



Global Learning Consortium

Global Learning Consortium

Our Mission is to Enable and Lead a New Generation of **Learning** and a New Era of **Learning Impact**
Through the Development and Adoption of Innovative Technologies

The IMS Global Learning Consortium (IMS GLC) is a non-profit member consortium of leading education and learning technology suppliers, educational institutions and school districts, and government organizations worldwide.

IMS GLC exists to enable high-quality, accessible, and affordable learning experiences. IMS GLC members harness technology to address these critical global learning and educational challenges in the higher education, K-12 education, and corporate education industries.

The IMS Global Learning Consortium . . .

Where the World's Leaders in Learning Converge

LETTER FROM CHAIRMAN AND CEO

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

As we enter 2009, a year that promises to hold once in a lifetime financial challenges for many around the globe, we are pleased to report that the work of our consortium has achieved tremendous momentum. Three years ago, the IMS Board of Directors set out to transform our organization, well known to a few organizations around the world dedicated to learning technology interoperability into an organization that provides for broader and more effective leadership and support to what is still largely a nascent market. We listened closely to our members and are still listening as the transformation unfolds. Our momentum is evidenced by rapid growth in which our member and affiliate base has nearly tripled.

While still focusing on developing standards in support of technology-enabled learning, we are also dedicating ourselves to applying this work to 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.

We are pleased to present you with this annual report for 2008 which highlights the enormous achievements of our members. We are pleased to report that today the IMS Global Learning Consortium provides an unparalleled venue for the world's leaders in educational and learning technology use and development.

While there are many organizations contributing to the development of the educational and learning technology segment and related standards, the IMS Global Learning Consortium is unique:

- IMS GLC has featured an exclusive focus and expertise in the use of technology to support and enhance learning for over 10 years
- IMS GLC is a true global collaboration in which the participants benefit from the experience and investments of leading organizations from around the world
- IMS GLC member institutions, districts, and ministries are the leading providers of technology-enhanced education and learning in the world
- IMS GLC supplier members are the leading suppliers of digital content and assessments, learning and educational technology, and enterprise system and service solutions in the world
- IMS GLC serves as a critical market development force by coordinating member activities that create and promote positive industry change

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.



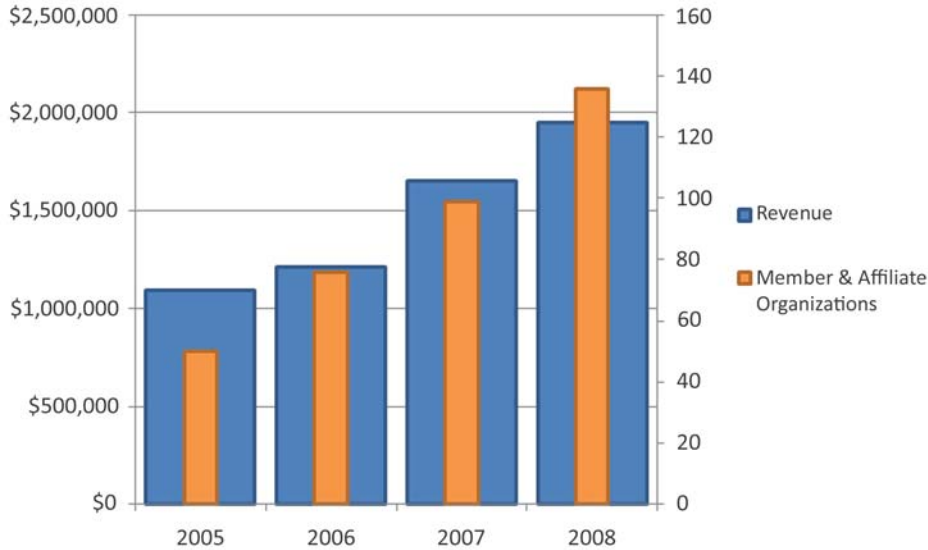
Rob Abel, Ed.D., Chief Executive Officer



David Ernst, Chairman, Board of Directors

KEY ACCOMPLISHMENTS IN 2008

Revenue & Organizational Growth



- Annual revenues rose by \$298,000 or 18% to \$1,950,000 U.S.
- Organizational members and affiliates increased 37% to 136.
- The IMS Common Cartridge Standard v1 achieved public release, making possible a dramatic increase in digital content alternatives for education, lowering cost and barriers to entry for content providers, learning platforms, institutions, and school districts.
- The Common Cartridge Alliance, the new community for developers of Common Cartridge-related products and

services, released open source prototypes and conformance testing software to enable suppliers to supply content and platforms that achieve 100% interoperability in practice.

