

The Future of Digital Course Materials:

From Platform to Experience

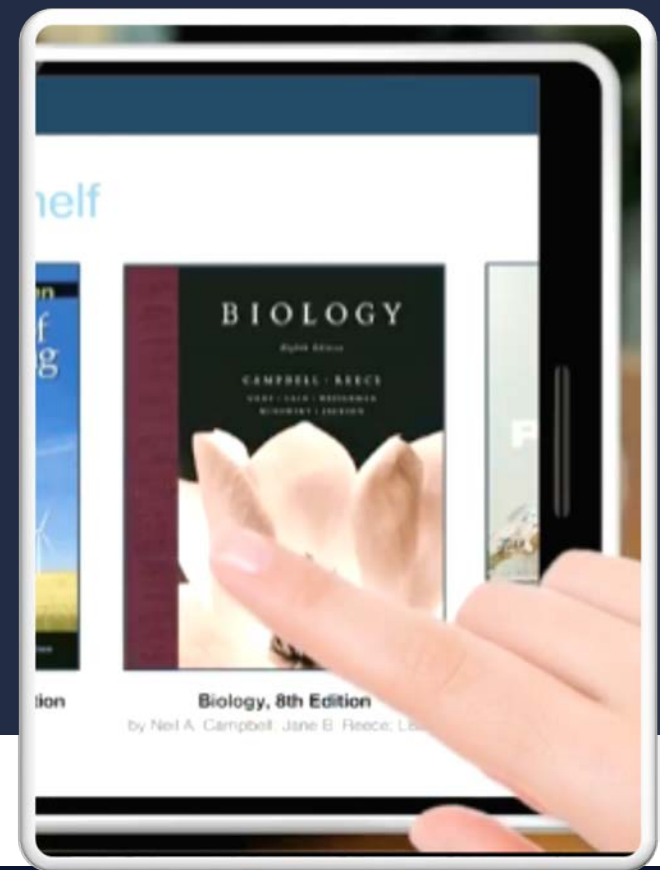
California Community Colleges
SAC Presentation – February 23, 2012

- Introductions
- Digital Transformation
- Blackboard Integration
- Moodle Integration
- Value to CA CC System
- Questions, Discussion and Next Steps

