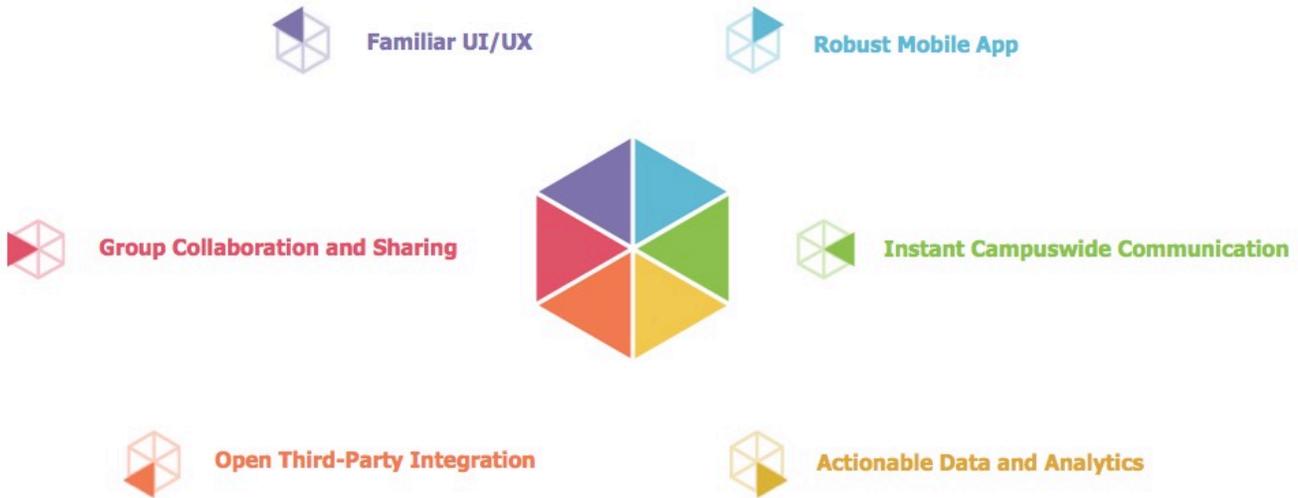




## Higher Education

### A New Model for Learning Management: Schoolology's Digital Learning Ecosystem



## Company Profile

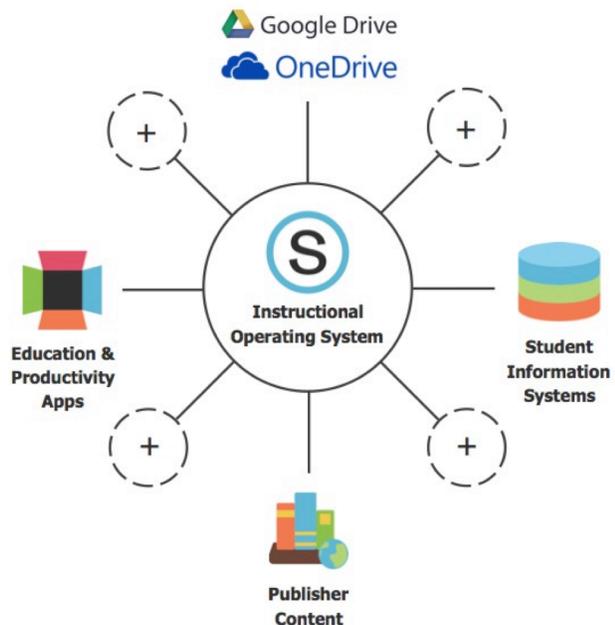
In the fall of 2009 Schoology's founders teamed up to form a business around an idea that has evolved into one of the most respected and fastest growing EdTech companies in the industry. Their mission: To build a learning platform that overcomes the shortfalls of conventional Course and Learning Management Systems (CMS/LMS) and create the foundation for a digital learning ecosystem. As users of conventional CMS/LMS platforms Schoology's cofounders found the experience to be both frustrating and unfulfilling. They saw great potential for online learning yet the systems offered were cumbersome, confusing and inefficient. There the vision was born: Today, with almost 7 million users and 675 global enterprise customers, Schoology is quickly becoming a leader in the online and blended learning industry.

Historically, LMSs have been differentiated through the course management tools they offer and the proprietary features and functions within the platform; and while this is still true today we at Schoology Higher Education believe that it is time to change the conversation from course and learning management to a focus on creating a Digital Learning Ecosystem, powered by a state-of-the-art Instructional Operating System. The advantages are many, and significant. The Schoology Higher Education learning platform allows colleges, districts and systems to come together in a strategic manner to leverage more modern and efficient technologies and in doing so provide all the features and functions expected in a modern LMS while also providing a vast pool of resources and collaborative tools available through both native

functionality and an ecosystem of integrated tools and technologies. It is this focus on interoperability, collaborative tools and a delightful user-experience that separates the Schoology platform from conventional, legacy CMS/LMS platforms.

Our cloud-based, SaaS solution is flexible, scalable and highly extensible. The Schoology Higher Education platform is the epicenter of interoperability and the foundation for instructional integration. It overcomes the challenges that conventional LMSs have integrating new features and technologies by behaving more like your computer's operating system rather than an array of disparate software applications and tools struggling to coexist.

And, the Schoology platform is as equally focused on usability (UI/UX) as it is interoperability and goes beyond what is typically expected in a LMS by incorporating robust community, communication, and collaboration tools throughout the system. The results have been profound. The product has become



Schoology Digital Learning Ecosystem

**//CODiE//**  
2014 SIIA CODiE WINNER

a game changer and new paradigm for online learning. As the 2014 SIIA CODiE award winner for Top Overall Education Solution our platform is becoming the choice for global institutional efforts to support a digital learning culture on college campuses. We have moved the conversation from course and learning management to an institutional, enterprise-wide conversation about efficiency, efficacy and student success.

### The Evolution of an Industry: From Course Management to a Digital Learning Ecosystem

The course-centric systems built over the last 15 years--and their modern day iterations--place a high priority on breadth of features and functions, but often at the expense of usability and a satisfying user experience (UI/UX). In an effort to stay competitive, LMS vendors have often cobbled together disparate technologies and this "bolt on" strategy has led to a marketplace of learning platforms that make lofty claims of functionality but ultimately fall short because student and faculty users find them unmanageable and lack intuitiveness.

