

## Learning Impact 2009

Barcelona here we come!

Join us for Learning Impact 2009 in Barcelona. From great keynotes, to four fantastic Program Tracks and an unbelievable line-up for the Summit, you are not going to want to miss this event. In addition, remember that the Learning Impact Awards will be given at the event—it's your chance to see the finalists.

## Agenda

For the full agenda and synopses, as well as registration, visit:  
<http://www.imsglobal.org/learningimpact2009/agenda.html>

### Monday, 11 May: Learning Impact 2009

Working Together to Enable The Future of Learning & Teaching, Rob Abel (IMS GLC)

Open Educational Resources: an International Infrastructure?, Malcolm Read (JISC)

e-Learning 2.0, the next generation of online learning, Michael Chasen (Blackboard)

Towards Europe's Knowledge Renaissance 2.0? Advancing Learning Innovation and Creativity in Europe's Knowledge Society (and Surviving Global Crisis and Competition), Fabrizio Cardinali (Giunti Labs)

Learning Impact Awards Finalists Showcase

### Tuesday, 12 May: Program Track Presentations

Today's learners – challenges and responses, Denise Kirkpatrick (The Open U.)

European Higher Education Area and Student Centered Learning, Llorenç Valverde (UOC)

Program Tracks:

- Learning Management, Collaborative, and Mobile Learning
- Digital Content Innovation & Adaptive Learning Experiences
- Accessibility, Personalized Learning and ePortfolios
- Creativity & Innovation in European Education

Supported by:



- Chaired by Fabrizio Cardinali, CEO Giunti Labs & Chair ELIG

### Contents:

- Learning Impact 2009
- February Quarterly Meeting and IMS GLC Special Summit
- IMS and The Advisory Board Company Release Initial Study of Higher Education Targeted Retention Systems
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- Name Change - IMS Affiliate Organizations
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- New Members and Member News
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- Workshops and Presentations

## Wednesday, 13 May: Summit on Global Learning Industry Challenges

Keynote Addresses: Maruja Gutierrez-Diaz (European Commission), Greg Butler (Microsoft)

Achieving a Culture of Evidence for Institutional Accountability, Anne Keough Keehn (Pearson eCollege)

International Perceptions on Learning Panel Session

How Leading Institutions Are Improving in Response to Evolving Public and Policy Needs Panel Session

The Evolution of the IMS Global Learning Consortium Panel Session

Learning Impact Awards Ceremony & Technical Exchange

## Thursday, 14 May: Workshops

Testfest Workshop

Challenges for Open Source Development Communities

### Keynotes by:

**Dr. Malcolm Read**

Executive Secretary, Joint Information Systems Committee, United Kingdom

**Maruja Gutierrez-Diaz**

Adviser to the Director of Lifelong Learning: European Year of Creativity and Innovation at European Commission, EAC

**Professor Denise Kirkpatrick**

Pro Vice-Chancellor Learning, Teaching and Quality, The Open University

**Michael King**

Vice President, IBM Global Education Industry

**Michael L. Chasen**

Chief Executive Officer, Blackboard

**Llorenç Valverde**

Vice-rector of Technology at the Open University of Catalunya (UOC)

**Anne Keehn**

Vice President of Global Sales, Marketing and Business Development, Higher Education and K-12, Pearson eCollege

**Fabrizio Cardinali**

ELIG chair and Giunti Labs CEO

**Greg Butler**

Director Education Strategy, Worldwide - Microsoft

### Program Tracks:

Four Program Tracks will provide valuable information on the following topics:

- Learning Management, Collaborative, and Mobile Learning
- Digital Content Innovation and Adaptive Learning Experiences

- Personalization, ePortfolio, Learning Information and Accessibility
- Creativity & Innovation in European Education (supported by ELIG)

