



# MOOC MANAGING THE ARTS

## FACTS & FIGURES



## THE PROJECT

# A GLOBAL ONLINE COURSE FOR CULTURAL MANAGERS

In 2015 and 2016, the Goethe-Institut and Leuphana Digital School offered two Massive Open Online Courses for everyone working in the cultural sector: the MOOC Managing the Arts, a 14-week open online course that featured peer learning, academic mentoring, video case studies and state-of-the-art video lectures. Topics of the course were:

- **ARTS MANAGEMENT AND SOCIETY**
- **CULTURAL MARKETING**
- **DIGITALIZATION AND THE ARTS**
- **AUDIENCE DEVELOPMENT**
- **TRANSITION AND SUSTAINABILITY**
- **PROJECT MANAGEMENT**



**Group work is what makes the MOOC distinctive. The whole time we communicated and gave each other feedback on the platform and via mobile messaging. We all learned something. And it's the first time I have a friend from Costa Rica and South Africa!**

**Ayşe Taşpınar, Turkey, cultural manager, participant 2015**

## VOICES



**José Manuel Sibaja, Costa Rica, cultural manager,  
participant 2015**

Although I'd already planned cultural projects, I had the feeling that I lacked in-depth knowledge. Here in San José there are cultural events taking place almost every day, but no specialized training for cultural professions.

The MOOC Managing the Arts is creating a platform for a new form of learning that is bringing together the knowledge that will be needed by the cultural managers of the future. The participants of the MOOC have found new formats for learning together. We no longer think in terms of the individual learner, but of the learning community.



**Prof. Dr. Nishant Shah, Academic Director of  
MOOC Managing the Arts**

## PARTICIPATION AND SCOPE

# 24,000 PARTICIPANTS FROM 175 COUNTRIES

(2015: 17,000 / 2016: 7,000)

**1,800** PARTICIPANTS WORKED IN GROUPS  
AND RECEIVED ACADEMIC MENTORING

**21,000** PEER EVALUATIONS

**960**  
MINUTES OF VIDEO LECTURES  
AND VIDEO CASE STUDIES

**92**  
VIDEO LECTURES BY  
RENOWNED EXPERTS

### VIDEO CASE STUDIES ON 4 CONTEMPORARY ARTS ORGANIZATIONS

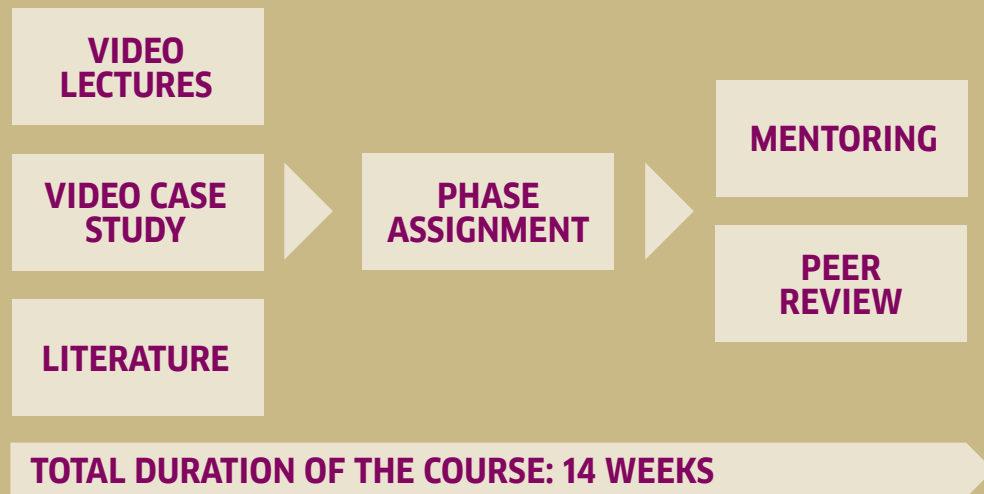
- HAU HEBBEL AM UFER BERLIN
- TRAFÓ HOUSE OF CONTEMPORARY ARTS BUDAPEST
- CENTRE FOR CONTEMPORARY ARTS LAGOS
- BANGKOK ARTS AND CULTURE CENTRE