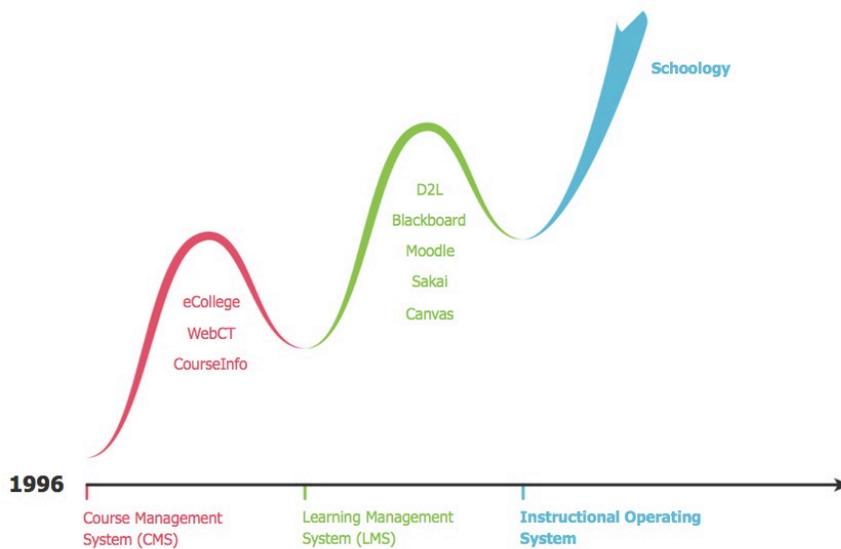
*"...The LMS we use at my school is a very poor tool indeed for student-centered learning. It hammers away at my students, without promoting the kind of self-directed, autonomous, interconnected learning that I think is of greatest value."*

Inside Higher Education, April 28, 2011

*"Most of the existing LMS's are built under a model that a class is the center of learning... I would like to argue that this structure is actually preventing cross disciplinary learning..."*

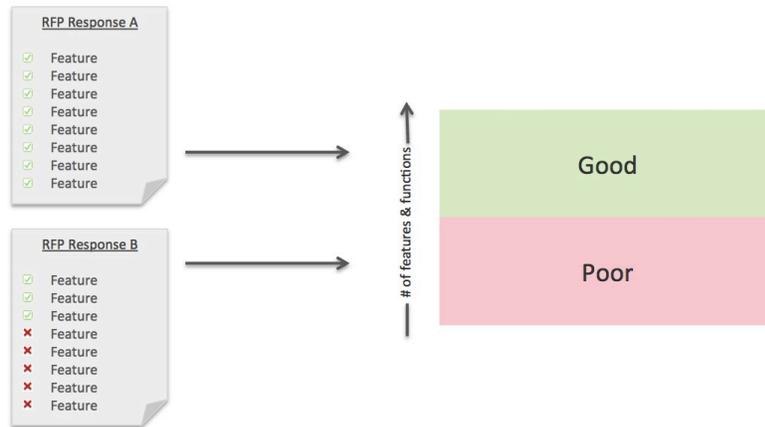
Educause, CIO Constituent Group, Sept 2011

The Schoology approach introduces a new paradigm where interoperability and the user experience (UI/UX) are equally as important as a robust feature set. By introducing a more cohesive and extensible approach to learning management we are serving as a catalyst for the evolution of an industry. The Instructional Operating System model is leading the way through innovation and setting the standard for next generation learning systems.

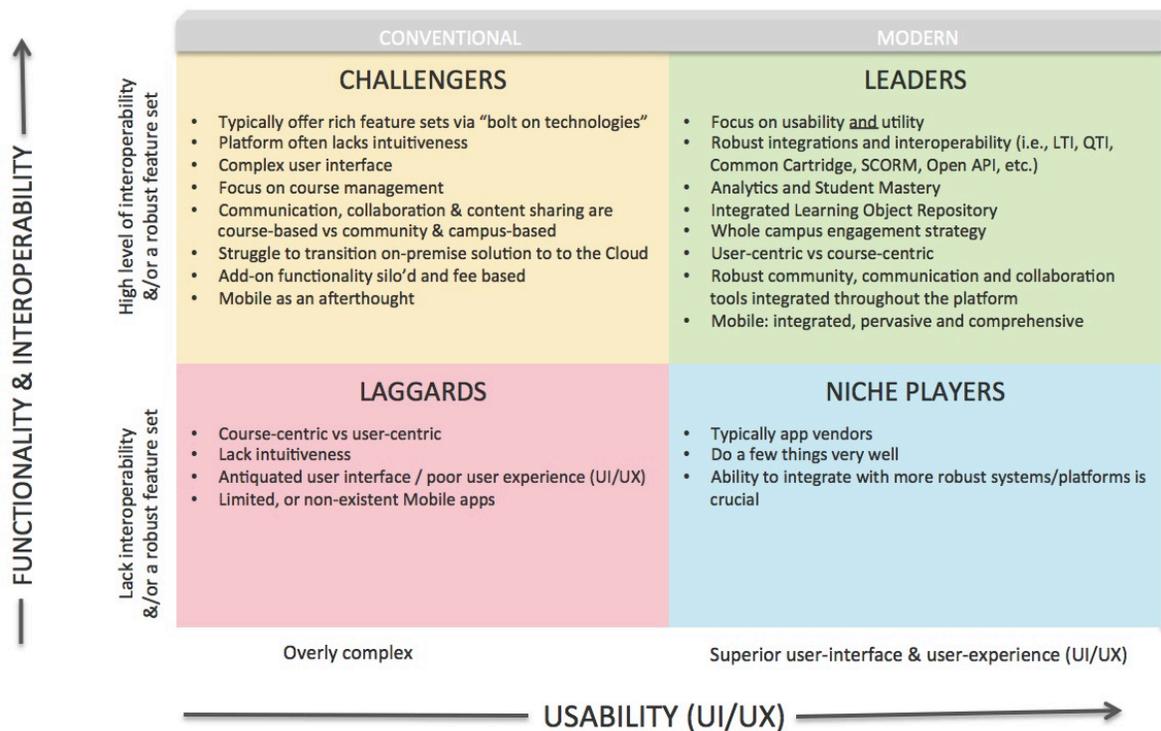


As the industry evolves, traditional decision making models once used to identify best of breed CMS/LMS platforms are now giving way to more modern, expansive and complete matrices that account for robust features/functions and also takes into consideration more sophisticated and expansive toolsets, such as: interoperability, communication, collaboration, analytics, and mobile while placing additional emphasis on the user experience and the impact of the system on a campus-wide engagement strategy.

