

Achieving Learning Impact 2007

Annual Report from
IMS Global Learning Consortium
on the Latest Trends in
Learning, Technology & Standards

To access the complete *Achieving Learning Impact 2007* report, visit:
<http://www.msglobal.org/learningimpact2007/li2007report.cfm>



August 2007

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About IMS GLC

In service to the community of organizations and individuals enhancing learning worldwide, IMS GLC is a global, nonprofit, member organization that provides leadership in shaping and growing the learning industry through community development of standards, promotion of innovation, and research into best practices.

The views expressed in this report are solely those of the authors and do not represent the opinions of those persons or organizations named herein.

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Dear Colleague,

For over ten years now a relatively small, eclectic cadre of learning and technical experts have been gathering in locations around the world to conceive and develop “interoperability standards” for electronic learning and learning technology. This report is the first in an annual series that captures “the state of” not only these standards, but more importantly, the learning technology industry needs and trends they are so intricately tied to.

Use of the internet to support or enhance learning is a relatively new field. There was an incredible first wave of activity from 1997-2000 that reflected enormous new investment in the use of Internet technologies and had a large focus on extending lessons from instructional design and computer-based training to the Internet. After four or five years of consolidation (2000-2005) in all learning technology industry segments, our industry is poised for a dramatic next phase of growth anchored by an emerged set of leading companies and organizations that operate in the higher education, K-12 schools, and corporate education sectors. This new phase is focused on learning impact as achieved through improvements in access, affordability, and quality, as supported and enabled by technology.

This new phase is reflected in a revised composition of the IMS Global Learning Consortium. At the recent Learning Impact conference in Vancouver, the participation was equally split among three types of leaders that are now actively involved in IMS GLC activities around the globe. The first were the technical architects that are leading their organizations to develop new technology to support learning. The second were chief executives, presidents, chief learning officers, and provosts who are focused on executive leadership in either educational or business strategies. The third were the chief information officers, vice presidents of academic technology or e-Learning, representing the huge growth in the last ten years of end-users who are interacting with or leading the deployment of learning technology on a daily basis.

This report is provided to the general public of leaders and decision makers around the world focused on the same thing that IMS GLC is focused on: improving learning and education with the support of technology. It does not represent the views of any particular organizational participant and was not developed through sponsorship of any kind. This report reflects the best efforts of the IMS GLC staff to integrate an extremely diverse set of viewpoints and data presented at the Learning Impact 2007 conference, with industry backdrop gleaned from interactions with the IMS GLC Executive Strategic Council, Board of Directors, Members, and Subscribers.

We hope you enjoy this report and find it useful. We are always interested in your ideas and feedback. Most importantly, please join us for Learning Impact 2008 to be held 12-15 May at the Omni Downtown in Austin, Texas, USA. We are eager to add your name to the group of world leaders who are helping to set new and greater expectations for the role of technology to enable better learning.

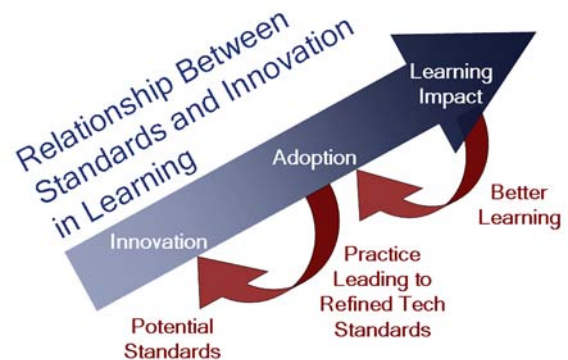
Best regards,



Best regards,

Best regards,

Rob Abel
Chief Executive Officer
IMS Global Learning Consortium



Organization of this Report

About this Report

Contains an introduction from Rob Abel, CEO of IMS GLC, a brief summary about IMS GLC, a primer about the Learning Impact conference, and identification of the Executive Strategic Council Members and IMS GLC Board of Directors.

Executive Summary

Offers a definition of the meaning of learning impact and describes how technology is impacting learning, gives a historical perspective and identifies technology trends to watch in the coming months.

Achieving Learning Impact Through Strategic Investment in Technology

Comprises the IMS GLC Executive Strategic Council members' perspectives regarding the investment in technology that impacts learning.

Summary of Learning Impact 2007 Conference

Includes reports and summaries of the primary meetings and program tracks convened during the Learning Impact 2007 conference and highlights important topics to revisit at next year's conference.

