IMS Global has become the W3C of Education

- Non-profit membership consortium run by leading districts, states, universities, suppliers as equal partners
- 20-year history as a market change agent: learning platforms, e-assessment, digital curriculum, learning analytics, microcredentials
- 200 end-user organization members (states, districts, universities) representing 17+ million students in USA
- World class product ecosystem based on open standards that are adopted organically and broadly, including hundreds of certified products (imscert.org)
- Larger than all other standards efforts combined in the education/learning sectors: 525+ members, financial support approaching that of Worldwide Web Consortium, multi-sector/global span
IMS Global Works Collaboratively With Over 25 Partners and Affiliates in the Education Sector

AACRAO: American Association of Collegiate Registrars and Admissions Officers
UNIS: European University Information Systems
Dublin Core® Metadata Initiative
Bill & Melinda Gates Foundation
CNI: Coalition for Networked Information
Association of Public & Land-Grant Universities
Next Generation Learning Challenges
Achievement Standards Network
Ed-Fi Alliance
Online Learning Consortium
W3C
ISTE
MERLOT: Multimedia Educational Resource for Learning and Online Technology
WCET
IEEE: Advancing Technology for Humanity
ISO
American National Standards Institute
EdTech Coalition
CompTIA
Mozilla
MacArthur Foundation
CEN

IMS Has Had Equal Governance From Leading States, Institutions and Suppliers Around the World Since Its Inception

Over 115 leading HED institutions, 50 school districts, and more than 285 edtech suppliers worldwide, are working together to enable academic transformation by creating an expansive set of interoperable products to support next generation learning.

IMS Global’s Work Is Reported On By Respected IT Analyst Organizations, Such As Gartner, Ovum, and FutureSource

IMS is a RegularlyFeatured Contributor in Major Education Publications, Organizations and Conferences such as EDUCAUSE, CoSN, ISTE, ISO/IEC, WCET, SIIA, CCSSO

20+ years experience as the education sector’s partner in leading the development and adoption of key innovations that have become the foundation of the interoperable edtech ecosystem

www.imsglobal.org
@learningimpact
The mission of the IMS Global Learning Consortium is to advance technology that can affordably scale and improve educational participation and attainment.
Enacting the Mission

IMS Members Collaborate in Three Essential Dimensions

- Ed Tech
- Interoperability
- Standards

Technical Foundation for Distributed Innovation

Large-Scale Adoption Projects

Adoption of Innovation at Scale Toward Strategic Goals

Recognition of Impact on Personalization, Performance & Ecosystem

Annual Learning Impact Conference & LIA Awards
We Believe in the Power of Education Sector Collaboration

Driving an Ecosystem* of Interoperable Products that Support and Enable Digital Transformation and Innovation

* the software and platforms used to make digital learning possible in a district which might include for example an SIS, an LMS, assessment platform and digital content
Creating the FUTURE EdTech Ecosystem TOGETHER

2018 ANNUAL REPORT
Fiscal Results and Progress

IMS Conformance Certification: The Best Way to Implement IMS Standards

The IMS Global community established the certification program to deliver on the value proposition of a trusted, plug-and-play edtech ecosystem. IMS provides code libraries, real-life tests, staff support, and other resources to ensure reliable and consistent product integrations—at the lowest possible cost. Visit the IMS Certified Product Directory—the official catalog of products with active IMS certifications guaranteed to meet the IMS standards for which they have passed testing—at imscert.org.

In 2019, 210 different learning platforms, apps, and tools achieved IMS certification for a total of 523 active certifications across all IMS standards.

1691 total individual certifications since the program began
38% increase in total number of certifications from 2017-2018
MEMBERSHIP HAS INCREASED 19.23% CAGR OVER THE LAST 13 YEARS
REVENUES HAVE GROWN 13.24% OVER THE LAST 13 YEARS

REVENUE, MEMBERSHIP TOTALS, AND NET ASSETS 2005-2018
COLLABORATION

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMERICAS</td>
<td>80%</td>
</tr>
<tr>
<td>EMEA</td>
<td>13%</td>
</tr>
<tr>
<td>APAC</td>
<td>7%</td>
</tr>
</tbody>
</table>

