

**A Brief For**  
*Sir Fazle Hasan Abed*

ON

**How BRAC via MOOC Can Empower  
The Greatest Youth Entrepreneurial Revolution Now!**

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***Viewpoint on Innovation of Education 1972-2012***

*We have found nothing to change our view in the 40 years, since we first saw youth experimenting with early digital networks. If one hundredth of the passion that went into the moon race's computing had been sustained collaboratively in education, the 2010s would be every youth's most productive time to be alive and greatest time for co-producing human goals that peacefully and entrepreneurially converge round ending poverty and hunger. It is from this viewpoint that we encourage everyone to MOOC now.*

***Norman Macrae Foundation***

*Open Society Networks of The Economist's Pro-Youth economist*

*Happy 2013 The Economist's 170th year of being founded to mediate an end to hunger*

## 1. What is the MOOC Revolution About? How did it Suddenly Scale?

Acronym stands for connecting many of the net generation's most valuable multipliers:  
Massive ... Open ... Online ... C for Curriculum / Course / Collaboration

### Perfect Duo

Two MOOC platforms suddenly scaled since 2010 - coursera.org designed by Koller and khanacademy.org by Khan. Former has made large 100000+ alumni courses unstoppable; latter has made essential training always available free online for individual study.

### Life-challenging work of every education entrepreneur is now in play

Both Coursera.org and KhanAcademy.org have discovered that core to the design of online education is maximum 9-minute audio training module. (Fancy video is a distraction, video can always be mixed in once you have optimal audio sequence). Indeed, a major section of Khan's book *One World Schoolhouse* discusses why 9 minutes of virtual content presentation is enough - both for teachers and students - before practising.

#### 9 Minutes to Change the World

The hunt is on for 9-minute audio training modules that millions of youth most need to interact to create jobs or massively collaborate around the most exciting human goals - and sustainability purposes of open society.

#### Can 4 Education Monopolies Be Broken?

The Khan Academy lab costs \$300 software to get started with *online audio with a blackboard*. Never before has it cost so little to break through the 4 educational monopolies - 1 what is researched, 2 what is taught, 3 what is examined, and 4 what is accredited. **Effectively everyone with unique skill can be an online teacher but scaling will become costly once the MOOC market matures.** Right now, first courses viralise wherever youth need them. We recommend MOOC to leaders of micro-up system solutions and open replication link youth alumni before end of 2015. Convergence of Sustainability Leaders can form the Number One job-creating partner channel in education - better than any separate MOOC platform however smart its technology.

**Internet as 'revolution in learning' Learning.** Our networks have explored how different this is from management process like knowledge management that even the World Bank got caught up in. Curiously, vanity and *gurudom* has little to give to learning Learning.

**Coursera** has changed the world by convincing 50 plus universities to partner in offering free courses. Typically each course runs once a year - over 7-week period offering 90 minutes of content (10 by 9-minute segments) per week. Huge crowds, up to 100000 alumni per course, assemble. Coursera has grown audiences faster even than facebook did at first.

**Khan** has assembled over 1000 modules to offer a benchmark for the best maths' school course in the world. It's always accessible and free. While Khan builds audiences one at a time, its destination for essential courses. Some of its first funding partners are translating into mother tongues - eg Carlos Slim Foundation - Spanish. Big question so: if maths is youth's most valued open course, what comes second - eg basic health and mobile nursing curriculum?

#### CONTENT OR PLATFORM

Formally, what completes these 2 MOOC platforms is testing processes. In Coursera's case: to get a degree certificate. In Khan's case, DIY exercises let you monitor your progress through the whole curriculum at whatever pace you choose. More details in appendix. Other ways to scale provide extraordinary opportunities - eg integrate training and worldwide youth entrepreneur competitions.

While the number of MOOC platforms is doubling every 6 months, so far we have only verified that founders of Coursera and Khan Academy value 'revolution in learning' Learning More detailed notes at [bracnet.ning.com](http://bracnet.ning.com)

**Coursera** aims every university course available in English for annual alumni by 2017. Khan academy is posing the question - what courses are as essential as maths to be always online, in every mother tongue.

**Khan Academy and Coursera's** opposite ways of building massive alumni are perfect to make growth of MOOC unstoppable. Both are now epicentred in San Francisco region, though MIT Boston has historically been world Number 1 in Open Curricula. And in the "real world" MIT remains the world's Number 1 job-creating alumni network, with open tech wizards like Tim Berners Lee and Quadir family and Japan's Joi Ito.

