Jason Fields, LearningMate’s National Director of Institutional Sales for Higher Education will share how representatives from Education Corporation of America (ECA) and Southern New Hampshire University (SNHU) are managing their content development processes, and solving virtual campus challenges.
Growing Enrollments

Students Taking Exclusive Education Courses

- 2.2M students in 2012
- 3M students in 2018

Share of Students Taking at Least One Online Course

- 4.9M students in Fall 2012 (24.6%)
- 6.3M students in Fall 2016 (31.2%)

With This Growth - How Are Institutions?

- Getting better ROI on content and reusability?
- Measuring effectiveness through usage data?
- Managing content to keep it relevant?

LearningMate
Does Your Institution Have the Right Tools:

To Produce, Assemble and Create Content?

To Match Your Pedagogy?

Content Variations?

Copyright Management?

Custom Courses?

Development Teams?

Idiosyncratic Workflows?

Fragmented Environments?

Untagged Resources?

Tool Variations?
Under Pressure:
Budget, accreditation needs, evolving online environments

Engaging Content  Larger Courses
Accessibility  Copyright Management
LMS Fragmentation  LMS Change
Content Use and Success  OER Inclusion
Today's educational climate demands continuous improvement and efficient workflows.

The use of digital content in online and traditional universities continues to rise, creating *thousands of assets* for institutions to manage. Updating and maintaining that content while managing an increasing repository of digital assets *requires* a strong digital infrastructure.
Let’s discuss the challenges today’s institutions face in managing digital learning content. Learn how two institutions are effectively managing digital learning assets to improve online learning through strategies, best practices, and new tools in partnership with LearningMate.
Sharing their experiences today via recorded video:

Teelina House - Director of Learning Content
Education Corporation of America

Jaymes Myers - AVP, Learning Science and Assessment
Southern New Hampshire University
Discussion topics will range from creating efficient content development and revision workflows, leveraging electronic content management systems to author, discover, manage and publish content, as well as strategies to optimize content management, standardize processes, and maximize efficiencies in program development.
Q1) Describe the online course development, management, and delivery landscape at your university prior to partnering with LearningMate.

Teelina House - Director of Learning Content  
Education Corporation of America
Q2) What are the top challenges you face with this landscape?

Teelina House - Director of Learning Content
Education Corporation of America
Q3) What strategies or best practices are you implementing to address these challenges?

Teelina House - Director of Learning Content
Education Corporation of America
Q4) What strategies are you using to create and manage digital content while addressing the future needs of your institution?

Teelina House - Director of Learning Content
Education Corporation of America
Q5) How is your content architecture changing to address new learning and product models?

Teelina House - Director of Learning Content
Education Corporation of America
Q6) What kinds of tools/technology/services do you find help you manage digital content more effectively and efficiently?

Teelina House - Director of Learning Content
Education Corporation of America
Q7) What are some of the innovations in digital content management space that you are seeing?

Teelina House - Director of Learning Content
Education Corporation of America
Q8) How do you see content usage data influencing your content design and development strategies?

Teelina House - Director of Learning Content
Education Corporation of America
Q9) How do you see the digital content landscape changing in the years ahead?

Teelina House - Director of Learning Content
Education Corporation of America
Q10) What do you feel are some best practices institutions should consider when looking at content management as a whole?

Teelina House - Director of Learning Content
Education Corporation of America
Q1) What are the biggest challenges you are facing to manage the growth in your online programs and enrollments?

Jaymes Myers - AVP, Learning Science and Assessment
Southern New Hampshire University
Q2) What was your biggest challenge with your transition from LMS providers?

Jaymes Myers - AVP, Learning Science and Assessment
Southern New Hampshire University
Q3) As part of the change management, how did you ensure that the transition allows you to leverage the features of your new LMS optimally?

Jaymes Myers - AVP, Learning Science and Assessment
Southern New Hampshire University
Q4) What was your strategy to provide faculty support with course design and term preparation?

Jaymes Myers - AVP, Learning Science and Assessment
Southern New Hampshire University
Q5) What is your strategy for scaling the course design process, leveraging new learning models?

Jaymes Myers - AVP, Learning Science and Assessment
Southern New Hampshire University