IMS Global Learning Consortium

Paving the Way for the Next Generation of Educational Technology
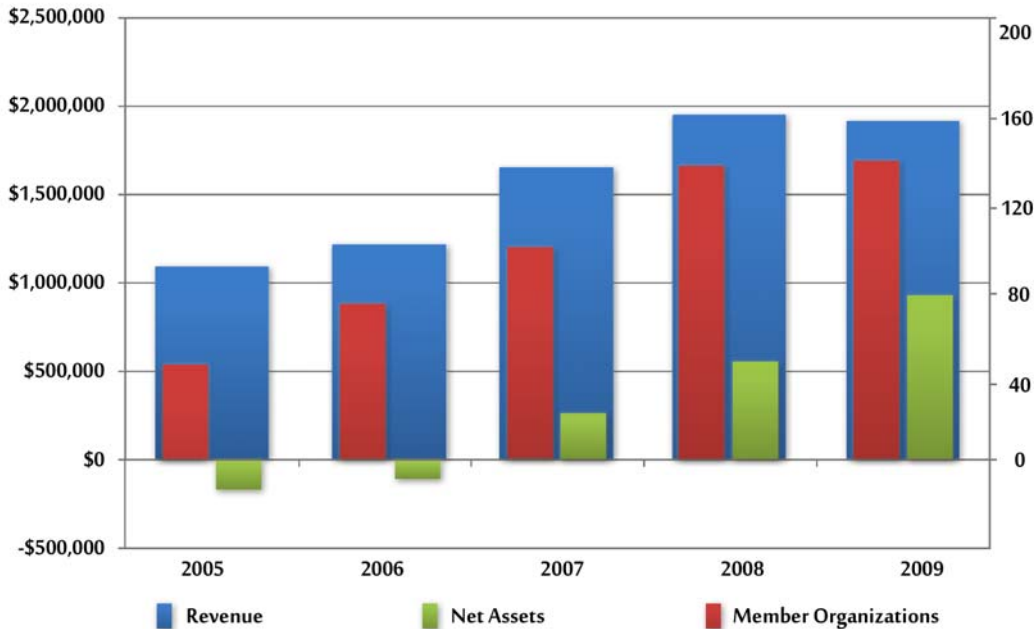
IMS
Innovation
Adoption
Learning

ANNUAL REPORT
2009

KEY ACCOMPLISHMENTS IN 2009

- Unrestricted net assets rose 68% to $927,346, accomplishing a turnaround of over $1,400,000 since 2005, and establishing a strong financial base for IMS operations well into the future.

- Revenues and membership stayed essentially flat at record levels despite the worst global economy since the great depression.

Revenue, Net Assets, and Membership Totals 2005-2009

Legend: Revenue (blue) · Net Assets (green) · Member Organizations (red)

- The IMS Common Cartridge v1.0 achieved market adoption by the first wave of leading suppliers and achieved commitment to adopt from virtually all of the major educational course management platform providers and educational publishers.

- Extensive prototyping and refinement of the IMS Learning Tools Interoperability (LTI) and IMS Learning Information Services (LIS) standards were achieved, enabling LTI and LIS for public release in 2010.

- The Common Cartridge Accredited Profile Management Group (APMG) was established to provide ongoing management and evolution of the Common Cartridge and Learning Tools Interoperability standards.

- IMS Korea completed its first full year of operation, held its second annual seminar, conducted a regional Learning Impact competition for Asia, and supported adoption of eight IMS specifications as de facto national standards in Korea.

- IMS Content Packaging v1.2 neared completion of the process to be accepted as a standard by the International Standards Organization (ISO/IEC).

- The British Educational Communications and Technology Agency (BECTA) commissioned a project to apply IMS Content Packaging to the needs of the British Schools segment.

- IMS began working with our end user members to establish new adoption projects addressing key challenges in institutional/school district adoption of digital content, e-Books, curriculum standards.

- The Access For All Digital Resource Description v2.0 Final Specification was approved by the IMS membership for final public release.

- IMS released to members its first report in a series on best practice in Targeted Retention Systems, created in conjunction with the Education Advisory Board Corporation.

- The Learning Impact Award Program completed its third year with a record number of finalists showcased in Barcelona, Spain.

Letter from Chairman and CEO

To Our Members and Other Leaders Striving to Improve Learning and Education,

We are pleased to present you with the annual report for 2009, highlighting the substantial achievements of our member organizations around the world in accelerating innovation in learning and educational technology for the benefit of all. In 2009, a year of unparalleled financial challenges, we have been extremely proud and appreciative of the resilience, strength, and perseverance of our members in continuing to lay a foundation upon which all education segment participants can build the future.

The IMS GLC Approach to "Standards"

Ed Tech Interoperability Standards

Large-Scale Adoption Projects

Annual Learning Impact Conference & Awards

The Technical Foundation

Early Adoption at Scale Toward Strategic Goals

Recognizing Impact on Access, Affordability Quality

Transforming Education & Global Market Development

IMS GLC is dedicated to supporting adoption of innovative technology to address the educational challenges of our time: access, affordability, and quality. Our work is ultimately evidenced by the development of a vital market full of innovation and diversity in meeting these challenges. The fact that the membership of IMS GLC was able to continue at record levels despite the economic challenges of 2009 is proof that the educational technology segment is gaining in terms of priority across all educational segments.

