Strengthening the Adaptive MOOC Ecosystem to Support the Existence of PUI Teaching, Creativity, Leadership, And Communication Skills (PUI TCLC)

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ABSTRACT

The existence of the Center for Excellence in Teaching Innovation, Creativity, Leadership, and Communication Skills (PUI-TCLC) provides support for UNY's vision to become a superior, creative, and innovative educational university based on devotion, independence and scholarship in 2025. The important mission of PUI-TCLC is to develop cooperation with other institutions, both national and international, creatively and innovatively to improve the quality of the implementation of tridharma with the principle of equality and mutual benefit based on devotion, independence, and scholarship. As an institution that offers instruction and training based on research findings, PUI-TCLC serves an important role in UNY's efforts to be able to organize more effective education in the age of digital technology. PUI-TCLC also serves as an effective and efficient learning resource and learning media for improving KPIs in universities. The objective of this research is to formulate a strategy for Strengthening the Adaptive MOOC Ecosystem to Support the Existence of PUI Teaching, Creativity, Leadership, and Communication Skills (PUI TCLC). The research methodology introduced the 4D approach (Define, Design, Develop, Disseminate) to support the establishment of PUI-TCLC. The first year focused on the Define and Design stages by exploring primary data from research results in accordance with the focus of TCLC studies, as the main material to be developed into learning resources that fill the material in MOOC. The principle of strengthening the MOOC adaptive ecosystem can be used to accommodate diverse user profiles, ranging from those with very minimal experience in online courses to the development of a culture of literacy in society. PUI-TCLC activities encompassed a) research collaboration with partners and practitioners, and b) engagement with stakeholders in the fields of learning, creativity, leadership, and communication. Strategies for strengthening PUI-TCLC were executed through three primary programs: information management, knowledge management, and marketing management. **Information management** is reinforced by developing information systems and organizing good, clean and authoritative governance and services in the implementation of university autonomy. Technological reinforcement through MOOCs creates a learning process and environment that is able to empower students / trainees creatively and innovatively to carry out lifelong learning based on devotion, independence, and scholarship. **Knowledge management** is strengthened by developing research and development as a source of effective and efficient learning resources to boost Key Performance Indicators (KPIs) at the university. Through research-based knowledge management, PUI-TC can become a Center of Excellence whose research products can be utilized by the wider community through training, mentoring, and innovation of research results packaged in the form of education, research, and service activities delivered via MOOC courses. PUI-TC improves key performance indicators at universities related to human resource development which continues to strive to transform knowledge to the community by utilizing innovative products produced by universities. Finally, **marketing management** contribute to the university's rankings that had an impact on increasing the reputation of UNY universities at the national and international levels, potential partners in cooperation, quality of human resources and outcomes of higher education. The research's intended output was to publish the findings in national journals accredited at SINTA level 3 and present them in ICERI proceedings.

Kata Kunci: *Ecosystem, MOOC, Teaching, Creativity, Leadership, Communication Skills*