IMS GLOBAL®
Learning Consortium
Better Learning From Better Learning Technology

2016 - 2017 Key Initiative Sponsorship Packages
Last Updated – August 2016

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

IMS Key Initiatives Sponsorship Packages: 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. Support multiple initiatives at a discount compared to stand-alone pricing for support of a single initiative.

- ➢ 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@imsglobal.org, to confirm sponsorship.

INITIATIVE	INITIATIVE DESCRIPTION	KEY ACTIVITIES	TIER 1 SPONSORSHIPS As a Tier 1 sponsor, your organization will receive the highest level of recognition and opportunity for participation in key activities	TIER 2 SPONSORSHIPS 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 *Digital Curriculum Initiative* 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 *(Under Formation)* Ongoing collaboration with IDPF, W3C and other EDUPUB Alliance members. 1 ½ Day EDUPUB workshop LTI / Thin Common Cartridge / Common Cartridge Adoption	**In addition to Tier Two Sponsorship benefits:** Opportunity to inform planning for the EDUPUB Summit, including a guaranteed opportunity to present or participate on a panel during the annual EDUPUB Summit (generally in February). Case Study in annual *State of Digital Curriculum Initiative* brochure (sponsor provides copy / graphics). Opportunity to share with one any IMS Community of Practice (CP) how you're working with institutions / districts to accelerate adoption of fully integrated digital curriculum.	Branding on all marketing materials and meetings associated with the initiative, including IMS presentations at industry events on initiative topic. 2017 EDUPUB Summit (Feb): One comp registration (includes quarterly meeting), opportunity to distribute literature, and copy of attendee list (1 week in advance). Recognition at IMS Technical Congress meetings, EDUPUB Summit and other related IMS meetings. Logo placement on *Digital Curriculum* initiative webpage.

e-Assessment Initiative	The goal of the *e-Assessment Initiative* 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.	Executive Assessment Board (EAB) K-12 State Assessment Leaders Council Meetings K-12 District Assessment Council Meetings Assessment workshops in conjunction with industry conferences (i.e. ATP, E-ATP, etc.) or IMS quarterly meetings.	**In addition to Tier Two Sponsorship benefits:** Case Study inclusion in annual *e-Assessment Initiative* brochure (sponsor provides copy & graphics) Opportunity to share with IMS K-12 Analytics & e-Assessment CP how you're working districts to help them transition from paper to e-Assessments. Opportunity to present at assessment workshops/Summits in conjunction with conferences and IMS quarterly 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, EAB meetings, and other e-Assessment focused meetings Logo placement on *e-Assessment* initiative webpage
Educational Data & Analytics Initiative	The *Educational Data and Analytics Initiative* 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 applications and platforms by providing a standard way of measuring learning activities.	Annual Digital Credentialing, CBE and Analytics Summit in conjunction with IMS Quarterly Meeting (November). Development and adoption of the Caliper Analytics Framework HED Educational Data & Analytics Community of Practice of institutional leaders focused on enabling real-time messaging interventions.	**In addition to Tier Two Sponsorship benefits:** Case Study inclusion in annual *State of Educational Data & Analytics Initiative* brochure (sponsor provides copy & graphics) Guaranteed opportunity to present (30 minutes) or participate on a panel during the 2016 Analytics Summit (November) for end-users. Recognized as sponsor and opportunity to have one representative attend the face-to-face meeting of the HED Communities of Practice Meeting in conjunction with EDUCAUSE 2016.	Branding on all marketing materials and meetings associated with the initiative, including IMS presentations at industry events on initiative topic One comp registration for the 2016 Analytics Summit (November - includes quarterly meeting), opportunity to distribute literature, and registration list provided (one week in advance) Recognition at IMS Technical Congress meetings, Analytics Summit, and other IMS related meetings Logo placement on *Educational Data & Analytics* initiative webpage.
Platforms, Apps and Tools Initiative	*Platforms, Apps and Tools Initiative* 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.	IMS Developer Boot Camps Annual App Challenge Connected Learning forum and newsletter focused on establishing connected learning IT policies and best practices.	**In addition to Tier Two Sponsorship benefits:** Case Study inclusion in annual *State of Platforms, Apps and Tools Initiative* brochure (sponsor provides copy & graphics). Designate representative to serve as an Evaluator for the institutional app challenges. Contribute one Feature Article for the *Connected Learning Innovation Community Newsletter.*	Branding on all marketing materials and meetings associated with the initiative, including IMS presentations at industry events on initiative topic. One comp boot camp registration per quarterly meeting (includes quarterly meeting) and opportunity to distribute literature during boot camps. Recognition at IMS Technical Congress meetings, all Boot Camps, and other related member meetings. Logo placement on *Platforms, Apps & Tools* initiative webpage.

Digital Credentialing, Badges & Competency-Based Education	The *Digital Credentialing, Badges & CBE Initiative* 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.	Digital Credentialing, CBE & Analytics Summit in conjunction with IMS Quarterly Meeting (November 2016). Monthly conference calls to provide updates on progress and next steps. CBE Interoperability, e-Transcript, and Open Badge workgroups. Digital Credentialing, Badges & CBE Executive Board.	**In addition to Tier Two Sponsorship benefits:** Case Study inclusion in annual *Digital Credentialing , Badges & CBE Initiative* brochure (sponsor provides copy & graphics) Opportunity to present to the HED Digital Credentials & CBE Community of Practice details of your product to support CBE or use of open badges. Opportunity to conduct a joint webinar marketed to the IMS public database of 10,000+ subscribers with 2-3 of your customers/IMS institutional members on implementation of highly effective CBE programs or use of open badges.	Branding on all marketing materials and meetings associated with the initiative, including IMS presentations at industry events on initiative topic. One comp registration for the Annual Analytics Summit (includes quarterly meeting access), opportunity to distribute literature during the Summit, and one registration list provided (one week in advance). Recognition at IMS Technical Congress meetings and other IMS related meetings. Logo placement on *Digital Credentialing & CBE* initiative webpage. Opportunity to submit joint proposals with IMS to present at partner educational conferences.
HED Institutional Executive Board	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.	HED Institutional Executive Board meets quarterly – two by phone and two face-to-face meetings in conjunction with a quarterly meeting. HED Communities of Practice ½ day Summit (May) HED Communities of Practice Web-based Playbook	Ability to designate 1 executive to attend the face-to-face HED Institutional Executive Board meetings (2 per year – November and May). Guaranteed opportunity to participate on a panel during the HED Communities of Practice Summit in May. Opportunity for one executive to attend the HED Institutional Executive Board dinner during the Learning Impact Leadership Institute.	Recognition of support for the HED Communities of Practice and Playbook webpages. One comp registration for the IMS Quarterly Meeting in November.
K-12 Institutional Executive Board	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.	K-12 Institutional Executive Board meets quarterly – two by phone and two face-to-face meetings in conjunctions with a quarterly meeting. K-12 Communities of Practice ½ Day Summit (May) K-12 Centers of Excellence Web-based Playbook	Designate one executive to attend the K-12 Executive Board face-to-face meetings (2 per year – November and May). Guaranteed opportunity to participate on a panel during K-12 Communities of Practice Summit in May.	Logo placement on the K-12 Communities of Practice and Playbook pages. One comp registration for the IMS Quarterly Meeting in November.