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Mr. Anant Agarwal  
EdX  
[press@edX.org](mailto:press@edX.org)

May 9, 2014

Dear Mr. Agarwal,

I am contacting you today on behalf of the Campaign for the Future of Higher Education, a grass-roots coalition of organizations representing hundreds of thousands of college and university educators. We have deep concerns with your company's rhetoric about online education.

As a series of reports released by CFHE describes, there is strong evidence that many widely publicized claims made by you and other leaders in the online higher education industry are overblown, misleading, or simply false.

Let us be clear: we appreciate the role that technology can play in improving the education of our students. In fact, as college educators, we all use educational technology every day; and many of us have created online learning tools for our students. We value these tools, and we want them to be used judiciously in our teaching. But these tools are simply not the panacea you claim them to be.

Furthermore, we are concerned that what is driving the indiscriminate push for more online courses in our colleges and universities is not the needs of our students, but the needs of your investors. We understand that you are promoting products and hoping to generate revenues--and in business there is nothing wrong with that.

But promising more than your products deliver can hurt our students when they are herded into huge online courses where they have little chance of success. Promising more than your products deliver can also hurt our colleges and universities when they are pressured to jump on the bandwagon created by your high-profile promotion of online courses.

Higher education institutions, policymakers, families and taxpayers deserve the facts about MOOCs and similar forms of online education. They should not misled by wondrous promises of cheap and easy solutions.

That is why on Tuesday, we will make public a short video, "Online Ed: Teaching Millions or Making Millions," in which you are prominently featured. It addresses some of our concerns. Over the weekend of May 17, at a gathering of CFHE in Albany, New York, we will host the inaugural public screening of the video.

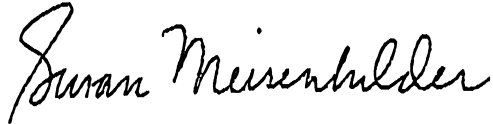
We created the video as a tool to reach a wide, grassroots constituency of people who will be affected by the changes in higher education that you so assertively promote.

We invite you to watch this video and to participate in a public debate with CFHE about the issues it raises. We are even willing to conduct the debate online.

In preparation, we refer you to reports on these topics on our web site at [www.FutureofHigherEd.org/workingpapers](http://www.FutureofHigherEd.org/workingpapers).

We look forward to hearing from you about scheduling a public forum to discuss these issues in the near future.

Sincerely,

A handwritten signature in black ink that reads "Susan Meisenholder". The signature is written in a cursive, flowing style.

Susan Meisenholder  
Organizational Representative on behalf of the  
Steering Committee, Campaign for the Future of Higher Education

*To contact Ms. Meisenholder, please send email to [info@FutureofHigherEd.org](mailto:info@FutureofHigherEd.org) or call Alice Sunshine at 510-384-1967*