## Workshops:

### Testfest

- 9:00 Welcome & orientation
- 9:10 Alliance update
- 9:30 Introducing the Alliance CC Toolset – Kevin Riley, IMS
- 10:30 Coffee
- 11:00 Demonstration Showcase:
  - Common Cartridge Services and Player – Warwick Bailey, Icodeon
  - CC Player (Korean edition) – Yong-Sang Cho, KERIS
  - QTI v2.1 conformance testing tool & RTE – Yong-Sang Cho, KERIS
- 12:50 Feedback & conclusions
- 13:00 Adjourn

### Challenges for Open Source Development Communities in Engaging with IMS

#### Workshop Themes:

- What are the special problems facing OS communities
- How collaboration can happen
- How standards support an integrated approach
- Relevant IMS specifications
- Typical customer requirements
- Making ‘fit for purpose’ choices
- Real user case studies

#### Workshop Draft Agenda

- 14:00 – 14:15 Introduction: Joel Greenberg, The Open University, UK
  - Welcome
  - Setting the scene
- 14:15 – 14:30 The IMS Perspective: Rob Abel, CEO IMS
- 14:30 – 16:30 Case studies from organizations including:
  - Open University of Catalonia
  - Universitat Politcnica de Catalunya
  - Open University, UK
  - University of Cambridge
  - The Learning Federation, Australia
  - University of London
  - University of Michigan
- 16:30 – 16:45 Coffee Break

- 16:45 – 17:45 Strategies for Addressing the Challenges:
- IMS Interest Group
  - Support communities
  - Best Practice guidelines
- 17:45 – 18.00 Wrap-up: Joel Greenberg

Find out more and register at:  
<http://www.msglobal.org/learningimpact2009/>

Hosted by:

*IMS Global Learning Consortium and the Universitat Oberta de Catalunya*



Learning Impact Sponsors:

**Platinum**

## IMS Members in Europe



**Silver**



**Bronze**



## Learning Impact Showcase:

On Monday at Learning Impact, you will be able to visit with the finalists of the 2009 Learning Impact Awards and cast your vote for the winner. Our expert judges are:

- *Dr. Nicholas H. Allen*, Provost Emeritus & Collegiate Professor, University of Maryland University College
- *Erlend Øverby*, CEO, Hypatia AS
- *Gary Driscoll*, Educational Testing Service (ETS)
- *Dr. Rob Abel*, Ed.D., CEO, IMS Global Learning Consortium
- *Dr. Susan E. Saxton*, Ph.D., MBA, Chief Academic Officer, Laureate Education, Inc.

The finalists are:

**LAMS and the LAMS Community** - Macquarie University & LAMS Foundation

**Scoutle** - Curriculum Corporation - The Le@rning Federation

**QTImPlayer**-Tasmanian Polytechnic

**Glow - Scotland's National Intranet** - RM and Learning Teaching Scotland

**Racing Academy** - University of Bath and Lateral Visions

**CURVE** - Equella, The Learning Edge Europe and Coventry University

**Intelligent Adaptive Learning Paths** - Realise-iT and CCKF Limited

**LEXDIS** - University of Southampton

**PBL-Interactive in Tertiary Institutions in New Zealand** - PBL-Interactive / SBL-Interactive & Distance Education Association of New Zealand (DEANZ)

**MrCute Moodle Repository System** - Worcester College of Technology

**Tegrity Campus 2.0: Fostering Student Success at the University of Alabama** -Tegrity Inc, and University of Alabama

**Learning Resource Exchange for Schools** - European Schoolnet

**TELOS IMS-LD Visual Scenario Editor and Player** - Télé-université/UQAM and LICEF research Center

**AccessApps – Portable Assistive Technology** - JISC Regional Support Centre Scotland North & East

**MyUOC** -Universitat Oberta de Catalunya (UOC)

**Teaching Blog (Tlog)** - Institute for Information Industry

**CREDU's e-Portfolio system at universities in KOREA** - CREDU

**Leading the definition of quality online education for adults with a Learning & Career Outcomes infrastructure** - Capella University