Digital Transformation

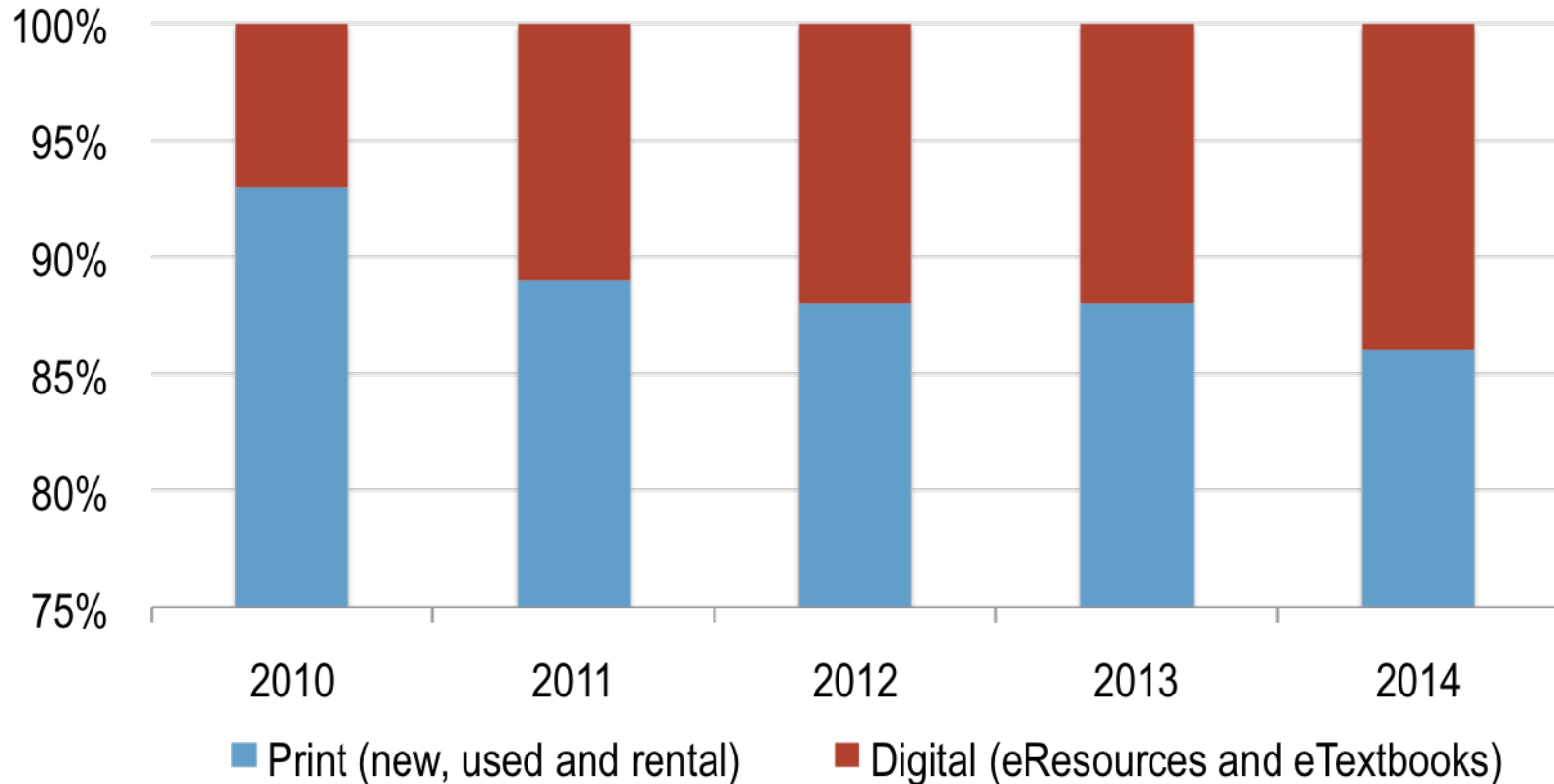
Digital Transformation

- For the last 15 years prognosticators predicted the demise of print textbooks in favor of digital
- Their predictions are materializing faster than we ever expected
