

MEDIA KIT

Restless learners change the world



edX is the Education Movement for Restless Learners

Together with our founding partners Harvard and MIT, we've brought together millions of learners, the majority of top-ranked universities in the world, and industry-leading companies onto one online learning platform that supports learners at every stage of their lives.



It All Started with an Experiment

Our first experiment began in 2012. While the internet was enabling innovation at scale across a vast array of industries, higher education was reaching only a tiny fraction of the world's curious minds. One afternoon in an MIT lab Professor Anant Agarwal and his colleagues from MIT and Harvard sketched out a long shot experiment: a platform that would offer their courses online, open to any person up to the challenge, for free. In February of 2012 Professor Agarwal's MIT Circuits and Electronics course was launched. 10,000 learners signed up within the first hour, 155,000 learners from 162 countries signed up in the next few days, and edX.org was born with support from our founding partners Harvard and MIT.

edX envisioned a new reality, one where every learner can access education to unlock their potential. Together we've built a movement of 37 million learners and 160 institutions in our relentless pursuit of this vision. And we're not stopping there—we're just getting started.

Our Mission

1. Increase access to high-quality education for everyone, everywhere.
2. Enhance teaching and learning on campus and online.
3. Advance teaching and learning through research.

Our Vision

As a global nonprofit, we're relentlessly pursuing our vision of a world where every learner can access education to unlock their potential, without the barriers of cost or location.



Our Movement is Powered by a Community of Learners and Network of Educators

Our Community

35M

Registered learners

110M

Enrollments

85K

Learners engaged in course
content per day

I almost felt as if I were more a part
of the [edX] classroom's community
than even some of the in-person
classes I took at college



ARJUN

There is a community there,
with people from different
nationalities, ages, and points
of view.



YOUSOUF

The benefits, the prices, the
universities, and the courses that
edX offers is the best online place
to be right now



EFI

Our Movement is Powered by a Community of Learners and Network of Educators

Our Network

160

Partners

15K

Instructors



It has made me more open minded,
not only about the future of education,
but in general about how we think
about what we already know.
The instructors were all so inspiring
and easy to follow.



I got a great study opportunity
from a best university and
expert professors in their fields.
could not get that opportunity
in my country.



The genuine interest of
teachers in teaching and
imparting knowledge to students
is quite evident, and
it's impressive



The edX Movement.

edX's movement is powered by a global network of contributors who all believe in the transformative power of education.

MADE POSSIBLE BY:

The world's top Universities
and cutting edge industry experts

The Open edX community
of developers

Top professors and
instructional design experts

Top academic and
industry advisors



REACHING A GLOBAL POPULATION OF LEARNERS

edX.org

edX Government

edX Online Campus

edX Business

Open edX

Our Offering

edX offers more than 3,000 courses across 30 subjects, all taught by some of the most respected visionaries and industry-leading professionals in the world. We meet the needs of learners who seek to learn something new, advance their career, or earn a degree with a variety of program options in addition to single courses.

At a glance →

MicroBachelors®

MicroMasters®

Professional
Certificate
Programs

Online Master's
Degree Programs

Online Campus

edX For Business



OUR OFFERING

/ **MicroBachelors® Programs**

MicroBachelors programs are built for adult learners with some or no college experience looking to progress their career. Created by top universities and influenced by fortune 100 companies, edX's MicroBachelors programs come with real college credit, providing the option for the pursuit of a bachelor's degree, but are built to focus on immediate job-relevant skills.

/ **MicroMasters® Programs**

Build towards a master's degree while gaining deep knowledge applicable to your career with a MicroMasters program. These rigorous programs allow you to take graduate-level coursework from top universities without filling out an application, taking a standardized test, or committing to a full master's degree program. After completing and passing a MicroMasters program, learners can pursue a full master's degree in an associated university program.

