

Guidelines for Subsidies for the Production of Massive Open Online Courses (MOOCs) at Asia University

May 24, 112 (Taiwanese calendar) - The 7th administrative meeting of the 111th academic year passed and established. June 15, 112 (Taiwanese calendar) - Asia's confidential letter No. 1120009203 was issued.

1. Purpose:

Asia University (hereinafter referred to as "the University") aims to respond to the global trend of digital learning development by encouraging teachers to create and offer Massive Open Online Courses (MOOCs) to enhance digital teaching capabilities and improve students' self-directed learning outcomes. Therefore, the "Guidelines for the Production of Massive Open Online Courses (MOOCs) at Asia University" (hereinafter referred to as "these guidelines") are established.

2. Implementation Method:

(1) The MOOCs courses referred to in these guidelines are implemented by uploading teaching content to the designated MOOCs platform of the University and aligning with the teaching schedule.

(2) The teaching content of the courses should utilize digital materials such as videos, presentations, or animations. The courses should also incorporate online activities such as attendance taking, learning assessments, interactive discussions, and assignment submissions.

(3) Each course is recommended to schedule 6 to 12 weeks of learning content, with a minimum of 40 minutes of course time per week. The course should include several instructional units, and each unit's video should present a complete learning concept. The length of each video segment should be between 5 to 20 minutes. It is not advisable to use in-class recordings. Additionally, assessments should be designed for each unit and each class.

(4) Two weeks before the course begins, instructors should upload videos, teaching materials, assignments, unit learning assessments, midterm and final assessments to the designated platform for students' online learning.

3. Course Planning:

(1) The Teaching Resources and Faculty Professional Development Center (hereinafter referred to as "the Center") will plan the MOOCs courses according to the development needs of the University, and will request recommendations for distinctive courses from each college/General Education Center.

(2) Course instructors are required to submit course development proposals. Once approved by the Center, the courses will be announced, and assistance will be provided for the filming of course videos.

4. Funding Assistance:

(1) Those who are approved to offer MOOCs courses will receive financial assistance to cover the related costs of course development. The necessary funds will be provided from the relevant project budget or from the University's budget.

(2) For the courses that receive funding, the hourly recording fee for video production will be

calculated based on the duration of the course videos. The rate will be calculated at three times the hourly rate as a principle, and at most, it will be calculated at five times the hourly rate. The hourly rate for the fee will be provided according to the regulations for lecture hourly rates.

5. Copyright and Intellectual Property Rights Regulations:

(1) All MOOCs courses approved for offering are required to comply with copyright laws and other relevant intellectual property regulations in the production and use of digital materials. In the event of any criminal or infringement actions, relevant legal provisions will be followed.

(2) The intellectual property rights of the completed audiovisual materials belong to the university, while the moral rights belong to the original course instructor. However, all course content must be placed on the University's designated MOOCs platform, allowing the University to assess the implementation of the course and its teaching effectiveness for future reference.

(3) The digital materials of MOOCs courses that receive funding (including portions completed by non-university instructors) may be designated by the university for use as shared materials for related courses, for industry-academic cooperation, or for promotional education purposes, in addition to being used as teaching and interactive materials.

6. Course Frequency:

MOOCs courses that receive funding should be first offered openly on the University's designated course platform during the current year. They are required to be continually offered and operated at least twice thereafter.

7. Open Courses:

If there is no plan for ongoing courses after completion, they should be converted into open courses to enrich the University's digital teaching resources.

8. Sharing of Experience:

Teachers who offer MOOCs courses should share their teaching experiences after the course ends. The Center will permanently retain teaching materials (video files), online assessments, peer discussions, and learning progress records for evaluation and assessment purposes.

9. Any other matters not covered in these guidelines shall be handled in accordance with other relevant regulations of the University.

10. These guidelines are approved by the administrative meeting and shall be implemented upon approval by the President. Amendments shall follow the same procedure.

