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*Innovation  
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IMS Global Learning Consortium Presents the Annual:

# Learning Impact Recognition and Awards Program

**Purpose:** The Learning Impact program is facilitated by the IMS Global Learning Consortium (IMS) for the purpose of recognizing outstanding applications of technology that address the most significant challenges facing the global education and training industries.

**Thesis:** Improving the quality of and access to education is the global challenge that underpins all other global challenges. Harnessing the potential power of new technologies that can enhance the reach and effectiveness of education is a compelling priority for society. IMS is a unique collaboration of corporations, educational institutions, and government organizations that can play a significant role in recognizing advances in technology that address key educational challenges worldwide.

**Learning Impact Program Process:** Each year the IMS Executive Strategic Council, in coordination with the IMS Board of Directors, looks to identify and award examples of high impact products and services. Submissions are collected based on an open call to industry participants from August to December of each year. A select group of finalists are selected each year in January based on criteria agreed to by the IMS Executive Strategic Council and Board of Directors. The finalists are invited to discuss and demonstrate their projects at the IMS Learning Impact conference and Summit on Global Learning Industry Challenges in April. Participants attending the Learning Impact event will vote on the finalists and the awards will be presented at the conference. The Learning Impact awards are very exclusive. They signify those products, services, and implementations that have the greatest impact or potential impact on global learning industry challenges and the greatest potential return on investment.



**Submission Types:** Learning Impact awards recognize both the product/service involved, as well the exemplary real world implementers as both combine to create the “learning impact”. Therefore, submissions can be made by any product or service provider or end-user educational institution or training provider, as follows:

- Product or service provider submitters are asked to name the product(s) and/or service(s) involved as well as a specific implementation (such as University A). Each implementation constitutes a single submission. Product/service companies should submit only one nomination per product/service unless the implementation of the product/service is significantly different.
- A nomination can list up to three exemplary implementations.
- End-user submitters are asked for the same information, although the product(s) or service(s) may not be commercially available. Each unrelated (not involved in the same implementation project) product or service constitutes a single submission.
- Joint projects involving several partners are encouraged to submit as the potential for impact may be greater.

**Submission Processing Fee:** Submissions are made in English through a web form available from IMS. Submissions are free for IMS Contributing Members. A modest processing fee is charged to non-members of \$500 per submission.

**Product or Service Maturity:** Each submission is designated in one of three maturity categories: research, new, or established. Submissions must include details on the breadth of deployment.

- Research products or services have been prototyped but not deployed operationally. Entries in the research category are evaluated on potential impact.
- New products or services have been deployed operationally within the last 12 months and have at least three adopting organizations. Entries in the new category are evaluated on initial and potential impact.
- Established products or services have been deployed for at least 12 months and have at least 10 adopting organizations. Entries in the established category are evaluated on demonstrated operational impact.

**Demonstrator Designee:** Submissions will include designated exemplary implementations such as educational institutions, school districts, or corporate training departments. It is normally expected that representatives from the exemplary implementations will conduct the demonstrator at the annual conference if selected as a finalist, although there may be exceptions, for instance for products or services in the research category.

**Product and Service Categories:** The following table lists the product and service categories in which submissions may be made. Each submission can apply to up to three categories. The list can be amended by suggestion and acceptance by IMS. Product and service categories are only used to classify the submission. Awards will be granted based on overall scoring across all submissions.

Product Categories	Service Categories
Personalization and accessibility	Academic technology outsourcing
Portal	Information technology outsourcing
Course and content management	Student support
Search	Faculty support
Business/institution analytics	Internet-supported learning program launch and support
Program analytics	Assessment
Portfolio	Strategic planning
Assessment	Academic program
Interactive learning environments	Career placement
Classroom capture	
Repository	
Federated digital content access	
Student information system	
Portable learning technology	
Authoring tool	
Coursepaks	
Custom publishing	
eBooks	
Book supplements	

**Evaluation Criteria:** Each submission will be required to address two types of criteria: impact and standards. Impact criteria assess the demonstrated degree of impact upon key industry challenges. Standards criteria assess the degree to which the product or service is interoperable with complementary products and services, leading to a vibrant and innovative learning technology market. The specific criteria are shown in the following table:

Impact Criteria	Standards Criteria
Learner Achievement: Impact on learning outcomes or retention	Integration Costs
Learner Convenience: Impact on time-savings for learners	Interoperability with Complementary Products
Faculty Endorsement, Adoption and Effectiveness: Faculty acceptance and teaching impact	Potential for Creating or Advising Standards
Financial Return or Cost Savings: Financial impact	
Expanded Access: Impact on reaching new populations of learners	
Organizational or Program Assessment: Impact on understanding program or organizational performance	
Strategic Talent Management (Competency Development): Impact on competency development and assessment of talent	

**Judging:** A set of judges will grade the nominations according to their Learning impact relative to the Impact and Standards Criteria set forth by the Executive Strategic Council. Those nominees with the highest rankings will be selected as finalists. The finalists will showcase their product/service/implementation at the Learning Impact event.

**Recognition and Awards:** At the Learning Impact event, attendees will vote to rank the finalists into platinum, gold, bronze, and silver award levels.

Following the Learning Impact event, all submissions will receive a private report card from the Learning Impact judges in February so they can see how they were rated and ranked. The winners will have their report cards published on the site. All submitters will be acknowledged on the site with a link to their offering

**Deadline:** Deadline for submissions is 31 December 2006.

**More Information:** Please see the Learning Impact program web page at <http://www.imsglobal.org>