**MyMathLab at University of Alabama** - Pearson eCollege and University of Alabama

**Agrega - Search, Find, Participate** - Federated access to content in Spain education community - red.es

**OLAT - Online Learning And Training (Open Source LMS)** - University of Zurich, Multimedia and E-Learning Services

**A new standard passepartout: Implementing IMS AccessForAll and ISO FDIS 24751 Accessibility standards** - University of Bologna, Department of Computer Science

**SEDUC - AMAZON** - HNS Comunicações and Secretaria de Educação do Estado do Amazonas - Brasil

**Managing Project Work with eUreka: Create- Discover-Innovate** - Nanyang Technological University, Singapore

**Interactive Distance Learning at JCPenney** - Helius, LLC and JCPenny

**iSHARE - Inter-cluster Sharing of Resources** - Ministry of Education, Singapore and Commontown Pte Ltd

**Class Apart Learning at HughesNet Education** - Hughes Communications India Limited

**Online anti-doping training for all Canadian college and university students** - Helius (a Hughes Company) and Canadian Center for Ethics in Sports

**On-line Hands-On Labs in Information Assurance** - University of Maryland University College and UMUC Graduate School of Management & Technology

**SIMulated Professional Learning Environment (SIMPLE)** - University of Strathclyde and University of Strathclyde Law School

**Moodle Simple Learning Tools for Interoperability Consumer** - Moodle

**LSC-Online Faculty Orientation for Online Teaching** - Lone Star College-Online

**Jenzabar's LMS Implementation at Bank Street College** - Jenzabar and Bank Street College of Education

**The Vet Tube. Using Harvestorad Hive DR for building a Digital Marketplace for Veterinary Education** - Giunti Labs and Ecole Nationale Vétérinaire de Lyon

**Building Cegos Management Skills Catalogue Using Giunti Labs' Learn eXact LCMS** - Giunti Labs and CEGOS

**DE Oracle @ UMUC** - DE Oracle/ Center for Support of Instruction at UMUC and University of Maryland University College (UMUC)

**dalango** - dalango and Spotlight Verlag GmbH

**Infrastructure for creating and delivering learning activities using IMS Learning Design** - The TENCompetence Project



## February Quarterly Meeting and IMS GLC Special Summit on Next Generation Digital Learning & Content – Supporting Educational Improvement

We had a great quarterly meeting the 9-12 February in Long Beach California at the California State University Chancellor's Office. Presentations from the events are available at:

<http://www.imsglobal.org/feb2009longbeach.cfm>



Members and Affiliates can access an expanded version of the presentations with audio and slides available from the Affiliate website.

IMS GLC gives a special thanks to Tegrity and the use of their Tegrity Campus product in capturing the summit presentations.

Also, you'll want to read the executive summary of the summit findings available to IMS Members and Affiliates.



## IMS Global Learning Consortium and The Advisory Board Company Release Initial Study of Higher Education Targeted Retention Systems

*Initial report reveals five strategies that universities are using to mitigate the risk of attrition and enhance student retention.*

**Lake Mary, Florida, USA – 17 March 2009.** The IMS Global Learning Consortium (IMS GLC) announced the availability of an initial report, *A Survey of Student Retention Early Warning Strategies*, (<http://developers.imsglobal.org/presentations.cfm>) to its member and subscriber organizations. IMS GLC has partnered with the Advisory Board Company's higher education research division (ABC, <http://www.educationadvisoryboard.com>) to interview North American Higher Education institutions using Targeted Retentions Systems (TRS) aimed at identifying at-risk, first-year students and connecting them with support services early in the at-risk student identification process.

The initial report identifies five practices employed by institutions to increase retention rates of first-year students, including:

- 1) Course Engagement Alerts – reporting on attendance and participation in addition to grades
- 2) Learning Management System Usage Analyses – tracking course software usage statistics to assess engagement
- 3) First-Year Surveys – collecting nuanced information on student backgrounds and attitudes
- 4) Schedule Audits – spotting overwhelming schedules before they derail even the best students
- 5) Pre-Enrollment Risk Models – predicting the at-risk segment before students arrive on campus

The five practices were drawn from research interviews conducted by ABC with administrators at more than two-dozen public and private four-year research universities, master's universities, and two-year colleges. Additionally, the initial report profiles eleven colleges and universities representing variations within each practice to present educators with models that they might apply in their own institutions. Both IMS GLC and ABC will make the full report available to their member and subscriber organizations.

