



October /  
November 2008

Where the World's Leaders in Learning Converge

# PUBLIC DISPATCH

## Contents:

- **November Quarterly Meeting and Challenges & Opportunities for Academic Content Management Summit**
- **Forum on Leading Integration of Enterprise Learning and Administrative Systems**
- **LTAC Workshop: Achieving LMS and Content Management Systems Interoperability**
- **Learning Satisfaction and Trends 2008 Survey Ready for Your Input**
- **HURRY! BEFORE IT IS TOO LATE**
- **Learning Impact 2009**
- **Learning & Educational Technology Product Directory**
- **Workplan**
- **IMS Making an Impact**
- **New Members and Member News**
- **Meeting Calendar**

Welcome to the monthly newsletter from IMS Global Learning Consortium, Inc. Our goal is to provide you with information about what is happening inside IMS and around the eLearning Community. We welcome your comments and feedback.

## November Quarterly Meeting and Challenges & Opportunities for Academic Content Management Summit

Pennsylvania State University was the host to the last IMS quarterly meeting of the year. We had a great time in State College, the 3-6 November 2008.

Presentations from the Summit day can be found at <http://www.imsglobal.org/nov2008meeting.cfm>

### Have You Seen this Chicken?



**Nugget**, the Common Cartridge Alliance mascot was last seen outside room 206 of the Penn Stater Conference Center at 1:15pm EST wearing a green Learning Impact 2008 t-shirt and a string of yellow mardi gras beads. For leads on Nugget's whereabouts, please contact [helpfindnugget@imsglobal.org](mailto:helpfindnugget@imsglobal.org)

DOB: 3/15/2008

Age: 8 months

Breed: Dorking

Location: State College, PA, USA.



## Forum on Leading Integration of Enterprise Learning and Administrative Systems

A forum on “Leading Integration of Enterprise Learning and Administrative Systems: The Next Generation” was held in Orlando, Florida, USA on 28 October 2008 prior to the EDUCAUSE Conference. Sponsored by Oracle, the two-hour discussion was facilitated by IMS Global Learning Consortium CEO Rob Abel.

Participating on the forum panel were:

- Linda Feng, Architect for the Oracle Academic Enterprise Suite
- Charlie Leonhardt, Principal Technologist with Georgetown University
- John Fontaine, Technical Evangelist with Blackboard
- Richard Moon, Product Manager for SunGard Higher Education

Learn about their findings and a summary of the discussion at:

<http://www.imsglobal.org/articles/integrationForum2008.cfm>



## Learning Technology Advisory Council Workshop: Achieving LMS and Content Management Systems Interoperability

An LTAC Workshop took place 16-17 October 2008 at Tennessee Board of Regents (TBR) System Office in Nashville, Tennessee. The issues, challenges, and

“As I reflect on the LTAC Workshop held at TBR in early November, I find that IMS GLC is an organization that not only identifies the key issues facing the education industry, but also takes action to address these challenges. A good example is the development of a broadly-accepted selection standard (e.g. RFP template) for LMS/CMS procurement activities. IMS is now initiating a working group to address this challenge. The IMS organization would be a great place to produce this kind of information for the broader community. Since IMS is LMS neutral, but a well-respected brand, it strikes me as a good source for such a resource that will have real impact on many campuses.”

*S. J. (Sandy) Schaeffer, III*  
Director, Advanced Learning Center  
FedEx Institute of Technology, U. of Memphis

opportunities associated with interoperability among Content Management Systems and Learning Management Systems were explored during this workshop. In addition, participants discussed how institutions should think about these systems as part of their “Enterprise Learning Strategy” to ensure institution-specific needs are addressed and return on investment in these products is realized. You can check out all the presentations at:

<http://www.imsglobal.org/oct2008ltacseminar.html>



## Learning Satisfaction and Trends 2008 Survey Ready for Your Input

The IMS Global Learning Consortium LearnSAT is the learning community's number one source for satisfaction and trends in the use of technology to support learning. The survey allows respondents to rate:

- Learning Management Systems
- Digital content
- Authoring tools
- Live presentation tools
- Mobile devices
- Classroom presentation and capture
- Assessment
- Portals
- Search
- Content management
- Repositories
- Student information systems
- Associated services



IMS GLC Learning Technology  
Satisfaction and Trends

Visit: <http://www.imsglobal.org/learnsat2008/survey.html> and take the survey today.