- Five years ago, CourseSmart made its first efforts to give credence to their predictions



Digital is becoming significant

Textbook Format Penetration



Digital grows from 11% of market in 2011 to 14% in 2014.

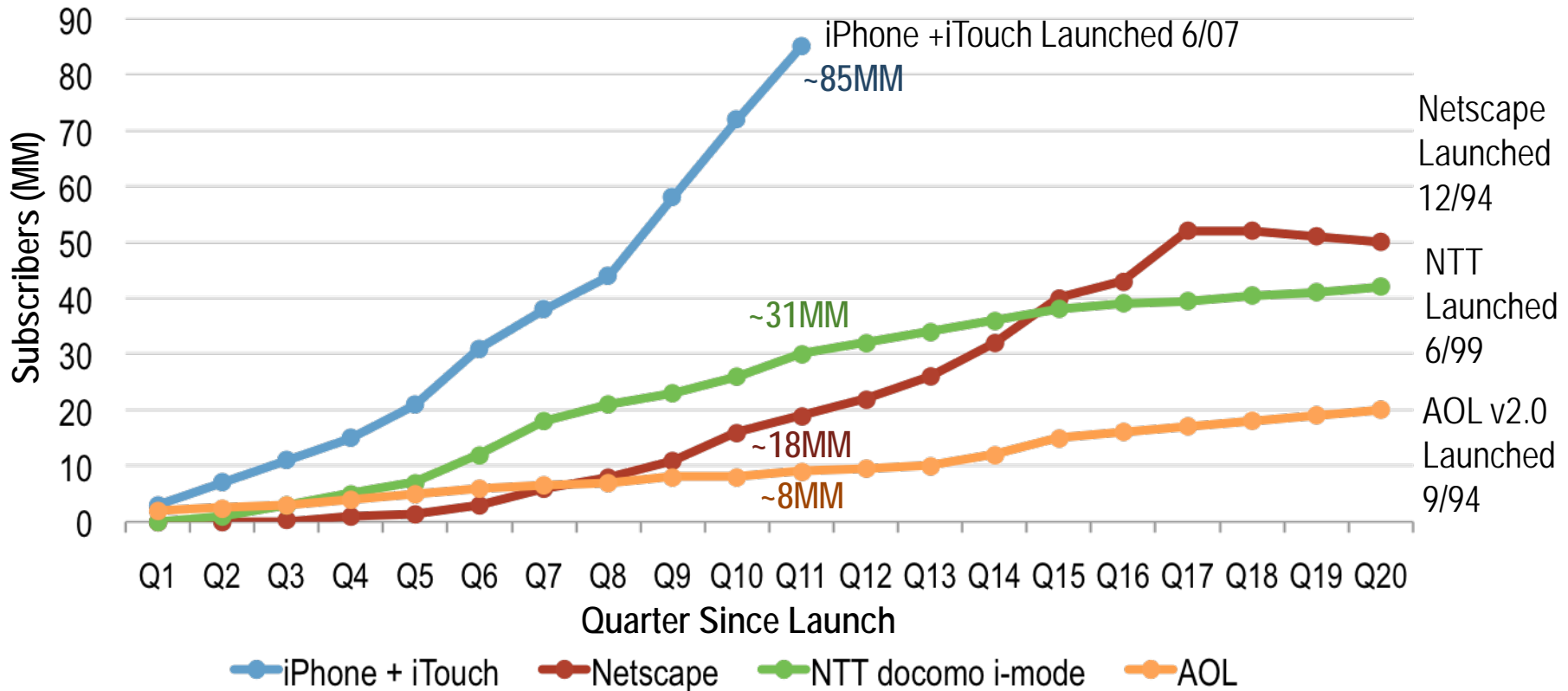
Are we there yet?