### Traditional CMS/LMS Decision Matrix



### Modern Decision Matrix



By delivering a platform that offers superior usability, interoperability, and functionality Schoology's digital learning ecosystem model firmly place itself in a "Leaders" position and future-proofs your system for the campus' long-term teaching and learning needs.

Schoology, firmly positioned in the Leaders' quadrant:

- ✓ Award winning UI/UX with a focus on usability and utility
- ✓ App Center, Open API, LTI, QTI, Common Cartridge, and Scorm compliant
- ✓ Robust analytics and student mastery reporting
- ✓ Pervasive, fully integrated learning object repository
- ✓ Communities, collaboration and communication tools to support a campus-wide engagement strategy
- ✓ Student-focused vs course-focused provides a more holistic view of student engagement & success
- ✓ Industry's most robust mobile apps

### **Schoology: Usability & Utility, Key Ingredients to a 21<sup>st</sup> Century Learning Environment**

In addition to providing the foundation for a digital learning ecosystem the Schoology Higher Education learning platform differentiates itself by providing great utility (features & functions), but not at the expense of usability. We understand that not all students follow the same path to knowledge and insight. Individualized and personalized learning will be hallmarks of learning in the future, and Schoology is ready for that challenge today. To provide such a learning environment a system must provide easy access to content in a highly intuitive environment. Most importantly, for a learning platform to have a positive impact the system must be easy to use and provide a pleasant user experience, otherwise people leave (Nielsen 2012). "Leaving" in the context of today's college student means lower persistence rates, poor retention and lost hopes and dreams. Most legacy, or conventional LMSs, offer a relatively high level of utility, however research and end-user feedback has consistently identified that the usability of these products to be quite poor (Peterson 2013). When this happens, student success is impacted, and engagement suffers. The Schoology platform incorporates modern design principles and standards to ensure an engaging and fulfilling user experience. In fact, studies designed to measure software application UI/UX satisfaction consistently demonstrate that the Schoology platform outperforms other learning systems.

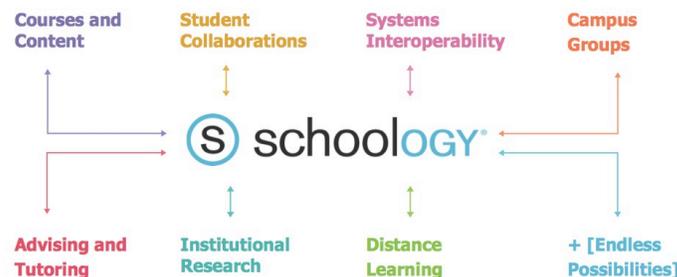
## Usability Heuristics: Conventional LMS vs Schoology Higher Education

	<u>Conventional</u> CMS/LMS	<u>Schoology</u> Digital Learning Ecosystem
<b>Match between system and the real world</b> The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.	✗	✓
<b>Aesthetic and minimalist design</b> Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.	✗	✓
<b>Recognition rather than recall</b> Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate	✗	✓
<b>Consistency and standards</b> Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.	✗	✓
<b>Flexibility and efficiency of use</b> Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.	✗	✓
<b>User control and freedom</b> Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.	✗	✓
<b>Visibility of system status</b> The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.	✗	✓
<b>Error prevention</b> Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.	✗	✓
<b>Help and documentation</b> Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.	✗	✓
<b>Help users recognize, diagnose and recover from errors</b> Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.	✗	✓

10 Usability Heuristics for User Interface Design, Jakob Nielsen, 1995 (revised 2013)

## Schoology: Delivering a Campus-Wide Engagement Strategy

Today's college students are faced with many challenges and obstacles, from family responsibilities, to working part-time or full-time while attending school, as well as commitments to athletics and co-curricular activities. Undoubtedly, for many, staying focused, connected and engaged can be a challenge. Additionally, students live in a world defined by technologies such as texting and social media. The educational process for 21<sup>st</sup> century learners must align with this lifestyle, meeting (and exceeding) these new expectations and seizing the opportunity they represent. The Schoology Higher Education platform is a paradigm shift in learning management. Schoology takes a fresh, new and bold approach to online learning. Our system is user-centric and the result of this is profound: students actually like and want to use Schoology (engagement) and faculty members embrace it (enthusiastic adoption).



While other LMSs struggle to retrofit their platforms for today's digital world, Schoology is already there. Built in the cloud with robust, award winning mobile apps that allow students, faculty and administrators access to the platform 24x7, Schoology Higher Education meets the needs of today's on-the-go learner while supporting the institution's and system's needs as well. Our platform provides faculty and administrators a holistic view of student performance and engagement and allows students to engage at all points in the academic and co-curricular continuum. From 1<sup>st</sup> Year Programs to Academic and Student Affairs and beyond, Schoology Higher Education becomes the eHub for institution and system-wide communication, collaboration and engagement. The benefits? The elimination of silos, cost savings, consolidation of disparate systems and a campus community that is connected and collaborating in ways never thought possible.

### **Schoology: Meeting the Needs of All Learners**

Higher education institutions have the unique challenge of meeting the needs of a large spectrum of students, from the 18 year olds coming right out of high school, to single parents and adults returning to school to learn a new skill. Schoology's modern, clean interface and underlying "instructional operating system" approach delivers a learning environment that is intuitive and easy-to-use. By eliminating the learning curve associated with most LMSs, the Schoology platform can help students begin their academic career on a positive note and help mitigate the initial challenge many students encounter during the pivotal first few weeks of school. Allowing students to become highly engaged and immersed in the online experience during this volatile period can positively impact persistence and retention.