## HURRY! BEFORE IT IS TOO LATE: Enter the Global Learning Impact Awards

Nominations are being accepted until 31 December 2008 at <http://www.imsglobal.org/learningimpact2009/liiformchoice.cfm> for the prestigious Learning Impact Awards. The LIA awards program is unique in that it recognizes learning innovation both in terms of the technology used and the educational organization that has utilized it for high impact, capturing the essential elements of innovation, adoption, and learning. You can check out last year's winners at <http://www.imsglobal.org/learningimpact2008/2008LIAwinners.html>

**Don't delay – Enter today!**



## Learning Impact 2009

Can't wait until next year's Learning Impact? Neither can we! Mark your calendars now for the 11-14 May 2009 in Barcelona, SPAIN.

We are gearing up for a great event. The current keynote speakers are: **Malcolm Read** from JISC; **Martin Bean** from Microsoft; **Maruja Gutierrez-Diaz** from the EU Commission; Professor **Denise Kirkpatrick**, from The Open University, and **Michael King**, IBM Global Education Industry.

Check out <http://www.imsglobal.org/learningimpact2009/agenda.html>

Go ahead and register at the early bird rate at:

<http://www.imsglobal.org/learningimpact2009/li2009registration.cfm>

Join us in 2009 in one of the most beautiful cities in the world.



## Learning & Educational Technology Product Directory

There are over 700 products listed in our new Learning & Educational Technology Product directory. The directory, located at <http://www.imsglobal.org/productdirectory/directory.cfm> provides the public with details on products and services offered by IMS Contributing Members, Subscribers and CC Alliance participants. Any Member or subscriber, can contribute to the directory easily online. The directory also details which IMS standards you use, awards you have earned, as well as any conformance marks you have received. Make sure you fill out an entry for your organization today.



# Workplan

A description of the current status of development work happening within IMS GLC.

Group	Description
Common Cartridge (CC) Project Group	The Common Cartridge v1.0 Final Specification has been approved by the IMS Technical Advisory Board. The spec will be available for download and adoption pending final edits here: <a href="http://www.imsglobal.org/cc/">http://www.imsglobal.org/cc/</a>
Content Packaging Project Group	The Packaging Project Group has completed the CM/DN Draft and is now available to IMS Contributing Members and Developers Network Subscribers for implementing. The one-year adoption period before the spec becomes Final (4Q 2008) is underway.
Question and Test Interoperability (QTI) Project Group	The QTI Assessment Project Group is working with the CCK12 Project Group in identifying a profile of the v2.1 specification that can be used with a K12/schools version of Common Cartridge. The profiling work is the last step for specification completion.
Learning Information Services (LIS) Project Group	The Learning Information Services Project Group has completed the Base Document version of the ES v2.0 specification and is now working on the CM/DN Draft.
Learning Tools Interoperability (LTI) Project Group	The Learning Tools Interoperability Project Group is working on the Base Document draft of the LTI specification.
AccessForAll Project Group	The AccessForAll Project Group is working on the AccessForAll v2.0 Base Document version of the specification.
Learning Object Discovery and Exchange (LODE) Project Group	This group is working on Base Document version of the v1.0 specification.
K12/Schools Enhancements to Common Cartridge (K12 CC) Project Group	This group is working on representing lesson plans in a cartridge and identifying requirements for QTI v2.1 test items as it works through the development of the Base Document version of the specification.
Technology-enabled Flexible Learning (TEFL) Project Group	The group is working on the CM/DN Draft of their document and collecting peer reviewed research to identify current best practice in the area of elearning introduction.
Targeted Retention Systems (TRS) Information Analytics Project Group	This group is developing adoption practices for the use of TRSs to improve the effectiveness of institutions' retention efforts by reaching the right student at the right time with the right intervention.
Learning Enterprise Leadership-Learn SAT PUF SIG	This group is reviewing the current IMS Learning Satisfaction and Trends (Learn SAT) report methodology and survey for future use. This group will develop a Recommendations Report providing guidance and direction to future Learn SAT activities (research and reporting).
Dynamic Instructional Content Exchange PUF SIG	This group is looking at digital and etextbooks, and how they can be transported and used effectively.
ePortfolio PUF SIG	This group is reviewing implementations of the ePortfolio v1.0 specification, additional use cases, and future needs as it considers a new version of the specification.
CC-LTI Profiling and Prototype PUF SIG	This group has a short-term focus on producing a proof-of-concept of integrating IMS Learning Tools Interoperability 2.0 into IMS Common Cartridge. The deliverable for the group is a working demonstration of a cartridge which contains LTI links to external tools and/or publisher hosted content.
Service Oriented Architecture PUF SIG	This group is beginning work on a whitepaper on the subject of service oriented approach for global education infrastructures.

