



# **Our Mission Commitments: Two Years Later**

as of January 2024

# Introduction.

When edX was acquired by 2U, we remained dedicated as an organization to our underlying shared mission to expand access to affordable, high-quality education for everyone, everywhere. Our mission commitments lay the groundwork for us to deliver world-class outcomes at scale and enable us to help solve society's most critical needs. These commitments are defined by seven principles that we continue to believe will advance our mission and serve our partners. They include increasing access to high-quality and diverse educational content and guaranteeing affordability through the continuation of a free track to audit courses; protecting the intellectual property rights of faculty and institutions that contribute massive open online courses "MOOCs;" ensuring that participating colleges and universities may continue under their standing agreements with edX; creating affordable degrees and degree pathways such as MicroMasters® and MicroBachelors® programs; advancing the edX platform for teaching and learning; supporting the fully open source and independent platform Open edX; and continuing to foster research and collaboration with member institutions. In this report, we have outlined the progress we have made in pursuance of our mission commitments.

## Access

*Increasing access to high-quality offerings and commitment to diversity of content*

We have continued to make a broad range of MOOCs across disciplines available on the edX platform, and most of these courses are offered for free (either with full course participation or on an audit track) or at low cost. MOOC offerings cover a diverse range of subject matters, from art and architecture to business management to science and artificial intelligence. In 2023 alone, we launched 574 new free courses on the edX platform. The full course catalog is available at [edX.org](https://edX.org). We are also committed to making our platform accessible for learners with disabilities.

Some other highlights of our commitment to increasing access to high-quality offerings during 2023 include:

- a course on Machine Learning and AI with Python from Harvard University;
- courses on Introduction to Generative AI and Prompt Engineering from IBM;
- a ChatGPT for Educators professional certificate from Georgia Tech;
- an AI in Higher Education professional certificate from Stellenbosch University;
- a number of new professional certificates in cloud engineering from Google Cloud;
- a course on Intercultural Communication in the Workplace from London School of Economics;
- a Learn Spanish professional certificate from UC Davis;
- an XSeries program on Diversity, Equity and Inclusion in Healthcare from Stanford University;
- and a suite of new psychology courses from the American Psychological Association.

# Intellectual Property Rights

*Protecting the intellectual property rights of faculty and universities that contribute massive open online courses*

We have continued to protect the intellectual property rights of edX members with respect to the MOOCs they develop on our platform by providing in our participation agreements that institutions or faculty retain intellectual property rights to MOOC content.

# edX Member Relationships and Agreements

*Ensuring that participating colleges and universities may continue under their standing agreements with edX*

Following the acquisition, we have preserved the relationships edX had with its members to ensure continuity and consistency for our partners, including:

- preserving existing participation agreements;
- continuing to make pricing decisions in consultation with the edX member;
- continuing to make edX site learner data available for research to edX members;
- and continuing to host all MOOCs that edX members choose to put on the edX site and generally maintaining existing course removal or rejection rights.

# Program Affordability

*Creating affordable degrees and degree pathways such as MicroMasters and MicroBachelors programs*

MicroMasters® and MicroBachelors® programs provide an affordable and stackable pathway to a masters or bachelors degree. Since we acquired edX, we have launched 9 new MicroMasters programs and 6 new MicroBachelors programs, including:

## **MicroMasters:**

- The Hong Kong University of Science & Technology - Big Data Technology\*
- University of Canterbury - Organizational Psychology\*
- Universidad del Rosario - Fundamentos de investigación en ciencias de la salud\*
- Universidad del Rosario - Finanzas\*
- Universidad del Rosario - Derechos humanos: desafíos contemporáneos\*
- University of Maryland - Database Management Systems\*
- Doane University - Healthcare Administration\*\*

- University of Wisconsin - Business: Data, Insights and Analytics\*
- George Washington University - Maternal and Child Health\*\*

#### **MicroBachelors:**

- Southern New Hampshire University - Microbiology\*
- Southern New Hampshire University - Anatomy and Physiology Essentials\*
- Thomas Edison State University - Information Literacy\*
- LSE - Mathematics and Statistics Fundamentals\*
- LSE - Statistics Fundamentals\*
- Thomas Edison State University - Writing for Success\*\*

\*Offered since 2022.

\*\*Launched in 2023.

Program affordability is one of our priorities. In November of 2023, we announced contracts with 6 universities to launch over 50 new degree programs under the flex degree partnership model that we introduced in 2022. We also partner with many university clients on degrees that are priced below the corresponding campus degree, including Boston University MBA, Boston University MPH, University of Texas Computer Science, University of Texas Data Science, University of Texas Nutrition, University of Texas Artificial Intelligence, University of Maryland Product Management, and Indiana University MS in Information Technology Management. Visit [press.edx.org](https://press.edx.org) for more information on programs announced since the closing.

In 2023, we deepened our impact with our fast-growing Access Partnerships and we were excited to make Fast Company's annual list of the World's Most Innovative Companies. The honor recognized our Access Partnerships, which bring together regionally connected universities, companies, governments, and workforce development agencies to create free or substantially cost-reduced pathways to job-relevant tech skills for groups that have historically been underserved by the traditional education system. Throughout 2023, we continued to build on the success of this initiative through partnerships with Verizon, Drake State Technical and Community College, and Jobs for the Future.

## **Education Innovation and Quality of Online and Blended Learning**

*Advancing the edX platform for teaching and learning*

We have continued to promote and invest in the Open edX platform to improve engagement, pedagogy, learning outcomes, and blended learning features and continued to encourage faculty of non-edX member institutions to author courses and materials on the Open edX platform. This year, we contributed to several

new teaching and learning tools for the Open edX project, including:

- Visual Problem Editor to Studio
- Social Sharing of Videos to the learning experience
- SCORM xBlock
- Component-level Copy & Paste in Studio
- In-context Discussions Sidebar in learning experience
- Flexible Peer Grading Default configuration in ORA
- New Files Page in Studio
- Studio Home

We are also developing AI-powered tools such as edX Xpert summarization, translations, and learning assistant.