The initial report, *A Survey of Student Retention Early Warning Strategies*, (<http://developers.imsglobal.org/presentations.cfm>) is one component of the overall work to be conducted by the IMS GLC Targeted Retention Systems project group, <http://www.imsglobal.org/ia.html>. Other areas of TRS research and reporting will include a summary of relevant literature, a survey of North American HE institutions to identify the adoption and application of broad-based TRS, and a final IMS GLC report on the status of TRS in North America. This report will synthesize all components discussed above and provide a baseline for these activities in North American HE, and will also provide readers with useful information to initiate TRS at their home institution.

Improving retention and achievement of students is not only an important economic driver for institutions, but it is absolutely critical in achieving national goals, such as those laid out in U.S. President Obama's recent address to Congress," said Dr. Rob Abel, CEO, IMS GLC "We are very pleased that experts from all over the world are contributing to this critical IMS GLC effort to improve retention and student success and the timeliness of this first report."

For additional information or to get involved with IMS GLC Targeted Retention activities, please contact:

John Falchi, Chief Program Strategist, IMS GLC

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919.249.6166

#### **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 who are enabling the future of education by developing interoperability and adoption practice standards for educational and learning technology. IMS GLC sponsors Learning Impact: a global program and conference that recognizes the impact of learning and educational technology on access, affordability, and quality – the world's most significant educational challenges. For more information, visit

<http://www.imglobal.org>

#### **About Advisory Board Company**

The Advisory Board Company provides best practice research to a membership of more than 2,700 of the world's leading hospitals, health systems, academic health science centers, and more recently to a growing number of universities and colleges. Conducting research across its membership and beyond, the Advisory Board completes 75 major studies on progressive management practices and more than 10,000 member-specific research briefs each year. In general, the research focuses on the best (and worst) demonstrated practices, helping member institutions benefit from one another's learning curves.

The *Education Advisory Board* is the Advisory Board Company's newest division. Born from the recognized similarity between hospitals and universities with regard to their mission-based work, our research group serves three membership constituencies: provosts, student affairs executives, and university business executives. More can be found at our website: <http://www.educationadvisoryboard.com>



## IMS Global Learning Consortium and the European Union Commission ASPECT Project Announce Partnership

*Memorandum of Understanding promises to enhance the cooperation in establishing best practice network for Common Cartridge and Learning Object Discovery and Exchange for the K-12 Schools segment*

**Long Beach, California, Lake Mary, Florida, USA and Brussels, Belgium – 12 February 2009** – The nonprofit IMS Global Learning Consortium (IMS GLC) and European Schoolnet, on behalf of the European Union Commission ASPECT project, announced the signing of a memorandum of understanding (MOU) at the IMS GLC Special Summit on Next-Generation Digital Learning & Content.

The Adopting Standards and Specifications for Educational Content (ASPECT) project (<http://aspect-project.org/>), is a Best Practice Network coordinated by European Schoolnet and supported by the European Commission's eContentplus Programme that involves 22 partners from 15 countries, including 9 Ministries of Education (MoE), aiming to improve the adoption of learning technology standards and specifications in Europe. The MOU specifies cooperative activities between IMS GLC and ASPECT in several areas. First, the parties will cooperate on the dissemination and best practice in implementing the IMS Common Cartridge standard for distributed digital learning content and assessments in a collaborative learning context. Second, the MOU specifies cooperation in developing region-specific application profiles of the IMS specifications and developing conformance tests according to the processes established by the IMS Common Cartridge Alliance (<http://www.imsglobal.org/cc/alliance.html>). Third, the MOU specifies collaboration with the ASPECT community on the IMS Learning Object Discovery and Exchange (LODE) project (<http://www.imsglobal.org/lode.html>).

