# Learning, Teaching and Assessment Strategy
## 2025-2030

FutureLearn

# The 'go-to' lifelong learning partner, harnessing digital and AI-driven innovation with integrity, making an impact by equipping individuals with the skills and experience employers need.

FutureLearn embraces the digital environment to unlock unlimited opportunities for its learners. It is not just a place of education, but rather a gateway to global, transformative learning, where learners are developed to create a better world. FutureLearn's teaching, learning and strategy 2025-2030 builds on its successful track record of providing access to 22 million learners worldwide. The learners study across a breadth of study formats recognising the need for lifelong learners to engage in a range of educational opportunities from informal free short courses and short skills-based opportunities through to more formal postgraduate degree study. Through sustained long-term and new partnerships, FutureLearn has been able to develop and deliver innovative industry-led and future-focused curricula with integrity.

FutureLearn continues to invest in partnerships and agile virtual learning platforms, and through insights can access new technologies that provide learners with personalised experiences. FutureLearn is proactive when using data analytics to predict future learner trends and has developed an ecosystem that enables learners to access both formal and informal courses.

# FutureLearn's product portfolio

## Over the last decade the business model has developed, and three main offerings have evolved:

### Short courses

Free-to-access learning from global university and industry partners, with the option to upgrade on a one off, or subscription basis, for expanded access. These courses often serve as tasters or entry points into deeper learning within FutureLearn's stackable journeys.

### Certifications

Paid microcredentials, bootcamps, and professional qualifications — often stackable and designed in collaboration with industry or university partners.

### Degrees

Online degrees delivered for academic awarding partners. The degrees are accessible with flexible delivery and are supported by flexible payment models and offer stackable entry routes.



### Stackability and unbundling

A core principle of the FutureLearn provision is to offer the learner the ability to move from a short to long-form product.

**Short courses → microcredentials → degrees**

Degrees are modularised to allow learners to enter at different stages based on their goals and commitment.

Modularised degrees break a programme into smaller, independent modules that can be completed step by step. This allows learners to enter at different stages based on their prior knowledge, experience, or goals, and exit with recognised qualifications like certificates or diplomas if they don't complete the full degree. It gives learners the flexibility to study at their own pace and build up to a full qualification over time.

# FutureLearn's principles and what sets FutureLearn apart

## Purpose

FutureLearn drives impact by transforming careers with accessible, lifelong learning. Shaping the future of education, addressing key skills gaps with flexible, personalised learning. Partnering with the world's leading educators to support individuals, organisations and economies to ensure they fulfil their potential on their own terms.

## Values

- Accessibility
- Collaboration
- Passion to innovate

## Commitment to learners

Driven by a passion to provide high-quality, lifelong learning with integrity, FutureLearn will develop, curate and deliver personalised best-in-class content. Responding to tech-driven market insights, its content will evolve to produce career-focused education for learner progression, with wrap around careers support. Delivering through its USP social learning pedagogy, offering community, FutureLearn focuses on ensuring its learners meet both their potential and employers' needs.

## FutureLearn's four learning enablers:

- Curated learning journey for every student.
- Learning powered by research and proven in practice.
- Using digital tools to explore and solve real-world challenges.
- Leading the way through transformative teaching and learning practices.

## FutureLearn's uniqueness

FutureLearn's position with its learners makes it unique in its delivery of education. FutureLearn is strengthened by its approach to having:

- **Partner-led models:** Collaborations with leading academic and industry institutions.
- **Flexible learning models:** Asynchronous, mobile-first, and accessible global programmes and courses.
- **Pedagogical DNA:** Emphasis on social learning and reflective discussion, active engagement, bridging the theory-to-practice gaps and highly practical and skills focused.
- **Stackable architecture:** Learners can build toward degrees through smaller units.

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# Strategic aims

FutureLearn's Learning, Teaching and Assessment strategy intends to set out the educational focus for the next five years and reflects contemporary, innovative and evidence-based teaching practices.

