

building content management into an educational technology architecture

ed tech cms

In 2007-8 Cengage Education (formerly Thomson) implemented a best-practice, learning object repository as part of a broader distance education initiative.

This presentation will explore this initiative and look at how content management operates as a key piece of the puzzle in an integrated educational technology architecture.

Biographical Info

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Outline

- Business drivers
- Ed Tech systems architecture
- System specifics:
 - Student Portal (LMS)
 - Virtual Library (external collections)
 - Repository (LCMS with internal collections)
- Broader business opportunities from the LCMS
- Conclusion + Q&A

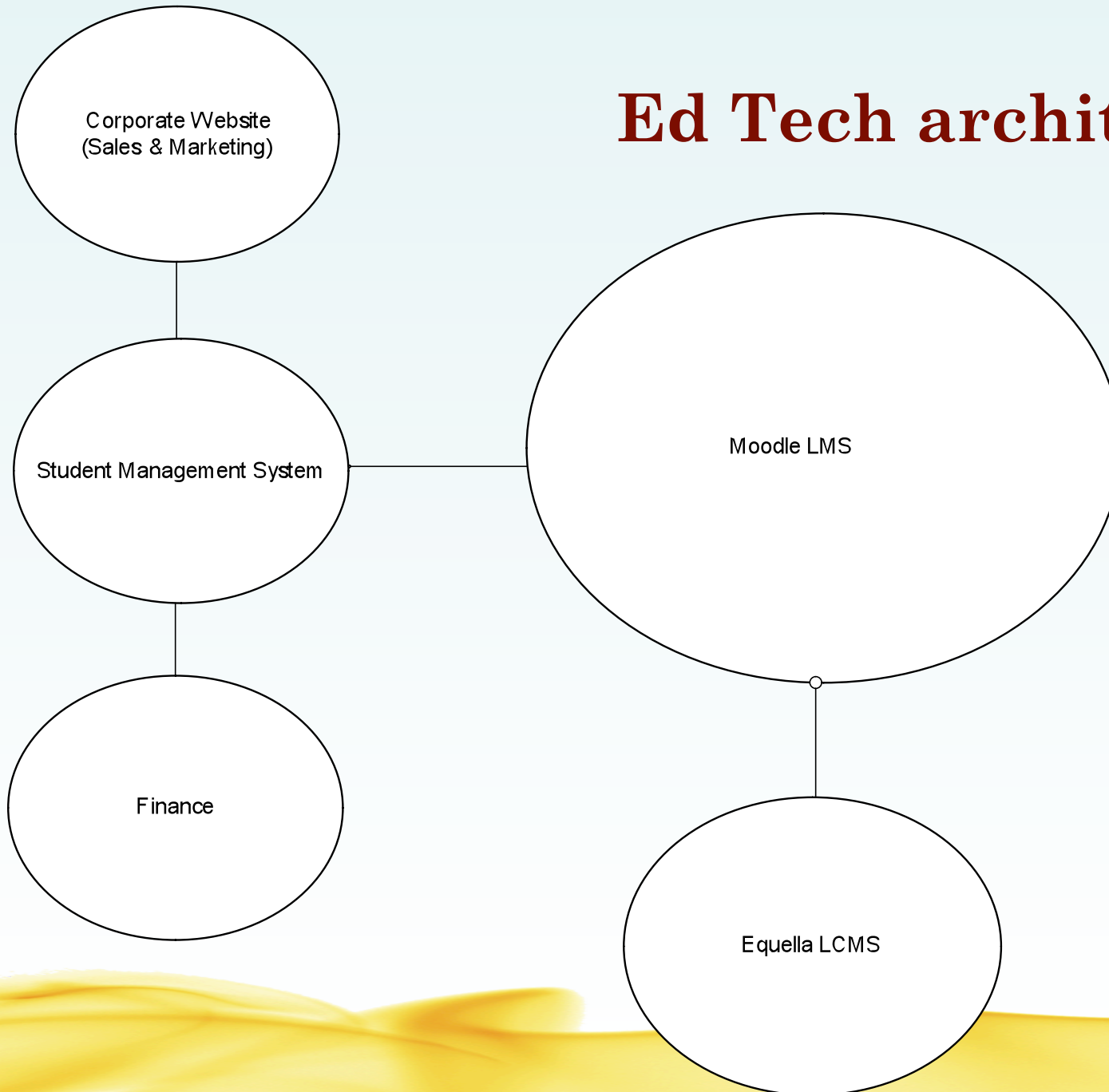
Business drivers

- 79,000+ active students in distance VET
- New Higher Education initiative (B Acc, B Bus)
- Distributed content production
- Increasing demand for fully online education products
- Self determined learning with tutor & mentor support

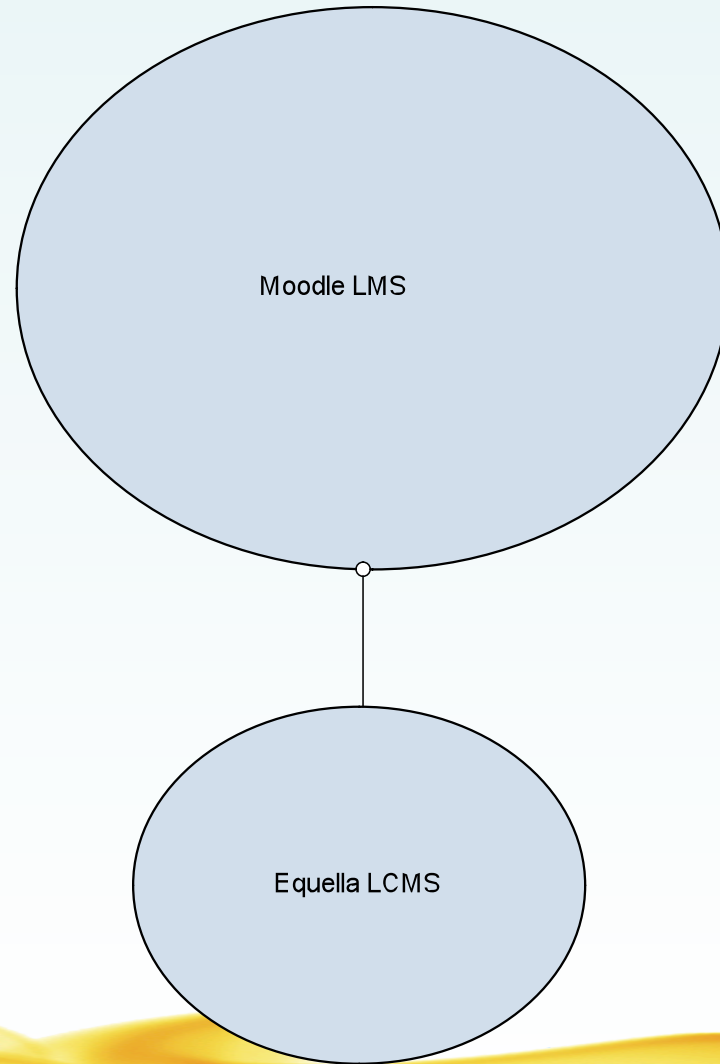
Existing systems

- SMS with Finance and Logistics support
- Low end, generic CMS driven corporate website – some student support systems
- No production documented work flows
- No consistency of workflow across course production
- Rudimentary search/discovery abilities
- Rudimentary reuse abilities
- Rudimentary DRM