Group	Description
Simple Sequencing PUFSIG	This group is looking to revise the Simple Sequencing specification to address sequencing for personalized learning, use of Learning Design, requirements for constructivist models, and the need for higher levels of interoperability in practice.



## IMS Making an Impact

*Links to recent interviews, presentations, or noteworthy instances of service to the community that impacts learning*

### Digital Learning Content Where Do We Go From Here?

Discussion session held at EDUCAUSE 2008 Orlando, Florida. Facilitated by Rob Abel, IMS Global Learning Consortium, 29 October 2008

<http://www.imsglobal.org/articles/DLCSummitNotes.html>

### Update on IMS Global Learning Consortium

Educause Briefing:

[http://www.imsglobal.org/articles/IMS\\_update\\_\\_Educause\\_08.pdf](http://www.imsglobal.org/articles/IMS_update__Educause_08.pdf)

### What is the Learning Impact of the Technology-Empowered Education You Deliver?

John Falchi at the League for Innovation in the Community College held in Salt Lake City, Utah, October 2008

<http://www.imsglobal.org/articles/LearningImpact2008CIT100822.pdf>

### Perspectives on the Use of Technology in the Education Part of the Industry: 1995-2008

Rob Abel at European Learning Industry Group (ELIG), Sestri Levante, Italy, October 2008 <http://www.imsglobal.org/articles/IMS%20eLig%201008.pdf>



## New Members and Member News

We are pleased to announce and welcome the following organizations as new **Contributing Members:**

LearnGauge

<http://www.learngauge.com/>



Inigral

<http://www.inigral.com/>



**Subscribers:**

Curriculum Corporation

Fronter

### **ELIG sets learning priorities in Europe for 2009**

<http://www.giuntilabs.com/info.php?vvu=15&pud=553>

### **Desire2Learn Supports IMS Global Learning Consortium Common Cartridge Digital Learning Standards**

[http://www.desire2learn.com/news/newsdetails\\_99.asp](http://www.desire2learn.com/news/newsdetails_99.asp)

### **KERIS Receives Prime Minister's Award on World Standards Day 2008**

As a research institute under the Ministry of Education, Science and Technology, Korea Education & Research Information Service (KERIS) carries out Korea's policy projects for using ICT in education. Its main projects include ICT use in elementary and secondary education (Edunet and the Cyber Home Learning System), in educational administration (National Education Information System or NEIS), and in education and research for supporting education and research (Research Information Service System or RISS). The greatest advantage of KERIS is that it develops standards based on the needs and demands of the educational field and it has the ability to apply and expand these standards.

KERIS has worked hard to reduce the national budget and promote the industry through the development, distribution and expansion of national standards. It applied national standard metadata specifications to 680,000 cases of teaching-learning content in 2007, thereby reducing the budget by about 90 billion Korean won per year. From 2004 to 2008, KERIS also applied standards to

the content of the Cyber Home Learning System to reduce the costs for private education. KERIS applied standards to a total of 282 kinds of content and expects to save the government budget about 292.8 billion won.

Because of these efforts, KERIS was awarded the "UNESCO King of Bahrain (Hamad Bin Isa Al-Khalifa) Prize in 2007 for the Use of ICT in Education." In recognition of successful application of standards to the Cyber Home Learning System, KERIS was also awarded the grand prix at "IMS Learning Impact 2007" sponsored by IMS Global Learning Consortium (IMS GLC).

