EDUPUB2

#edupub2
@LearningImpact
irc.w3.org:#edupub2

Welcome to EDUPUB2
#edupub2
@LearningImpact
irc.w3.org:#edupub2

Rob Abel, Ed.D.
Chief Executive Officer
IMS Global Learning Consortium

rabel@imsglobal.org
http://www.imsglobal.org/
Twitter: @LearningImpact
Blog: http://www.imsglobal.org/blog

sochi.ru
2014

SOCHI
2014

Question: How Many Standards Experts Does it Take to Screw in a Light Bulb?

Answer: It Depends On the Use Case

EDUPUB2

CourseSmart

INGRAM
VitalSource

metrodigi

aptara

PEARSON

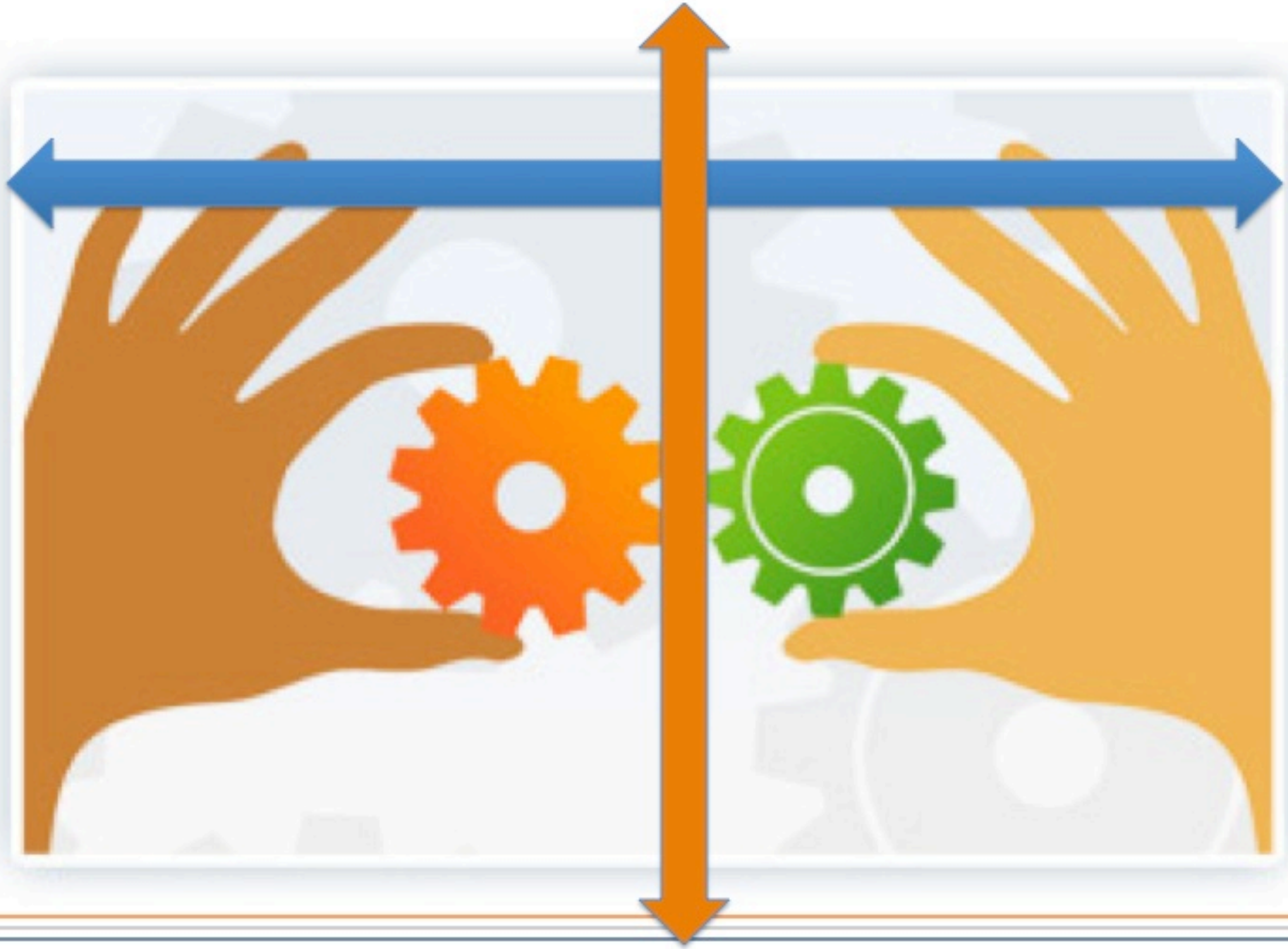
IMS GLOBAL
Learning Consortium

<idpf>

