



EDUonGo helps customers build online courses that attract thousands of students

[How one organization gained 40,000 students after partnering with EDUonGo](#)

Have you ever wanted to teach online but were unsure how to promote or attract students to your course? Whether your goal is to teach a handful of students or thousands of students, the key to achieving your goal may be as simple as teaming up with the right partner.

Isak Bilalli wanted to help boost the youth employment rate in Albania, Kosovo and Macedonia by offering free, quality education to native Albanian speakers. He co-founded Almooc— an Albanian massive open online course (MOOC)— and turned to the EDUonGo learning platform to get online courses up and running.

With EDUonGo, Bilalli was given more than the typical tools and support eLearning vendors supply their customers. EDUonGo became the single most powerful resource that helped him sweep in 40,000 students in one year.

Overview of Almooc



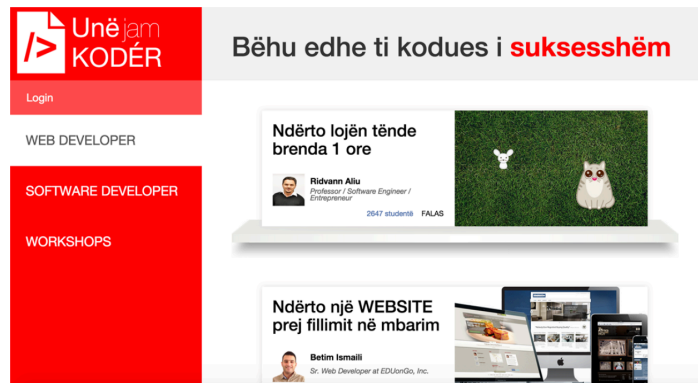
Almooc logo

Today, EDUonGo is helping Almooc equip students with in-demand technology skills. Through project-based learning methods, students are receiving training to help them compete in the local and international market.

Almooc instructors are recruited experts from the U.S. and European Union. Instructors teach courses in English, Coding, Math and Physics and curriculum is derived from U.S. schools and modified to meet curricular standards specific to each country.



Infrastructure and Training



Almooc course catalog

EDUonGo hosts Almooc in their secure cloud-based infrastructure and provides third-party application capabilities. By acting as an all-in-one platform, instructors and students are able to bypass the hassles of pulling from multiple resources across the Internet.

In addition to helping them set up their courses and customize their course catalog, EDUonGo staff trained Almooc instructors to leverage the system's features and market them effectively. Once this

process was set in motion, EDUonGo turned their focus toward student engagement and community growth.

Building a Community

Like any community, consistent interaction is an essential part of a thriving online school. To help Almooc interact with their audience on a regular basis, EDUonGo coached the organization to generate short instructional videos and host regular live web meetings. The video tutorials serve as helpful guidelines for product use, while web meetings have helped strengthen engagement with students.

Marketing

When the time came to promote Almooc, promotional materials such as fliers, posters and brochures were created as well as short ads.

Almooc was presented as a community of students, with a public relations strategy that focused on the benefits of self-paced, online learning; a shift away from more traditional learning methods.

Both Bilalli and CEO of EDUonGo, Ridvan Aliu, were soon invited to national Albanian television shows



Ridvan Aliu on Albanian talk show

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and radio programs to talk about the organization and educate the public about MOOCs.

At the same time, the EDUonGo team was also busy setting up and maintaining Almooc's social media platforms as a means to keep the public engaged and drive traffic to their website.

Finding Sponsors and Hosting Events



Ridvan Aliu with Code.org founder, Hadi Partovi

In addition to providing the infrastructure, tools and a marketing strategy, EDUonGo began scouting out sponsors for Almooc events and competitions.

The first sponsor EDUonGo secured was Code.org, an organization that teaches basic computer science to students around the world. Almooc became Code.org's chapter partner in Albania and Kosovo. They began reaching out to students and schools in an effort to promote coding. Because of Almooc's existing infrastructure, the organization also began to offer programming courses.

In 2014, they hosted the Albanian Hour of Code, which thousands of Albanian-speaking student took part in. Currently, Almooc is preparing for the 2015 Hour of Code and more than 100,000 students are expected to participate.

Another influential sponsor EDUonGo helped Almooc partner with was Microsoft.



Isak Bilalli and Agim Bekaj, Microsoft's Albanian general manager



Winners of the Windows app competition

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Microsoft helped kick-start a series of educational competitions for Almooc students. The first competition challenged students to create Windows apps. Of the 1,300 students who took part in the competition, 20 participants were selected to present their projects before a panel of judges. The winners received Microsoft tablets and Windows phones.

Collaboration with the Local Government

EDUonGo also connected Almooc with political leaders such as Lutfi Haziri, mayor of Kosovo's Municipality of Gjilan. In an effort to promote STEM and distance learning in Gjilan and other municipalities, Mayor Haziri signed a memorandum of understanding with Almooc.



Ridvan Aliu with Mayor Lutfi Haziri

Almooc Innovation Center

Mayor Haziri also appointed Almooc to head the first innovation center in the Municipality of Gjilan, which is called the Almooc Innovation Center (AIC). The innovation center serves as a primary resource for Albanian youth who want to learn programming, software engineering and many other computer science related subjects. As a demand-driven initiative, AIC trains sponsored companies and young Albanians who are in the process of developing innovative products and ideas.



Inauguration of the Almooc Innovation Center

As a staunch supporter of the center, the mayor has pledged to help fund AIC's professional development program for youth.

"Almooc helps to filter talent and identify start-ups," says Mayor Haziri. "The organization is a driving force behind professional growth in the field of information and communication technologies."

EDUonGo helped sponsor AIC's first start-up pitch event, where students presented their project ideas before a panel of angel investors. Attendees of the center's inauguration included Mayor Haziri, students, parents, stakeholders and information technology enthusiasts.

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“Almooc wouldn’t exist if it were not for EDUonGo,” says Burhan Rexhepi, instructional designer and Almooc’s head of marketing. “While the platform allows us to easily scale thousands of students, we hope to have half a million enrolled by the end of 2016.”

An Innovative Platform and Trusted Partner

Almooc’s success story proves you do not have to be an established institution in order to gain thousands of students— sometimes all you need is the right partner.

With EDUonGo, anyone can launch an online academy in less than a minute—no software or IT skills required. Customization and integration costs are reduced because of the platform’s flexible architecture and updates are made automatically.

In addition to EDUonGo’s noteworthy features—adaptability, flexible pricing and 24/7 IT support—the company also helps customers to increase traffic to their website and sell their courses through a proven sales model.

Currently, EDUonGo has over 1,000 academies based out of 102 countries. With customers from diverse disciplines—K-12, higher education, consultants, professional trainers, corporations and individuals—EDUonGo is a versatile tool that meets the needs of a unique range of customers.

About Almooc

Almooc is an Albanian Massive Open Online Course (MOOC) that offers qualitative education to Albanians free of charge. Almooc partners with distinguished instructors in various industries, including award winning learning platform, EDUonGo, to deliver online professional courses in the Albanian language for people of all ages. Currently, Almooc provides education to over 40,000 Albanian-speaking students, offering courses in English, Math, Physics and Coding. For more information, visit <http://almooc.com>.

About EDUonGo

EDUonGo enables anyone to share knowledge through an online learning environment. Schools, institutions and individuals partner with EDUonGo to host online academies through its cloud-based platform. In addition to providing features found in learning management systems, EDUonGo gives users the flexibility to customize the system and integrate third-party tools. For more information, visit <http://EDUonGo.com>.