



2017 Key Initiative Sponsorship Packages

Last Updated – November 30, 2016

The [IMS Board of Directors](#), with input from the IMS membership, have identified the Key Initiatives and Leadership Groups listed in the following matrix as priorities to enable better learning from better learning technology. The key initiatives are advanced through ongoing community collaboration and hosting special end-user meetings such as topical one-day Summits, workshops and boot camps. These key initiatives go above and beyond the development of IMS specifications, which are funded by the IMS membership dues. Funding for key initiatives, inclusive of the related activities, is largely dependent on sponsorships from those organizations most interested in moving the initiatives forward.

IMS Key Initiatives Sponsorship Packages: Support multiple initiatives at a discount compared to stand-alone pricing listed above. Sponsorship support for IMS key initiatives includes recognition and participation in all the activities (i.e. Summits, Boot Camps, etc.) aligned with each selected initiative as described above.

- Diamond Leader: \$18,000 per year – Sponsor any 5 initiatives with Tier One benefits.
- Platinum Leader: \$10,000 per year – Sponsor any 3 initiatives with Tier One benefits.
- Gold Supporter: \$8,000 per year – Sponsor any 5 initiatives with Tier Two benefits.
- Silver Supporter: \$5,000 per year – Sponsor any 3 initiatives with Tier Two benefits.
- Crystal Sponsor: \$5,000 – Sponsor 1 initiative or Leadership Group at the Tier 1 level.
- Bronze Sponsor: \$2,500 – Sponsor 1 initiative or Leadership Group the Tier 2 level.

Contact Sandra DeCastro, sdecastro@imsqglobal.org, to confirm sponsorship.

INITIATIVE	INITIATIVE DESCRIPTION	KEY ACTIVITIES	TIER 1 SPONSORSHIPS	TIER 2 SPONSORSHIPS
			As a Tier 1 sponsor, your organization will receive the highest level of recognition and opportunity for participation in key activities	As a Tier Two sponsor, your organization will receive significant visibility as leading efforts to advance adoption of IMS key initiatives
Digital Curriculum Initiative	The IMS <i>Digital Curriculum Initiative</i> is focused on accelerating the transition to digital by harnessing the ubiquitous power of IMS standards to enable institutional agility and effectiveness in accessing and using digital tools, curriculum and resources to improve teaching and learning.	EDUPUB Executive Advisory Group (Contributing Members Only) Institutional Accessibility Advisory Group (<i>Under Formation</i>) Ongoing collaboration with IDPF, W3C and other EDUPUB Alliance members.	In addition to Tier Two Sponsorship benefits: Opportunity to inform planning for the Accessibility Summit, including a guaranteed opportunity to present or participate on a panel during the Accessibility Summit (Date TBD). Case Study in annual <i>State of Digital Curriculum Initiative</i> brochure (sponsor provides copy / graphics) Invitation to attend/present to the Institutional Accessibility/EDUPUB Community of Practice meetings.	Branding on all marketing materials and meetings associated with the initiative, including IMS presentations at industry events on initiative topic Recognition at IMS Technical Congress meetings, Accessibility Summit and other related IMS meetings Logo placement on <i>Digital Curriculum</i> initiative webpage

<p>e-Assessment Initiative</p>	<p>The goal of the <i>e-Assessment Initiative</i> is to make it easier for states, districts, and institutions to integrate actionable assessment into the daily lives of faculty and students to help them understand and improve success.</p>	<p>Executive Assessment Board (EAB)</p> <p>K-12 State Assessment Leaders Council Meetings</p> <p>K-12 e-Assessment & Analytics Community of Practice</p> <p>Assessment workshops in conjunction with industry conferences (i.e. ATP, E-ATP, etc.) or IMS quarterly meetings.</p>	<p>In addition to Tier Two Sponsorship benefits:</p> <p>Designate one executive to attend the K-12 State Assessment Leaders Council face-to-face meetings in conjunction with quarterly meetings</p> <p>Case Study inclusion in annual <i>e-Assessment Initiative</i> brochure (sponsor provides copy & graphics)</p> <p>Opportunity to present to the K-12 e-Assessment & Analytics Community of Practice</p>	<p>Branding on all marketing materials and meetings associated with the initiative, including IMS presentations at industry events on initiative topic</p> <p>Recognition at IMS Technical Congress, EAB meetings, and other e-Assessment focused meetings</p> <p>Logo placement on <i>e-Assessment</i> initiative webpage</p>
<p>Educational Data & Analytics Initiative</p>	<p>The <i>Educational Data and Analytics Initiative</i> is focused on providing the foundation via LIS and OneRoster to exchange student data, and the Caliper Analytics framework to make it easier to get click stream data analytics out of any educational application or platform and providing a standard way of measuring learning activities to improve outcomes.</p>	<p>Annual Analytics Summit in conjunction with IMS Quarterly Meeting (November).</p> <p>Development and adoption of the Caliper Analytics Framework</p> <p>Educational Data & Analytics Community of Practice for Institutions</p> <p>K-12 Rostering of Digital Apps Community of Practice</p>	<p>In addition to Tier Two Sponsorship benefits:</p> <p>Opportunity to present to the Educational Data & Analytics Community of Practice and/or the K-12 Rostering of Digital Apps Community of Practice.</p> <p>Case Study inclusion in annual <i>State of Educational Data & Analytics Initiative</i> brochure (sponsor provides copy & graphics)</p> <p>Guaranteed opportunity to present (30 minutes) or participate on a panel during the Analytics Summit (November 2017)</p>	<p>Branding on all marketing materials and meetings associated with the initiative, including IMS presentations at industry events on initiative topic</p> <p>One comp registration for the 2017 Analytics Summit (includes quarterly meeting), opportunity to distribute literature, and registration list provided (one week in advance)</p> <p>Recognition at IMS Technical Congress meetings, Digital Credential/CBE & Analytics Summit, and other IMS related meetings</p> <p>Logo placement on <i>Educational Data & Analytics</i> initiative webpage</p>
<p>Platforms, Apps and Tools Initiative</p>	<p><i>Platforms, Apps and Tools Initiative</i> fosters a connected learning mindset,” including establishing connected IT architectures and policies while encouraging development of learning apps, platforms and tools based on open standards.</p>	<p>Development of the IMS App Sharing Environment</p> <p>IMS Developer Boot Camps</p> <p>Annual App Challenge</p>	<p>In addition to Tier Two Sponsorship benefits:</p> <p>Case Study inclusion in annual <i>State of Platforms, Apps and Tools Initiative</i> brochure</p> <p>Designate representative to serve as an Evaluator for the institutional app challenges</p> <p>Contribute to an IMS App Note featuring your organization’s integration with your partners using LTI. App Notes are published on IMS website and shared with list of 10,000+ subscribers.</p> <p>Opportunity to present to the HED Learning Platform & Content Community of Practice.</p>	<p>Branding on all marketing materials and meetings associated with the initiative, including IMS presentations at industry events on initiative topic</p> <p>One comp boot camp registration per quarterly meeting (includes quarterly meeting) and opportunity to distribute literature during boot camps</p> <p>Recognition at IMS Technical Congress meetings, all Boot Camps, and other related member meetings</p> <p>Logo placement on <i>Platforms, Apps & Tools</i> initiative webpage</p>

