6 THINGS

YOU NEED TO KNOW

About LTI
for Corporate
eLearning Content

GT

The estimates companies, on average, spend 11 percent of their training budget on eLearning tools and technologies, which averages a little less than $1,000 per learner. When you are pouring this amount of money into training and development for your employees, you want to make sure they receive content in a way which promotes knowledge retention. This means content must not only be engaging, but easy to access. Outdated and clunky eLearning tools aren't user friendly and require users to switch between multiple platforms, which means they must also sign into multiple platforms or apps. Learning Tools Interoperability (LTI) offers a solution to these frustrations, one that academia and the publishing world have been quick to embrace as early adopters. As more companies and industries choose to utilize the power of LTI, they quickly learn how this standard streamlines corporate eLearning, improving training, learning, and development programs all around.

LTI provides standardization for the integration of learning management systems (LMSs) with end-user learning applications. This allows for better experiences for both those who create and those who use content in a corporate eLearning environment. We want you to understand the basics of LTI, how it goes beyond Shareable Content Object Reference Model (SCORM) in changing the eLearning landscape, and the many benefits LTI can offer your organization. We have provided the following guide of six things you need to know about LTI for corporate eLearning content to give you an introduction to LTI, followed by a discussion of eLearning before and after LTI, concluding with specific benefits for content creators and learners.

1. An Introduction to LTI

When businesses want to train and educate their employees, they can turn to a wide range of web-based applications to get the job done. Examples include chat tools, online classrooms, and subject-based learning engines. In an ideal world, all of these applications would be in one system. Yet, this is not the case. Users must learn to navigate between applications with carefully crafted data flows and hyperlinks. Not only is this inconvenient for users, but it's costly for the business to utilize multiple solutions for related goals, and content creators must reinvent the wheel each time they want to get new content out. LTI allows corporate eLearning content creators to integrate any LMS

product with any learning application within a single framework.

The first iteration of LTI, called BasicLTI, emerged from a 2008 Google Summer of Code project developed by Jordi Piguillem under the mentorship of Charles Severance and Marc Alier. LTI v1.0 was finalized in June 2010, with additional versions released in subsequent years. When a learner logs into an LMS, they select a link to play the course of their choice. With LTI, they are immediately launched into a remote LTI tool provider in a new browser window, where the LMS and any apps are seamlessly integrated for use.

2. What Was eLearning Like Before LTI?

Prior to the seamless integration offered by LTI, publishers and educators needed to create course content on their own custom platform, or a platform like Blackboard, Moodle, or Canvas. These platforms could not easily share content with other content creators given a lack of collaboration tools and a variety of proprietary file types. SCORM was introduced to solve these problems. Yet, SCORM doesn't offer the same integrability as LTI. It only focuses on launching content and tracking user interactions with that content, and each version of SCORM governs the packaging of content and Run-Time communication. Although SCORM was a step towards streamlined and efficient eLearning, content creators and learners were still left to deal with the struggles of multiple platforms.

3. How Has LTI Changed eLearning?

Fast-forward to today's eLearning ecosystem and things are much different. Publishers can send their content out across all platforms, and learning institutions can receive content from most publishers whether they choose one or multiple LMSs. Any kind of content can be integrated into any LMS or portal with only a few clicks, instead of content creators and learners having to navigate multiple platforms and logins. Educators can also create specific user roles for those who make assignments and grade them.

Within corporate eLearning content, you may or may not assign specific grades or scores to your employees beyond a pass/fail or compliant/non-compliant mark to show they have completed training. Either way, you can still benefit from assignment/test-related data. For example, you can learn which areas or which specific questions cause struggles for employee learners. LTI makes it easy to push real-time updates or create a new training or development module addressing the problematic subject area.

Regardless of an employee's career level, days are often busy performing assigned duties, attending meetings, and more. When an employee learner can access everything they need from one location without switching between multiple platforms, it saves time and frustration in the midst of a typical day-to-day schedule.

