DIGITAL STRATEGY CSV

EEPG NETWORK MEETING
TEL-AVIV 2015

ANNE-KATRIN ULRICH, CSV
HOME AND SCHOOL REALITY DIFFER STRONGLY IN SCHOOLS THERE IS NO PIONEER ATMOSPHERE.
OUR OFFERS OF THE PAST HAD ONLY LIMITED SUCCESS

Multimedia-based educational software

... that schools could not use or pay for
If so, the purchase was at the expense of our remaining offers.

Digital supplementary offers

... which were purchased only once per school.
Therefore, their costs were never covered.

Textbooks with integrated interactive material

... which scared individual teachers.
That usually prevented a majority decision for the book.
“DON‘T FIGHT THE FORCES – USE THEM“
OUR APPROACH (1/2)

1. The technical infrastructure at German Schools will not change in a landslide, but digital products are part of daily life and we will have a decline in print year by year.

2. Education spending of the federal states is declining. There will be no additional funding for digital educational media.

3. The schoolbook translates the curriculum into a „script“ for teaching the class and provides reliability for achieving degrees and certificates. In this function, the textbook will also play a central role at school in the coming years – but not as the printed book as we know it.
We want to give those teachers, who want to work digitally, an appropriate learning environment - one that they can use independently of a school decision, and on the basis of their textbook.

We do not know the development of the education market development in the next years in terms of digitalisation. But we know: We want to play a leading role. Therefore, we have to perform now and in advance.

On the Internet the next content is one click away. We decide to actively partner and include those partners along our curricular content.
SCOOK – THE PLATFORM FOR TEACHERS AND THEIR STUDENTS
GAINING REACH AND BUILDING CUSTOMER RELATIONSHIPS
AND OFFERING ADDITIONAL PRODUCTS FOR OUR CUSTOMERS

+ strategic initiatives
LIVE PRESENTATION

www.scook.de
BUT THE MARKET IS CHANGING....
HOW DOES THE MARKET CHANGE?

1. Continuous decrease of school enrolment figures
2. Growing competitive pressures, lower rate of price increase
3. Consolidation of local budgets until 2020
4. Launch of initiatives regarding OER on national and Länder level
HOW DOES THE MARKET CHANGE?

1. **teaching and learning in institutions**
2. **lesson preparation**
3. **self-directed learning initiated by institutions**
4. **independent self-directed learning**
5. ** „Digital moth damage“ : increase in the usage of digital devices in schools**
6. **Increased focus on **individualisation** in Elementary and Secondary schools**
7. **Decline in the usage of textbooks in subsidiary subjects**

- Increased focus on individualisation in Elementary and Secondary schools.
- Decline in the usage of textbooks in subsidiary subjects.
- „Digital moth damage“: increase in the usage of digital devices in schools.
STRATEGIC ORIENTATION
OUR VISION

Welcome to the world of learning!

In 2025 Cornelsen Verlag will be the number one partner for all involved in the education system in the German-speaking countries. With our continually improving teaching and learning systems we ensure the individual’s learning success and support them to realise their potential.
THANK YOU FOR YOUR ATTENTION