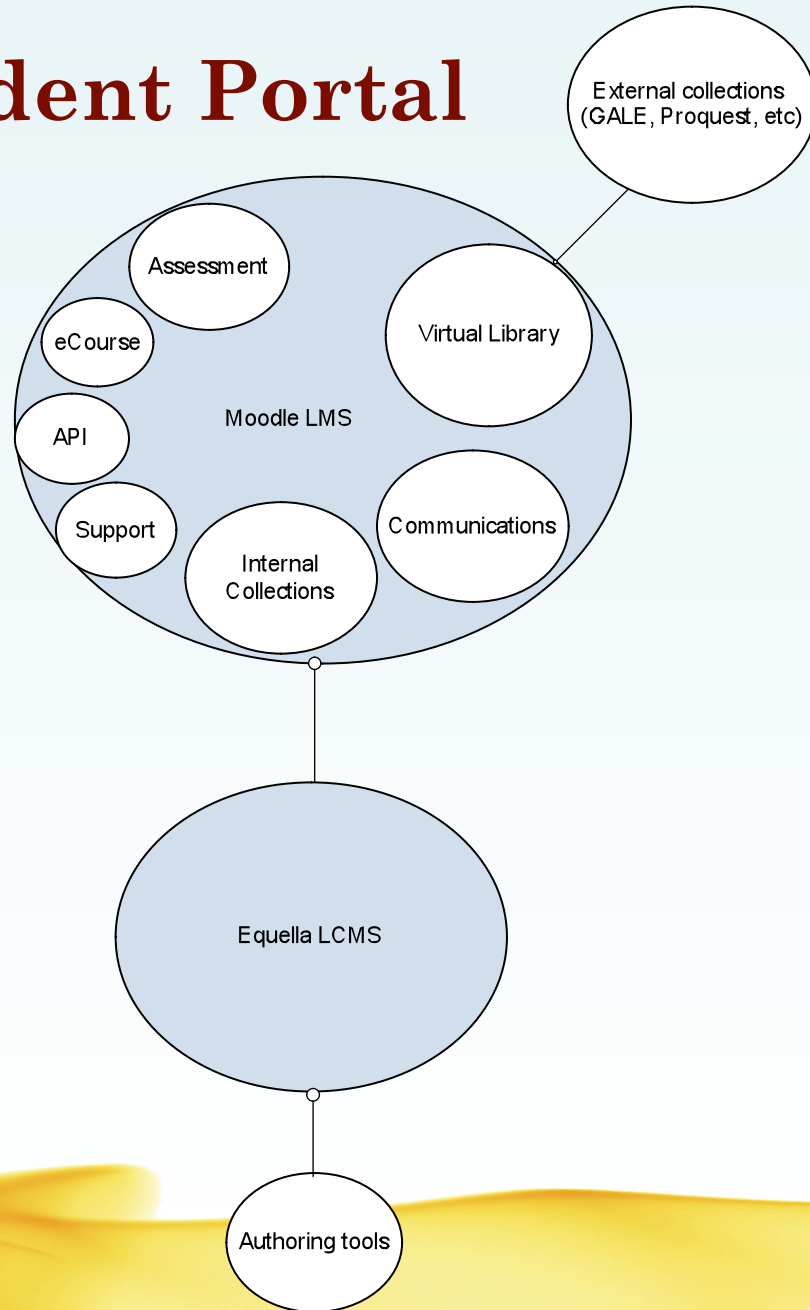
Ed Tech architecture



Portal & Repository



Student Portal



Student Portal: Login to the Student Portal - Windows Internet Explorer

http://library.cengage.edu.au/moodle/login/index.php

File Edit View Favorites Tools Help

Student Portal: Login to the Student Portal

formerly Thomson Education

CENGAGE
Education™

Not logged in. (Login)

Student Portal

Student Portal ▶ Login to the Student Portal

Existing students & tutors

Login here using your username and password
(Cookies must be enabled in your browser) ?

