



Call for Proposals: EIT Health Short MOOCs and Re-branded MOOCs 2017

Background

After promising results from last year, EIT Health will once more call for rebranded MOOCs as well as Short MOOCs. Our EIT Health partners already have had successful MOOCs up and running that fit very well into the overall EIT Health strategy and goals. Therefore we decided to take advantage of these assets and leverage their impact in the context of EIT Health. In order to incentivize the teachers behind these MOOCs to participate, it has been decided in 2017 to support up to €20 K for the continuous development (to be finished by 2017). In order to serve more partners' needs we will in addition to rebranded MOOCs also fund new short MOOC, which might be funded with up to €30K (to be finished by 2017).

In addition, to increase visibility of the co-sponsor, EIT Health needs to be mentioned as co-funder on the MOOC main course page and the EIT Health logo needs to be placed either on the MOOC main course page or on the individual videos or modules. Please find detailed information about EIT Health MOOCs goals and KPIs below.



EITHealth is supported by the EIT, a body of the European Union

Funding and Application Process

Maximum size of grant for each Redesigned/Rebranded MOOC: 20K Euros

Maximum size for grant for each short MOOC: 30K Euros

Costs (KAVA) have to be justified by the effort put into the redesign of the respective existing MOOC or the production of the short course.

Applying is possible through EIT Health PLAZA. The deadline for submission is **Wednesday, 20 September 2017, 16:00 CET**. Please express your interest in applying before **15 September 2017** by writing to oana.neagu@eithealth.eu so that the necessary steps in Plaza can be made (e.g. opening of call proposal, Plaza registration approval).

Short MOOCs

A typical short MOOC will contain at least three modules of three 5-10 minute videos each, i.e., in total 45 to 90 minutes. In addition, a short MOOC will include multiple choice quizzes and open access resources (readings, databases, websites). In terms of student workload, students are expected to spend approximately 2 hours per week on the short MOOC. EIT Health Short MOOCs need to align with and support EIT Health goals and KPIs.

Re-Branded MOOCs

The MOOCs rebranding process consists in adding new modules or other types of activities to the existing courses aiming to explicitly align with and support EIT Health goals and KPIs.

A rebranded MOOC could, e.g., be on specific methodological needs or specific skill sets for entrepreneurs/innovators working on care, health and healthcare related challenges.

Examples of successfully rebranded EIT Health MOOCs include, e.g., "eHealth - Opportunities and Challenges" (<https://www.edx.org/course/ehealth-opportunities-challenges-kix-kiehealthx-1#!>) or "Diabetes - a Global Challenge" (<https://www.coursera.org/learn/diabetes>).

About EIT Health CAMPUS

EIT Health CAMPUS is EIT Health's brand for excellence in education, which will support students, professionals, executives and citizens in the transformation of health and healthcare. It builds on the knowledge base of top European universities, global companies and public organizations to offer EIT Health-branded education to accelerate health innovation and entrepreneurship across Europe.

To this day, the CAMPUS has already built a strong marketplace which draws on activities offered in four functional segments to deliver the content to students, health professionals and executives, entrepreneurs and citizens.

Eligibility Criteria

- The proposal must be submitted before the deadline and complete via the Plaza system (plaza.eithealth.eu)
- The proposal should be submitted by either a core or associate partner from EIT Health
- The proposal must show that it includes an EIT Health partner who has a proven track record in the design and development of MOOCs or Digital Learning activities.
- The Course must be finished by **December 2017 (reporting criterion towards the EIT)**
- Have identifiable KIC Complementary Activities (KCA)



Review Process

- Review by 3 external reviewers between **21 – 27 September 2017**
- Education Board makes final decision on proposals by **28 September 2017**
- Confirmation letters will be sent by **End of September / Beginning of October**

Evaluation Criteria

1. **Strategic Fit** (weight: 20)
2. **Target Groups** (weight: 10)
3. **Outcomes and Evaluation** (weight: 10)
4. **Course Design and Pedagogical Approach** (weight: 10)
5. **Production Process** (weight 10)
6. **Team** (weight: 15)
7. **Communication and Dissemination** (weight: 15)
8. **Monetization** (weight: 5)
9. **Budget** (weight: 5)

Kind regards on behalf of:

Ursula Mühle – Director of Education, CAMPUS

Bodo Brückner – MOOC Coordinator, CAMPUS

Anne-Marie Mosbech – MOOC Coordinator, CAMPUS

Website: https://www.eithealth.eu/en_US/campus

Facebook: <https://www.facebook.com/EITHealth/?fref=ts>





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