



Public Dispatch

Where the world's leaders in learning converge

January 2009

February Quarterly Meeting and IMS GLC Special Summit on Next Generation Digital Learning & Content-Supporting Educational Improvement

Join us in Long Beach, California, 9-12 February, at the California State University Chancellor's Office for our first quarterly meeting of the year.

Early in the week we will conduct project group meetings. On Wednesday, we've got a lively Testfest lined up with much ado about Common Cartridge and other IMS development work, and on Thursday we have a sensational Special Summit planned. You can get all the details at: <http://www.imsglobal.org/feb2009longbeach.cfm>

Don't forget to grab the Guide to Long Beach:
<http://www.imsglobal.org/guideToLongBeach.pdf>

The agendas for the Testfest and Summit are included here:

Testfest Agenda

09:00-09:10	Welcome & orientation
09:10-09:40	Alliance update: <ul style="list-style-type: none">* Test data set* CCv1.1 requirements* CC certifications
09:40-10:30	Digital Learning Connection: <ul style="list-style-type: none">* Overview* Participation
10:30-10:50	Break
10:50-12:30	Learning Design: <i>Gilbert Paquette</i> , TELUQ: <ul style="list-style-type: none">* Capturing the lesson plan* Competency modelling
12:30-13:30	Lunch
13:30-15:10	Demonstration Showcase: <ul style="list-style-type: none">* CC authoring/packaging tool - <i>Tom Caswell</i>, Utah State University* CC Player - <i>Yong-Sang Cho</i>, KERIS* CC Packaging tool - <i>Thor Anderson</i>, Utah Valley University* CC import/export service - <i>Stuart Sim</i>, CommonNeed
15:10-15:30	Break
15:30-16:45	Demonstration Showcase (Con't): <ul style="list-style-type: none">* QTI v2.1 conformance test - <i>Yong-Sang Cho</i>, KERIS* CaféScribe - <i>Bryce Johnson</i>, Follett Digital Resources* CC Platform - <i>Bryan Holland</i>, LearnGauge
16:45-17:00	Feedback & conclusions

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IMS GLC Special Summit on Next Generation Digital Learning & Content-Supporting Educational Improvement

This special summit is designed to bring together leading organizations and individuals who want to help chart the future application of the IMS Digital Learning Services standards (Common Cartridge, Learning Tools Interoperability, and Learning Information Services). The day will begin with an understanding of the market challenges and opportunities in both the K12 and higher education sectors. This will be followed by a series of presentations and demonstrations pertaining to one or more, and ideally the convergence, of three important areas:

- * The evolution toward digital replacement or supplement to print materials*
- * The advent of new online learning applications, assessments, and resources that go far beyond print*
- * New value propositions to faculty, students, and learning tech leaders in terms of time savings or enhanced learning experiences*

The summit will be captured in an online summary document, including implications on specific IMS activities, such as the Digital Learning Connection and the Dynamic Instructional Content Exchange.

IMS Organizational Updates: The Evolution of IMS GLC Digital and Learning Enterprise Services

Rob Abel, Ed.D., CEO, IMS Global Learning Consortium

The Opportunities & Challenges: Expectations for Educational Content in the HE and K12 Sectors

Dr. Geoffrey Fletcher, Editorial Director for T.H.E. Journal

Can We Get There From Here?: A report from the Congress on the Future of Content.

What is your vision for content over the next five years and how that content should be delivered, and what are the barriers to attaining that vision? Those are the questions a task force of content providers and technology non-profit organizations established by T.H.E. Journal asked educators and state officials. Some answers were expected engaging content able to be delivered flexibly; and some answers were not - we need a new business model. This session will examine the research of the first phase of this initiative and look forward to the action phase just getting underway.

From Textbook Publisher to Academic Solutions Provider: The Cengage Learning Perspective

Kevin C. von Gillern, Vice-President, Program Management, Digital Solutions Group, Cengage Learning

Kevin will provide a window into Cengage Learning's perspective (research-based) on the road ahead and some of the implications/consequences that the migration to digital learning has on the enterprise of learning - from students/families through instructors to the institutions and their missions. Ed will also provide an overview of Cengage Learning digital products and leave time for open Q&A.

New Delivery and Business Models for Digital Content

*** CourseSmart** - *Sean Devine, CourseSmart*

The presentation will focus on describing CourseSmart LLC, a new venture founded and supported by five higher education textbook publishers. Our mission is to improve teaching and learning by providing instructors and students better exposure and access to digital course materials. CourseSmart brings together thousands of textbooks across hundreds of courses in an ebook format on a common platform. In doing so we provide a number of unique benefits to instructors, students, partners and institutions.