7,738 registered users of imsglobal.org

Members in 26 different countries

166 HED & K-12 institutions

21 government/state education agencies

305 edtech suppliers

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Get informed, make connections, and learn about IMS community initiatives and technical work shaping the digital learning ecosystem across Europe

Preliminary agenda and sponsor opportunities at imsglobal.org/event/europe2019
Product Directory
The new front end to the 1EdTech ecosystem: over 1700 products; over 4x increase over this time last year
IMS Focus: Digital Transformation in Education, Pragmatically Speaking

☑ Rising expectations that technology should improve teaching and learning
☑ Proliferation of innovative digital learning tools – that need to work together at scale
☑ Expectation that the ecosystem of tools and cooperation go beyond any single platform
Exhibit 4. Technology Enables a Closed-Loop Instructional System to Deliver Better Student Outcomes

- Building twenty-first-century skills: critical thinking, collaboration, and synthesis
- Abundant high-quality content
- Timely, relevant, modular multimedia
- Tools to sort, share, validate, and ensure alignment with standards
- Real-time data, enabling detailed analysis at multiple levels
- Better-informed decisions about strategy and resources
- Global reach and individual customization
- In-person, virtual, and blended learning
- Multiple channels for interaction and collaboration

Source: BCG analysis.
Note: ICT is information and communications technology.

Reaching the Full Potential of Digital Transformation in Education Requires Unprecedented Levels of Interoperability Across Hundreds of Products in Real-Time

Enabling Transformation in 2-D

Digital Transformation = Standards

Insights

Usability

Educational Transformation = Ecosystem

Engaging → Differentiated → Personalized

Foundation

Advanced Insights & Achievements

Instructional Impact

Commitment

Foundation

Digital Learning Revolution Program

Advanced Insights & Achievements

Instructional Impact

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ADVANCING DIGITAL TRANSFORMATION in five key areas

1. **ADAPTIVE DIGITAL CURRICULUM**
   - Packaging learning content from different sources and streamlining the management of digital resources saves valuable instruction time and provides greater choice and flexibility that leads to better learning experiences.
   - AccessFoil®, Common Cartridge®, Thin Common Cartridge Profile®, EPUB for Education®, OpenVideo®

2. **DIGITAL CREDENTIALS**
   - Digital credentials are reshaping the way we think about education and professional development by enabling lifelong learner control of their evidence-based skills and achievements and supporting the transition to standards-based and competency-based learning.
   - Badge Connect API®, CASE Network®, Competencies and Academic Standards Exchange® (CASE®), Comprehensive Learner Record®, Open Badges®

3. **INTEGRATED DIGITAL ASSESSMENT**
   - High-quality, innovative digital assessment that is accessible, adaptive, and safeguarded for integrity, complements the teaching and learning process, enabling effective interventions and continuous improvement.
   - Accessible Portable Item Protocol® (API®), Computer Adaptive Testing®, Question and Test Interoperability® (QTI®), Proctoring Services®

4. **LEARNING DATA & ANALYTICS**
   - Clickstream learning data from all digital resources—available in real-time and viewable using any dashboard—can help inform student success strategies, institutional academic decisions, instructional design, and provides a common data format for research on student learning.
   - Caliper Analytics®, Edu-API®, Learning Information Services® LTI Insights®, OneRoster®

5. **LEARNING PLATFORMS, APPS & TOOLS**
   - Scalable, seamless, and secure integration of all digital content, learning tools, and assessment products into an institution's digital learning environment is the most effective way to support next-generation teaching and learning.
   - App Vetting & Privacy®, Learning Tools Interoperability® (LTI®), LTI Advantage®, LTI Resource Search®
Standards-Based Ecosystem Applied to Digital Transformation of Learning Result in Personalized Learning and Institutional Improvement

- **Learner Profile**
- **Digital Credentials**
  - Open Badges & Comprehensive Learner Record
- **Learning Analytics**
  - Caliper Analytics
- **Recommendation Engine**
- **Learning Data Analysis**
- **Curriculum & Standards Alignment**
- **Innovative Digital Resources**
- **Modularized, Adaptive Digital Curriculum**
  - Common Cartridge & Thin Common Cartridge
- **Learning Platform**
- **Deep Integration of Curriculum Resources and Tools into Any Learning Platform**
  - LTI Advantage
- **Assessment Platform**
- **Assessment Question and Test Interoperability (QTI)**
- **Student Information System Data**
- **Rostering, ID, Provisioning & Gradebook**
  - OneRoster, EduAPI
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Note: ICT is information and communications technology.
Digital Credentials

Open Badges v2 and Comprehensive Learner Record enable advancement in collection and verification of achievements.