*"We were impressed with the flexibility and intuitiveness of the Schoology platform, as well as its commitment to the user experience. Many of our members are full-time professionals who need quick and easy access to premium educational resources in an environment that meets their busy schedules, offering streamlined navigation and interactivity. Schoology's depth of capabilities, ease-of-use, and platform scalability was a perfect fit for ONS."*

Michele Galioto,  
RN, MSN, Oncology Nursing Society Director of Education

In addition, the Schoology learning platform can play an even greater role than just the delivery of learning content. From the moment a student is accepted into the college, for example, Schoology can be used to deliver important information that will immediately help create a bond and a positive, lasting impression with the institution. Schoology provides the ability for the college to introduce incoming students to one another, find roommates, showcase groups, clubs and co-curricular activities as well as become the interactive and collaborative backbone for 1<sup>st</sup> Year Experience programs and communications. And, the Schoology platform continues to engage students throughout their matriculated college life, and beyond, with its social engagement tools, ePortfolio, and Groups functionality.

### **Schoology: Supporting Flexible Pedagogy**

In contrast to traditional Learning Management Systems that manage online and classroom-based learning, our user-centric model provides networked learning founded on social connections among learners, instructors and other members in a global context. This environment affords learning that is socially-mediated and ultimately rewarding and engaging. Building upon the massive resources of the

Internet as well as 3<sup>rd</sup> party apps, an open API and an integrated platform, Schoology's model supports an expansive view of learning with the opportunity for significant student choice and flexible pedagogy options for faculty, including:

### Engaging Learning

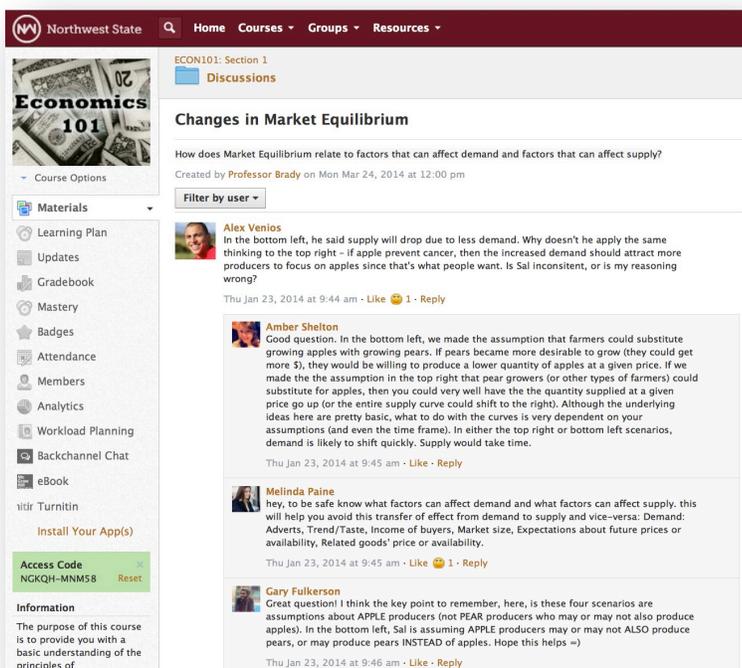
The Schoology model supports both intrinsic and extrinsic motivation by engaging students in the learning process from the moment they login. With Schoology, students have the freedom to select topics of personal interest, supporting their individual autonomy, which directly impacts their intrinsic motivation (Deci & Ryan, 2002). For example, a student who is passionate about the environment can share relevant postings about global warming for a geology class or with others around the world. In contrast to the course-centric approach where students must wait for faculty feedback on a course assignment, the Schoology model provides ongoing feedback from peers in a global setting.

The screenshot displays the Schoology user interface for a user named Billy Best. The interface is divided into several sections:

- Header:** Northwest State logo, search bar, navigation tabs (Home, Courses, Groups, Resources), and user profile (Billy Best).
- Left Sidebar:** Recent Activity, Grades/Attendance, Calendar, Messages (1), People, and Subscriptions.
- Recent Activity (Most Recent):**
  - Post: Event - More**
  - Rebecca Durrah - Global Warming Project Group:** A post discussing global warming solutions. It includes a comment from Professor Lawrence: "You've made an excellent argument. With this wonderful new learning platform that we now have (thnx Schoology!) our ability to share and communicate this message across campus and across the globe now exists. We should discuss the possibilities!"
  - Matthew Dominguez - Global Warming Project Group:** A post titled "White House: Waiting to Act on Global Warming Means Much Higher Cost" with a link to mashable.com.
  - Professor Lawrence - Phi Mu Alpha Sinfonia:** A poll asking "Hold the date for the PMA Alumni weekend Oct 22/23. Will you be attending?" with options Yes (1 vote), No (1 vote), and Maybe.
  - Betty Bass - Student Nurses Association:** A post about a Spring outing on Saturday at Riverside Park at 10:00AM.
- Upcoming (Calendar):**
  - Thursday, September 11, 2014: 4.11 Section 4: review Quiz (Part 2)
  - Friday, September 12, 2014: Weekly Econ Quiz 2:00 pm; Quiz - Cells, Tissue and Membrane
  - Monday, September 15, 2014: Discussion - Elasticity and Strange Percent Changes 11:59 pm
  - Tuesday, September 16, 2014: Lab Activity #2 - How Does Your Saliva pH Match Up? 12:00 am; Reading Assignment #2 1:59 am
  - Wednesday, September 17, 2014: Section 1 Quiz
  - Friday, September 19, 2014: Quiz - Skeletal System; SNA Blood Drive 1:00 pm

## Socially-Mediated Learning

As a networking environment, the Schoology model is inherently social and collaborative. The collaboration that is part of this learning experience incorporates peer reflection - e.g., liking each other's discussion posts and reflecting upon them. These contributions are socially mediated, leading to knowledge that is co-constructed by and among a broad base of students (Greenhow, 2011).



