IMS Europe Summit 2018

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Shaping the Digital Transformation of Learning

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IMS Global has become the W3C++ of Education

- Non-profit membership consortium run by leading districts, states, universities, suppliers as equal partners
- 20-year history as a market change agent: learning platforms, e-assessment, digital curriculum, learning analytics, microcredentials
- 200 end-user organization members (states, districts, universities) representing 17+ million students in USA alone
- World class product ecosystem based on open standards that are adopted organically and broadly, including hundreds of certified products (imscert.org)
- Larger than all other standards efforts combined in the education space: 475+ members, financial support approaching that of Worldwide Web Consortium, multi-sector/global span
20+ years experience as the education sector’s partner in leading the development and adoption of key innovations with a full range of activities that go way beyond standards development.
IMS Revenues Represent Only About 5-10% of the Total Industry Spend on IMS-related Work
IMS is known around the World as a Global Leader in EdTech Innovation and Standards
IMS Focus: Digital Transformation in Education, Pragmatically Speaking

- Rising expectations that technology should improve teaching and learning
- Proliferation of innovative digital learning tools – that need to work together
- Expectation that the ecosystem of tools and cooperation go beyond any single platform
Reaching the Full Potential of Digital Transformation in Education Requires Unprecedented Levels of Interoperability Across Hundreds of Products in Real-Time

Today’s IMS Digital Transformation Call to Action: Shaping the Ecosystem

- Innovative digital learning platforms and tools – that work seamlessly together
- Evolution to personalized, adaptive instruction and pathways for better student outcomes
- Enabling of quality information and data for real-time interventions and foundational research
- Improving the capturing of achievements and learning frameworks
A business ecosystem describes the structure and behaviour of a network of high-tech organisations that share a key technological platform and the ways individual firms can flourish in such an environment.

Irrespective of an organisation’s individual strength, all actors in a business ecosystem are connected and share the success or failure of the network as a whole.
Standards Are the Shared Ecosystem Platform

- LTI® LEARNING TOOLS INTEROPERABILITY®
- ONEROSTER®
- COMMON CARTRIDGE®
- QUESTION & TEST INTEROPERABILITY®
- CALIPER ANALYTICS®
- OPEN BADGES & COMPREHENSIVE LEARNER RECORD
- CASE® COMPETENCIES & ACADEMIC STANDARDS EXCHANGE®
Exhibit 4. Technology Enables a Closed-Loop Instructional System to Deliver Better Student Outcomes

- Standards-Aligned & Competency-based Education
- Competency and Academic Standards Exchange

- Digital Credentials
  - Open Badges & Comprehensive Learner Record

- Learning Analytics
  - Caliper Analytics
  - Integrated Real-Time Results Data
  - Results Reporting

- Recommendation Engine

- Curriculum & Standards Alignment

- Innovative Digital Resources

- Modularized, Adaptive Digital Curriculum
  - Common Cartridge & Thin Common Cartridge

- Assessment Platform
  - Question and Test Interoperability (QTI)

- Assessment

- Rostering, ID, Provisioning & Gradebook
  - OneRoster, EduAPI

- Learning Platform

- Deep Integration of Curriculum Resources and Tools into Any Learning Platform
  - LTI Advantage

- Abundant high-quality content
- Timely, relevant, modular multimedia
- Tools to sort, share, validate, and ensure alignment with standards

- Deep integration of curriculum resources and instructional strategies

- Embedded frequent and ongoing assessment
- Real-time tracking and learning analytics
- Comprehensive real-time results data

Source: BCG analysis. Note: ICT is information and communication technology.
IMS Global advances Digital Transformation in 5 Key Areas

- Digital Micro-Credentials
- Learning Data & Analytics
- Integrated Assessment
- Learning Platforms, Apps & Tools
- Adaptive Digital Curriculum
Our Ecosystem is extensive, verifiable and is used today at institutions of all sizes
We’ve Gone From This in 2010:

- RFP requiring 26 standards

To This in 2018:

- 2 million seamlessly integrated Learning Objects from 25 suppliers using just 3 simple IMS standards

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1.9 VLE system Integration requirements - part of the vision of iLearnNYC is to provide a single portal for students to access course content, and for teachers and other school administrators to view students' progress and achievements in virtual courses. Course content can be ingested into the iLearnNYC, which becomes the LMS for the ingested content. For proprietary content that cannot be ingested, iLearnNYC provides single sign-on access to that provider's LMS. The following diagram provides a graphical view of the envisioned iLearnNYC integration with content providers: SCORM 1.3/2004, IMS, IMS LLS, IMS DRI and METIS for import and export of items:

- Z39.50 – for federated searching including the ability to transform and import records
- ECL, SWB, DSM, IORB, and Google – for federated searching
- OAI-PMH and LORAX – for harvesting
- LDAP, CAS and External Authentication (Shibboleth and Microsoft ISA) – for authentication
- SOAP and WSDL – for web services
- RSS and Atom – for publishing
- ODRL – for storage of Digital Rights
- MADS, MARC 21, MARCXML and MODS – for library system interfaces
“We rely on IMS-Global to set the standards for how content and data work with our critical district systems and ensure efficiency and longevity of our investment. At this point we are requiring all relevant vendors to be compliant.”

Serena E Sacks,
Chief Information Officer
"IMS Global standards have been critical to the integration strategy we have been pursuing in the Teaching and Learning space at Michigan. Learning Tools Interoperability (LTI) in particular has reduced associated effort levels and cost by at least an order of magnitude over custom solutions."

Sean DeMonner
Director of Enterprise Teaching & Learning Applications, University of Michigan
IMS Digital Credentials Standards Provide a Better Way to Capture and Align Achievements, Skills, Opportunities

- Learning Experiences
- Achievements
- Skills
- Pathways

- Student Success
- Competitiveness
- Distinctiveness
- Mission Evolution

Digital Credentials
IMS Open Badges & Comprehensive Learner Record

Standards-Aligned & Competency-based Learning
Competency and Academic Standards Exchange

IMS CASE®

- Opportunities
- Talent Management
Together We Go Farther Faster

IMS enables districts, states and suppliers to guide and own the evolution of the edtech business ecosystem.

In IMS end-user organizations have the power they need to change the industry with the full cooperation of leading suppliers.

IMS brings resources that help every institutional member succeed in your digital transformation goals.
IMS Europe Success Factors

- What are the key focus areas for IMS Europe work (of the five previously covered or others)?
- What are the compelling technical areas for IMS Europe to provide leadership?
- What are the key markets for IMS Europe to enable (regions, sectors, product categories)?
- Can IMS Europe enable one or more Ecosystems in those markets?
- How does IMS enable European organizations in IMS Global and vice versa (enabling global organizations in Europe)?
Thanks!

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