W3C

Agenda

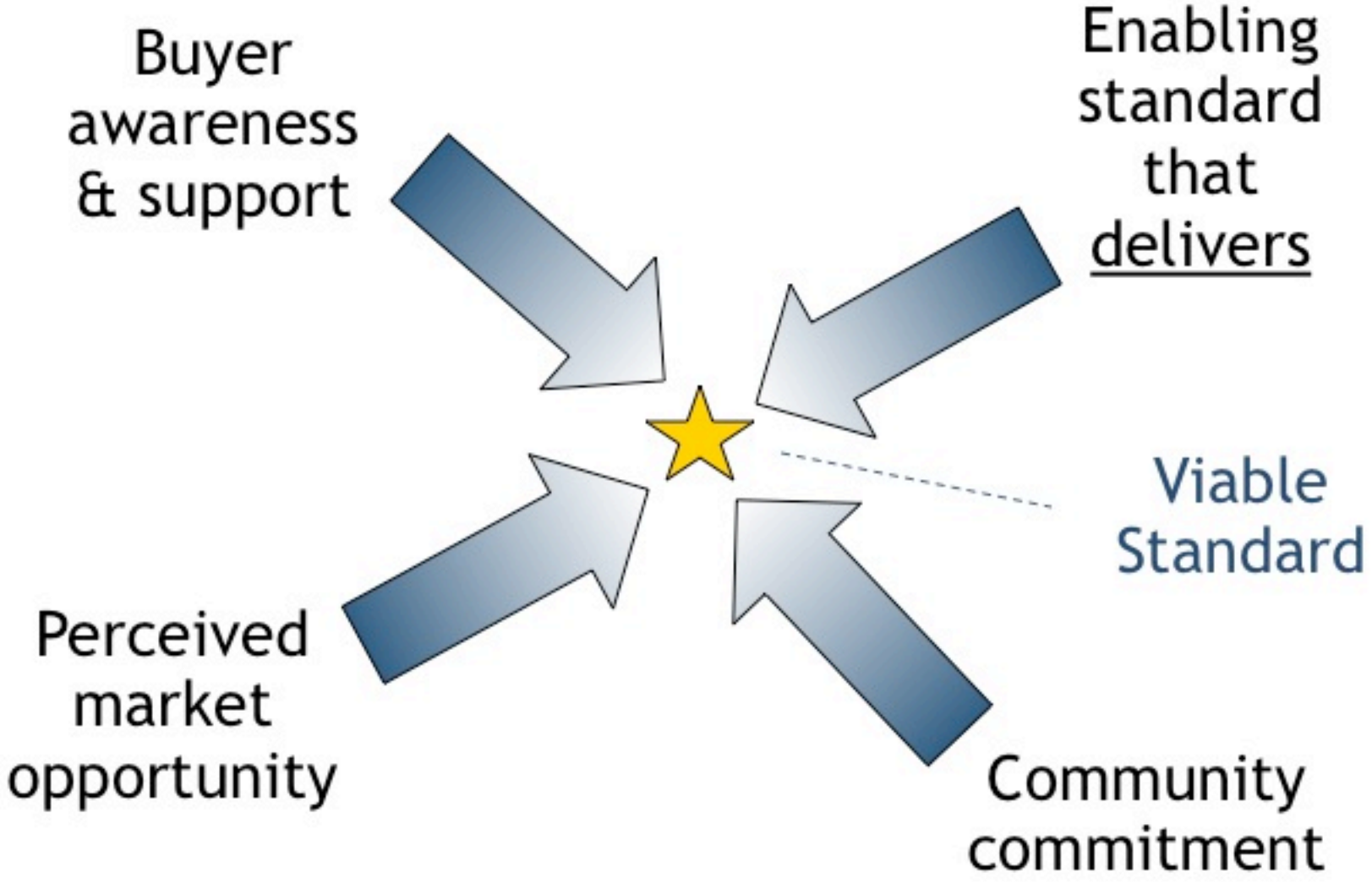
- Opportunities
- Challenges
- Process



Agenda

- Opportunities
- Challenges
- Process

Successful EdTech Standard



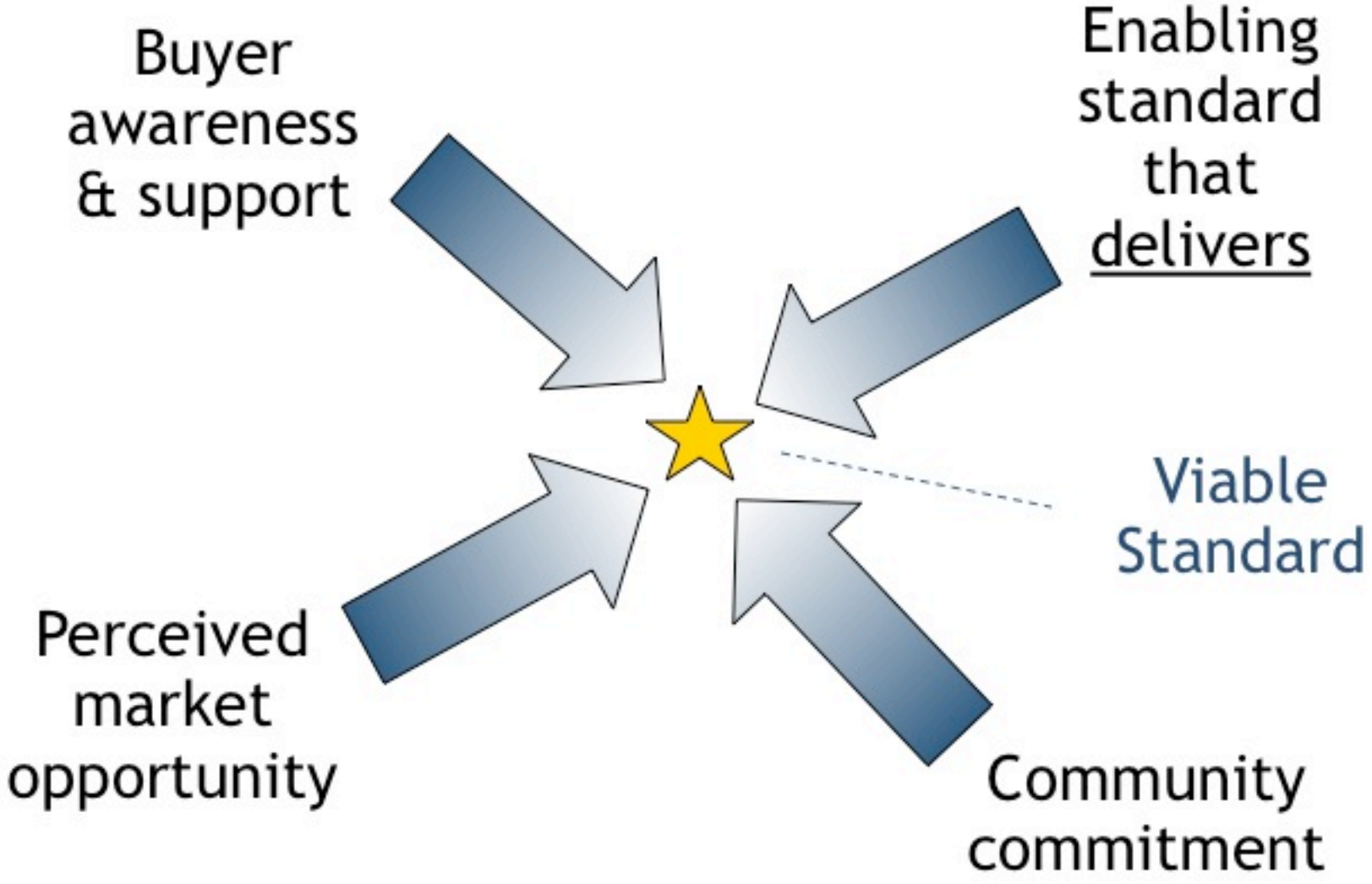
Question: How Many Standards Experts Does it Take to Screw in a Light Bulb?