We, at KERIS, expect that the reception of the Prime Minister's Award on World Standards Day 2008 will pave the way for gaining recognition at home and abroad as an institution that possesses the leadership and capability to use standards as strategic tools in order to preempt the global market.



### **IMS Korea Launches a Full-Scale Activity to Strengthen e-Learning 2.0 and Global Market Leadership**

Sponsored by IMS Korea (Chairman Dae-Joon Hwang), the Korean community of IMS Global Learning Consortium (IMS GLC) and hosted by KERIS (Director Duk-hoon Gwak), the first IMS Korea regular seminar was held in Korea from Thursday, 28 August to Friday, 29 August 2008.

As the first official event, since the foundation of IMS Korea in March, this seminar provided a venue for more than 100 participants involved in e-learning, including the government, the private sector and universities. During this seminar, participants dealt with the main themes of the future of e-learning and the strengthening of global market leadership through the strategic use of e-learning standards. They took this opportunity to grasp the standards development activities of the project group operated by IMS Korea and the standardization trends in the global e-learning market.

Jointly with IMS GLC, IMS Korea participated in standards development for the global e-learning market. In addition, IMS Korea and IMS GLC agreed to have an active mutual collaboration for the development of e-learning business models, the creation of an e-learning emerging market, and the nurturing of e-learning standardization experts.

Participants in the IMS Korea regular seminar paid particular attention to:

- i) the change in the goal of standards from securing compatibility for mass production to serving as a national and corporate management strategy for market preemption and expansion, and
- ii) the need for systematic and prompt response to customer's demands for advanced e-learning services and to the trend of diversifying global e-learning standards according to Web 2.0 trends.

Furthermore, they had an opportunity to consider the need for laying a systematic foundation for supporting national e-learning policy projects and reinforcing global market leadership.

Presentation Theme By Member Institution

Name of member institution	Title of Theme	Main Content
KERIS	Methods of using global market standards as strategy	Introduced the current status of developing IMS standards as global market standards and the emerging market development strategy using the standards.
Daulsoft	Understanding assessment standards QTI (Question & Test Interoperability) required by IMS and application cases	Shared the understanding, current status and future direction of global standards for assessment, QT, and localized QTI in Korea (KQTI), and also shared the need and standardization direction for QTI through QTI application cases.
Dunet	Direction for future e-learning technology standards	Examined the past, present, and future direction for change in related technology standards of ICT use in education and e-learning according to the development of information and technology and introduced the direction for related technology standards.
4CSoft	R & D strategy for 4CSoft e-learning standards	Introduced technology development strategies for 4CSoft e-learning standards, focusing on the Cyber Home Learning next-generation LMS/LCMS projects.

CTUnion	Introduction to SCORM 2004, data broadcasting and IPTV environment-based two-way T-Learning Solution “Warak TV)	Introduced technology to realize an education and learning environment in IPTV and data broadcasting.
Tekville.com	Change in e-learning and technology development strategy	Analyzed change to e-learning from the aspect of technological and learning paradigm changes, and introduced technology development strategies based on this change.
SK C&C	Introduction to Common Cartridge specification and use cases	Introduced the difference between Common Cartridge and SCORM 2004 specifications, and the development status and application cases of Common Cartridge specification.

Finally, beginning with the first IMS Korea regular seminar held this year, IMS Korea will widely publicize the importance of e-learning standards in a global knowledge-based information society. At the same time, it plans to constantly provide opportunities to take the lead in developing new and creative e-learning services that fit into the new paradigm change of the Web, whose features include openness, social interactions, personal participation, and open API.

Send your news to [lisa@imglobal.org](mailto:lisa@imglobal.org)



## Meeting Calendar

- © 9-12 February 2009 – 1<sup>st</sup> Quarterly Meetings: California State University, Long Beach, California, USA
- © 11-14 May 2009 – IMS GLC Learning Impact 2009: Barcelona, Spain  
<http://www.imglobal.org/learningimpact2009/index.html>
- © 13-16 July 2009 – 2<sup>nd</sup> Quarterly Meetings: TELUQ, Montreal Canada

*Members interested in hosting future IMS GLC Meetings should contact Lisa Mattson at [lisa@imglobal.org](mailto:lisa@imglobal.org)*