ECAR reports 57%
of all students use e-books
or e-textbooks

Impact of Mobile

Internet Usage is Explosive

iPhone + iTouch vs. NTT docomo i-mode vs. AOL vs. Netscape Users — First 20 Quarters Since Launch



More Americans will access the internet through a smartphone or tablet than via a desktop computer by 2012

Mobile Adoption in Higher Ed

98% of all students own a smartphone, tablet, laptop, eReader or other mobile web-enabled device.

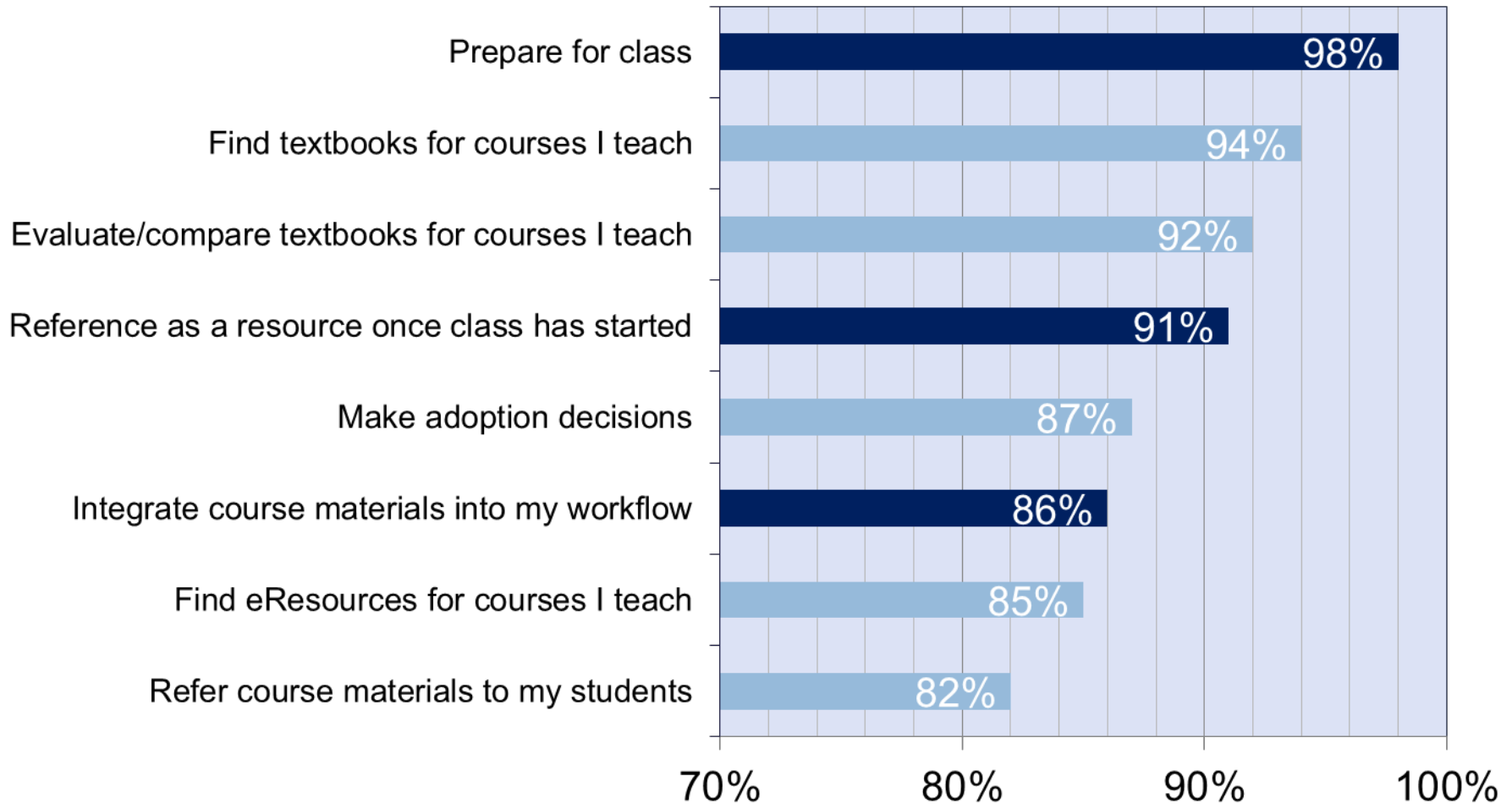
3 electronic devices are used by students per day, on average.