4. How Does LTI Power the GT Platform?

The GT Platform streamlines and consolidates your business content creation, content management, and content distribution needs. LTI enables our platform to act as the center spoke within a content wheel by providing:

Content Flexibility

When users create content with the GT Platform, it can be pushed out to all desired platforms simultaneously, regardless of format. For example, you can push out an eBook at the same time you're pushing out your content as a mobile app.

Content Assessibility

The GT Platform allows you to set and implement rules to assess your content, and automatically takes care of all formatting changes.

Content Updatability

Users can push immediate edits with the GT Platform, without the need to export, edit, and re-upload. Just edit and publish to any and all destinations.

Content Scalability

With LTI providing increased flexibility, assessment capabilities, and speedy updates, the GT Platform is a highly scalable corporate eLearning solution. Saving time and money during the content creation and delivery process allows businesses to focus more on the strategy behind the content and the outcomes it delivers.

5. How Does LTI Benefit Content Creators?

Businesses who use eLearning for employee training, onboarding, and certifications need to create content to provide must-have information to their employees. If you're in your company's L&D department - or wear that hat on occasion - you likely spend a great deal of money on training and development programs each year, because a well-trained workforce increases quality and productivity. When costly training isn't provided through a user-friendly platform, employees are less likely to retain information and implement the new ideas they learned. When you use LTI, you make your learning experience more user-friendly for your employees, ensure they engage with content in a meaningful way, and put your money to good use.

Another consideration for companies who create content for corporate eLearning is the continual rapid change that occurs broadly within technology and specifically with eLearning technology. New applications and LMS platforms emerge, and updates to them occur at a startling pace. When you invest money in customized solutions, you must face the reality that these solutions will become outdated, sometimes even obsolete by the time you've really had a chance to make them part of your organization. Upgrading your corporate eLearning can be expensive, but using LTI to integrate new LMS programs and/or apps is far less cost-prohibitive.

6. How Does LTI Benefit Learners?

In some cases eLearning can be overwhelming for learners. With limited time between meetings and deadlines, trying to engage with content on multiple platforms doesn't allow for a quick and efficient way to retain and use the knowledge intended. This is especially problematic during onboarding, when you want your new employees to be spending their first weeks understanding their job, and getting to know the company and its offerings instead of needing to learn multiple new systems and creating a series of passwords that may or may not be the same depending on the security standards of a given tool. LTI allows for the use of single sign-on (SSO) where learners only need to become familiar with one platform.

Outside of onboarding, process changes for already existing employees can be intimidating as well. Some employees might even be resistant. When you can show them how your new LTI-enabled process will save them time and effort in the long run, they are more likely to utilize your eLearning materials, especially those which aren't

mandatory. LTI also allows learners to share data more easily, increasing the likelihood employers will use the content in the LMS on a regular basis, whether through collaborative team projects, mentorship, or any other use.

In summary, LTI's inclusive yet secure standard removes the need for custom programming by allowing you to add options, functions, and features to the central core of your process. This cutting edge technology has improved the eLearning environment a number of industries, and will continue to do so as more businesses adopt LTI. Content creators and learners alike benefit by having content in one place which only requires users to sign-on once, eliminating the need to learn how to use multiple platforms or apps. Companies are better equipped to meet the training and development needs for their organization.

Contact us today for more information about developing eLearning content for your business and using our LTI-driven Platform.

About Gutenberg Technology

Founded in 2009 by two associate professors, Gutenberg Technology (GT) has roots in publishing and education. GT's current mission is to leverage those roots in simplifying knowledge transformation at scale for business eLearning and productivity. The GT Platform meets the needs of companies who need to create, collaborate and distribute repurposable high-quality content at scale, allowing push-of-the-button distribution to your channel of choice. Our content expertise spans employee on-boarding, training, certifications, sales playbooks, product guides, technical manuals, and more.

Efficiently deliver your content to your users no matter where they are - on mobile, via web readers and on paper - or what LMS you use with our Platform's LTI capabilities.

www.gutenberg-technology.com