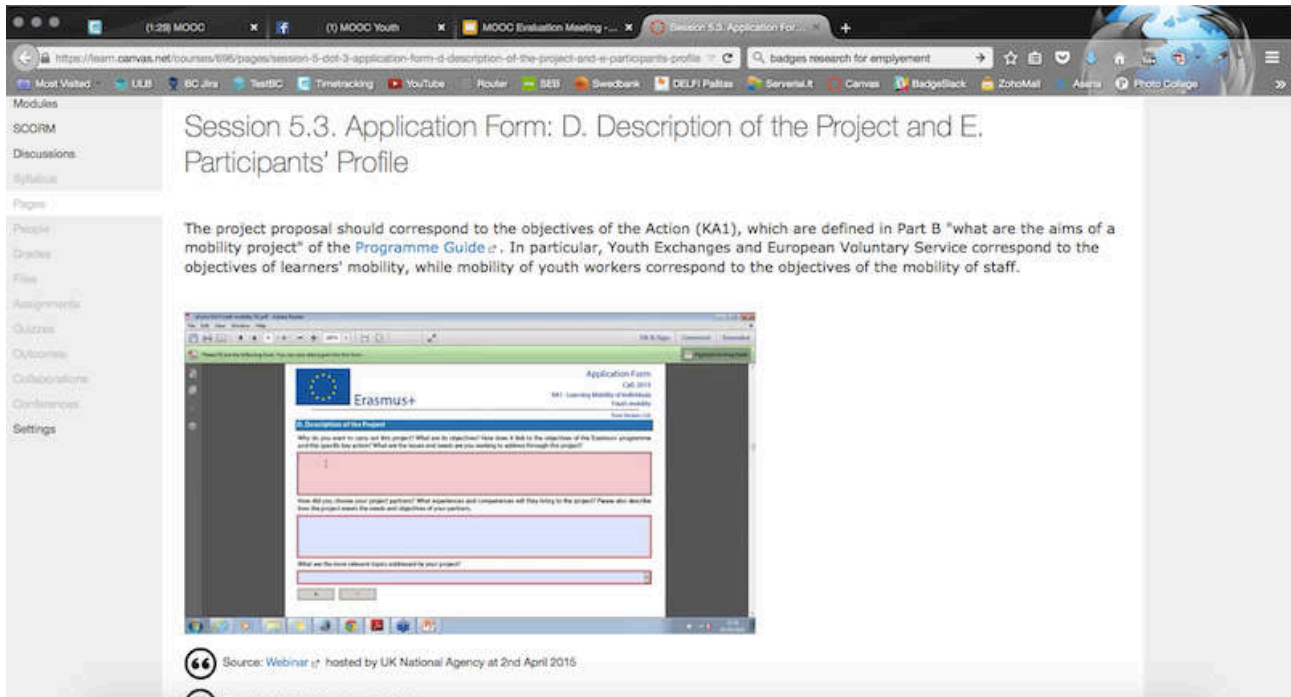
Print screen no. 5. Embedded Youtube video with EVS volunteer interview made by Eurodesk



Print screen no. 6. Real-life examples of activity programme for Youth Worker Mobility



Print screen no. 7. Re-used UK NA webinar sessions on how to fill in the KA1 Application



Print screen no. 8. Discussion forum to conclude participants' learning results and collect feedback

