EDUPUB2

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Welcome to EDUPUB2
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Question: How Many Standards Experts Does it Take to Screw in a Light Bulb?
Answer: It Depends On the Use Case
Agenda

- Opportunities
- Challenges
- Process
Agenda

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- Challenges
- Process
Successful EdTech Standard

- Buyer awareness & support
- Enabling standard that delivers
- Perceived market opportunity
- Viable Standard
- Community commitment
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

- Buyer awareness & support
- Enabling standard that delivers
- Perceived market opportunity
- Viable Standard
- Community commitment
Agenda

• Opportunities

• Challenges

• Process
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<tr>
<th>Project</th>
<th>Initial Contacts</th>
<th>Organizations</th>
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<tr>
<td>Educational Profile for EPUB3</td>
<td>Paul Belfanti, Markus Gylling</td>
<td>IDPF</td>
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<tr>
<td>QTI Integration</td>
<td>Colin Smythe, Wilbert Kraan</td>
<td>IMS, IDPF</td>
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<tr>
<td><strong>inc asynchronous communication</strong></td>
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<tr>
<td>LRMI+a11y Integration</td>
<td>Madeleine Rothberg, Matt Garrish</td>
<td>IDPF, IMS</td>
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<td>Content Linkage to LTI</td>
<td>Colin Smythe, Markus Gylling</td>
<td>IMS, IDPF</td>
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<tr>
<td>Outcomes and Analytics services</td>
<td>Colin Smythe</td>
<td>IMS</td>
</tr>
<tr>
<td><strong>inc asynchronous communication</strong></td>
<td></td>
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<tr>
<td>EPUB3 Widget Spec &amp; Library</td>
<td>Markus Gylling, Ron Severdia, Gerardo Capiel, Colin Smythe</td>
<td>IDPF, IMS</td>
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<td></td>
<td><a href="https://github.com/idpf/">https://github.com/idpf/</a></td>
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<tr>
<td>EPUB3 “Discrete Entity” Metadata</td>
<td>Bill Kasdorf</td>
<td>IDPF, LRMI</td>
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<tr>
<td>Reference implementation of fully accessible Reading System + EDUPUB features (inc MathML!)</td>
<td>Ric Wright, Daniel Weck</td>
<td>Readium Foundation</td>
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<td>UAAG 2.0 review: RS perspective</td>
<td>Markus Gylling, Suzanne Taylor</td>
<td>W3C DPUB IG</td>
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<td>Establish forum for assessment/STEM support in ARIA</td>
<td>Mark Hakkinen, Markus Gylling, Rich Schwerdtfeger</td>
<td>W3C, IDPF, DPUB IG, IMS</td>
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<tr>
<td>Open Annotations for EPUB</td>
<td>Markus Gylling</td>
<td>IDPF</td>
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<tr>
<td>Time</td>
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</table>
| 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 |
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<tr>
<th>Time</th>
<th>Session Title</th>
<th>Presenter(s)</th>
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<tr>
<td>3:30 PM</td>
<td><strong>Theme 3: E-text app integration and widgets</strong> -continued</td>
<td>Recommendations for widgets/LTI in e-text apps, Sean Brady, CourseSmart</td>
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<tr>
<td>3:30 PM</td>
<td><strong>Panel: Recommendation for use(s) of Learning Tools Interoperability™ (LTI) in EDUPUB</strong></td>
<td>Markus Gyllen, IDPF (Moderator); Robert Godwin-Jones, SoftChalk; David Stroup, Pearson; Colin Smythe, IMS; Sean Brady, CourseSmart; Rick Johnson, VitalSource</td>
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<tr>
<td>4:35 PM</td>
<td><strong>Theme 4: Metadata &amp; Content Structure</strong> - continued</td>
<td>Moderator: Bill Kasdor, Apex Content Solutions</td>
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<tr>
<td>9:00 AM</td>
<td><strong>Metadata mapping for academic success recommendation: LRMI, Dublin Core, LOM, GEM, IMS</strong></td>
<td>Colin Smythe, IMS</td>
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<td>9:25 AM</td>
<td><strong>EDUPUB Content Structure Recommendation</strong></td>
<td>Bill Kasdor, Apex Content Solutions</td>
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<tr>
<td>9:45 AM</td>
<td><strong>Industry Expert Panel: Next steps and challenges on metadata and content structure</strong></td>
<td>Bill Kasdor, Apex Content Solutions (Moderator); Yonah Hirschman, Pearson; Colin Smythe, IMS; Brent Bailey, Elsevier; Darryl Lehman, Imagineering; Michael Jay, Educational Systemics; Jean Kaplansky, Antara</td>
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<tr>
<td>Time</td>
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| 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 Capiel, 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 Nawrocki, 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 |
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Project Tomorrow
K-20 Digital Learning
Thought Leader

Mary Keeling, Manager IBM
Expert on Global Smarter Cities Programs

Ben Nelson, CEO
Minerva Project
Travels the World Reinventing the University

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

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

“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

Track Sessions

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