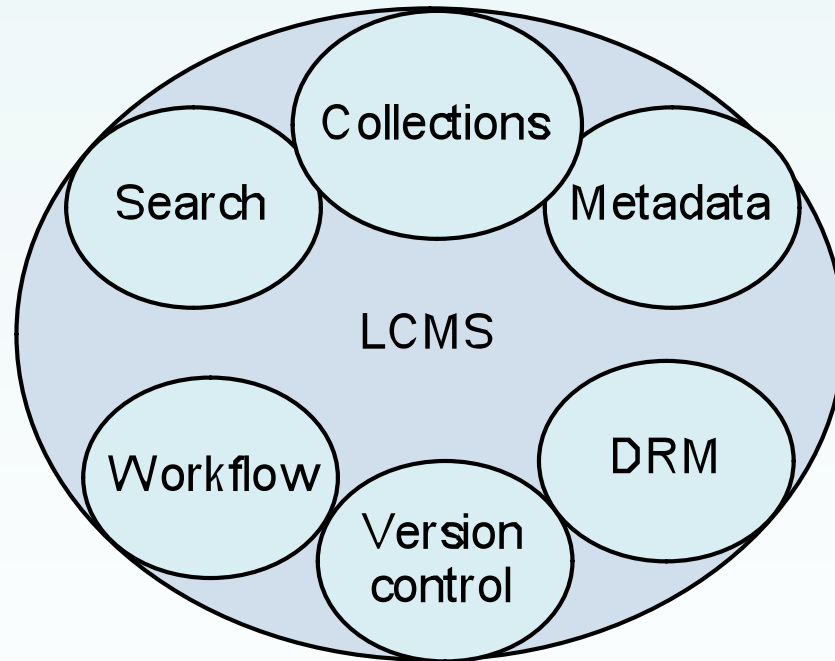
Username

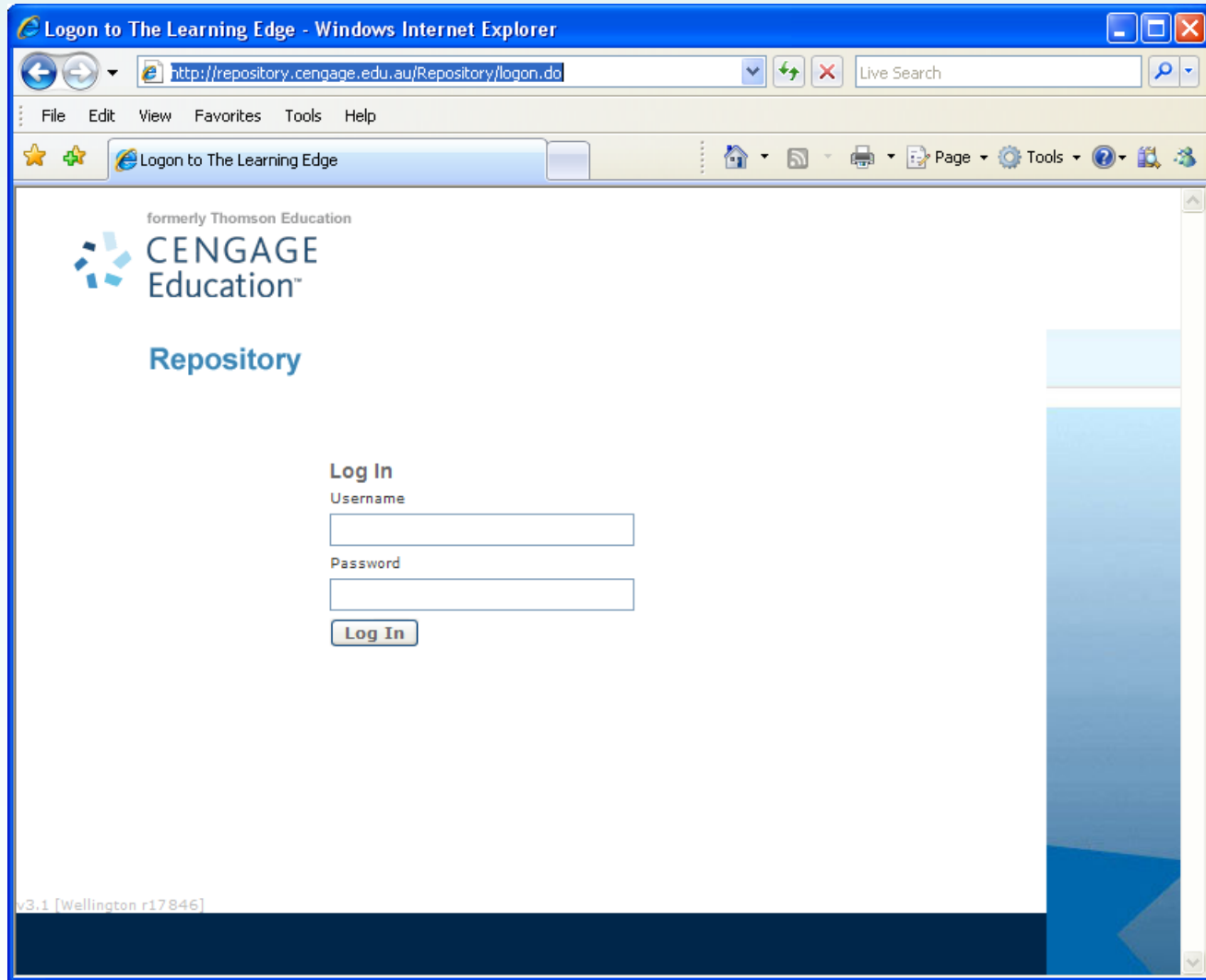
Password

Forgotten your username or password?