Answer: It Depends On the Use Case

Who's faster?
The chicken or the egg?

Answer: It Depends On the Use Case

Successful EdTech Standard



Agenda

- Opportunities
- Challenges
- Process

Project	Initial Contacts	Organizations
Educational Profile for EPUB3	Paul Belfanti Markus Gylling	IDPF
QTI Integration *inc asynchronous communication*	Colin Smythe Wilbert Kraan	IMS, IDPF
LRMI+a11y Integration	Madeleine Rothberg Matt Garrish	IDPF, IMS
Content Linkage to LTI	Colin Smythe Markus Gylling	IMS, IDPF
Outcomes and Analytics services *inc asynchronous communication*	Colin Smythe	IMS
EPUB3 Widget Spec & Library	Markus Gylling, Ron Severdia, Gerardo Capiel, Colin Smythe	IDPF, IMS https://github.com/idpf/
EPUB3 "Discrete Entity" Metadata	Bill Kasdorf	IDPF, LRMI
Reference implementation of fully accessible Reading System + EDUPUB features (inc MathML!)	Ric Wright Daniel Weck	Readium Foundation
UAAG 2.0 review: RS perspective	Markus Gylling Suzanne Taylor	W3C DPUB IG
Establish forum for assessment/STEM support in ARIA	Mark Hakkinen Markus Gylling Rich Schwerdtfeger	W3C, IDPF, DPUB IG, IMS
Open Annotations for EPUB	Markus Gylling	IDPF

9:15 AM	**Theme 1: Why EDUPUB?** *Moderator:* **Bill McCoy**, IDPF **9:20 AM** **What is EDUPUB?** **Markus Gylling**, IDPF; **Paul Belfanti**, Pearson **9:50 AM** **Industry Expert Panel:** What industry needs will EDUPUB fulfill and what industry opportunities will EDUPUB enable? What are the primary potential blockers to adoption? **Bill McCoy, IDPF (Moderator); Paul Belfanti, Pearson; Rick Johnson, Vital Source; Markus Gylling, IDPF; Rob Abel, IMS; Ivan Herman, W3C**
10:45 AM	Break
11:00 AM	**Theme 2: Assessment, Outcomes & Analytics:** *Moderator:* **Colin Smythe**, IMS **11:05 AM** **Proposed approach and demonstration for mapping QTI™ v2.1 to code for EDUPUB.** **Thor Anderson**, Utah Valley University/IMS **11:35 AM** **Proposed approach to gradebook outcomes from EDUPUB.** **Colin Smythe**, IMS **11:55 AM** **Proposed approach to analytics data feeds for EDUPUB, including demonstrations.** **Chris Vento**, Intellify Learning
12:30 PM	Lunch
1:30 PM	**Theme 2: Assessment, Outcomes & Analytics** – continued **Industry Expert Panel: Next steps and challenges on Assessment, Outcomes and Analytics** **Colin Smythe**, IMS (Moderator); **Alfred Essa**, McGraw-Hill Education; **Chris Vento**, Intellify Learning; **Makoto Murata**, JEPA; **Doug Gastich**, Learning.com

3:30 PM	**Theme 3: E-text app integration and widgets** -continued 3:30 PM **Recommendations for widgets/LTI in e-text apps** Sean Brady, CourseSmart 3:50 PM **Panel: Recommendation for use(s) of Learning Tools Interoperability™ (LTI) in EDUPUB** Markus Gylling, IDPF (Moderator); Robert Godwin-Jones, SoftChalk; David Stroup, Pearson; Colin Smythe, IMS; Sean Brady, CourseSmart; Rick Johnson, VitalSource
4:35 PM	**Theme 4: Metadata & Content Structure** Moderator: Bill Kasdorf, Apex Content Solutions **Education Publishing Content Architecture and CSS Patterns for Retail Devices.** Jean Kaplansky, Aptara; Tzviya Siegman, Senior Content Technology Specialist, John Wiley & Sons, Inc.
9:00 AM	**Theme 4: Metadata & Content Structure** - continued 9:00 AM **Metadata mapping for academic success recommendation: LRMI, Dublin Core, LOM, GEM, IMS.** Colin Smythe, IMS 9:25 AM **EDUPUB Content Structure Recommendation.** Bill Kasdorf, Apex Content Solutions 9:45 AM **Industry Expert Panel: Next steps and challenges on metadata and content structure** Bill Kasdorf, Apex Content Solutions (Moderator); Yonah Hirschman, Pearson; Colin Smythe, IMS; Brent Bailey, Elsevier; Darryl Lehman, Imagineering; Michael Jay, Educational Systemics; Jean Kaplansky, Aptara