*** The eBook Collection at the University of Phoenix** - *Mike Sharkey, University of Phoenix*

Since 2002, the University of Phoenix has been delivering the majority of textbooks to students as eBooks. We currently make over 1,300 publisher texts available to our 300,000+ students and faculty in our eBook Collection. In this session, I will describe the evolution of the eBook Collection from PDF files to a web-based eBook platform and include information about our production process. This process includes the DRM used for protection and the XML conversion process for each title. I will also cover related areas such as publisher relationships, student feedback, and audio eBooks.

*** Content+: MyLabs** - *Mary Ann Perry, Pearson Education*

Pearson is an educational technology company that builds powerful teaching and learning applications with proven tutorial and assessment-based learning results. We also publish world class academically valued content and textbooks. We have faculty advocates who can speak directly to what works and why. Pearson is a leader in Higher Education online learning innovation who processes millions of annual learning transactions via the delivery of reliable, scalable solutions and service. Our partnership with customers is creating new research on the efficacy of online learning.

* **Digital Marketplace** - *George Ward*, California State University

Digital Marketplace (DM) enables the effective distribution of network-based digital content and resources in support of CSU academic programs. DM is an innovative one-stop-shopping platform for the discovery, selection, and authoring of digital resources with features that enable users to acquire educational materials from library, open, and commercial sources. DM is designed to enable users to specify their preferences and accessibility requirements and to discover and author content that meets their needs.

* **Café Scribe** - *Isabella Hinds*, Follett

Exploiting the IMS GLC Digital and Learning Enterprise Services

* **Common Cartridge—Overview of CC features, functionality and final specification**

David Mills, ANGEL Learning

This presentation will include a brief introduction to Common Cartridge. We will explain the goal of Common Cartridge and briefly describe its supported content types. We will also discuss the future of Common Cartridge. We will explain the governance structure for determining the evolution of Common Cartridge and describe some of the nearer term enhancements that are being considered. Finally we will wrap up with a question and answer session and a call for participation.

* **Learning Tools Interoperability:** *Dr. Charles Severance*, IMS GLC

* **K12 / Schools:** *Liz Prigge Wilkes*, Manager, Editorial Media, Academic & Professional Group, Cengage Learning
The CCK12 Working Group is building on the work done by the Common Cartridge efforts for K12 (Kindergarten-Sr. High School, US) specific needs. The group has identified state learning standards and curriculum for K12, lesson planning for K12, and K12 specific LTI considerations as issues that need resolution and integration into the Common Cartridge standard. The group also supports the QTI 2.1 standardization efforts due to its high applicability to the K12 market.

* **Wrap-up and Implications for IMS DICE Activities:** *John Falchi*, IMS GLC



Learning Impact 2009

Mark your calendars now for the 11-14 May 2009 in Barcelona, SPAIN.

We are gearing up for a great event. The theme of the 2009 Summit on Global Learning Industry Challenges is **Leveraging Web Applications and Enterprise Integration to Enable Innovation and Creativity in Teaching and Learning** with the keynote addresses by the following learning industry leaders:



Dr. Malcolm Read, Executive Secretary, Joint Information Systems Committee, United Kingdom. Since July 1993 Dr. Read has worked for the Higher and Further Education Funding Councils as the Executive Secretary to the Joint Information Systems Committee (JISC). Apart from his overall responsibility for the Executive he has been particularly involved in ICT policy and strategy development in post 16 education and research. He is also Chairman of the European Networking Policy Group.



Martin Bean, General Manager, WW Education Strategy, Products & Solutions, Microsoft Corporation. Martin has over 18 years in the training and education marketplace and is a recognized industry leader around the world. He has held executive management roles in several leading organizations including AIESEC International, Novell, Sylvan Learning Systems, Thomson Learning, and New Horizons Computer Learning Centers, Inc.



Maruja Gutierrez-Diaz, Adviser to the Director of Lifelong Learning: European Year of Creativity and Innovation at European Commission, EAC. Maruja joined the European Commission in 1988, as specialist in new technologies. First, as Deputy Head of the Central Library, in charge of its modernization and networking. Since 1995, as Head of the Publications Unit, member of the Europa server launching team and of the interinstitutional editorial board. In October 1999, she became Head of the new unit Multimedia - Culture, Education, Training, in charge of the eLearning initiative and today she is Adviser to the Director of Lifelong Learning: European Year of Creativity and Innovation.



Professor Denise Kirkpatrick, Pro Vice-Chancellor Learning, Teaching and Quality, The Open University. Professor Denise Kirkpatrick is Pro Vice-Chancellor Learning and Teaching at The Open University where she is responsible for leading the production and delivery of the university's learning materials and researching new applications of ICT in supported open learning. She is responsible for the development of university policy relating to the application of new media and Quality Assurance and standards.



