Digital Publishing Strategy Overview

Publishing house “Šviesa”

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Experienced team behind Šviesa digital publishing

• Šviesa digital publishing team consist of 10 members having extensive experience in:
  – digital content and product development
  – data analysis and programming
  – design and user experience development
  – digital marketing.

• Team expertise has been evaluated both locally and globally:
  – 2009 WSA (World Summit Award) the best in e-content and creativity; category: e-learning and Education;
  – 2011 Innovation prize in innovative product category, awards sponsored by Ministry of Economy of the Republic of Lithuania and Enterprise Europe Network;
  – 2015 Lithuanian Internet awards Login, Self assessment tool won 3rd place in mobile app category.
Build solutions and content tailored to specific student needs

- Teaching
- Self assessment
- Learning
- Testing
Solutions and content for the key players in educational ecosystem

Students

Parents

Schools / teachers
1.1. Istorinis tyrimas Mano giminės medis

1. Metodinės rekomendacijos
2. Mokymosi turinio Bendrosios programos

Komentaras

Mokymosi uždaviniai
1. Remdamiesi įvadų gaisrių apibūdinimu, ką ji mokysis pramane skyriuje.
2. Remdamiesi "Ar naudojo istorinį užrašųsek" pasakojimą tarytų rūšių darbų istorijomis suformuluos istorinių duomenų maturimo atmintine ir priklausančią praktiką.
3. Remdamiesi dirbtinio darbo aprašu susipažinę su šio skyrius tyrimu.

Švarkos
LMS without content is useless

- Waterfall model for product creation was used;
- We have learned the hard way that it is very hard to set specific work flow for teachers when using LMS (learning management system);
- For example we wanted that all their activities would start from planning, but teacher had different work flow and all they wanted is content;
- Flexible workflow and adaptive content is the most important factors that influence usage of LMS.
- Only 30% of schools use LMS in Lithuania.

55% of teachers use task differentiation tool for students

Data source: Šviesa LMS users survey.
Sveikų skaičių ir trupmeninių skaičių dalyba ir daugyba kabeliu.

Klasės darbas

Namų darbai
Sveikų skaičių ir trupmeninių skaičių dalyba ir daugyba kabeliu I

| Mokinys | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
|---------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Mokėtas| + | + | + | + | + | + | + | + | + | 7  | N  | N  | 7  | 2  | 8  | 8  | 9  |   |   |   |   |   |
| Mokėtas| - | + |   |   |   |   |   |   |   | 8  | 7  | 9  |   |   |   |   | N  | N  | 7  | 2  | 8  | 8  | 9  |
| Mokėtas| - | - | + |   |   |   |   |   |   | 9  | 8  | 7  | 9  |   |   |   |   | N  | N  | 7  | 2  | 8  | 9  |
| Mokėtas| + |   |   |   |   |   |   |   |   | 6  | 8  | 7  | 9  |   |   |   |   | 10 | 7  | N  | 7  | 2  | 8  | 9  |
| 5 | Letpediauskas Marius | + | + | + | + | + | + | + | + | 9  | 7  | 9  | 10 | N  | N  | 7  | 2  | 10 | 10 | 10 | 9  |
| 6 | Nuosedauskaite Gintare | + |   |   |   |   |   |   |   | 8  | 7  | 9  | 10 | 7  |   |   |   |   | 7  | 2  | 10 | 8  | 10 | 9  |
| 7 | Gybauskaitė Delia    | + |   |   |   |   |   |   |   | 8  | 7  | 9  | 10 | 7  | N  | N  | 7  | 2  | 10 | 8  | 8  | 9  |
Student Information System (SIS) for data and direct contact with parents

- SIS for schools to administer student data;
- LEAN model for product development;
- We want to have direct contact with parents to shape and influence needs for textbooks and workbooks;
- Product pilot tests in the Autumn 2015; Full launch of product in the Spring of 2016, white-label solution will be available;

90% of schools use SIS in Lithuania
Self assessment
Digital self assessment goes hand in hand with traditional workbooks

- LEAN model for product development;
- Proprietary tool for content creation “Iliustra”, available as a white-label solution;
- We have developed a platform that allows to assess self performance in mathematics, biology, history, geography and Lithuanian before taking final 12th grade state exams;
- We combine workbook content with digital content, allowing paper to unlock digital content for taking tests;
- Digital content influence on paper workbooks sales has yet to be measured.

2/3 of 12 grade pupils were using our self assessment tool before taking final exams
Pre-school
Digitalize pre-school education set OPA PA

Nominated for the Best European Learning Materials Awards (BELMA) 2015!

Physical content will be enriched by digital experience
Solutions to be developed in the future

• Adaptive and modularized textbooks and content;

• Improved LMS;

• Integration SIS and LMS into one coherent platform;

• Self assessment platform will be adapted towards primary and secondary education standardized tests;

• Massive Open Online Courses (MOOC) for improving teachers’ information and communications technology (ICT) skills and adult learning;

• Digitalize pre-school education set OPA PA.
White-label
White-label solutions available

Solutions available both for desktop and mobile

- Student information system (SIS);
- Self assessment platform for students (including proprietary content creation platform “Iliustra”) [http://priesegzamina.lt](http://priesegzamina.lt)
- Learning management system (LMS) [http://e.sviesa.lt](http://e.sviesa.lt)
Q&A