What is the *Learning Impact* of the Technology-Empowered Education You Deliver?

Rob Abel, Ed.D.
John Falchi
IMS Global Learning Consortium (IMS GLC)
http://www.imsglobal.org/
Agenda

- Brief Background About IMS Global Learning Consortium and the Learning Impact Program
- Initial Discussion: What is Your Technology Strategy for Learning?
- Some of Today’s Key Opportunities being Addressed by Learning and Educational Technology and Resulting Challenges
- Discussion on Collaboration to Accelerate Effective Use of Learning Technologies
- A Potential Framework: Learning Impact
- Invitation to Join in the Work
The IMS Global Learning Consortium creates standards for the development and adoption of technologies that enable high-quality, accessible, and affordable learning experiences.

*IMS once stood for “Instructional Management System,” the product category that now includes Learning Management Systems, Course Management Systems, Virtual Learning Environments, and Instructional Management Systems
Supporting Industry Advancement

- 130+ organizational members & subscribers
- 47% headquartered outside the U.S.
- the who’s who of global learning tech leadership
- Actively encourages engagement, adoption, maintenance, evolution, and conformance

Acquire products adhering to standards to achieve operational goals

Education Institutions, Districts, Providers

Create and/or adhere to standards to enable market efficiency and opportunity

Product and Service Providers

IMS GLC Mirrors The Market Ecosystem

Government Organizations

Set standards to ensure progress

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“Learning Impact” is a new (2 years) program of activities sponsored by the IMS Global Learning Consortium designed to address the need for an Enterprise Learning Technology Strategy.
The Learning Impact Program consists of:

- Annual conference: Learning Impact and Summit on Global Learning Challenges
- Annual Learning Impact Awards (LIAs)
- Collaboration among industry leaders to guide focus on key challenges: Learning Technology Advisory Council
- Collaborative adoption practice projects and workgroups facilitated by IMS GLC
- Research on learning technology satisfaction and usage trends: LearnSAT
- Annual Report: Achieving Learning Impact
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What is Your Technology Strategy for Learning?

- How do you measure the return on investment made in technology used to support and enhance learning?
- What are some of the key opportunities with respect to learning that you are counting on technology to help you address or challenges resulting from the use of new technologies to support learning?
- Are there ways that educational technology leaders can collaborate to improve our collective understanding of learning technology strategy?
Higher Education Operations

Research

Context

Teaching & Learning

John V. Lombardi
President
Louisiana State University System
from IMS Learning Impact 2008
Measuring the ROI for Learning Technology

View the John Lombardi video at: http://www.imsglobal.org/lombardi_interview_intro.mov
“It is difficult to determine the return on investment in learning technology - not because of the usefulness of the technology but rather because of our lack of understanding of what it means to improve learning.”

John V. Lombardi
President, LSU System
from IMS Learning Impact ‘08
Discussion

- How do you measure the return on investment made in technology used to support and enhance learning?
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The High Road: Addressing Learning Opportunities

- **Access** - achieve greater *convenience* of time and place
- **Affordability** - reduce *cost* barriers
- **Quality** - enable greater *effectiveness*
The Low Road: Responding to the Invasion of Technology

The challenges of making effective use of technology . . .
What Are Your Key Opportunities and Challenges?

- What are some of the key opportunities with respect to learning that you are counting on technology to help you address or challenges resulting from the use of new technologies to support learning?
See Handout

- Key opportunities and challenges from Learning Impact 2008
Trends To Watch: Learning Impact

• Access:
  – Better design for access to integrated learning resources
  – Access to content collections that are significantly more usable than those of today
  – Integrated access to one of the greatest sources of learning resources: libraries

• Affordability:
  – ROI = distinctiveness
  – Technological support for learning to become largely transparent to the users, reducing the need for costly training and development
  – Greater use of innovative products that enable self-directed learning with an instructor in-the-loop
  – Digital or hybrid alternatives to textbooks that reduce costs while maintaining profit incentives for creators and publishers
Trends To Watch: Learning Impact, cont.

• Quality:
  – More activity progressing in services that help achieve a technology design to support distinctiveness
  – Educational process redesign by leading institutions and organizations
  – Tools and techniques for designing and measuring accountability
  – Tools that can capture the distinctive curriculum and classroom-based instructional approach of an education provider and make that content available online
  – Use of this and other content alternatives to enhance study techniques
  – Greater integration of formative assessment into learning experiences
  – Combinations of all of the above to improve the personalization of learning

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• Are there ways that educational technology leaders can collaborate to improve our collective understanding of return on investment in technology to support learning?
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A Potential Framework for Understanding the Landscape