Learning Impact Awards 2007

Recognizes the Learning Impact Award 2007 winners and provides a brief description of the winning entries.



About IMS Global Learning Consortium (IMS GLC)

IMS GLC is the leading advocate for the use of technology to support and enhance learning worldwide. As a member supported global consortium, IMS GLC is the leading provider of community developed interoperability standards for learning technology, and also develops related adoption standards. IMS GLC also conducts learning technology industry research and fosters recognition of high impact learning technology innovation worldwide.

IMS GLC brings together and serves its members from across the globe, providing them with a leadership forum for shaping the future of learning. IMS GLC Members include:

Leading Providers of Educational and Training Technology and Services

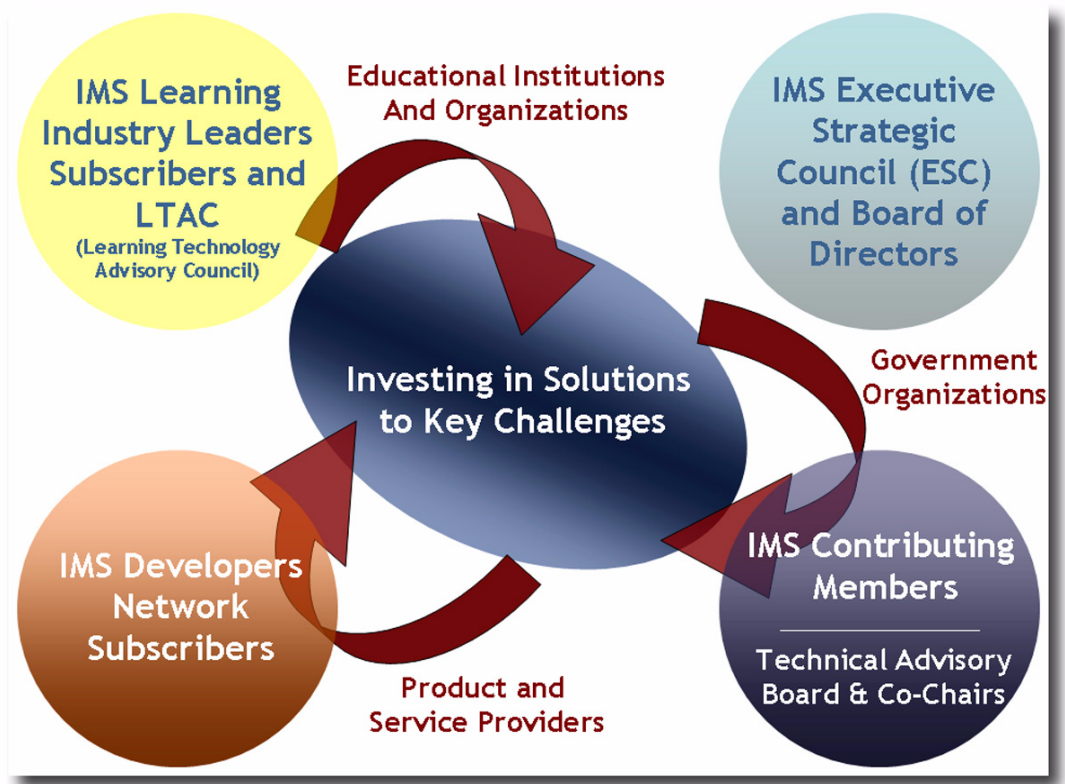
- *Learning platform and tools, publishers, assessment products, rich media platforms, classroom technology, educational services, enterprise systems*

Education Institutions and Training Organizations

- *Higher and further education, K-12 schools and districts, corporate training and human resources*

Member Associations and Government Agencies

- *Ministries of education, education R&D organizations, professional organizations associated with learning technology*



IMS GLC standards, specifications, and related publications are made available to the public at: <http://www.imsglobal.org/>.

About Learning Impact 2007 and the Summit on Global Learning Industry Challenges

In April 2007, some 210 global leaders in the development and use of technology that supports or enhances learning met at the **Learning Impact 2007** and **Summit on Global Learning Industry Challenges** conference in Vancouver, British Columbia. The attendees represented a unique, approximately equal mix of executive leaders (CEOs, presidents, executive directors), product architects (vice presidents of product development, chief architects), and leaders responsible for the use and implementation of technology in learning (CIOs, academic technology directors, chief learning officers, online and distance education leaders). This interdisciplinary group of leaders engaged in several days of keynotes, panel discussions, and program tracks, in concert with the final judging of the **Learning Impact Awards** (LIAs) and LIA showcase.