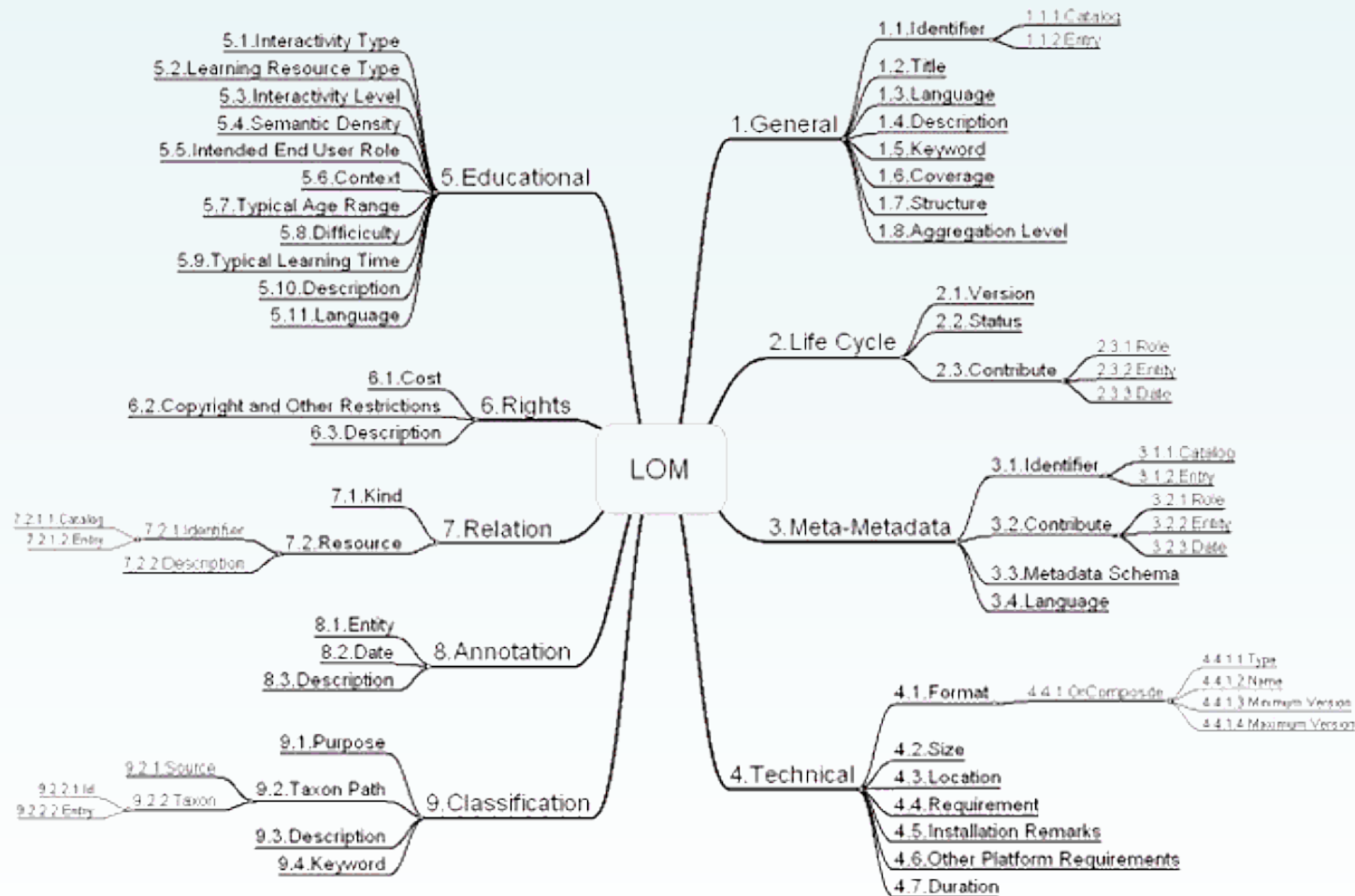
Cengage Education | Higher Education inquiries: phone 1300 368 152, email registrar@cengage.edu.au or fax 1300 368 154

