



# IMS GLC Special Summit on Next Generation Digital Learning & Content-Supporting Educational Improvement

hosted by:



12 February 2009, California State University Chancellor's Office, Long Beach, California

*This special summit is designed to bring together leading organizations and individuals who want to help chart the future application of the IMS Digital Learning Services standards (Common Cartridge, Learning Tools Interoperability, and Learning Information Services). The day will begin with an understanding of the market challenges and opportunities in both the K12 and higher education sectors. This will be followed by a series of presentations and demonstrations pertaining to one or more, and ideally the convergence, of three important areas:*

- *The evolution toward digital replacement or supplement to print materials*
- *The advent of new online learning applications, assessments, and resources that go far beyond print*
- *New value propositions to faculty, students, and learning tech leaders in terms of time savings or enhanced learning experiences*

*The summit will be captured in an online summary document, including implications on specific IMS activities, such as the Digital Learning Connection and the Dynamic Instructional Content Exchange.*

## IMS Organizational Updates: The Evolution of IMS GLC Digital and Learning Enterprise Services

*Rob Abel, Ed.D., CEO, IMS Global Learning Consortium*

## The Opportunities & Challenges: Expectations for Educational Content in the HE and K12 Sectors

*Dr. Geoffrey Fletcher, The Congress on the Future of Content*

### Can We Get There From Here?: A report from the Congress on the Future of Content

What is your vision for content over the next five years and how that content should be delivered, and what are the barriers to attaining that vision? Those are the questions a task force of content providers and technology non-profit organizations established by T.H.E. Journal asked educators and state officials. Some answers were expected engaging content able to be delivered flexibly; and some answers were not - we need a new business model. This session will examine the research of the first phase of this initiative and look forward to the action phase just getting underway.

## From Textbook Publisher to Academic Solutions Provider: The Cengage Learning Perspective

*Ed Moura, Executive VP for Digital Solutions, Cengage Learning*

Eduardo (Ed) Moura will provide a window into Cengage Learning's perspective (research-based) on the road ahead and some of the implications/consequences that the migration to digital learning has on the enterprise of learning - from students/families through instructors to the institutions and their missions. Ed will also provide an overview of Cengage Learning digital products and leave time for open Q&A.

## New Delivery and Business Models for Digital Content

- \* CourseSmart - *Sean Devine, CourseSmart*
- \* The eBook Collection at the University of Phoenix - *Mike Sharkey, University of Phoenix*
- \* Content+: MyLabs - *Mary Ann Perry, Pearson Education*
- \* Digital Marketplace - *George Ward, California State University*
- \* Café Scribe - *Isabella Hinds, Follett*

## Exploiting the IMS GLC Digital and Learning Enterprise Services

- \* Common Cartridge—Overview of CC features, functionality and final specification  
*David Mills, ANGEL Learning; Erik Unhjem, Pearson Education*
- \* Learning Tools Interoperability: *Dr. Charles Severance, IMS GLC*
- \* K12 / Schools: *Jennifer Whiting, FVLS*
- \* Wrap-up and Implications for IMS DICE Activities: *John Falchi, IMS GLC*



For travel details and registration, visit: <http://www.imsglobal.org/feb2009longbeach.cfm>