

## AN OPEN LETTER FROM EdTECH LEADERS ENDORSING LTI ADVANTAGE AS THE PREFERRED INDUSTRY STANDARD FOR LEARNING TOOL INTEGRATION

**We**, the undersigned educational technology leaders and innovators at our respective institutions have come together to underscore our commitment to the adoption of **LTI Advantage** ([imglobal.org/takeadvantage](https://imglobal.org/takeadvantage)) certified digital learning tools.

Developed via the leadership of over 540+ members (and growing) of IMS Global Learning Consortium—the world-leading edtech standards collaborative—LTI Advantage has been rapidly adopted as the preferred integration method by leading educational technology providers. We view LTI Advantage as the industry standard for learning product integration and the foundation to enable a connected digital ecosystem that supports better teaching and learning experiences.

### WHY IS LTI ADVANTAGE SO IMPORTANT?

LTI Advantage leverages open standards to achieve the following key benefits for IT, faculty, instructional designers, and students:

- Reliable, productive, and innovative faculty experiences with technology
- Trusted security of student data and results data passed between applications
- Minimal technical barriers ensure that digital services are ready on day one of learning
- Plug-and-play integration that significantly reduces the cost and time to connect digital tools and content
- Deep integration of specific learning objects, content, and digital resources within the fabric of course content
- Easy to consume learning analytics data supports student success

To ensure that all benefits are realized across all learning environments, IMS Global members have put in place a certification program and product directory available at [imscert.org](https://imscert.org) that is governed by a proven and trusted community process. For institutions to achieve plug-and-play integrations, it is of paramount importance that edtech suppliers certify LTI Advantage and that institutions **set requirements** ([imglobal.org/statement](https://imglobal.org/statement)) to purchase IMS certified products and expect their suppliers to be current with IMS standards.

### IMPROVE THE EDUCATIONAL TECHNOLOGY ECOSYSTEM VIA LTI ADVANTAGE

Join the effort to strengthen the foundation for a secure, innovative, and connected digital learning ecosystem to accelerate digital transformation at your institution. To learn more, contact Cary Brown, HED Program Director, IMS Global Learning Consortium at [cbrown@imglobal.org](mailto:cbrown@imglobal.org).

# HED INSTITUTIONAL LEADERS ENDORSING LTI ADVANTAGE

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