Learning Object Repository

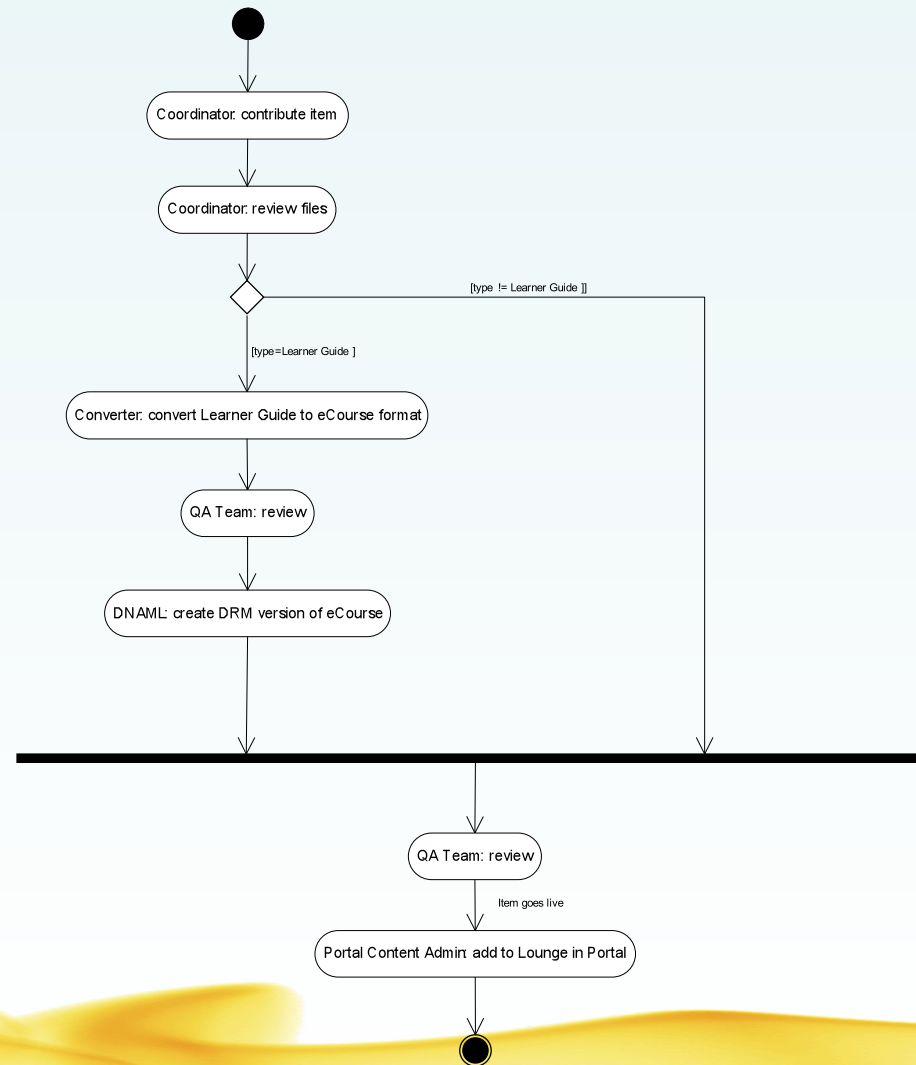