<p>Digital Credentialing, Badges & Competency-Based Education</p>	<p>The <i>Digital Credentialing, Badges & CBE Initiative</i> is a vibrant collaboration to design a CBE-aware ecosystem, extend the traditional transcript to digitally reflect a comprehensive record of achievement, and enable the integration and transferability of high value digital credentials.</p>	<p>Digital Credentialing Summit in conjunction with IMS Quarterly Meeting (February 2016).</p> <p>Monthly conference calls to provide updates on progress and next steps.</p> <p>CBE Interoperability, e-Transcript, and Digital Credential Currency workgroups</p> <p>Digital Credentialing, Badges & CBE Executive Board</p>	<p>In addition to Tier Two Sponsorship benefits:</p> <p>Case Study inclusion in annual <i>Digital Credentialing, Badges & CBE Initiative</i> brochure (sponsor provides copy & graphics)</p> <p>Guaranteed opportunity to present (30 minutes) or participate on a panel during the Annual Digital Credentialing Summit</p> <p>Opportunity to present to the CBE Community of Practice.</p>	<p>Branding on all marketing materials and meetings associated with the initiative, including IMS presentations at industry events on initiative topic</p> <p>One comp registration for the Annual Digital Credentialing Summit (includes quarterly meeting access), opportunity to distribute literature during the Summit, and one registration list provided (one week in advance)</p> <p>Recognition at IMS Technical Congress meetings, Digital Credential/CBE & Analytics Summit, monthly Digital Credentialing/CBE Update conference calls, and other IMS related meetings</p> <p>Logo placement on <i>Digital Credentialing & CBE</i> initiative webpage</p>
<p>HED Institutional Executive Board</p>	<p>The HED Institutional Executive Board is focused on identifying priorities and resources to accelerate adoption of a highly integrated ed-tech ecosystem. Each Institutional IMS Contributing Member designates one Academic or IT senior administrator to participate on the board.</p>	<p>HED Institutional Executive Board meets quarterly – two by phone and two face-to-face meetings in conjunction with a quarterly meeting.</p> <p>HED Summit (May)</p> <p>HED Centers of Excellence Web-based Playbook</p>	<p>Ability to designate 1 executive to attend the face-to-face HED Institutional Executive Board meetings and dinners. (2 per year)</p> <p>Opportunity to attend the HED Institutional Summit during the May Learning Impact Leadership Institute.</p> <p>Opportunity to contribute to an IMS App Note to showcase how your organization is integrating with your partners using IMS standards.</p>	<p>Recognition of support for the HED Center of Excellence and Playbook</p> <p>One comp registration for the HED Summit in May (registration fee required to attend the Learning Impact Leadership Institute), opportunity to distribute literature, and one registration list provided (one week in advance)</p> <p>Logo placement on <i>the HED COE Executive Advisory Board and HED Center of Excellence</i> webpage</p>
<p>K-12 Institutional Executive Board</p>	<p>All K–12 Institutional Executive Board is comprised of IMS Contributing Members who are focused on identifying priorities and resources to enable continuous improvement in instruction and personalized learning. Each K-12 institutional Contributing Member can designate one board member.</p>	<p>K-12 Institutional Executive Board meets quarterly – two by phone and two face-to-face meetings in conjunctions with a quarterly meeting.</p> <p>K-12 Summit (May)</p> <p>K-12 Centers of Excellence Web-based Playbook</p>	<p>Designate one executive to attend the K-12 Executive Board face-to-face meetings and dinners (2 per year)</p> <p>Opportunity to attend the K-12 Institutional Summit during the May Learning Impact Leadership Institute.</p> <p>Opportunity to contribute to an IMS App Note to showcase how your organization is integrating with your partners using IMS standards.</p>	<p>Recognition of support for the K-12 Center of Excellence and Playbook</p> <p>One comp registration for the K-12 Center of Excellence Summit in May (does not include Learning Impact registration), opportunity to distribute literature, and one Summit registration list provided one week in advance</p> <p>Logo placement on <i>the K-12 Ed-Tech & Curriculum Council and K-12 Center of Excellence</i> webpage</p>