Michael King, Vice President, IBM Global Education Industry. Mike has been with IBM for over 20 years in various executive and management positions. He is currently the worldwide leader for the IBM Education Industry. In this role, he leads IBM's strategy, marketing and sales across schools and higher education. His prior responsibilities include Director, Market Development, Education Industry, focused on solutions and innovation projects, and Director, Alliances for IBM Learning Solutions, where he led a team in developing partnerships across the learning marketplace, including corporate education.



Michael L. Chasen, Chief Executive Officer, Blackboard, has provided the leadership to take Blackboard from a start-up company with just one product and a handful of clients to a publicly held company, with thousands of clients, offering software and services used by millions of people around the world. His expertise managing fast growth Internet software companies coupled with a passion to enhance education through technology has been critical to Blackboard's success.



Llorenç Valverde, is Vice-rector of Technology at the Open University of Catalunya (UOC), a fully online university with more than 40,000 students, where he leads several teams in the design and development of e-learning technologies, as well as being responsible for setting the direction and leading all technology resources. He is also a tenured Computer Science and Artificial Intelligence full professor at the University of the Balearic Islands (UIB) since 1989.

Draft Agenda

Monday, 11 May: Learning Impact 2009

The Future of Learning Technology

Open Educational Resources: an International Infrastructure?

Keynote Addresses: *Rob Abel* (IMS GLC), *Malcolm Read* (JISC), *Martin Bean* (Microsoft)

Learning Impact Awards Finalists Showcase

Tuesday, 12 May: Program Track Presentations

Keynote Addresses: *Denise Kirkpatrick* (The Open U.), *Llorenç Valverde* (UOC)

Learning Management, Collaborative, and Mobile Learning

Digital Content Innovation & Adaptive Learning Experiences

Accessibility, Personalized Learning and ePortfolios

Creativity & Innovation in European Education

- Chaired by *Fabrizio Cardinali*,
CEO Giunti Labs & Chair ELIG



Wednesday, 13 May: Summit on Global Learning Industry Challenges

Keynote Addresses: *Maruja Gutierrez-Diaz* (European Commission),
Michael L. Chasen (Blackboard)

International Perceptions on Learning Panel Session

How Leading Institutions Are Improving in Response to Evolving Public and Policy Needs Panel Session

Learning Impact Awards Ceremony & Technical Exchange

Thursday, 14 May: Workshops

Testfest Workshop

Challenges for Open Source Development Communities

Learning Impact 2009 Sponsors

Platinum

IMS Members in Europe



Bronze



Learning Impact Award 2009 Finalists

LAMS and the LAMS Community - Macquarie University & LAMS Foundation

Scoutle - Curriculum Corporation - The Le@rning Federation

QTImPlayer-Tasmanian Polytechnic

Glow - Scotland's National Intranet - RM and Learning Teaching Scotland

Racing Academy - University of Bath and Lateral Visions

CURVE - Equella, The Learning Edge Europe and Coventry University

Intelligent Adaptive Learning Paths - Realise-iT and CCKF Limited

LEXDIS - University of Southampton

PBL-Interactive in Tertiary Institutions in New Zealand - PBL-Interactive / SBL-Interactive & Distance Education Association of New Zealand (DEANZ)

MrCute Moodle Repository System - Worcester College of Technology

Tegrity Campus 2.0: Fostering Student Success at the University of Alabama -Tegrity Inc, and University of Alabama

Learning Resource Exchange for Schools - European Schoolnet

TELOS IMS-LD Visual Scenario Editor and Player - Télé-université/UQAM and LICEF research Center

AccessApps - Portable Assistive Technology - JISC Regional Support Centre Scotland North & East

MyUOC -Universitat Oberta de Catalunya (UOC)

Teaching Blog (Tlog) - Institute for Information Industry

CREDU's e-Portfolio system at universities in KOREA - CREDU

Leading the definition of quality online education for adults with a Learning & Career Outcomes infrastructure - Capella University

MyMathLab at University of Alabama - Pearson eCollege and University of Alabama

Agrega - Search, Find, Participate . Federated access to content in Spain education community - red.es

OLAT - Online Learning And Training (Open Source LMS) - University of Zurich, Multimedia and E-Learning Services

A new standard passepartout: Implementing IMS AccessForAll and ISO FDIS 24751 Accessibility standards - University of Bologna, Department of Computer Science

SEDUC - AMAZON - HNS Comunicações and Secretaria de Educação do Estado do Amazonas - Brasil

Managing Project Work with eUreka: Create- Discover-Innovate - Nanyang Technological University, Singapore

Interactive Distance Learning at JCPenney - Helius, LLC and JCPenny

iSHARE - Inter-cluster Sharing of Resources - Ministry of Education, Singapore and Commontown Pte Ltd