- IMS Korea was launched with participation from eight leading Korean organizations, setting a model for conducting highly productive regional partnerships in which government and industry are cooperating fully in support of IMS standards.
- Several leading suppliers, publishers, U.S. school districts, and U.S. virtual schools took the lead in applying IMS GLC standards in the K-12 U.S. segment, leveraging a large body of IMS GLC work from higher education and global cross-segment involvement.
- Commitment from market leaders was achieved for both the Learning Information Services (LIS) standard and the Learning Tools Interoperability (LTI) standard, two standards that promise to make integration of cooperating applications (including Web 2.0) and user provisioning from the authoritative student system seamless and more effective for teachers, students, and information technology support staff.
- Digital Learning Services Standards was announced as the go-to-market brand that enables the next generation of enterprise and web learning technology plus the online educational services they enable, utilizing the combined features of the Common Cartridge, LIS, and LTI standards.
- The Learning Impact Award Program after only its second year of existence has emerged as the world's leading showcase for high impact use of technology, providing to date more than 40 tangible examples for institutions and school districts to learn from and emulate to address access, affordability, and quality challenges in delivery of education.

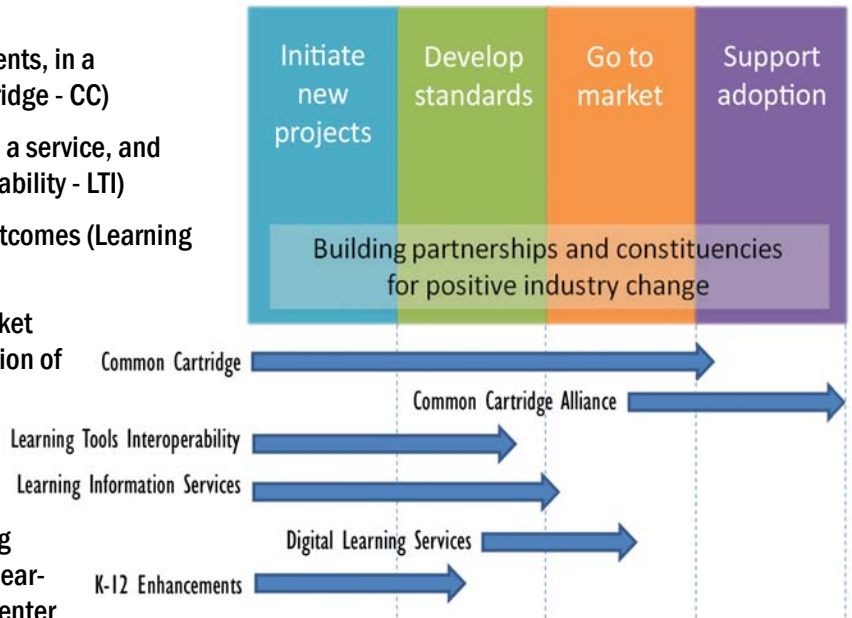
THREE KEY INITIATIVES

Digital Learning Services: 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 a true increase in ease of use and ease of integration in order to accelerate market development. In 2008 IMS GLC announced the coming of a new generation of Digital Learning Services (DLS) standards. DLS consists of a “suite” of three major standards that support the new generation of 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 members are working on bringing to market one or more of these key standards. The combination of all three enables a new level of innovation and seamless integration of enterprise and web-based learning resources and applications. Common Cartridge achieved public release in 2008. Both LTI and LIS achieved important backing from a critical mass of leading suppliers and are nearing release to the IMS Developer’s Network as we enter 2009.