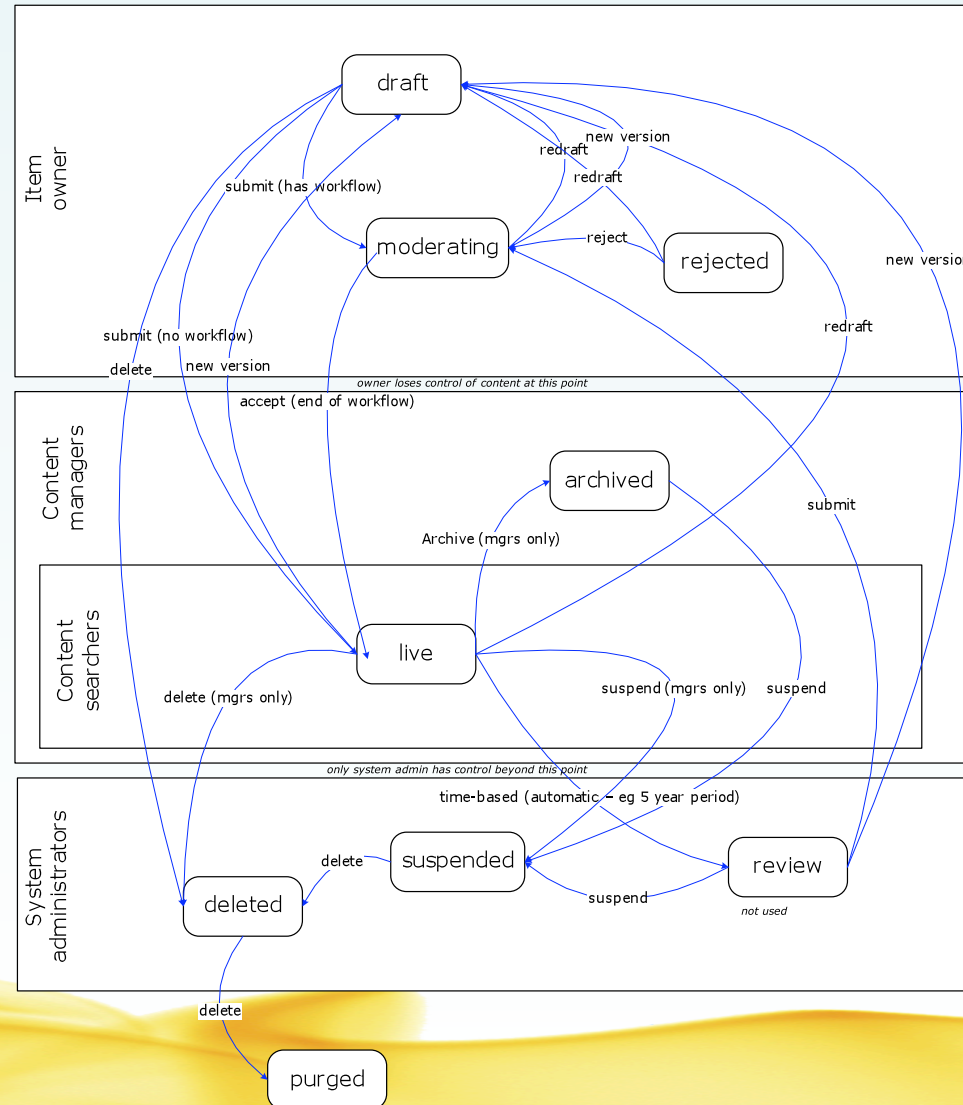
Metadata schema (IEEE LOM)