93% of students believe that technology such as laptops, Wi-Fi, and digital devices are absolutely essential to their college education.

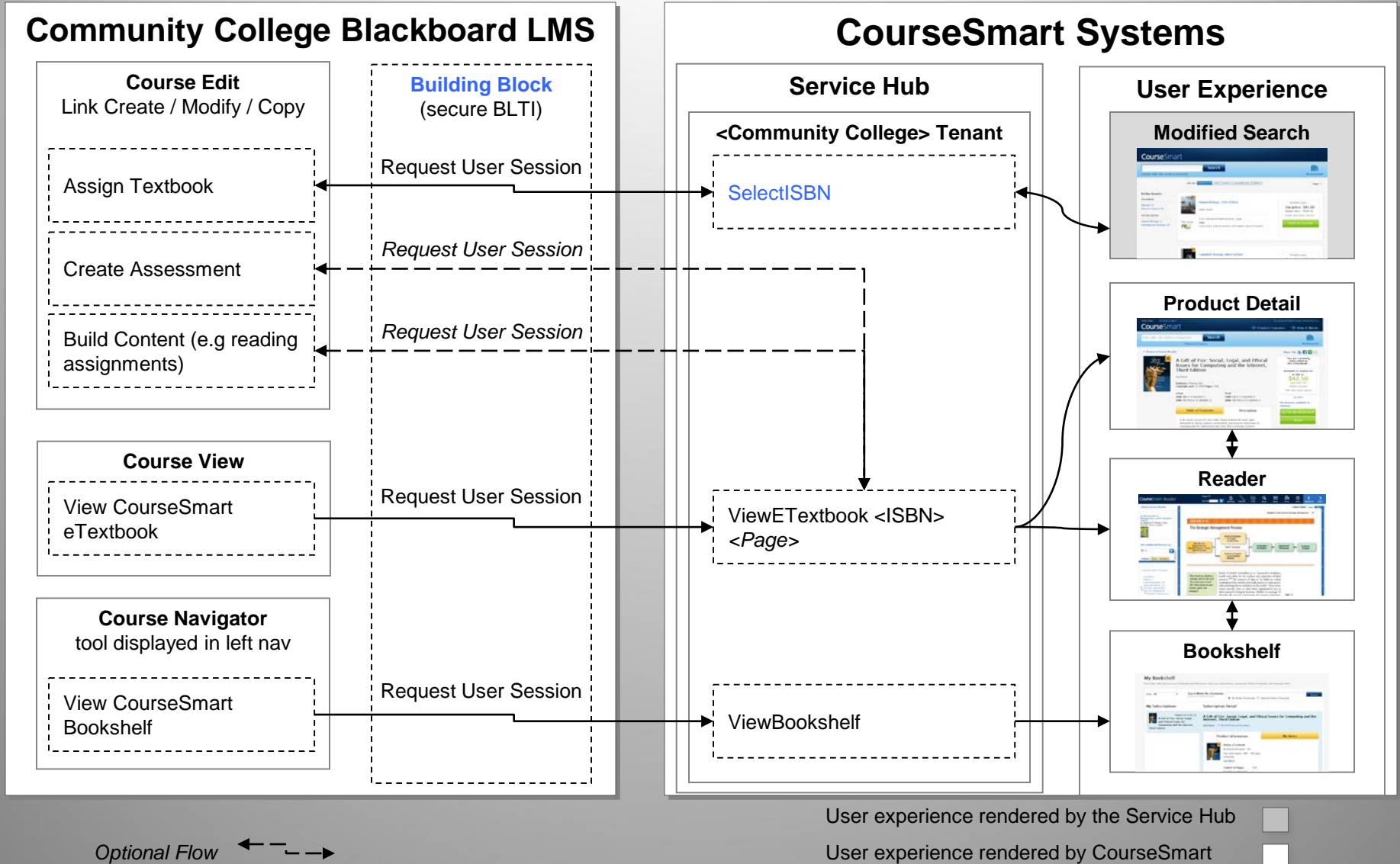
85% of all students believe that technology such as mobile devices, digital textbooks, e-readers and tablets helps them save time when studying and learning.

