“OCW expresses MIT's goal of advancing education around the world through a global community in which knowledge and ideas are shared openly for the benefit of all.”

— Susan Hockfield, President of MIT
Access

Spread of OCW

Benefits to MIT
“To open up the institution’s vast reservoirs of knowledge is a monumental and inspiring endeavor.”

— Student, Canada
Empowering Minds

OCW Traffic Levels

September 2010:

- 1.4M total visits
- 725K iTunes U downloads
- 648K YouTube views
- 139K zip downloads
- 57K HfHS visits
Empowering Minds
Traffic by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Visits Since 10/1/03</th>
<th>Visits %</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>32,074,871</td>
<td>44.3</td>
</tr>
<tr>
<td>East Asia/Pacific</td>
<td>14,590,556</td>
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</tr>
<tr>
<td>Europe/ Central Asia</td>
<td>12,048,012</td>
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Mirror sites — Approx. 245 around the globe
Empowering Minds
Visitors by Role

- Students: 42%
- Self learners: 43%
- Others: 6%
- Educators: 9%

Unlocking Knowledge, Empowering Minds
Unlocking Knowledge
iTunes U & YouTube

• 87 courses
• 1,868 total tracks
Launched Nov. 28, 2007

- Organizes ~70 introductory courses
- Maps ~2,600 resources to US AP curriculum
- Provides materials to inspire STEM study

http://ocw.mit.edu/high-school
“OCW motivates my students and gives them access to a wider knowledge base.”

— Educator, India
The Challenge Ahead
Inspire a Movement

Other OCWs:

- ~250 institutions
- 100 live OCW sites
- ~13,000 courses
OCW Courses World-wide

![Graph showing the growth of OCW Courses worldwide from Oct 1999 to Oct 2004. The graph compares Other OCWs and MIT OCWs.](image-url)
“The future of our global village looks bright to me when I see this knowledge opened to one and all.”

— Self learner, United States
Unlocking Knowledge
A Community Achievement

Covers:
- The entire undergraduate and graduate curriculum
- 33 academic departments

Voluntary contributions from:
- 78% of MIT faculty
- 4,600 members of the MIT community
- More than 8,100 individuals and organizations in total
Empowering Minds

Benefits to MIT

• Connecting with students and alumni; improving teaching/learning;
fostering international engagement

Among freshmen who knew of OCW before choosing MIT:
- 35% say OCW influenced their choice significantly

Used by:
- 90% of students
- 84% of faculty
- 50% of alumni and staff
Unlocking Knowledge
2,007 Courses

- 2,007 Syllabi & reading lists
- 17,500+ lecture notes
- 9,500+ assignments
- 1000+ exams
- 700+ projects

Many include:
- Audio/video (~80)
- Complete texts (~30)
- Simulations/animations

http://ocw.mit.edu
Unlocking Knowledge
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3. Publication or distribution of original or derivative materials must be offered freely under identical terms, or “share alike”
Thank You!

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