With the key drivers of change being technology, globalisation and environmental uncertainty, FutureLearn takes a skills-first approach, focusing on developing:

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| Creative thinking | Social influence |
| Analytical thinking | Service orientation |
| Technological literacy | Talent management |
| Resilience and agility | Cybersecurity |
| Using AI and big data | Quality control |
| Self-awareness | Teaching and mentoring |
| Motivation | Environmental stewardship |
| Emotional intelligence | Programming |
| Leadership | |

To deliver this, FutureLearn's goal is to have the right courses and programmes and use data to support learners through their skills journey.

The Learning, Teaching and Assessment strategy is underpinned by three main strands aligning this strategy with the overarching corporate strategy. This provides an outline for the future direction of FutureLearn's learning, teaching and assessment and how it aims to achieve its goals:

- **Strand 1:** Provide accessible and inclusive lifelong learning across the entire FutureLearn portfolio.

- **Strand 2:** Develop innovative future-focused curricula and pedagogy through digital capabilities.

- **Strand 3:** Maintaining a high-quality and supportive learning environment.

# Content development and delivery

**The development of courses and programmes has been transformational over the last three years as seen in the Product and Content Strategy.**

FutureLearn has developed its agile platform to provide a quality provision across its partners. It is developing a collaborative microcredential framework and content to provide services to the wider university and professional sectors. It is developing its own delivery platforms, effecting a step change in how it learns from its learners to deliver the content they need in the way they need it.

For the transformation to be successful the Learning, Teaching and Assessment strategy will develop pedagogic approaches across FutureLearn with particular focus on the OPM division, now being renamed to the Higher Education Services division.

The strategy will be supported by FutureLearn's adopted learning module, the Discover-Explore-Apply-Share (DEAS) model:
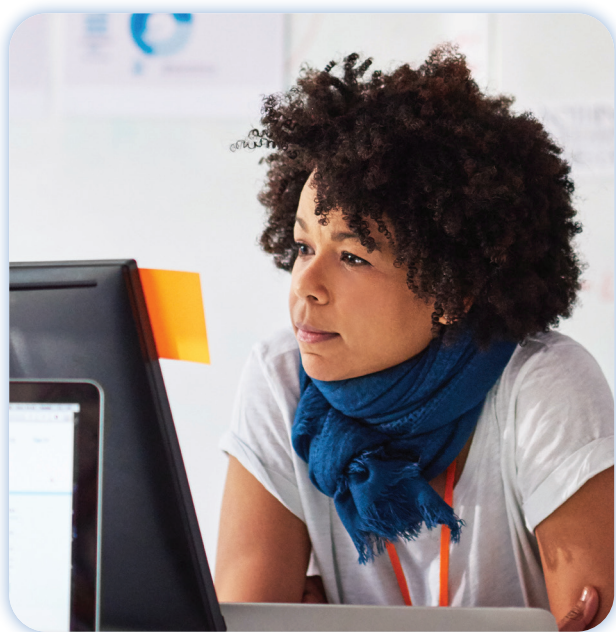
- **Discover:** This is the first phase in the scaffolded learning whereby learners draw on a range of resources including lectures (pre-recorded, bite-sized videos) to acquire knowledge relevant to specific topics, theoretical concepts and frameworks.

- **Explore:** Learners are then directed towards activities that require investigation skills. In this phase learners are required to find resources, come up with questions and evaluate what they find against the acquired knowledge. These activities may include online quizzes, case study preparation, videos, or further critiquing of a text, to name a few.

- **Apply:** Learners will apply their learnings to their formative and summative assessments. Learners are encouraged to test, experience and apply within their own workplaces.

- **Share:** This phase is used to encourage collaborative learning. Learners share their knowledge through online activities such as online forums, peer feedback, peer discussions as well as assignment preparation.

# Strand 1

## Provide accessible and inclusive lifelong learning across the entire FutureLearn portfolio

**FutureLearn is committed to delivering accessible and inclusive lifelong learning across its diverse portfolio.**

By offering high-quality courses from top universities and institutions, FutureLearn ensures that education is available to everyone, regardless of background, location, or ability. With flexible online learning, interactive discussions, and expert-led content, learners can develop new skills, deepen their knowledge, and explore a wide range of subjects at their own pace. The platform embraces diversity and supports learners with varying needs, creating an environment where education is not just a privilege but a right. FutureLearn empowers individuals worldwide to achieve their goals and enrich their lives through continuous learning.