Adoption Practice Standards: Supporting Institutional and District Leaders by Defining the Gold Standard for Technology-Enhanced Learning

Today's challenging times bring to the fore issues with the cost and effectiveness of educational systems worldwide. Our ability to meet today's and tomorrow's challenges is directly affected by the level of quality educational attainment. 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 continue to be challenged as we move into the future. That's why IMS GLC has created a new and vital Adoption Practice standards collaboration led by these “end user” organizations. 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 2008 adoption practice standard groups in IMS GLC made significant progress in the following areas:

- Capturing best practices for student induction to e-Learning
- First Annual Summit for Learning Technology Advisory Council (LTAC)
- Formation of K-12 Learning Technology Advisory Council (LTAC)

Learning Impact and the Summit on Global Learning Challenges: Focusing Market Development to Increase Quality Educational Opportunities

A key role of the IMS Global Learning Consortium is to encourage positive industry change. Some innovations are grounded in a value proposition that enables educational institutions and districts to achieve critical goals. We call achievement of such goals “Learning Impact” - which is also the name for the most vital outreach program of its kind. In 2008 IMS GLC held its second annual Learning Impact Conference and Summit on Global Learning Industry Challenges. 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 2008 awards included regional qualifying events held in Australia and New Zealand in late 2007. Twenty-three entrants selected as finalists showcased at Learning Impact 2008, with 12 selected as medal winners by a panel of expert judges and the attendees. In two short years the LIAs have



emerged as the most prestigious award of their kind in the world.

As we enter 2009, the upcoming Learning Impact and LIA Award finalist competition, scheduled for beautiful Barcelona in May, promises to again showcase the world’s leaders in learning. Two regional qualifying competitions were held in the United Kingdom and Australia in late 2008. For more information on the annual Learning Impact conference and competition, visit:

<http://www.imsglobal.org/learningimpact2009/index.html>

LEARNING IMPACT AWARD WINNERS 2008

Platinum

- 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

Gold

- Schools Online Curriculum Services– Australia
- ATutor– Accessible, Adaptive, Online Learning – Canada
- MyWay: Usable and Accessible Made-To Measure Learning Materials – Spain

Silver

- New Zealand Open Source Virtual Learning Environment and eLearning Network– New Zealand
- LENS (Learning Environment by Network Service) of Korea – Korea
- Tegrity Mini-Studios at University of Central Florida – USA

Bronze

- WebPA at Loughborough– United Kingdom
- Sharestream Rich Media Service at Georgetown University – USA
- Jenzabar’s Internet Campus Solution at Peirce College – USA

INSIGHTS FROM THE 2008 ANNUAL MEMBER SURVEY

The highest rated areas of value received from IMS GLC were:

1. Interaction with peers in other leading organizations
2. Getting early access to standards under development
3. Ability to manage conformance to and evolution of standards
4. Having a neutral forum to work on open standards
5. Ability to have input toward industry evolution and change

The value of diversity of participation was rated very highly by the respondents. The value obtained from both international/cross-sector and institutional/district participation received modal responses at the highest possible level (strongly agree – with the mean equivalent to roughly 8.3 on a 10 point scale).

The top 13 work areas in terms of importance were:

1. Question and Test Interoperability
2. Learning Tools Interoperability
3. Common Cartridge
4. Content Packaging
5. Accessibility
6. Meta-data
7. SOA (Service Oriented Architecture)
8. Enterprise / Learning Information Services
9. Digital Repositories
10. Learning Design
11. ePortfolio
12. Learning Object Discovery and Exchange
13. General Web Services

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- **Paul Clark**, Ph.D., Senior Research Fellow, Retired Pro-Vice-Chancellor (Learning and Teaching), The Open University
- **Daniel J. Devine**, CEO, Compass Knowledge Group
- **Dae-Joon Hwang**, Ph.D., CEO, IMS Korea, Prof., School of ICT of Sungkyunkwan University
- **Doug Kelsall**, President and CFO of Education Sales Management (ESM)
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IMS GLC BOARD OF DIRECTORS

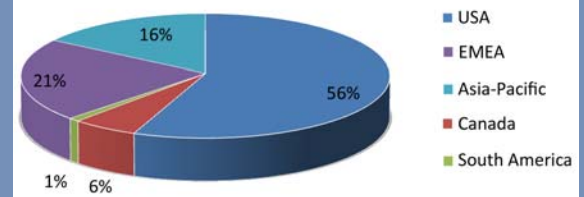
- **Rob Abel, Ed.D.**, Chief Executive Officer of IMS GLC
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 Peirce College

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 Tele-Universite
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 TIDIA Ae Project
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 UNICON, Inc.
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 University of California System
 University of Cambridge
 Universitat Oberta de Catalunya
 University of Maryland University College
 University of Michigan
 University of North Carolina - Wilmington
 University of Toronto
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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.

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.

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