The screenshot shows a Schoology course page for Economics 101. The main content is a discussion titled "Changes in Market Equilibrium" with the question: "How does Market Equilibrium relate to factors that can affect demand and factors that can affect supply?". The discussion was created by Professor Brady on Mon Mar 24, 2014 at 12:00 pm. There are three student posts:

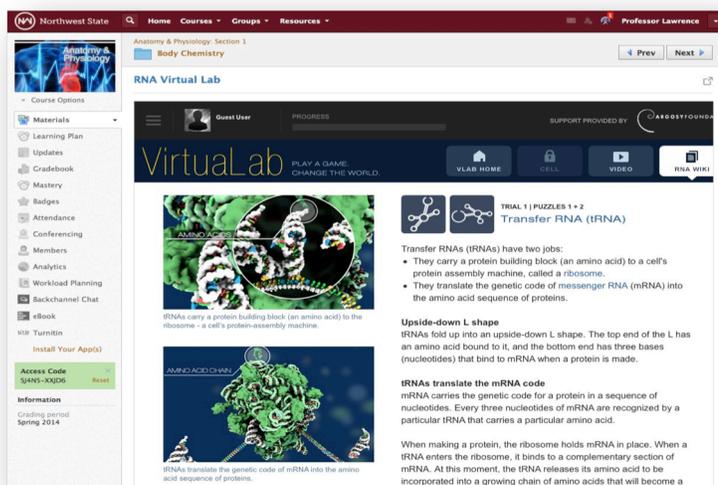
- Alex Venios:** "In the bottom left, he said supply will drop due to less demand. Why doesn't he apply the same thinking to the top right - if apple prevent cancer, then the increased demand should attract more producers to focus on apples since that's what people want. Is Sal inconsistent, or is my reasoning wrong?" (Thu Jan 23, 2014 at 9:44 am - Like 1 - Reply)
- Amber Shelton:** "Good question. In the bottom left, we made the assumption that farmers could substitute growing apples with growing pears. If pears became more desirable to grow (they could get more \$), they would be willing to produce a lower quantity of apples at a given price. If we made the assumption in the top right that pear growers (or other types of farmers) could substitute for apples, then you could very well have the the quantity supplied at a given price go up (or the entire supply curve could shift to the right). Although the underlying ideas here are pretty basic, what to do with the curves is very dependent on your assumptions (and even the time frame). In either the top right or bottom left scenarios, demand is likely to shift quickly. Supply would take time." (Thu Jan 23, 2014 at 9:45 am - Like - Reply)
- Melinda Paine:** "hey, to be safe know what factors can affect demand and what factors can affect supply. this will help you avoid this transfer of effect from demand to supply and vice-versa: Demand: Adverts, Trend/Taste, Income of buyers, Market size, Expectations about future prices or availability, Related goods' price or availability." (Thu Jan 23, 2014 at 9:45 am - Like 1 - Reply)
- Gary Fulkerson:** "Great question! I think the key point to remember, here, is these four scenarios are assumptions about APPLE producers (not PEAR producers who may or may not also produce apples). In the bottom left, Sal is assuming APPLE producers may or may not ALSO produce pears, or may produce pears INSTEAD of apples. Hope this helps =)" (Thu Jan 23, 2014 at 9:46 am - Like - Reply)

*"Schoology's interface feels fresh, modern, and familiar. Designed from the ground up as a social platform, its superior communication and collaboration tools immediately engage my students and enable them to connect in class and on the go. Plus, accessing our class site using Schoology's mobile apps couldn't be easier."*

Michael Todd Edwards  
Associate Professor of Mathematics Education  
Miami University

## Integrated and Student-Driven Learning

Because it is an integrated learning environment that has the ability to extend beyond the course or campus, learning within the Schoology model provides choices for students to extend their learning possibilities beyond the course learning objectives. In a particular chemistry course, for example, if a student wants to get more in-depth on the topic of genetic codes, she can focus her postings on that topic or use Resources & Apps to engage 3<sup>rd</sup> party content such as Khan Academy, publisher content (e.g., McGraw Hill, Pearson, Cengage, etc.) or other learning artifacts directly from within the Schoology Higher Education platform. Colleges, districts or global education communities (e.g., consortiums) can collaborate to create



The screenshot shows a Schoology course page for Anatomy & Physiology, Section 1, Body Chemistry. The main content is an interactive "RNA Virtual Lab" titled "RNA Virtual Lab" with the tagline "PLAY A GAME. CHANGE THE WORLD." The lab includes 3D molecular models of tRNA and a ribosome. Text on the page explains the function of tRNA:

- Transfer RNAs (tRNAs) have two jobs:**
  - They carry a protein building block (an amino acid) to a cell's protein assembly machine, called a ribosome.
  - They translate the genetic code of messenger RNA (mRNA) into the amino acid sequence of proteins.
- Upside-down L shape:** tRNAs fold up into an upside-down L shape. The top end of the L has an amino acid bound to it, and the bottom end has three bases (nucleotides) that bind to mRNA when a protein is made.
- tRNAs translate the mRNA code:** mRNA carries the genetic code for a protein in a sequence of nucleotides. Every three nucleotides of mRNA are recognized by a particular tRNA that carries a particular amino acid.
- When making a protein:** the ribosome holds mRNA in place. When a tRNA enters the ribosome, it binds to a complementary section of mRNA. At this moment, the tRNA releases its amino acid to be incorporated into a growing chain of amino acids that will become a protein.

learning libraries that can be used to enhance student understanding and inspire self-directed learning. As part of an informal learning process, students contribute to the course knowledge and expand learning outcomes beyond the initial more formal course objectives.

### Expansive Learning

With Schoology, faculty can take on the role of curator, guide and director pointing students in the direction of valuable learning resources beyond what the lecture and textbook can offer. With Schoology, students have the entire Internet and its huge multimedia resources at their disposal to complement learning resources typically available to them. In the digital learning ecosystem model, accessing those resources and sharing with peers is just a click away with endless possibilities. When there is confusion on a course concept such as the definition of elasticity in an Economics course, for example, students can provide an explanatory post (e.g., discussion post, animations, video) from a variety of perspectives to further explain concepts to each other in the course. In the Schoology student-centric model the faculty member is no longer the only provider of resources and knowledge. Instead, each student can play the role of instructor, coach and advisor providing peer reflection and review that fosters increased engagement and better learning outcomes and touches on higher levels of learning taxonomies (Deci & Ryan 2002).

### Intercultural Learning

Students and faculty from all over the world can connect and collaborate using Schoology, adding a global dimension to the overall experience. This is in contrast to the course-centric model where classmates are limited to the registered members of a course. In Schoology, instructors can optionally connect their courses with other courses and groups within the campus, system, or even with other non-system courses and groups from around the world to increase learner perspectives and cultural competencies. Overall, the goal

**Schoology Empowered Collaboration**  
*A professor in St. Louis joined up with a colleague, a Missouri school, and a village in Kenya to teach the practice of sustainable living.*

of the Schoology approach to learning is not to perpetuate a closed learning environment that mirrors the traditional model of education. In our user-centric model, learners are encouraged not only to take responsibility for their own learning but also to contribute to the learning of their peers in a way that is authentic in the context of their interests, needs, and social perspectives. The goal of the Schoology model is to help “change the way the world learns” from the past, passive and isolated experiences, to a globally relevant mode of rewarding collaboration.