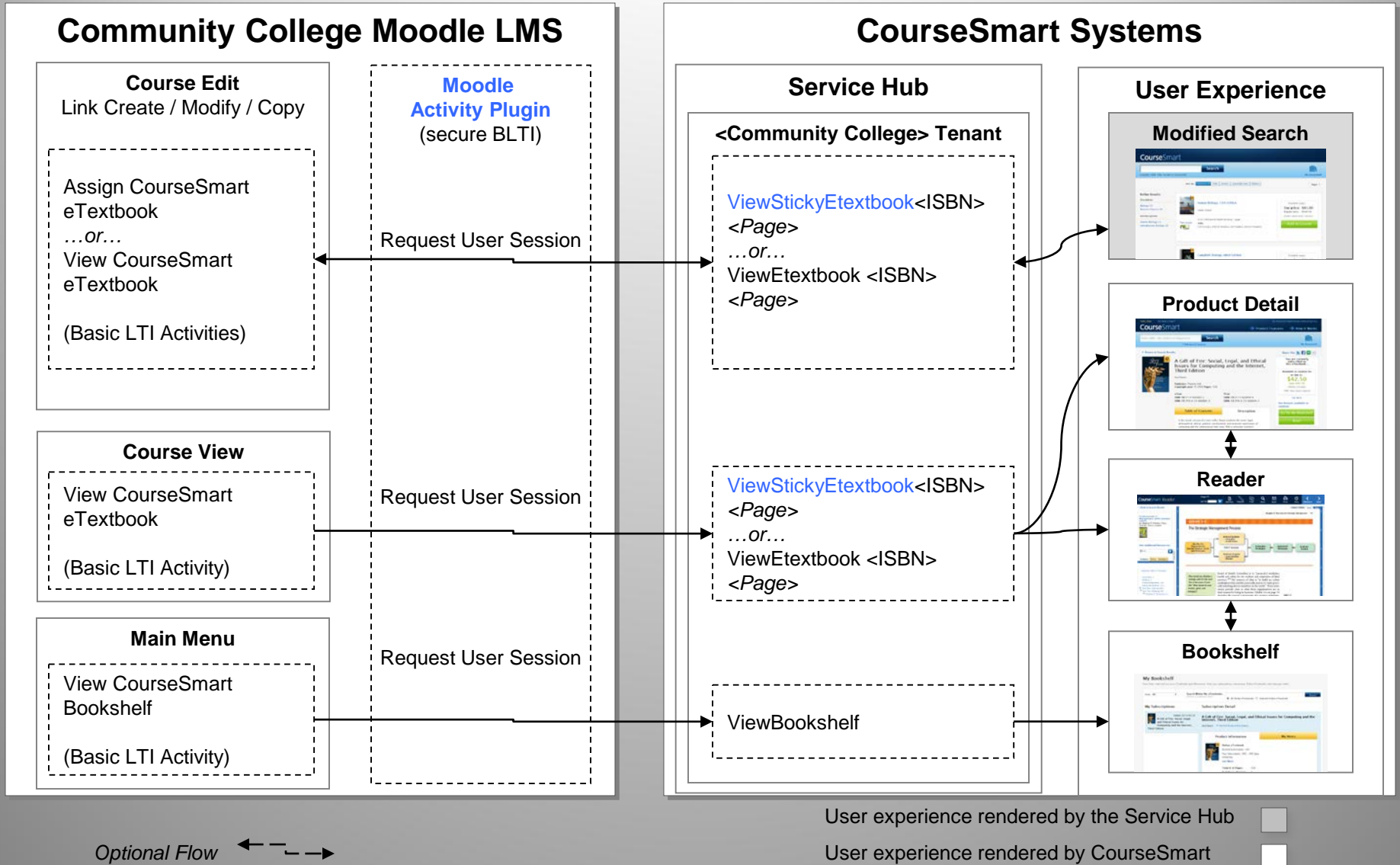
Faculty Influence

Faculty are highly engaged w/ digital content and platforms



Demo | Questions | Discussion | Next
Steps

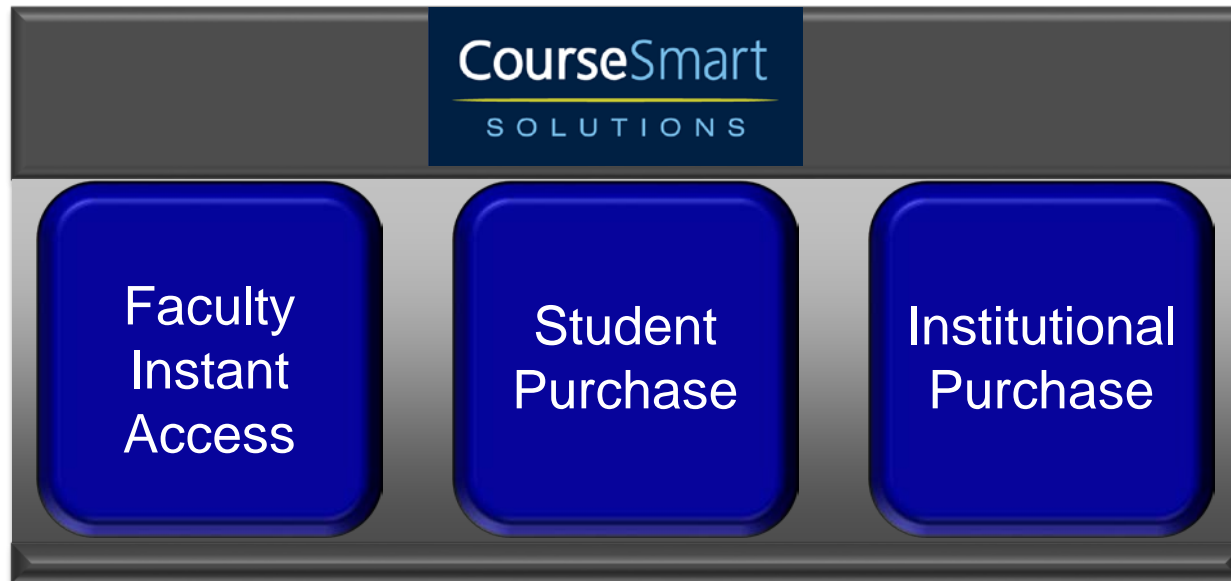




Value to California Community College System

- Support broad and deep usage of LMS by faculty and students with incorporation of content contextualized within the course
- Demonstrate that a contextual student experience within the LMS for accessing relevant course material can improve learning outcomes
- Demonstrate faculty can save time selecting content and preparing for class
- Increased visibility in the community as a technology-leader
- Contribution to the higher education community through research on usage and benefits of digital course materials
- Prove model of site license based on entire enrollment census as a saving for students
- Other benefits as identified by CA Community College System

CourseSmart Transaction Models



Faculty Sampling

B→B

B→B→C

Next Steps

- Identify Colleges for participation
- Identify vehicles for licensing:
 - MSA with Chancellor's Office or FCCC
 - Blackboard MOU
 - Moodle MSA
- Establish timelines and develop scope of work
- Establish metrics for student engagement, performance, etc.
- Provide Training and Communications
- Measure and report on outcomes and successes

Thank You!