Open Badges (OBv2)

Open Badges are the verifiable micro-credentials that fill the gap in traditional transcripts and resumes.

Open Badges are a specific type of digital badge designed to promote learner-agency principles. Open Badges communicate skills and achievements by providing visual symbols of accomplishments embedded with verifiable data and evidence that can be shared across the web. Open Badges empower individuals to take their learning with them—wherever they go—building a rich picture of their lifelong learning and achievements journey. Thousands of organizations across the world already issue Open Badges, from non-profits to major employers and educational institutions at all levels.

Examples of Open Badges

- **Brandman University**
  Skills in the Curriculum

- **Digital Promise**
  Educator Professional Development

- **IBM**
  Data Science Program

- **Madison College**
  Dietary Manager Certificate

- **Purdue University**
  Department of Chemistry

PORTABLE and earner-controlled

VERIFIABLE records of achievement

DISCOVERABLE with linked-data structures

Click each badge for details.
Industry-Led Open Standards Enable a Scalable Ecosystem of Digital Credentials Across K12, HED and Corporate Learning

Comprehensive Learner Record and Open Badges
- Degrees
- Certificates
- Licenses
- Competencies
- Courses

Digital, Verifiable, Secure Credentials

Learner-Curated Interoperable Credentials

K12 Technology:
- Portfolio
- Student System

Corporate Technology:
- Applicant Tracking
- HR/Talent Management

Post-Secondary Technology:
- Badging Platform
- Assessment System
- Student System

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COMPETENCY RECORD

BACHELOR OF ARTS
Associate Of Arts & Science

PSY 202 - Introductory Psychology
Semester: January 2015  Credits: 3  Grade: A
Competencies (6 complete, 6 total)

- Explain the basic methods of research used by psychologists and the reasons for these.  Mastery
- Apply knowledge of physiology to human abilities and limitations.  Mastery
- Apply basic concepts from development, personality, and social psychology to real-life situations.  Mastery

BIOL 141 - Heredity
Semester: April 2015  Credits: 3  Grade: B
Competencies (14 complete, 14 total)

- Describe genetics as a discipline.  Mastery
- Explain the role cell components, cell division, and stem cells play in cellular reproduction.  Mastery

University of Wisconsin Extension Pilot Project Design
Talent Continuum
Cross-sector leadership group on pragmatic strategies for new educational models and pathways

The Talent Continuum is an important expert advisory council for IMS Global's digital credentials and related standards. It's leading innovators in industry and academia coming together with a mission to ensure a seamless, interoperable user experience in an opportunity ecosystem, removing silos between learning organizations and the workforce.
Save the Date

LEARNING IMPACT LEADERSHIP INSTITUTE
18-21 MAY 2020 | DENVER, COLORADO

• Join over 600 decision-makers and innovators across higher education, K–12, government, and ed–tech supplier organizations from around the globe to collaborate and play a significant role in sustainable digital transformation of education

• Twelve program tracks, over 120 breakouts, bootcamps, hackathons and much more to help organizations adopt and leverage IMS edtech innovation ecosystem

• Call for presentations to open in early October

• Details will be available at www.imsglobal.org/lili2020
2020 Learning Impact Awards Competition

- Global competition to recognize technology projects that demonstrate great potential to improve learning impact
- Call for nominations will open early January 2020
- Finalists selected in February will advance to the final round of competition
- Recognition and presentation of a platinum, gold, bronze or silver medal winners will take place during the 2020 Learning Impact Leadership Institute in Denver
- Winners will be recognized in a press release and in the 2020 Learning Impact Report
- Additional details at [https://www.imsglobal.org/lili/awards.html](https://www.imsglobal.org/lili/awards.html)
Thanks!

Rob Abel Ed.D.
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IMS Global Learning Consortium
imsglobal.org
rabel@imsglobal.org