## 2. Entrepreneurial Revolution - Maps Greatest Systems Change One Generation of Human Race Ever Faced!

This section introduces why friends of Norman Macrae Foundation believe human sustainability needs BRAC uniquely connected with 3 urgent systemic collaborations which youth now need to be empowered by:

1. Exponential sustainable governance of BRAC and core network partners
2. Open Education - BRACMOOC
3. Leader of pro-youth economics by celebrating microfranchises

1972: It was 42 years ago that Norman and Chris Macrae first became involved with experiments at the UK's National Development Project of Computer Assisted Learning. Norman Macrae (*The Economist's* Deputy Editor for 23 years in his 40 years' career: 1949-89) spent the next 10 years involving readers at *The Economist* in debating and mapping *the greatest change one worldwide generation would ever face*, followed by the 1984 Book on Net Generation to 2024 mapping the alternative pro-youth end game to George Orwell's *Big Brother*, with clear action timelines. *The Economist* called this serial genre: **Entrepreneurial Revolution (ER)** (see Survey of ER 1976, 25 December). Soon Americans like Bill Drayton *Social Entrepreneur* and J Gifford Pinchot *Intrapreneur* were borrowing from the language - not always in ways Norman intended. Transparency of Norman's work can be summarised by 7 transformation features –

1. Exponential Sustainability can't be sustained by any of the 20th century's biggest organisational typologies.
2. Open Education - in 1972, the turn of century race to best for youth curricula being free online seemed more obviously human than the 1960s moon race.
3. Open Society and Multi-win economic models will need to open source 30000 microfranchise solutions across global villages to end poverty and sustain youth futures.
4. Remix Media - celebrate 30000 microfranchises' inter-community replicability
5. Transform banking, currencies, etc
6. Transform health services
7. Transform energy local food and water security

If all of these systems are changed from top down and closed to bottom up and open, then death of cost of distance and borderless interconnectivity can empower the 21st century to be the most collaborative, productive and sustainable time for youth and everyone to live.

### BRAC: To MOOC or Not to MOOC?

BRAC is 21st century benchmark Entrepreneurial Revolution (ER) case of net generation. Being the world's largest non-governmental development organization, does BRAC aim to be

- the most collaborative round post 2015 goals?
- the most pro-youth economic?
- linking the most accessible bank of microfranchises of hundreds of millions of youth's jobs across global villages through action-learning?

To our understanding, BRAC – having a tale of success stories in education, health, mobile/cashless banking, etc at the core of grassroot communities - enjoys huge advantage of leading its most trusted partners and youth into the Entrepreneurial Revolution of Open Education by seizing on what has scaled effectively and efficiently around the so-called MOOC surge in the last two years.

### 3. **Headline Recommendations if BRAC Plans to MOOC**

1. Install Khan Academy Labs everywhere there might be practice training modules that youth can change world with - in software terms it only costs US\$300 per lab to start producing audios with or without *video-blackboards*. Scriptwriting (maximum) 9-minute training modules are now the most important communication skills. Around the internet this can reverse the impact since 1950 of 30 second tv advertisements that are spinning Orwell's *Big Brother* endgame.
2. Choose some content partners in celebrating 9-minute audio modules with matching youth collaboration challenges - eg Soros triple play of Open Society, Ineteconomics.org and Central European University.
  - 2a. Make sure that every microfranchise BRAC has a best for world replication case for - has its easy to find 9-minute modules.
  - 2b. Form an association of world education entrepreneurs who get whatever BRAC wants to see MOOC liberate. Consider doing this in steps- eg 10 most likeminded education entrepreneurs to Sir Fazle - then talk to funders and millennium goal influencers. Then repeat steps.
  - 2c. If appropriate, see if WISE wants to make MOOC their research project of year following on 2012's affordable learning for a living.
  - 2d. Revisit discussion at Japan Embassy - is secondary the missing job-creating part of the educational chain as far as DFID and major funders of primary millennium goal are concerned.
3. Negotiate with coursera (for profit main investor John Doerr, central academic advisor Stanford) and Khan (non-profit originally a google.org prize winner), but be prepared to be its own partners channel of MOOC. Any 9-minute golden nuggets, eg Sir Fazle's life knowhow actions - youth need those most will be the most urgent keys to the freedom of *open society* and *massive collaboration*.