11:00 AM	**Theme 5 – Accessibility** *Moderator*: **Rich Schwerdtfeger**, IBM 11:05 AM **EDUPUB Accessibility Recommendation: Rich Schwerdtfeger**, IBM 11:25 AM **EDUPUB accessibility recommendation expert panel: next steps and challenges Mark Hakkinen**, ETS; **Christian Vinten-Johansen**, Penn State; **Gerardo Caplel**, Benetech; **Anastasia Cheetham**, Inclusive Design Research Centre; **Madeleine Rothberg**, NCAM/WGBH; **Rock Mathis**, Pearson
12:30 PM	Lunch
1:30 PM	**Theme 6 – EDUPUB Technical and Business Issues Forum** **Panel and audience discussion: Assessing technical progress, next steps and thorny issues needing resolution** Moderator: **Bill McCoy**, IDPF; **Brent Bailey**, Elsevier; **David Stroup**, Pearson; **Yasuhisa Tamura**, Sophia University; **Rich Schwerdtfeger**, IBM; **John Prabhu**, SPi Global; **Colin Smythe**, IMS; **Markus Gylling**, IDPF
2:30 PM	**Panel and audience discussion: Developing the EDUPUB business opportunity, next steps and thorny issues needing resolution** Moderator: **Rob Abel**, IMS; **Paul Belfanti**, Pearson; **Jon Nawrocik**, Carson-Dellosa; **Gaspar Vibal**, Vibal Publishing; **Tim Rogers**, Follett Software; **Jon Mott**, Learning Objects; **Andrew Alfers**, CourseSmart
3:30 PM	Break
4:00 PM	**Wrap-up discussion panel & future plans** **Rob Abel**, IMS; **Ivan Herman**, W3C; **Bill McCoy**, IDPF

learning impact leadership institute

New Orleans · 5-8 May 2014

Join the World's Leading Collaboration of K-20 Leaders in Setting the Agenda to Enable Next Generation Learning

Register today to reserve your seat to participate at the only place where you will find senior executives from colleges, universities, school districts, states, and technology organizations not only talking about change... but making change happen to usher in a new educational technology era. Engage with thought-provoking speakers, share innovative practices for improving learning impact, and help set the agenda to enable open digital innovation in education!

Featured Speakers

Julie Evans, CEO Project Tomorrow
K-20 Digital Learning Thought Leader

Mary Keeling, Manager IBM
Expert on Global Smarter Cities Programs

Ben Nelson, CEO Minerva Project
Trailblazer on Reinventing the University

Deborah Quazzo, Founder GSV Advisors
Expert on Education Innovation and Investment

Lord Jim Knight, Ed Tech Consultant
Former Cabinet Minister in the UK Labour Government

Track Sessions

The concurrent track sessions at Learning Impact Leadership Institute focus on the key

Learning Impact Sponsors

Diamond

INGRAM VitalSource

Platinum

SPi Global

SAFARI MONTAGE CENGAGE Learning

LoudCloud

Desire2Learn

Gold

Follett

Silver

iSchool initiative COURSELOAD

Bronze

LearningMate softChalk

"At Learning Impact there's a different esprit de corps. It's more about rolling up your sleeves, engaging meaningfully, and opening ourselves up to tackle the issues facing education. It's more about getting work done collectively."

- Ray Henderson, Blackboard

The Goal: Cooperation in Solving Sector Challenges

- Need to align work of cooperating organizations
- Need win-win arrangements
- Market adoption is the goal – and primary success indicator
- Scoping, focus, marketing will be key