## Rewarding Learning

With incentives such as Badges, learners realize extrinsic rewards for behaviors such as quality posting, reflecting, and contributing to the course dialogue. Reward systems such as these provide incentives to students and recognition for their participation, serving as positive reinforcements for learning (Kapp, 2012).

## Schoology Higher Education Feature Highlights

### Advisor/Advisee Tools

Providing robust insight, alerts and advising tools allows faculty, advisors, tutors and members of campus Academic Achievement Centers the insight needed to help students succeed and flourish. Schoology's Advisor/Advisee feature provides a complete view into the student's academic and co-curricular life, including: courses, grades, analytics (e.g., course engagement, mastery, etc.) assignments, attendance, groups, upcoming events, due dates, calendar, and more for both the current semester and past semesters as well.

The screenshot displays the Schoology Advisor/Advisee interface for a student named Betty Bass. The interface is divided into several sections:

- Navigation:** Top bar includes Northwest State logo, Home, Courses, Groups, Resources, and a user profile for Professor Lawrence.
- Left Sidebar:** Contains navigation options such as Recent Activity, Grades/Attendance, Mastery, Calendar, Messages, People, Edit Users, System Settings, School Analytics, Import, Export, Advisees, App Center, SunGard eSchoolPLUS, and Remind.
- Student Profile:** Shows Betty Bass's name and a search bar.
- Summary Tab:** Active tab showing a table of courses and a list of groups.
- Courses Table:**

Courses	Grade	Attendance
Anatomy & Physiology: Section 1	B 85.58%	1
Math101 - Intro to Algebra: Section 1	88%	1
MUS201: Introduction to Music Theory: Section 4	A+ 101.67%	1
EDU525: New Pedagogies for the Digital Age: Section 1	A- 90.15%	2
- Groups:** Lists groups such as Accounting Club, Global Warming Project Group, MUS201 Group Project - team 1, Sigma Alpha Iota, and Student Nurses Association.
- Upcoming:** Lists upcoming events and assignments with dates and times, such as 4.11 Section 4: review Quiz (Part 2) on Thursday, September 11, 2014, and Lab Activity #2 on Friday, September 12, 2014.

## Schoology: A System Designed for Evidence-based, Outcomes-Focused Learning

With robust analytics and the ability to create and define Student Mastery settings, as well as align content to learning outcomes, the Schoology Higher Education learning platform is the perfect tool to support evidence-based, outcomes-focused learning. Student Mastery Reporting allows instructors and

administrators to view student achievement on any standard or learning objective that has been aligned to Assignments, Test/Quiz Questions, or Discussions within a course. This area contains multiple views that allows faculty to evaluate how students are learning and pinpoint students that may need additional attention. Student Mastery Reporting can be customized to accommodate most any standards-based grading model you choose. In addition, faculty and administrators will be able to view student achievement in a number of different ways. These "views" provide context and a more complete picture of student understanding.

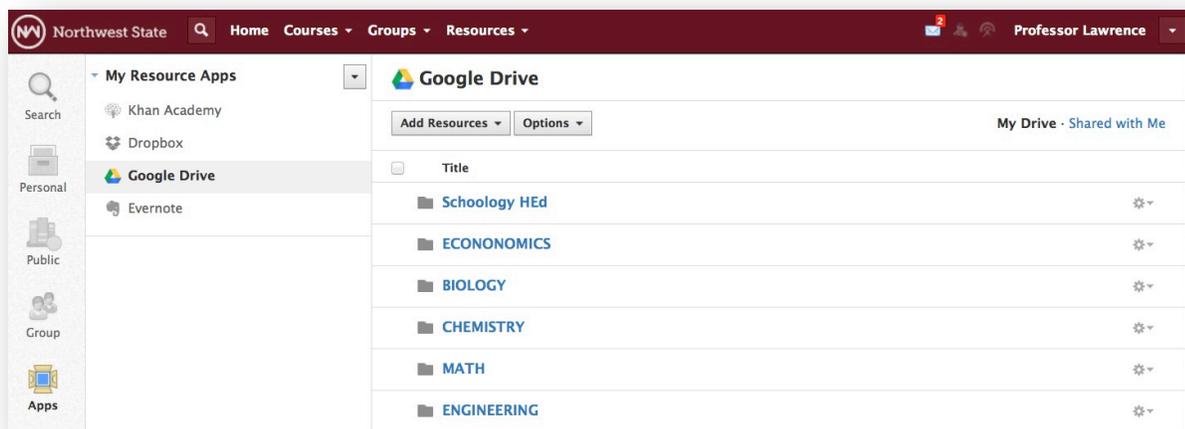
	AP1.7	AP1.8	AP1.6	AP1.5	AP1.1	AP1.2	AP1.4
<b>Student Averages</b>	77.5%	77.5%	89.58%	66.39%	85.42%	87.29%	95.83%
Aguilar, Bobby	80%	80%	91.67%	66.67%	83.33%	90%	100%
Bass, Betty	80%	80%	91.67%	100%	100%	100%	100%
Best, Billy	60%	60%	66.67%	77.78%	83.33%	83.33%	66.67%
Dominguez, Matthew	60%	60%	100%	50%	66.67%	80%	100%
Durrah, Rebecca	100%	100%	100%	100%	100%	100%	100%
Fulkerson, Gary	40%	40%	83.33%	35%	83.33%	77.5%	100%
Paine, Melinda	100%	100%	100%	50%	83.33%	90%	100%
Shelton, Amber	100%	100%	83.33%	51.67%	83.33%	77.5%	100%
Turnitin	-	-	-	-	-	-	-

### Schoology Learning Object Repository (Resources)

Resources, also known as a learning object repository, are more than just a parking garage for information in the Schoology Higher Education platform. Resources become the eHub of learning assets for individuals, groups, departments or the system at large. And, Resources play an important role in the development and ongoing evolution of your curriculum. With just one click, learning objects, exercises, modules, quizzes/tests or entire courses can be shared (and/or updated) with colleagues across campus, or across the system. And, once the semester ends, all courses are automatically archived (yet, stay "live" if needed at a later point) within the platform and easily accessible for audits, grade changes, or accreditation reviews. Lastly, unlike most LMSs that charge for storage—a penalty for adoption—with Schoology there is no additional fee for content storage, so all of your assets can be live, available and accessible at anytime. This feature is significant as students, faculty and departments can now have access to a central repository of assets (e.g., portfolio items, video, photos, research papers, accreditation documents and artifacts, etc.) which can be accessed anywhere, anytime from the web or a mobile device. The implications are significant and far reaching; no longer are course, departmental, institutional or system collaboration needs a challenge. With Schoology all your assets are available, as needed. And, with Schoology's easy to implement and robust roles and permissions setting, keeping your assets secure is a breeze.