“We are extremely pleased to see such a strong interest in the IMS Common Cartridge and LODE projects from across the European Community,” remarked Dr. Rob Abel, Chief Executive of IMS Global Learning. “The goal of our work is to enable increased creativity and innovation in supporting and enhancing digital learning, an area in which Europe excels.”

“The ASPECT Best Practice Network is a key channel in Europe for disseminating information and best practice related to the implementation of the IMS Common Cartridge standard,” says Dr. David Massart, from European Schoolnet, the ASPECT Project Manager. “Both public and private sector partners in ASPECT are particularly eager to see how this new IMS standard can enhance the pan-European interoperability of educational resources in European Schoolnet’s new Learning Resource Exchange (LRE) service for schools. We welcome this MOU also as an opportunity to feed European experience into the future work on global technical standards in eLearning.”

IMS Global Contributing Member European Schoolnet is providing leadership for the ASPECT project and the IMS LODE activity. IMS Global Contributing Member Icodeon is providing and supporting the Icodeon Common Cartridge Player and providing support for the IMS SCORM® (SCORM is a Registered Trademark of the United States Department of Defense) to Common Cartridge conversion tool, which was sponsored by Microsoft, to the ASPECT project. IMS Global Contributing Member Open University UK is participating in ASPECT as a leading provider of Common Cartridge materials. IMS Contributing Member and Global Academic Affiliate University Koblenz-Landau is providing expertise in using the IMS Profiling and Test Tools.



## IMS GLC Product Directory Features In Progress LearnSAT Ratings

The screenshot shows two browser windows. The top window is the 'IMS Global Learning Consortium: Common Cartridge Alliance Product, Services and Tool Directory' in Mozilla Firefox. It features a navigation menu with 'SPECIFICATIONS', 'ACTIVITIES', 'LEARNING IMPACT', and 'ABOUT IMS/...'. The main content area is titled 'IMS Global Learning Consortium' and 'Learning & Educational Technology Product Directory'. A table lists products, with 'Adobe® Acrobat® Connect™ Pro' highlighted. Below the table, there are links for 'Learning platform', 'Learning content authoring', 'Media authoring', and 'Group collaboration'. The bottom window is 'LMS Ratings - Mozilla Firefox', showing a survey interface with a purple starburst that says 'PROVIDE RATINGS ON AN LEARNING PLATFORM YOU ARE USING'. It includes a legend for 'LMS ratings' with 33 numbered items and a bar chart showing the distribution of ratings.

You can now view the current LearnSAT ratings when visiting the Product Directory at: <http://www.imsglobal.org/productdirectory/directory.cfm> By clicking on one of the products, you will be presented with the opportunity to view the current LearnSat rankings in that product category.

Members and Affiliates can view the entire in-progress report. View current survey findings such as Product/service priorities for next 12 months and trends in each product category, LMS

switchers during the next 12 months, and a whole host of product ratings at: <http://developers.imsglobal.org/LearnSat/index.cfm>





## Name Change – IMS Affiliate Organizations

We've changed the name of IMS Subscribers (née Developers Network) to Affiliates. Affiliate Organization better describes the interaction and relationship these organizations represent in IMS GLC. Look for all of the name transformation to take place soon.



## QTI v2.1 Profiling

After a brief pause in regular project group meetings, the QTI v2.1 Assessment group is meeting again to complete work on the final specification. The primary requirement to complete the spec is to develop one or more profiles (using the IMS SchemaProf toolset) that enable the demonstration of interoperability by IMS Contributing Members and Affiliates. Organizations that have expressed an interest in profiling v2.1 include: Pearson, Houghton Mifflin Harcourt, JISC, KERIS, University of Koblenz, Kennisnet, ANGEL, and Desire2Learn. Others who would like to participate are encouraged to join the group.

The QTI v2.1 Public Draft documents have been withdrawn from the IMS Public Website and pulled back into the project group for the development of profiles and evaluation of issues raised by members who have implemented the specification. The QTI specification will be considered to be in the CM/DN draft phase in the IMS process and operating under the IMS IPR Policy. IMS is anxious to see QTI as a final specification that achieves true interoperability, benefits the testing and assessment communities, and impacts learning.