Summary of the themes:

- **Personalised Learner Support:** Delivering tailored support throughout the learner's journey to help individuals succeed at every stage.

- **Flexible and Inclusive Learning Options:** Providing learners with a wide range of accessible and inclusive courses, many of which are free, to study what they need, when they need it.

- **Evidence-Based Teaching and Co-Creation:** Delivering cutting-edge, research-informed pedagogical approaches and co-creating curricula with learners, alumni, and other stakeholders.

- **Industry-Relevant Curriculum:** Aligning industry-specific skills to ensure learners gain practical, career-ready knowledge.

- **Equitable and Safe Learning Environment:** Promoting fair opportunities to learn, practice, and succeed in a supportive and non-discriminatory space.

- **Community and Partnership Building:** Forming strong partnerships and networks to promote a sense of connection and shared purpose between learners and the wider learning community.

# Strand 2

## Develop innovative future-focused curricula and pedagogy through digital capabilities

**Education is evolving, and embracing innovative, future-focused curricula is key to preparing learners for a rapidly changing world.**

By integrating cutting-edge digital capabilities, educators can create dynamic, interactive environments that enhance engagement and accessibility. This approach not only equips learners with essential skills for the future but also cultivates adaptability and creativity. Through a combination of emerging technologies and progressive pedagogy, education becomes a transformative journey, shaping individuals who can thrive in an increasingly interconnected and digital society.

Summary of the themes:

- **Multi-Disciplinary and Professionally Aligned Learning:** Expanding opportunities for multi-disciplinary study through the development of the microcredential framework and partnerships with professional bodies, aligning programmes with sector-specific needs through co-creation and stakeholder input.

- **Research-Informed and Co-Created Curriculum Design:** Delivering innovative evidence-based methods, developed collaboratively with learners and stakeholders.

- **Innovative and Inclusive Use of Technology:** Integrating digital technologies across teaching, learning, and assessment to create accessible, inclusive, and interactive learner experiences, including the use of immersive environments and AI-supported frameworks.

- **Enhanced Assessment and Feedback Practices:** Encourages a sense of creativity, critical thinking, reflection, and problem-solving through both formative activities and authentic summative assessment opportunities.

- **Strengthening Teaching and Learning through Collaboration:** Transforming teaching and learning through collaboration with design teams and the sharing of best practice across professional networks.

- **Quality Assurance and Impact Measurement:** Innovatively embedding professional standards and events within courses.

# Strand 3

## Maintaining a high-quality and supportive learning environment

**A high-quality and supportive learning environment is essential for promoting growth, engagement, and success.**

It goes beyond delivering information, it cultivates curiosity, confidence, and collaboration. By providing well-structured content, clear guidance, and meaningful interactions, educators empower learners to develop critical skills while feeling encouraged and valued. Accessibility and inclusivity ensure that everyone can thrive, while a culture of continuous improvement keeps learning relevant and effective. Whether through personalised support, adaptive technologies, or an engaging community, maintaining a strong educational foundation enables individuals to maximise their potential and embrace lifelong learning with enthusiasm and confidence.

Summary of the themes:

- **Quality Assurance and Regulatory Compliance:** Committing to maintaining high standards, strengthening oversight and institutional alignment.

- **Collaborative Partnerships and Seamless Learner Experience:** Collaborating with new and existing partners ensuring that learners receive a cohesive and supported experience.

- **Inclusive and Supportive Learning Environment:** Embedding social sustainability and inclusivity into support systems and creating a sense of community and belonging.

- **Academic Engagement:** Enhancing academic engagement and investing in people.

- **Learner Voice:** Utilising learners as partners in FutureLearn's development and growth.

# How FutureLearn will measure success

**It is important that FutureLearn measures and evaluates the impact of this strategy annually both qualitatively and quantitatively and to do this it will use the following KPIs:**

- B3 Metrics: Continuation, Completion and Progression

- Module Survey and learner feedback

- Teaching team's completion of AdvanceHE fellowships

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