

IMS Global Learning Consortium Learning Impact Awards for Professional Development for Lawyers in Australia using LTI

VidVersity is an Australian based company delivering an accessible and easy to use cloud based platform for the creation of interactive video based learning content.

VidVersity is LTI compatible and with a focus on ease of content production and integration with LTI based Learning Management Systems. This submission looks at the collaboration between **VidVersity** and the **College of Law** to produce CPD (Continuing Professional Development) content for lawyers in all Australian jurisdictions to be delivered in an online, self paced format. The College of Law delivers live training and also offers online CPD either on a subscription basis to firms or individuals or for single course purchase. All online content is delivered via Learndash in Wordpress.

Challenge	Solution
Production of interactive learning to meet CPD requirements with fast creation / delivery and low cost of production	The VidVersity platform enables easy editing of existing video content with the ability to add interactivity including questions, quizzes, links, documents etc. Build time and cost of production is low.
All online CPD content must be able to be tracked for time in module and completion	LTI compatibility enables learner tracking and data which is essential for CPD compliance
Ability to update content easily.	LTI Compatibility ensures all content is updated with a single process.

LEARNING IMPACT OUTCOMES

The key Learning Impact Outcomes are :-

Chapter based learning provides ease of navigation for self paced learning. Chapters are structured based on optimal learner engagement at between 3-9 minute 'modules' of learning.
All College of Law online courses created using VidVersity have active links to legislation and other references and can be easily accessed by the learner. This gives the learner the opportunity for extended learning.
Ease of access on mobile or desktop and in an on demand format ensures accessibility and flexibility for the learner.

RETURN ON INVESTMENT

The following ROI model is based on the one off production costs of each module together with an apportionment of the annual subscription fee (covers hosting etc). The revenue is based on a reasonable assumption of units of sale. The break even point is the sale of 35 single course units.

Original Investment Value	\$3,500
Net income 1 x \$99 course x 100 units	\$9,900
ROI	282.85%

