

# Repositioning MOOCs for Institutional Strategy

## From Experimentation to Sustainable Digital Education

### OVERVIEW

*A university had invested in Massive Open Online Courses without a coherent strategy to integrate them with its academic mission or generate sustainable value. GRG Education developed a digital education strategy that repositioned MOOCs as a core component of the institution's learning ecosystem — expanding global reach while reinforcing its degree programs.*

### THE CHALLENGE

MOOCs attracted significant enthusiasm but rarely delivered on their institutional promise. Without a clear revenue model, defined pathways to credit-bearing programs, a faculty engagement framework, and embedded quality standards, MOOCs remained isolated experiments — generating visibility but not value. The university needed to either integrate its digital offerings into a coherent strategy or discontinue them. The challenge was building a digital education model that could scale without compromising academic quality.

### GRG EDUCATION'S APPROACH

- Developed a comprehensive digital education strategy aligned with institutional mission and academic programs
- Designed clear pathways from MOOC participation to degree enrollment and credit recognition
- Established digital pedagogy standards and quality assurance processes for online content
- Developed sustainable operational and revenue models for digital program delivery
- Structured partnerships with established online learning platforms for content distribution
- Supported faculty in adapting course design and instructional methods to digital environments

### RESULTS

- MOOCs repositioned as strategic institutional assets with defined roles in the learning ecosystem
- Pathway infrastructure created connecting digital learners to degree programs
- High-quality MOOC content developed meeting institutional and platform standards
- Global learner reach expanded while institutional brand strengthened internationally
- Faculty confidence and engagement in digital delivery significantly improved

### KEY TAKEAWAY

*Digital learning initiatives fail when they are treated as experiments. They succeed when they are integrated into institutional strategy with the same discipline applied to any other academic program.*