### AVERAGE TIME INVESTMENT:

MENTORED PARTICIPANTS: 10.5 HOURS/WEEK  
UNMENTORED PARTICIPANTS: 6.5 HOURS/WEEK



## COURSE PHASE AND RESULTS



**95%** OF PARTICIPANTS WOULD  
RECOMMEND THE MOOC TO OTHERS

**450** UNIVERSITY  
CERTIFICATES ISSUED

VERY HIGH COMPLETION RATE  
OF MENTORED PARTICIPANTS  
(AVERAGE FOR MOOCS: 10%) **40%**

**84%** OF MENTORED PARTICIPANTS AND **60%** OF  
UNMENTORED PARTICIPANTS STATE THAT THE COURSE HAS HAD  
A POSITIVE INFLUENCE ON THEIR CAREER



I feel that the MOOC is the learning  
platform of the 21st century: informal,  
integrative and far-reaching.

Sally Arnold, South Africa, artist and arts manager,  
participant 2015

## 92 VIDEO LECTURES BY INTERNATIONAL ARTS MANAGERS AND SCHOLARS

**Prof. Dr. Hans Abbing**, University of Amsterdam

**Dr. Annett Baumast**, Baumast. Culture and Sustainability

**Prof. Dr. Carsten Baumgarth**,  
Berlin School of Economics and Law

**Prof. Dr. Gesa Birnkraut**,  
Osnabrück University of Applied Sciences

**Dr. Hilary Carty**, Co-Creatives Consulting, London

**Chris Dercon**, Tate Modern London

**Adalet R. Garmiany**, ArtRole, Erbil

**Natasha Ginwala**, Dutch Art Institute, documenta 14

**Dr. Patrick S. Föhl**, Network for Cultural Consultation

**Stephanie Hankey**, Tactical Technology Collective, Berlin

**Mag. Phil. Leonie Hodkevitch**, University of Vienna

**Péter Inkei**, The Budapest Observatory

**Dr. Sascha Kagan**, Leuphana Universität Lüneburg

**Prof. Dr. Volker Kirchberg**, Leuphana University of Lüneburg

**Prof. Dr. Arjo Klammer**, Erasmus University Rotterdam

**Prof. Dr. Armin Klein**,  
Institute for Cultural Management, University of Ludwigsberg

**Prof. Dr. Birgit Mandel**, University of Hildesheim

**Yemisi Mokuolu**, Hatch Africa, London

**Prof. Dr. Oliver Scheytt**,  
Hamburg Academy of Music and Theatre

**Dr. Ingrid Leonie Severin**, Leuphana University of Lüneburg

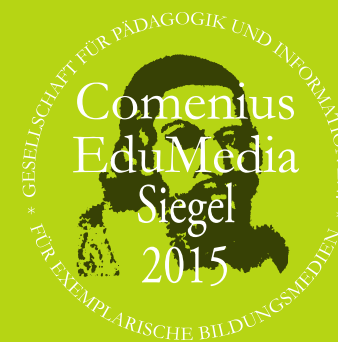
**Prof. Dr. Nishant Shah**, Leuphana University of Lüneburg

**Gabriëlle Schleijsen**, Dutch Art Institute Amsterdam

**Ong Keng Sen**, Singapore International Festival of Arts

**Carsten Siebert**, Barenboim-Said Academy Berlin

**Percy Yip Tong**, Cyper Production, Mauritius



**MOOC Managing the Arts was  
awarded the Comenius-EduMedia-  
Siegel, Category:  
Digital Multimedia Product**



We do not want to build iconic buildings anymore. We are thinking about extensions in a new way. Indeed we are building networks. And these networks often take the form of the web, of social media, of MOOC, of learning as a form of participation.

Chris Dercon, Tate Modern London, Course Moderator of MOOC Managing the Arts

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