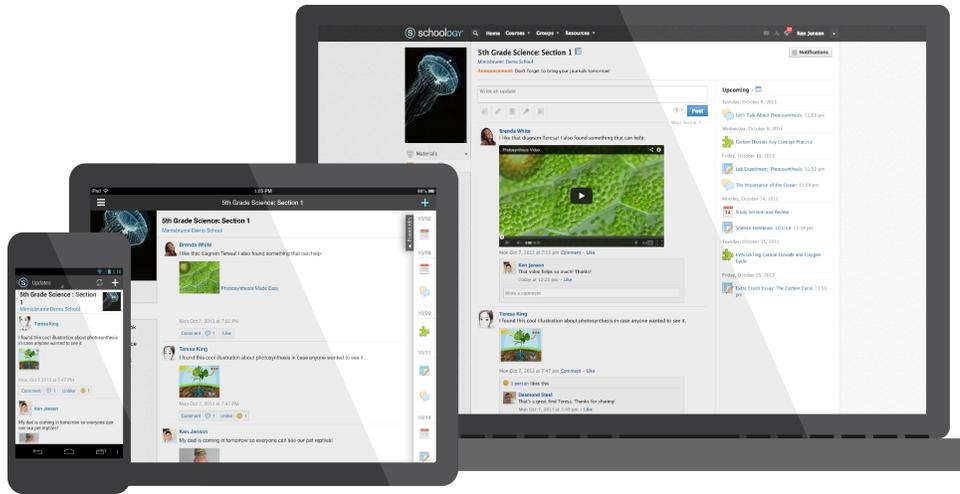


And, Schoology's highly integrated instructional operating system approach allows for seamless access to all your content wherever you keep it. Whether you use Google Drive, Microsoft One Drive, Dropbox, Evernote or other productivity tools, Schoology makes accessing, sharing, and collaborating simple.



## Mobile Apps

Schoology was conceived and developed as a cloud-based, SaaS solution with a focus on mobility. Unlike most LMS providers, mobile was not an afterthought for Schoology. Our native mobile apps extend our award-winning platform in a way that provides freedom and flexibility for today's on-the-go students and faculty members. Instructors can instantly create updates and messages, organize events, and keep everyone in the loop with Schoology's intuitive interface on their mobile devices. With the ability to create assignments and discussions, answer questions, and view, grade, and return student submissions, instructors can enjoy the freedom of mobility without losing ground on their responsibilities. And, students can view and submit assignments, collaborate with their peers, and get one-on-one tutoring on their mobile devices to extend the value of the Schoology platform anytime, anywhere.



## Additional Features & Functions include:

### Personalized Homepage

Schoology aggregates all your academic information in one easy-to-use, familiar interface

### Flexible Instructional Tools

Students learn differently—that's why effective instruction requires a flexible solution. Schoology empowers faculty with the tools to easily differentiate instruction, pace students individually, and implement group-based learning

### Aggregated Calendars

Staying on top of every event at your college is tough enough without adding multiple calendar interfaces to the mix. Schoology aggregates all of your institution's calendars, in addition to your course and personal ones, into a single interface to simplify and centralize your organizational efforts. Schoology's calendars are color-coded, provide automatic updating, and provide drag and drop functionality to schedule and reschedule events. Calendars can synchronize with other web-based calendars such as Microsoft Outlook or Google Calendar.

### Workload Planning

With the ability to view all of the work assigned to a particular student from every course and even set color-coded workload thresholds, you can ensure your students are never overloaded at any given time.

### Announcements

Faculty and administrators can easily send announcements and campus-wide alerts to individual students, groups, course sections, campuses or system wide.

### Polling

Quick and easy polling tool allows faculty or administrators to poll groups, courses, campuses or the system wide.

### Discussions

Easily create graded or ungraded threaded discussions for groups and courses and even filter by user.

### Audio/Video Recording

Schoology allows you to easily record audio and video directly from your computer, and then use the media within discussions, assignments, quizzes or any other area, including student quiz and exam responses!

## Web Conferencing

Integrated web conferencing that includes tools for synchronous learning sessions, chat, white board, as well as ability to view recorded sessions (additional fee may apply).

## Secure & Configurable Messaging/Email

In addition to basic messaging, Schoology's enhanced communication provides extensive options for different message types. From system-wide announcements to personalized messaging that corresponds to configurable roles and permissions, Schoology provides a safe and effective alternative to email.

## Standards and Outcomes Alignments

Schoology enables faculty and curriculum specialists to easily align content, assessments, and rubrics to common standards or custom learning outcomes. Standards, or outcomes aligned test and quiz questions can also be archived for quick and efficient assessment creation.

## Application Marketplace

Schoology's App Center provides educators with access to high-quality instructional and management applications that are seamlessly integrated into the platform.

## User Connections (Professional Networks)

Staying connected locally and building connections globally helps improve education in a collaborative effort. Schoology lets you collaborate and share instructional resources with other faculty at your institution, and around the world.

## Enterprise Management Tools

Large-scale management is a tough job, especially when your technologies are complicated, disparate, and scattered. Schoology helps streamline large-scale management with customizable webpages, enhanced communication, seamless third-party software integration, API access, and a simple, highly intuitive and configurable interface. Schoology gives you the access necessary to create, import, and export users, your faculty's courses and student enrollments. You can set custom roles and permissions, and easily manage large groups of people.

## SIS Integration Platform

Using advanced integration capabilities, such as a next-generation API, Schoology can integrate your SIS (and other critical technologies) directly into the platform. The result is one seamless network where data transfers automatically to save you time and make your institution more effective. In addition, Schoology's has a rapidly growing list of strategic partnerships with SIS/ERP vendors (including Ellucian: Banner, Colleague, PowerCampus; Blackbaud, CampusVue, etc.) that helps to makes integration your enterprise platforms quick and simple.

