



Florida Distance Learning Consortium Presents

Developing a Digital Textbook Strategy for Your Campus

Orlando Marriott Lake Mary * 1501 International Parkway * Lake Mary, FL 32746
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Publisher Voice: *The Licensing of e-Textbooks and Open Textbooks*

Courseload, Inc.

Courseload is the leading device- and content source-neutral aggregator and distributor of digital textbooks and course materials. As an enterprise digital content platform, Courseload provides a single platform for accessing content, providing a rich common toolset for annotating all types of digital content, including eTextbooks, open source and self-generated materials, multimedia, and content from sources such as libraries and eReserves. Rated by colleges and universities as superior to current alternatives, Courseload was built from the outset to support the needs of students, faculty and administration rather than content owners or device manufacturers. With a platform designed for an institution, Courseload delivers features and functionality that have been called “stunning,” most notably in the areas of collaboration, student-instructor interaction, social annotation, course framework and analytics.

The Courseload team, led by CEO Michael (Mickey) Levitan, has deep experience in various aspects of higher education, including LMS, publishing, learning technology, teaching and research. On the technical side, the team has a long track record of building massively scalable higher education SaaS solutions viewed as industry leading in availability, reliability, scalability, and usability. On the customer service side, team members have impressive experience in building broad partnerships, catalyzing collaboration, providing highly responsive training, service and support, and creating great places to work. Indeed, the resumes of Courseload team members are filled with company and industry awards for leadership, service, uptime and reliability.

Scope of Digital Offerings

Courseload aggregates ***all types of digital course materials*** (textbooks, articles, cases, videos, podcasts, simulations, exercises, etc.) ***from multiple sources*** (proprietary, open source, self-generated, libraries), ***on any device*** with a browser. Courseload delivers content via its platform from a large number of publishers. Courseload regularly expands its publisher agreements and has successfully developed agreements with new publishers to acquire additional content on behalf of partner schools.

Additionally, instructors can make available other supplementary content from publishers (e.g., interactive products, assessments, homework, videos, CDs) with quick links or through the LMS if enabled by the content owners. Courseload supports all types of instructor-generated content including, Adobe PDF, Microsoft (Word, Excel, and PowerPoint) and TXT, RTF, HTM & HTML. The Courseload platform is a flexible system designed to accommodate new content and file types as introduced by content owners.

Significantly, Courseload recently began development with university libraries to create a streamlined way for students to access, at no additional cost, content that has already been licensed by the library.

Flexible Format and Access

As part of its efforts to provide a product that is simple, easy to use, and accessible at all times. Courseload supports integration through Basic LTI that eases integration with other rich learning applications (LMS) and back end systems like the SIS and SSO tools.

Courseload will always remain hardware agnostic. As compared to some solutions that are device specific or others that can only be used on PCs and Macs, Courseload can also be used on any web-enabled tablets, smartphone or dedicated reading device that uses a modern browser. Agreements between Courseload and publishers allow single-user access on multiple devices with the ability to synch work across devices - offline and online.

Unique, Innovative Content Aggregation Platform

As opposed to other platforms that sell eTextbooks only, Courseload's platform takes a course approach that is content-neutral, enabling all required digital content (eTextbooks, periodicals, case studies, instructor notes, open source and self-generated documents, audio, video, etc.) used in a particular course to be accessed in a single location and utilized with a common set of tools.

Instructors have complete academic freedom by using blended content either in customized eTexts provided as files by publishers or by simply assembling individual pieces of content (textbooks chapters, articles, cases, video, exercises, assessments, etc.) from multiple sources (proprietary, open source, self-generated). Courseload provides the unique ability for instructors to respond to student's questions directly within the context of the content. A student may tag notes for easy aggregation by topic or keyword, useful for studying or writing essay papers.

Courseload offers an array of metrics and analytics for instructors to gauge the amount of content read and level of engagement of the students. These analytics assist the instructors in identifying students that may potentially be at risk. Courseload is collaborating with instructors and administrators to further leverage analytics in support of their pedagogical efforts.

Accessibility

Courseload is actively working to become the leader in accessibility among eText delivery platforms. The Courseload delivery platform was designed with both usability and accessibility in mind. Our design has been informed by Courseload's on-going partnership with the Indiana University Adaptive Technology and Accessibility Center. The current platform includes fundamental accessibility capabilities and our product plan provides for the release of new accessibility features in spring 2012 and throughout the rest of the year. With partner schools, the same accessibility tools that serve today's students will remain in place, ensuring that as additional accessibility capabilities are available, students with disabilities will be served as well as they always have been.

Content providers continue to have a special responsibility as it relates to the accessibility of the content that is delivered through an eText delivery platform, and we welcome the opportunity to collaborate with them and partner schools in defining and obtaining eText files that promote accessibility.