

# Federica Web Learning

University Centre for innovation  
experimentation and diffusion of  
multimedia learning



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Meet Federica. Our story. And major milestones along the journey from European project to University Centre for innovation in multimedia learning

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Brief look at platform, policy and message

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## FEDERICA COVID RESPONSE

Role of MOOCs + importance of MOOCs  
Federica GO  
Guide to Smart Education

04

## FEDERICA FUTURE

### Federica PRO

L'Istituto per la Finanza e l'Economia  
Locale (IFEL)  
TIM



1.

# Federica Story



Milestones in Federica evolution  
from 2007 -April 2020

# Federica story - milestones

Year	Activity
2007 Federica Web Learning Launch	EU project at University of Naples Federico II
	University platform federica@unina
2010 Federica iTunesU channel	First Italian university
2013 Opencourseware project success	Over 200 blended learning courses
	5 million users
2015 Federica goes MOOCs Federica becomes independent University Centre	New focus on MOOCs. Institutional MOOC strategy.
	University Centre for Innovation, experimentation and diffusion of multimedia learning. The first in Italy.
2016 First Federica International MOOC Colloquium	Shaping the discourse around emerging trends in open access university HE
2017 Federica goes edX	First Italian university on edX
	Courses in Italian and small portfolio in English to broaden reach
2018 new partnerships with national industries for LLL New partnerships with national + international universities	FSI State railways network; SNA Public Administration
	External MOOCs on Federica. Padova, Florence, Milan etc Wellesely College etc
2019 Federica Orientation 2019 Federica goes EMOOCs	36 metamoots to bridge school-university gap
	Federica hosts European MOOC Stakeholder summit

Federica Web Learning

Sapere senza limiti



Cosa vuoi imparare?



All MOOCs Partners Blog

What do you want to learn?



it en

Login

Register



Federica Web Learning is the University Centre for Innovation, Experimentation and Diffusion of Multimedia Learning at the University of Naples Federico II.



### MISSION

University quality accessible to all

Federica is a digital space for continuous learning where you can update your skills profile, feed your curiosity or sharpen your knowledge-base using an innovative learning approach and quality university content that is open to all.



### VISION

Expanding Education

Passion and imagination are our drivers. Together we are building the future of education. A digital factory in the heart of the oldest public university in the world. Offering Higher Education online in open access.

HEInnovate Webinar Thursday 21 May 2020



Federica by  
numbers



# Apertura Umanità Cultura Innovazione Eccellenza Accessibilità

**200**

MOOCS

**2.000**

LESSONS

**6.000**

VIDEOS

**50.000**

SLIDES

**200.000**

USERS

Federica by numbers

Federica today  
Main focus of  
activity



# Federica in brief



**Quality**



**Multiplatform**



**Partnerships**



**Language**



**Experience**



**Global**

**Orientation**

**University**

**Federica Pro**



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HEInnovate May 21 2020






3.

# Federica, MOOCs + Covid

**Reasons for MOOC success and role of MOOCs in Emergency remote teaching + asynchronous solutions**





	April 30th Rank <sup>1</sup>	Sessions (in millions) <sup>2</sup>
<b>Coursera</b>	#287 (+157)	45 (↑67%)
<b>edX</b>	#663 (+510)	19.2 (↑52%)
<b>FutureLearn</b>	#3,009 (+3189)	6.15 (↑116%)
<b>Class Central</b>	#4,693 (+12,488)	4.4 (↑406%)
<b>Federica</b>	#285,183 (+495,214)	0.18 (↑200%)
<b>MiriadaX</b>	#45,692 (+33,412)	0.73 (↑52%)
<b>Swayam</b>	#10,556 (+959)	3.2 (↓27%)

# KPIs / Brand Awareness and Media



9 March – 27 April 2020 **Federica** was quoted over **100 times** in different media: newspapers, radio, tv, websites.

Most significant were **Rai News report**, publication of website on **Rai Cultura** and the Guide to Smart Education from **Sole24Ore**.





Sapere senza limiti

Federica Go

Federica Teaching

# Federica Teaching

**Expanding Education**

**1.800 reads**

60% of all blog articles from 10 to 29 aprile

# Thank you

**Mauro Calise – CEO (strategic vision)**

**Tania Melchionna - COO (webinar coordination)**

**Federica team – graphics, contributions**

**Ruth Kerr – speaker**

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**Federica Web Learning**

Università di Napoli Federico II

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#SapereSenzaLimiti