## Advanced Content Types

Schoology supports a wide variety of content formats including LTI-compliant content, QTI, Common Cartridge and SCORM packages (SCORM 2004 and higher). This way you can easily integrate new and existing content created in-house or by a growing list of technology vendors and publishers.

## Personalized Notification Settings

We all have preferred ways of being communicated with. Schoology allows individual students, faculty and administrators to choose how they receive messages, alerts and notifications. Schoology provides the most complete and advanced notification's settings in the industry, including the ability to forward communications to email and/or text and even choose which academic, group, school and personal communications get delivered, and how.

## Accessibility

Schoology adheres to Section 508 accessibility standards as well as guidelines set by WCAG as documented in our Voluntary product Accessibility Template (VPAT).

## Chat

Synchronous chat available through our integrated BackChannel Chat tool.

## Discussions

Threaded discussion for courses, groups which can be graded

## Blogs

Create and subscribe to blogs and share within your campus or across the globe.

## Gradebook

Our Gradebook is equipped with sorting features that allows faculty to change its layout as well as filter by grading period and categories — such as Homework, Test, and Extra Credit. In addition the Schoology gradebook has an option to let faculty sort the grade columns by due date or date created. In addition, faculty can create assignments, tests, and discussions quickly and efficiently right from the gradebook, if desired.

## Migration Tools

Worried about bringing over courses and course materials from other system like Blackboard, Moodle or standards-based content like Scorm, or Common Cartridge? Not a problem with Schoology! We have automated import tools to bring content over in bulk as well as individual faculty tools available to move their content over as they wish.

## Internationalization

Supports English, French, Japanese, Malay and Spanish.

## SSO and Authentication

Supports Sign On (SSO) integration with LDAP, Active Directory, CAS, SAML, Shibboleth, Google Apps for Education and Remote Authentication to allow authentication via your institutions website or portal.

## Learning Outcomes

Learning outcomes can be aligned to rubrics for institution-wide initiatives such as academic standards and accreditation (also, see Mastery)

## Rubrics

You can create a custom rubric for each assignment or graded discussion, or save rubrics in the Grade Setup area of the course for later use.

## Social Media Integrations

You can connect your Schoology account to Twitter and Facebook and once connected users can share posts, updates and blogs to their Facebook and Twitter accounts with the click of a button.

## ePortfolios *(coming soon!)*

Students can collect and document their educational projects, submissions, experiences, and other work products. And, users can keep ePortfolios private or share with other students, instructors, and/or future employers.

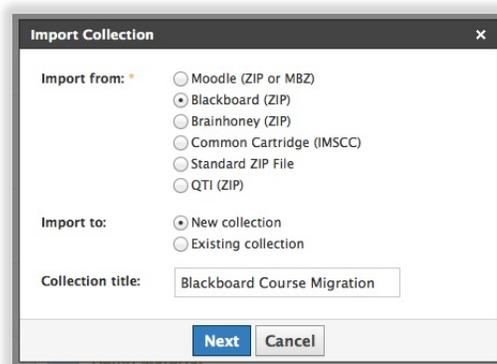
## In Conclusion...

### **Schoology Higher Education: Faculty-Driven With Almost Unlimited Choice**

We understand that there are many approaches to teaching and learning, and the Schoology approach is to allow faculty the choice to makes decisions that work best for them and their students. With the ability to turn on/off more than 100 features and functions via permissions, administrators and faculty can choose the features and tools that work best for themselves and their students. Schoology is a technology that allows faculty to adopt features and functions at their own pace, disabling features that aren't of interest and enabling those that are. For the more traditional faculty member that prefers to, perhaps, post just a syllabus and a few articles for their students, that's easy to accomplish with Schoology. However, for the more ambitious faculty member who wants to engage the system's robust features, functions and integrated apps in a global, multi-cultural context that ability exists as well, or anywhere in between. By offering a flexible, extensible and highly intuitive platform Schoology "future-proofs" your institution for the long-term educational needs of your constituents.

## Schoology: Transition Made Easy

One of the concerns that typically accompanies transitioning to a new learning platform is the potential burden on faculty. With Schoology, we have gone to great lengths to help our customers make the transition smoothly and without unnecessary difficulty. With robust native content migration tools that allow for the porting of courses, course content and other legacy data the transition to Schoology is simple and easy. Individual colleges or systems can move data at a centralized level using our system level import tools or allow for faculty to move course content from a legacy LMS themselves using Schoology's course level import tool.



## System Architecture

Schoology's state-of-the-art native cloud architecture frees your staff from the day-to-day maintenance headaches associated with on-premise, self-hosted, or vendor hosted solutions. Schoology includes Web 2.0 tools and services, an open RESTful API, automated provisioning, robust scalability, fully redundant resources, minimal site administration, and is highly extensible, reliable and available.

## Schoology: All the Right Ingredients With the Perfect Recipe for Greater LMS Adoption

The ingredients for building a state-of-the-art LMS includes gathering the best features and functions, but at Schoology we've paid particular attention to how the ingredients are organized, integrated and presented. A LMS is only effective if it gets used. Students and administrators benefit when faculty enthusiastically adopt the learning platform and it becomes an integral part of the institution's digital learning culture. Key to enthusiastic adoption is providing a system that is focused on the needs of both faculty and students, and delivers an experience that is engaging and user-centric. At Schoology we've been able to break down the walls created by conventional course-centric systems and in doing so deliver a user experience that is highly engaging, satisfying and defining the future of online learning. CIOs report that 85% of faculty view technology as a critical resource, yet only 45% report that instructional technology investments are effective. As the focus moves away from on-premise, course-centric systems to a more modern Digital Learning Ecosystem model like Schoology's, new possibilities arise: more engaged students; improved persistence and graduation rates; happier faculty; and IT and instructional technology resources that move from break-fix and maintenance mode to strategic learning consultants. With Schoology the future is now.



Contact:

Robert Tousignant  
Sr. Director, Schoolology Higher Education  
212-213-8333 ext. 69  
617-838-1366 (m)  
[rtousignant@schoolology.com](mailto:rtousignant@schoolology.com)

[www.schoolology.com](http://www.schoolology.com)