/ **Professional Certificate Programs**

Build and enhance the skills you need to succeed in today's world in a Professional Certificate Program. These series of courses are available on-demand, so you have the flexibility to complete them on your own schedule in just a few months. No matter which program you choose, it was designed by a top university or industry leader to provide relevant, real-world skills that you can immediately apply in your workplace.

/ **Online Master's Degree Programs**

Accelerate your career with top-ranked, affordable Master's degrees built for working professionals. These prestigious programs offer the same first-rate curriculum and faculty found on campus, but they're delivered in a flexible 100% online format to fit your busy schedule. While these programs partner with edX, the degree you earn is from the university, just like the on-campus programs.



OUR OFFERING

edX[®] For Education

Online Campus

Unlock the potential of every learner with the online teaching and learning platform trusted by universities worldwide. edX Online Campus offers customized catalogs and digital content that enhances faculty-led learning and prepares students for success with the most job-relevant skills. With support from dedicated customer service, colleges and universities can build the solution that works for them and seamlessly integrate edX Online Campus with their existing LMS if needed.

edX[®] For Business

edX For Business

Build a future-proof workforce that uniquely balances talented people and new technology with edX For Business. With thousands of courses taught by the world's leading experts, you can confidently upskill and reskill talented employees while they earn industry recognized, verifiable certificates. Based on science from the McGovern Brain Institute, edX courses are purposefully created to maximize learner engagement and long-term learning benefits.



Frequently Asked Questions

QUESTION

What is edX's theory of change?

We believe that education is the key to unlocking potential, to driving innovation and evolution. Yet, access to high-quality education—and in some cases, access to any education at all—has been a privilege of the few. We've envisioned a new reality. One where education is agile and accessible. One where everyone is invited and included. One where the knowledge we share and the knowledge we gain propels our lives, our communities, and the world. We believe that we have a responsibility to build that reality. That's why we're leading a movement that brings together all of you who believe in the power of human potential, and the power of education to unleash it.

QUESTION

How was edX impacted by the COVID-19 pandemic?

The spread of COVID-19 across the globe impacted every one of us. As the pandemic unfolded, we quickly realized that it would have a far-reaching impact on our community of learners and the global education system as a whole. But as the world rapidly changed, our commitment to our global community didn't. Thousands of learners, educators, and companies from around the world flocked to edX.org, and our network came together to help them stay connected, move forward, and keep learning, together. And learn they did—we welcomed 10x more new registered learners and saw a 15x increase in course enrollments.

QUESTION

How does edX work with universities and institutions?

edX partners with many different types of organizations from all over the world - academic institutions, non-profit institutions, national governments, non-governmental organizations (NGOs), and multinational corporations. All of these groups share deep alignment with our mission of opening up access to high quality education to anyone, anywhere in the world. In addition to developing and delivering courses on the edX platform, we work with our members to improve education both online and on campus, and to conduct research on how students learn. Universities and other institutions interested in joining edX can visit partnerships.edx.org to find out more.

QUESTION

How is edX improving on-campus education?

MOOCs don't replace universities, but rather enhance the quality of education by incorporating blended learning. In blended classrooms, the on-campus university course can leverage the power of MOOCs to free up classroom time for interactive collaboration and discussion, testing and problem solving. This model creates better efficiencies in the classroom and can foster a better quality of education overall for the money. edX also partners with universities and institutions to use its platform to conduct research into how students learn in order to improve on-campus and online education. In Spring 2014, MIT Professor John Belcher explored the use of the edX platform to further intensify in-class interactivity while improving out-of-class learning while teaching "Electricity and Magnetism" (MIT 8.02x). In this "flipped" classroom experiment, lectures and simulations were available online, meaning in-person class time could be dedicated to collaborative projects and discussions. Also, many assignments were submitted online with instant access to feedback. When surveyed, 95% of students said the flipped classroom style benefited their overall experience, and 92% recommended applying the approach to other physics courses.

**For more
information:
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