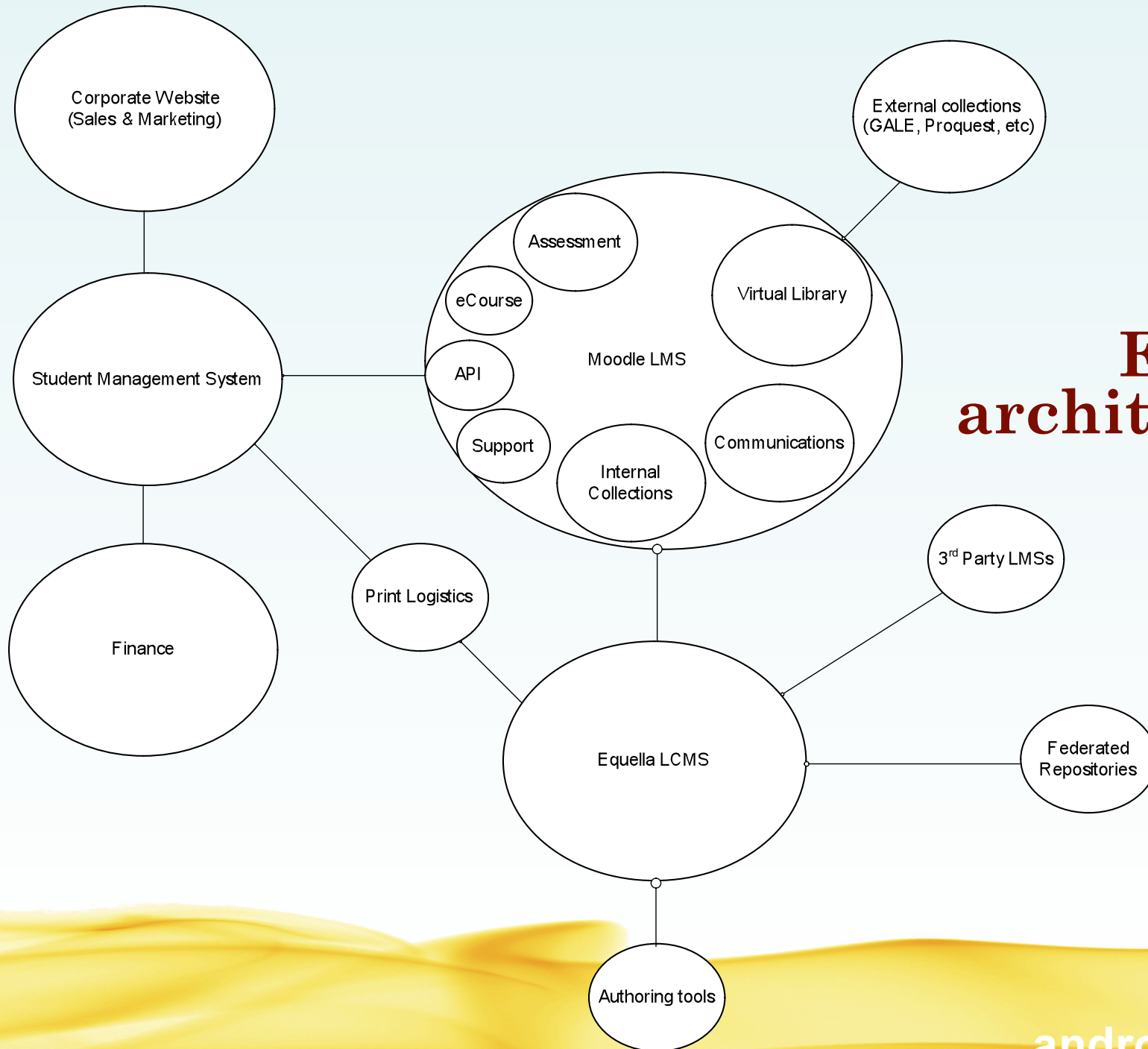
Content production workflows



Item state



Ed Tech architecture



Conclusion + Q&A

- LCMS is a critical element in any serious ed tech architecture
- Intelligent integration is a key aspect of the architectural design – CMS included
- Content production & publication needs to be integrated but may operate in a separate realm from a user perspective
- Discovery and publication can be via many pathways
- Q&A