In furtherance of the above, friends of Norman Macrae Foundation who are most likely to be interested in joining BRAC's leadership of MOOC futures include - Lord Sainsbury's daughter Sarah-Butler Sloss who catalogues **microenergy** franchises at ashden.org, Taddy Blecher - partnership leader of South Africa's free university CIDA, and probably affordable learning's Marjorie Scardino (also CEO of Pearson), also the Gandhi family leading the largest Montessori network - Lucknow City Montessori. Others showing interest in pilot surveys include Aflatoun (Netherlands) that financial literacy curricula are available at every grade, and several people connected to idea of free nursing college. We would also hope that Japan Ambassador in Dhaka could help search Asian partners since open education links in "Consider Japan" (*The Economist* from 1962), Asian Pacific China Century (*The Economist* from 1975), Norman's last articles on 'Consider Bangladesh' and 'Prevent 2010s from Being Great Worldwide Youth Depression'.

Notably, Norman's father-in-law (Kenneth Kemp, former Chief Judge of the Mumbai Court) worked 25 years in Mumbai with Gandhi. Education with the help of Montessori was Gandhi's way to free India; in the 2010s open education may be the last gateway to free investment in youth, and to free the purpose of any global market that has lost sustainability.

4. Celebrate the dynamic economies and simplicities: 9-minute audios minimise bandwidth needed and can become architectural building blocks of courses as massive as Khan or of as top-level as what is online documentation a microfranchise needs first so that it can be maximally replicable but with minimum execution drift - for example, if MOOC 9-minute culture had existed in 1997, microcreditsummits (or other millennium goal summits) might never have lost its way as an education network reaching tens of millions of youth. As such, the emergence and faster scaling of MOOC platforms demand a grand microeducationsummit anytime soon. Unless we transform education now, the risks to human sustainability are more than one lost generation of youth.

## Appendix 1: BRAC and the 2 Greatest Collaboration meta-curricula of Worldwide Youth

As old fashioned journalists for humanity, we vote for BRAC for this mission previously impossible. How could any other organisation be more trusted to select bottom-up correspondents around the world on 9-minute training modules linking the 2 meta-curricula worldwide youth need most for our human race to sustain the 3rd millennium of being ever more (collaboratively) connected than (competitively) separated.

While it would be useful to survey what the 2 most valuable curricula are, we can hypothesis that one will be to do with actions that achieve millennium goals - left hand curricula. One involved planting the next 3 billion jobs on the assumption that most 20th century institutions still don't know what most of those jobs are.

The foundations for these grassroots networking achievements were planted in the deeply manual pre-internet age. This could mean we are at a tipping point in post 2015 goals - will ending digital divides be communally empowered by deeply interpersonal learning exchanges or not?

### The Curricula of the Next 3 Billion Jobs

Entrepreneurial Revolution's Questions of Year 42 - since mediation began The Economist