Learning Impact is IMS Global Learning Consortium's annual conference that brings together the world's leading creators, vendors, users, buyers, and implementers of learning technology to participate in program tracks focused on the latest innovations in learning systems, digital learning content, the learning enterprise, and open technologies. Presenters answer a key challenge question designed to inform the attendees on the state of innovation and best practices. For more information visit:

<http://www.imsglobal.org/learningimpact/agenda.cfm>

The **Summit on Global Learning Industry Challenges** is a gathering of industry leaders to introduce and debate ideas and issues impacting the growth of learning worldwide. This is a unique and highly direct conversation for the purpose of illuminating the key business challenges facing the learning industry. The Summit is facilitated by a focused set of highly interactive panel sessions with audience participation. For more information visit: <http://www.imsglobal.org/learningimpact/agenda.cfm>

Learning Impact:

Bringing together the world's leading creators, vendors, users, buyers, and implementers of learning technology.

The **LIAs** are designed to recognize the most impactful use of technology worldwide in support of learning. This unique program evaluates established, new, and research efforts in context at an implementing learning institution or organization. After a preliminary review conducted from entries collected during the year, a set of finalists are selected to showcase at the event and a panel of global experts are asked to perform the final rankings at the conference in conjunction with voting by the attendees (the attendee votes are combined to weigh as one expert vote). For more information visit: <http://www.imsglobal.org/learningimpact/index.html>

The IMS Global Learning Consortium's **Executive Strategic Council (ESC)** was formed to provide vision and guidance in IMS GLC's efforts to enable improved education and learning worldwide. **ESC** members are dedicated to providing the executive leadership perspective on the role that technology can play in enabling and transforming learning in the knowledge age. The **ESC** plays a special role in guiding the **LIAs** and the **Summit on Global Learning Industry Challenges**. For more information visit: <http://www.imsglobal.org/esc/index.html>

The **Learning Technology Trends and Satisfaction Survey (LSAT)** is an ongoing survey that collects information from qualified leaders of learning technology usage for classroom, distance, or blended learning. These leaders are asked about usage, satisfaction, and topical trends in more than ten different product and service categories. The purpose of the survey report is to help inform an emerging marketplace. To participate in the survey or download the report, visit <http://www.imsglobal.org/ltst/index.cfm>. Attendees of the Learning Impact conference receive a copy of the 100-page report.



IMS GLC Executive Strategic Council Members

- **Dr. Nicholas H. Allen**, Provost and Chief Academic Officer, University of Maryland University College
- **Michael Chasen**, Chief Executive Officer and President, Blackboard Inc.
- **Dr. Paul Clark**, Pro-Vice-Chancellor (Learning and Teaching), The Open University
- **Daniel J. Devine**, CEO, Compass Knowledge Group
- **Dr. Dae-Joon Hwang**, President, KERIS (Korea Education Research and Information Service)
- **Doug Kelsall**, President and Chief Operating Officer, eCollege
- **Dr. John Leslie King**, Vice Provost for Academic Information at the University of Michigan in Ann Arbor, and Professor in the School of Information
- **Dr. Jolene Koester**, President, California State University, Northridge
- **Dr. Carl M. Kuttler, Jr.**, President, St. Petersburg College
- **Dr. Arthur J. Lendo**, President and Professor of Management, Peirce College, Philadelphia, PA
- **Dr. John V. Lombardi**, Chancellor and Professor of History at the University of Massachusetts Amherst
- **Dr. Bernard Luskin**, Executive Vice President, Fielding Graduate University, Director, Media Psychology Program
- **Robert A. Maginn, Jr.**, Chief Executive Officer, Jenzabar
- **Dr. Paula E. Peinovich**, former President and Provost, Walden University
- **Dr. Malcolm Read**, Executive Secretary, Joint Information Systems Committee, United Kingdom
- **Edward H. Stanford**, President, McGraw-Hill Higher Education