## Workplan

A description of the current status of development work happening within IMS GLC.

Group	Description
Common Cartridge (CC) Application Profile Management Group	The CC APMG is gathering and evaluating requirements for the next version of the Common Cartridge specification and is also managing the specification development process for the Content Packaging v1.2 specification.
Learning Information Services (LIS) Project Group	The Learning Information Services Project Group is completing edits to the CM/DN Draft of the specification. IMS Contributing Members and Developers Network Subscribers will be able to begin implementing the spec.
Learning Tools Interoperability (LTI) Project Group	The Learning Tools Interoperability Project Group is working on the CM/DN draft of the LTI specification.

Group	Description
AccessForAll Project Group	The AccessForAll Project Group is working on the AccessForAll v2.0 Base Document version of the specification.
Learning Object Discovery and Exchange (LODE) Project Group	This group is working on Base Document version of the v1.0 specification.
K12/Schools Project Group	This group is working on representing lesson plans in a cartridge and identifying requirements for QTI v2.1 test items as it works through the development of the Base Document version of the specification.
Student Induction to eLearning (SIEL) Project Group	The SIEL group is working on the CM/DN Draft of their document and collecting peer reviewed research to identify current best practice in the area of elearning introduction.
Targeted Retention Systems (TRS) Project Group	This group is developing adoption practices for the use of TRSs to improve the effectiveness of institutions' retention efforts by reaching the right student at the right time with the right intervention.
Service Oriented Architecture Project Group	This group is developing a best practices recommendation on the subject of service oriented approach for global education infrastructures.
Learning Enterprise Leadership-Learn SAT PUF SIG	This group is reviewing the current IMS Learning Satisfaction and Trends (Learn SAT) report methodology and survey for future use. This group will develop a Recommendations Report providing guidance and direction to future Learn SAT activities (research and reporting).
Dynamic Instructional Content Exchange PUF SIG	This group is looking at digital and etextbooks, and how they can be transported and used effectively.
ePortfolio PUF SIG	This group is reviewing implementations of the ePortfolio v1.0 specification, additional use cases, and future needs as it considers a new version of the specification.
Simple Sequencing PUF SIG	This group is looking to revise the Simple Sequencing specification to address sequencing for personalized learning, use of Learning Design, requirements for constructivist models, and the need for higher levels of interoperability in practice.
L/CMS RFP PUF SIG	This group is seeking to create a standardized, reusable template of commonly-accepted LMS features and interoperability requirements that enable enhanced selection of learning enterprise applications.



## New Members and Member News

We are pleased to announce and welcome the following organization as a new **Contributing Member**:

**American Public University System**  
<http://www.apus.edu>



**Affiliate Organization:**

**Pierre & Marie Curie University (UPMC)**  
<http://english.upmc.fr>

Send your news to [lisa@imglobal.org](mailto:lisa@imglobal.org)



## Meeting Calendar

- © 11-14 May 2009 — IMS GLC Learning Impact 2009: Barcelona, Spain  
<http://www.imglobal.org/learningimpact2009/index.html>
- © 13-16 July 2009 — Quarterly Meetings: TELUQ, Montreal, Canada
- © 19-22 October 2009 – Quarterly Meetings: Oracle, Redwood Shores, California, USA – TO BE CONFIRMED

*Members interested in hosting future IMS GLC Meetings should contact Lisa Mattson at [lisa@imglobal.org](mailto:lisa@imglobal.org)*



## Workshops and Presentations

- © 4 April 2009 10:30am - John Falchi: **Introducing Prospective and New Students to E-learning** UCEA - Boston, Massachusetts, USA  
<http://www.ucea.edu/>
- © 10-13 June 2009 - Rob Abel: **Presentation at EDEN 2009 Annual Conference** - Gdansk, Poland  
<http://www.eden-online.org/eden.php?menuId=428>