9  
minutes  
to save  
world

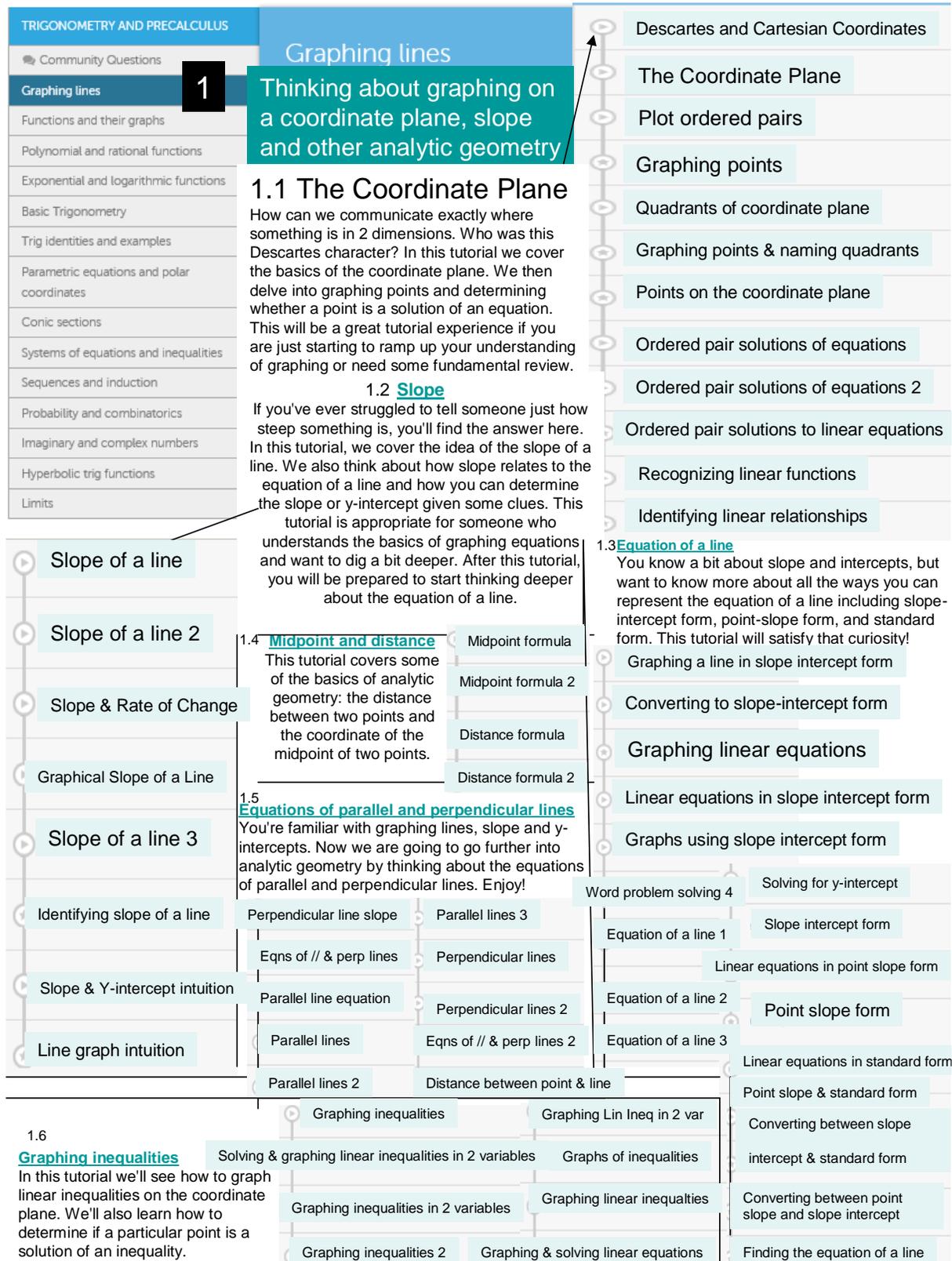
Does education dare involve youth in borderless surveys of what collaboration training modules they need to act on?

Does teaching profession dare ask- how many of youth's 10000 greatest job creators will come from education?

If capital, as well as well as peace-loving social energy, is to be transparently structured to support *The Yes MOOC Can Generation*, then the most open of partnering maps need to start being celebrated everywhere. Exercise-post-it onto this sketch...

## Appendix 2: Rough Mapping Khan Academy sub-curriculum of 50 by 9-Minute Training Modules

Here's an example of how Khan Academy maps links between 9-minute modules and sub-curriculum of a complete maths course from grade 3 to 12. Shown below the fifty 9-minute modules and online exercises of Graphing Lines - this represents about one tenth of the typical 11th grader maths course currently in USA.



Footnote - it's impossible on one page to demonstrate Sal Khan's passion for youth to enjoy learning maths. When you look at the curricula he has assembled, it must be one of the 10 greatest gifted to the world. Up there with what Maria Montessori gifted!

### Appendix 3: Benchmarking a Best Coursera Course as of Summer 2013

NB - Best is of course dependent on what you want to learn - this reflects my biased selection from 15 coursera curricula observed to date.

Course (right) hosted by the wonderful Jeff Borland of Melbourne University, reviews why some peoples and places grew 300-fold in last 300 years and others didn't - also why before 300 years ago life was pretty well similar everywhere apart from what nature gave you.

**ONE CLICK AWAY**

Weekly forums populated by over 20000 youth focused on topics matching course

Video lectures (mainly audio with a downloadable slide presentation ) are where 9-minute training modules - typically 10 per week are located.

How to study the course explains how 6 additional hours per week of student times is expected to be spent on essays, exercises and discussions.

Below some of the other courses the Macrae Family have enjoyed in first 9 months!