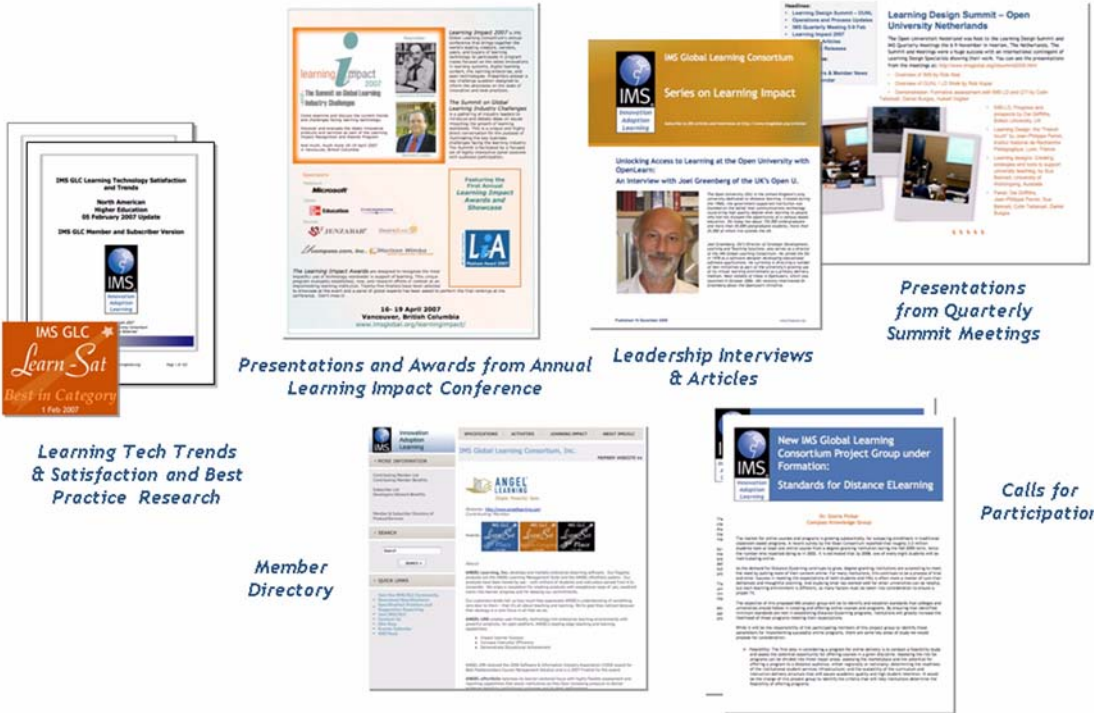


IMS GLC Board of Directors

- **Rob Abel**, Chief Executive Officer of IMS GLC
- **Curtiss Barnes**, Senior Director, Industry Product Strategy, Education & Research, Oracle Corp
- **David Ernst**, Chairman of the Board, Chief Technology Officer at California State University
- **Kathy Christoph**, Director of the Division of Information Technology (DoIT) Academic Technology at the University of Wisconsin-Madison
- **Cynthia Golden**, Vice President of EDUCAUSE
- **Dr. Joel Greenberg**, Director of Strategic Development, Learning and Teaching Solutions, Open University
- **Dr. John T. Harwood**, Senior Director, Teaching and Learning with Technology, Penn State
- **Ray Henderson**, Chief Products Officer for ANGEL Learning
- **Alun Hughes**, Director of Learning and Information Services at UHI Millennium Institute
- **Michael King**, Director, IBM Global Education Industry
- **Matthew Schnittman**, President, eLearning Division, eCollege
- **Peter Segall**, President, North America Higher Education and Operations, Blackboard



Join the IMS Global Learning Consortium Community



The IMS Global Learning Consortium Community is open and free to everyone interested in learning technology. The Community offers:

- Articles – Discussions and interviews with learning technology industry leaders that showcase important developments of products, services, and trends within the learning community inside IMS GLC and beyond.
- Best Practices – Reports and research conducted to help inform readers about the use of technology to support teaching and learning. These reports look at trends in how technology is being used and supported, as well as the technologies themselves.
- Calls for Participation – Notifications to the worldwide IMS GLC community informing them of new initiatives beginning within IMS and inviting all to contribute and participate.

The Community portion of the IMS GLC website also provides access to the Specification Maintenance Database, Use Case Repository, Profile Registry, and Presentations from various events. You'll also be sent notification of IMS GLC News and Press Releases, the Dispatch, our monthly newsletter, a copy of this annual report, and other tremendous resources!

Become part of the Community here: <http://www.imsglobal.org/register/welcome.cfm>



Join us for Learning Impact 2008

Austin, Texas, USA

12-15 May 2008

<http://www.imslobal.org/learningimpact2008/>

Register now!