Class Apart Learning at HughesNet Education - Hughes Communications India Limited

Online anti-doping training for all Canadian college and university students - Helius (a Hughes Company) and Canadian Center for Ethics in Sports

On-line Hands-On Labs in Information Assurance - University of Maryland University College (UMUC) and UMUC Graduate School of Management & Technology

SIMulated Professional Learning Environment (SIMPLE) - University of Strathclyde and University of Strathclyde Law School

Moodle Simple Learning Tools for Interoperability Consumer - Moodle

LSC-Online Faculty Orientation for Online Teaching - Lone Star College-Online

Jenzabar's LMS Implementation at Bank Street College - Jenzabar and Bank Street College of Education

The Vet Tube. Using Harvestorad Hive DR for building a Digital Marketplace for Veterinary Education - Giunti Labs and Ecole Nationale Vétérinaire de Lyon

Building Cegos Management Skills Catalogue Using Giunti Labs' Learn eXact LCMS - Giunti Labs and CEGOS

DE Oracle @ UMUC - DE Oracle/ Center for Support of Instruction at UMUC and University of Maryland University College (UMUC)

dalango - dalango and Spotlight Verlag GmbH

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 one of the most beautiful cities in the world.



Workplan

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

Group	Description
Common Cartridge (CC) Application Profile Management Group	The CC APMG is gathering and evaluating requirements for the next version of the Common Cartridge specification and is also managing the specification development process for the QTI v2.1 and Content Packaging v1.2 specifications.
Learning Information Services (LIS) Project Group	The Learning Information Services Project Group is completing edits to the CM/DN Draft of the specification. IMS Contributing Members and Developers Network Subscribers will be able to begin implementing the spec.
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 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.
Student Induction to eLearning (SIEL) Project Group	Formerly the Technology-enabled Flexible Learning (TEFL), The SIEL 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) 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.
Service Oriented Architecture Project Group	This group is developing a best practices recommendation on the subject of service oriented approach for global education infrastructures.
Simple Sequencing PUF SIG	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.
LMS/CMS RFP	This group is seeking to create a standardized, reusable template of commonly-accepted LMS features and interoperability requirements that enable enhanced selection of learning enterprise applications.



New Members and Member News

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

Knowledge Decision

Human eSources, Ltd.



The New Zealand Ministry of Education is holding a conference titled: **A day in the life of a digital learning resource: from access to reuse**

Join the discussion 19 March 2009, at the Wellington Convention Centre, Wellington, New Zealand. Rob Abel will also deliver a keynote address at the conference (details below).

<http://www.minedu.govt.nz/educationSectors/Schools/Initiatives/ICTInSchools/DayInTheLife.aspx>

Send your news to lisa@imglobal.org



Meeting Calendar

- © 9-12 February 2009 — 1st Quarterly Meetings: California State University, Long Beach, California, USA
<http://www.imglobal.org/feb2009longbeach.cfm>
- © 11-14 May 2009 — IMS GLC Learning Impact 2009: Barcelona, Spain
<http://www.imglobal.org/learningimpact2009/index.html>
- © 13-16 July 2009 — 2nd Quarterly Meetings: TELUQ, Montreal, Canada
Members interested in hosting future IMS GLC Meetings should contact Lisa Mattson at lisa@imglobal.org



Workshops and Presentations

- © 6 February 2009 2pm - Chuck Severance: **CloudSocial: A New Approach to Enabling Open Content for Broad Reuse**
Connexions Conference - Houston, Texas
<http://cnxconference.rice.edu/agenda.cfm>
- © 11 March 2009 4pm - Rob Abel: **The Critical Role of Interoperability, Reuse, and Standards in e-Learning**
eLearning Guild - Orlando, Florida
<http://www.elearningguild.com/content.cfm?selection=doc.1158>
- © 12 March 2009 2:30pm - Rob Abel: **Enhancing Learning through a New Generation of Digital Learning Standards**
eLearning Guild - Orlando, Florida
<http://www.elearningguild.com/content.cfm?selection=doc.1158>
- © 12 March 2009 12:15pm - John Falchi: **Birds of a Feather Group: Web 2.0 Learning - Creating Content and Functional Learning Mash-ups**
CoSN - Austin, Texas <http://www.k12schoolnetworking.org/2009/>
- © 19 March 2009 9:30am - Rob Abel: **Enhancing education now through a new generation of digital learning standards**
New Zealand Ministry of Education Open Forum - Wellington, NZ
<http://www.minedu.govt.nz/educationSectors/Schools/Initiatives/ICTInSchools/DayInTheLife/KeynoteSpeakers.aspx>