Over the last four years, IMS GLC has put in place new capabilities that position our organization as a highly valued community resource for the long term. These changes include:

- Introduction of a new generation of technical interoperability standards explicitly defined to address the critical needs of technology directors and online education organizations in today's web-based world.
- Management processes that facilitate the conformance, evolution, and maintenance of IMS GLC standards, including profiling for regional or other variations.
- Establishment of IMS GLC as a producer of specifications that are readily adopted as formal international or national standards by standards bodies and governments.
- Facilitation of collaborative adoption projects where our end-user members and supplier members come together to provide leading installations of both innovative and large-scale adoption of digital learning.
- Creation of the annual Learning Impact conference and awards program providing a unique opportunity for industry leaders to further industry progress in the large-scale, strategic adoption of technology to achieve educational mission objectives.

The IMS Global Learning Consortium is very pleased to be serving our unique community collaboration. We thank you for your support and involvement and encourage you to provide even greater leadership to our important cause.

Rob Abel, Ed.D., Chief Executive Officer

David Ernst, Chairman, Board of Directors

MAJOR INITIATIVES

Digital Learning Services Entering the Mainstream: Enabling a New Generation of Learning Technology
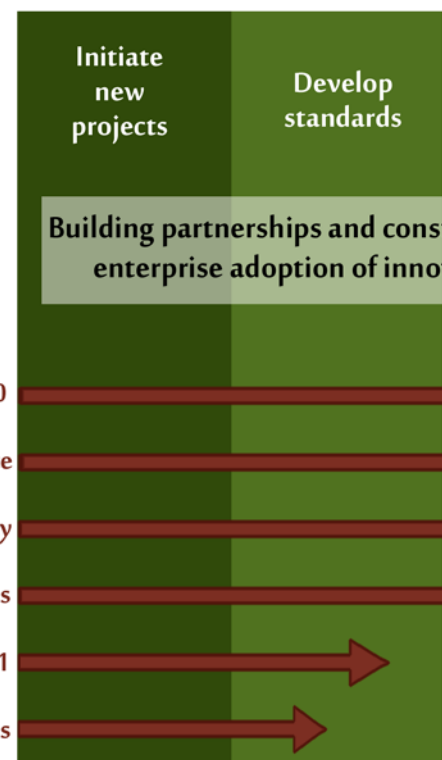
The IMS Global Learning Consortium is dedicated to bringing our members together in a collaboration that enables new innovation in learning. Our goal is to remove the barriers that technology directors encounter in incorporating new and innovative technologies into the educational enterprise. In 2009, IMS GLC members achieved initial penetration of the core suite of Digital Learning Services (DLS) standards that address about 90% of the key blockers to a seamless teaching and learning experience. DLS consists of a "suite" of three major standards that support the new generation of web-based learning technology.

- Distributed digital learning content, assessments, in a collaborative learning context (Common Cartridge - CC)
- Learning applications, mash-ups, software as a service, and content as a service (Learning Tools Interoperability - LTI)
- Learner information: user provisioning and outcomes (Learning Information Services – LIS)

IMS GLC member organizations are working on bringing to market one or more of these key standards. All three are currently available in released products or prototypes of future releases. The combination of all three enables a new level of innovation and seamless integration of enterprise and web-based learning resources and applications.

In 2009, a first wave of organizations achieved the IMS conformance mark for Common Cartridge. A subset of LTI, known as Basic LTI, was positioned for public release and conformance testing in early 2010. LTI support was added to the Common Cartridge Alliance, which has been renamed to the Common Cartridge/LTI Alliance. LIS is preparing for public release in 2010 and has achieved commitment for near-term implementation from student system suppliers representing about two-thirds of the U.S. higher education segment installed base.

The features to be included in the next version of Common Cartridge have been agreed upon by the IMS members. These include the incorporation of Basic LTI and an initial set of K-12 features. Common Cartridge v1.1 is expected to achieve public release in 2010. In addition, IMS work in accessibility, outcomes-based learning (e-Portfolio), learning object discovery and exchange, and next generation Question and Test Interoperability continue, with an eye toward inclusion into future versions of the Digital Learning Services suite.
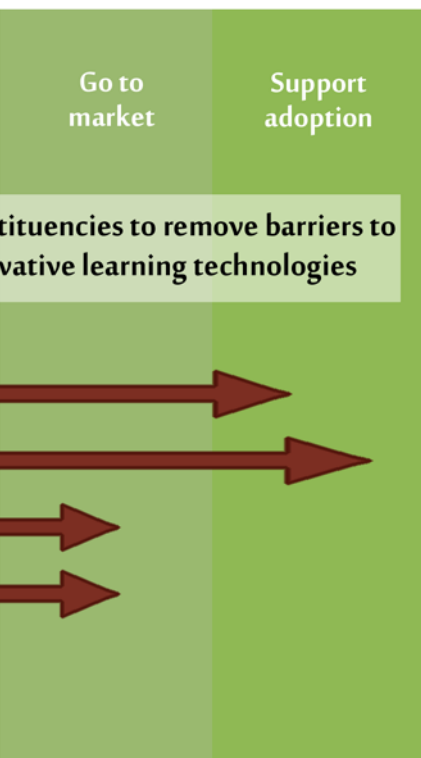
Adoption and Implementation Projects: Supporting Leading Institutions and School Districts in Establishing Effective Large-Scale Digital Support for Teaching and Learning