We have advanced the edX platform by adding 52 new edX members since we acquired edX (asterisk indicates legacy 2U partner):

#### **Added in 2022**

- Stellenbosch University\*
- Statistics.com (Elder Research, Inc. dba The Institute for Statistics Education)
- Oracle
- Qatar University
- London School of Economics\*
- LEORON Saudi Experts Company for Training
- American Psychological Association
- UC Riverside Extension\*
- George Washington University\*
- WOBI (HSM Americas, Inc.)
- University of California, Davis\*
- Wesleyan University
- Pepperdine University\*
- Baylor University\*
- DEC Institute (DEC Education Services AG)
- Lehigh University
- BoxPlay (BoxMedia Agency LTD)
- Intuit Inc.
- Lufthansa Technical Training
- The TEFL Org (TEFL Scotland Ltd)
- Southern Methodist University\*
- Tel Aviv University

- Arcadia University\*
- SDA Bocconi School of Management\*

#### **Added in 2023**

- Raspberry Pi Foundation
- Project University (legal name: HD Eletronicos e Tecnologia EIRELI)
- University of Cape Town\*
- Prof Jim Inc.
- Elsevier, Inc. (under “Osmosis from Elsevier” brand)
- HP Europe BV Abu Dhabi Branch
- IE University (legal name: Instituto de Empresa SL)\*
- University of Denver\*
- Qualtrics LLC
- Fortinet, Inc.
- EIT Food IVZW
- MindEdge, Inc.
- MGH Institute of Health Professions
- Pro Athlete Luminary Community (under “Pro Athlete Community” / “PAC” brand)
- Escola do Caos (legal name: Escola do Caos Consultoria em Aprendizagem e Inovação Ltda)
- The External Studies Institute (TESI) (legal name: Limudey Hutz SA Ltd)
- Xccelerate Global HK Limited
- Institute of Product Leadership Inc.
- Foundation for New England Medical Innovation Center (NEMIC)
- King’s College London (combined degree/OC MSA)
- International Institute for Management Development (IMD)\*
- ICA Commercial Services Limited (under “International Compliance Association (ICA)” brand)
- Fundação para a Ciência e Tecnologia - NAU (under “PortugalX” brand)
- Universidade de São Paulo, with the supporting foundation (Fundação de Apoio à Universidade de São Paulo) a party solely for purposes of receiving revenue share on USP’s behalf
- Swiss Hashgraph Association
- University of Birmingham (combined degree/OC MSA)
- Howard University\*
- ChopraX LLC

While our main efforts have focused on encouraging institutions to become edX members and author courses on Open edX, we have also encouraged non-members to adopt Open edX and author courses on the open source platform. For example, we have met with several university and corporate leaders globally and encouraged interested parties to publish courses on the Open edX platform and have had discussions

on best practices for building capacity and internal course development. As we add new members, we have maintained quality expectations and sought to ensure new members uphold the edX reputation for delivering high-quality educational content.

## Open Source

*Supporting the fully open source platform Open edX*

We have continued to use the Open edX platform for MOOCs offered on the edX site. This means that most of the MOOCs offered on the edX site are delivered via the Open edX platform.

## Research, Collaboration and Other

*Continuing to foster research and collaboration with member institutions*

We are working towards making more courses available in non-English with edX members reviewing and consenting to any translation of their course content. All of which are searchable by language on [edX.org](https://edX.org). We launched our AI Xpert Translations at the end of Q3 2023 with a focus on translating our course video transcripts into 11 languages. We are currently live with 78 courses at 10 partners. In 2023, we translated videos for nearly 300 courses into 9 languages, focusing on courses in technology and business.

We seek opportunities for edX members to work together on strategic projects. [We continue to engage with the ULC \(University Leadership Council\) formed in 2022 as well as the UPAC \(University Partnership Advisory Council\) to foster deeper relationships among our partners](#) and with 2U/edX. We held the edX Global Forum in 2023, which was a great venue for 350 academic partners and industry leaders to discuss enhancements to our offerings, the platform, and the learner experience.

We support Open edX platform mechanisms for research by edX members such as A-B testing and we are maintaining pre-acquisition research mechanisms. In addition, we have maintained Micro Front Ends (MFEs) and Optimizely, which allow developers and product leads to easily reposition or hide/show page elements and widgets for rapid experimentation. This has facilitated experimentation on page layouts to drive enrollments in course.

We have also maintained or improved the quality, visibility, and discoverability of the edX site course catalog. We improved the relevancy of results by adding the ability to filter content by geography and added features that use artificial intelligence to improve ranking results based on data. See current searchability functions on [edx.org](https://edx.org).

We have promoted the Open edX Platform for our university partner programs. For example, the [London](#)

[School of Economics \(a 2U partner\) has launched MicroBachelors programs](#) and open courses on the Open edX platform on edX.org. Many legacy 2U partners have become edX members including University of California Riverside, The George Washington University, University of California Davis, Pepperdine University, Baylor University, Southern Methodist University, and others. We expect these legacy 2U partners will author courses on the Open edX platform and you can read more about their plans in the relevant press releases on [press.edX.org](#) announcing they have joined as edX members.

We have made efforts to accelerate and invest in innovation with our partners. For example, we launched a [flexible degree partnership model](#), which provides a set of core services with unparalleled levels of support for 35% revenue share.

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