- Key opportunities and innovations in implementing technology to support learning (a pragmatic approach to ROI)
- Organize according to pervasiveness of need and timeframe for deployment
  - Is the need critical one for most institutions, leading institutions, or a few visionary institutions?
  - Is the solution generally available now, in 3-5 years, or farther in the future?
- Organize according to four areas of innovation
  - Learning systems & connectivity innovation
  - Digital content & activity innovation
  - Learning information & administration innovation
  - Leadership innovation
Opportunity/Innovation Timeframes

Innovation Ready for Deployment

Core

New

R&D

3-5 yrs

farther out

now

Critical Need for Most Institutions

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Areas of Innovation - 1

- **Learning systems & connectivity innovation**
  - Organizing and delivering learning materials, activities, and applications into a coherent experience
  - Enhancing collaborative learning
  - Leveraging new application sources and platforms

- **Digital content, adaptation, personalization innovation**
  - Supporting learning with digital materials & activities
  - Adapting & personalizing learning experiences
  - Improving efficiency of digital content production
Areas of Innovation - 2

• Learning information and administration innovation
  - Provisioning of student and course information
  - Improving results reporting
  - Enabling storing, matching and exchange of evidence of learning

• Leadership innovation
  - Achieving funding
  - Scaling improvements in practice
  - Assessing progress and compliance
One Approach: Learning Impact Evaluation Framework

- Access
- Affordability (cost per unit)
- Quality
- Adoption (for established programs)
- Accountability
- Organizational Learning
- Interoperability
- Innovation (for research & new projects)

http://www.imsglobal.org/learningimpact/index.html
Learning Impact Awards

• 2008
  - Online Learning Environment at University of Wollongong supported by The Learning Edge - Australia
  - Tennessee Board of Regents Online Campus Collaborative - USA
  - Giunti Labs at Volkswagen Group Italia - Italy

• 2007
  - ETS Criterion Online Writing Evaluation service at Farragut High School, Knox County Public Schools - USA
  - Cyber Home Learning System of Korea - Korea
  - OpenLearn at the Open University, United Kingdom (supported by Moodle) - UK
Learning Impact and Summit on Global Learning Challenges

Annual Conference: 2009: May 11-15, Barcelona
http://www.imsglobal.org/learningimpact2009/agenda.html
Annual Report: Learning Technology Strategy

Six Strategic Trends To Watch

Defining Learning Impact

The State of Learning Technology and Impact

Executive Perspectives

Summary of Learning Impact Conference

Annual Learning Impact Awards

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LTAC-prioritized Market Challenges

- Responding to the Call for Accountability - Information Analytics/Student Learning Data
- Rising Cost of Student Textbooks and Development of Dynamic, Born-digital Instructional Content
- Addressing the Increased Rate of Attrition Associated with e-Learning
- Continued Research and Reporting in Areas of Learning Technology Satisfaction and Trends (Learn SAT)
Learning Technology Advisory Council Invitation

• Looking for reputable leaders to help organize online discussion forums covering key opportunities and innovation areas - all toward a better formulation of your Learning Technology Strategy

• Collaboration among industry leaders to:
  - Guide focus on key opportunities and challenges
  - Monitor the landscape
  - Provide editorial board for annual report on Learning Technology Strategy

• Participate in IMS GLC Events
### Top Ten IMS GLC Satisfaction Ratings: February 1, 2007

<table>
<thead>
<tr>
<th>Vendor or Product</th>
<th>Category</th>
<th>Rating †</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANGEL Content Management</td>
<td>CM/REP</td>
<td>4.10</td>
<td>4.35</td>
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<tr>
<td>eCollege CMS</td>
<td>CMS</td>
<td>3.95</td>
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</tr>
</tbody>
</table>

Scale: 1 = very dissatisfied, 2 = somewhat dissatisfied, 3 = somewhat satisfied, 4 = very satisfied, 5 = perfect. †Final rating represents the bottom limit of the 95% confidence interval. See Appendix B. ‡See legend below.
LearnSAT Call to Action

• Visit the LearnSAT site:  
  www.imsglobal.org/ltst/index.cfm

• Share the value and importance with colleagues and clients - create a ripple effect!!!

• Take the Survey!!!  
  http://www.imsglobal.org/LearnSAT2008/survey.html
IMSI GLC Learning Technology
Product Directory

- View Products/Services/Tools:
  www.imsglobal.org/productdirectory/directory.cfm

- Search the Product Directory:
  www.imsglobal.org/productdirectory/searchdirectory.cfm
Abel, R. J.

_Innovation, Adoption, and Learning Impact: Creating the Future of IT_

rabel@imsglobal.org

_http://www.educause.edu/apps/er/erm07/erm0720.asp_
Working Together to
Create Positive Change
for Our Industry

Q&A
Appendix:

IMS GLC
Member & Subscriber Organizations
Higher Education Leaders
Learning Software and Systems
Rich Media and Collaborative Learning
Enterprise Software, Systems, and Services