Today's challenging economic times bring to the fore issues with the cost and effectiveness of educational systems worldwide. Yet, historically there have been severe tradeoffs and limitations in achieving access,

affordability, and quality simultaneously. The institutional, school district, and government members of IMS GLC understand that existing educational delivery models will need to change as we move into the future. That's why IMS GLC has created a new and vital set of collaborative projects that enable our members to share the risk of moving aggressively into the future. This collaboration is enabling a new vanguard of industry leadership that addresses global and local capacity and quality challenges by working across government, institutional, and supplier constituencies. In 2009, adoption practice and implementation groups in IMS GLC made significant progress in the following areas:

- Implementing practices for student induction to e-Learning to improve retention.
- Publishing of a report to our members featuring case studies on various approaches to using technology to implement targeted retention.
- Enterprise and system-level adoption of digital teaching and learning materials for online courses, e-Books, and adaptive tutoring/homework applications.
  - Using an open and free database of K-12 curriculum standards across a wide variety of learning platforms and digital content sources to enable mixing of instructional resources for personalizing the learning experience.
  - Developing requests for proposal for enterprise learning systems, including learning management, learning content management, and e-Portfolio.
  - Publishing of a public white paper on the use of Service Oriented Architecture (SOA) in the education segment.

Go to market

Support adoption

...tituencies to remove barriers to ...vative learning technologies

Learning Impact Conference and Awards Program: Focusing Investment on Learning Technology on High Return Projects

A key role of the IMS Global Learning Consortium is to enable change. Some innovations are grounded in a value proposition that enables educational institutions, governments, and school districts to achieve critical goals. We call achievement of such goals Learning Impact. In 2009, IMS GLC held its third annual Learning Impact Conference in Barcelona, Spain with record attendance. Once again this unique event brought together an influential cadre of industry executives and architects to take stock in the state of Learning Impact aided by the use of technology.

The annual Learning Impact Awards (LIAs) are unparalleled in recognizing achievement in addressing access, affordability, and quality goals. The awards recognize the use of technology (the suppliers) in context (the implementing institution, school district, or government organization). The 2009 awards included regional qualifying events held in Australia and the United Kingdom in late 2008. A record thirty-six entrants selected as finalists showcased at Learning Impact 2009, with 12 selected as medal winners by a panel of expert judges and the attendees. The LIAs continue to build a reputation as the most prestigious award of their kind in the world.

As we enter 2010, the upcoming Learning Impact and LIA finalist competition, scheduled for Long Beach, California, USA in May, promises to again showcase the world's leaders in learning. Regional qualifying competitions were held in Korea and Australia leading up to this year's event. For more information on the annual Learning Impact conference and competition, visit:
http://www.imsglobal.org/learningimpact2010/

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- **Charles Severance**, Affiliates Coordinator

LEARNING IMPACT AWARD WINNERS 2009

Platinum

- MyMathLab at University of Alabama - USA
- Glow - Scotland's National Intranet – Scotland
- Leading the definition of quality online education with Learning & Career Outcomes at Capella University - USA

Gold

- SEDUC – Amazon – Supported by Hughes Network Systems - Brazil
- LAMS and the LAMS Community – Australia
- Building Cegos Management Skills Catalogue using Giunti Labs' Learn eXact LCMS – France

Silver

- iSHARE - Inter-cluster Sharing of Resources - Singapore
- Agrega - Search, Find, Participate - Federated access to content - Spain
- TELOS Learning Design Visual Scenario Editor and Player - Canada

Bronze

- Scootle – Schools Online Teaching and Learning Environment – Australia
- LoneStar College - Online Faculty Orientation for Online Teaching – USA
- DEOracle @ UMUC – USA

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IMS GLC Digital Learning Services Standards

Free the content

Common Cartridge
CC

Seamlessly connect to learning

Learning Tools
Interoperability
LTI

The information architecture for learning

Learning
Information Services
LIS

About IMS Global Learning Consortium (IMS GLC)
IMS Global Learning is a nonprofit member organization that strives to enable the growth and impact of learning technology in higher education, K-12, and corporate education worldwide. IMS GLC members are leading corporations, higher education institutions, school districts and government organizations worldwide that are enabling the future of education by developing interoperability standards and adoption practices for educational and learning technology. IMS GLC also sponsors Learning Impact: a global awards program and conference that recognizes the impact of innovative technology on educational access, affordability, and quality. For more information, visit www.imsglobal.org.

The views expressed in this report are solely those of the authors and do not represent the opinions of those persons or organizations named herein.