

The Edutech Weekly

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South Korean Government to Introduce AI-Based Personalized Learning Service to Public Education

By Mun Bokyung 09/06/19

etnews Korean IT News

Starting from November, public schools will start using a service that finds out the education level of a student through AI (Artificial Intelligence) and provides homework and tasks based on the corresponding student's education level. Teachers will be able to provide appropriate lessons based on analysis. Ministry of Education (ME) and Korea Education and Research Information Service (KERIS, President Park Hye-ja) stated that they finished designing 'ICT (Information Communication Technology) education service' at 'e-Learning Korea : Edutech Fair 2019', which had its opening day on the 5th at KOEX, and that they will officially provide ICT education service to public schools in 2020 after going through a pilot project in November. ICT education service collects data from learning process according to international education standards. Data is then visualized after being analyzed through an AI algorithm. This service is mainly for students between third grade and eighth grade. AI-based personalized learning analysis services have been introduced this year centered on 'smart home-school material' market. These services are for normal students and they are not developed to help teachers from public education. Not only does ICT education service provide per-

sonalized analysis and increase learning achievement level, it also analyzes tendencies and learning behaviors of a student. While smart home-school materials focus on improving grades of a student, ICT education service allows teachers to exactly understand tendencies of students. Teachers will be able to evaluate their lessons based on students' learning process and achievements and find areas to improve. "ICT education service also analyzes students' social and emotional aspects." said President Park Hye-ja of KERIS.

ME and KERIS are also going to set up a 'contents distribution platform' to collect, manage, and utilize various educational contents centered on ICT education service. Students will be able to see a boost to their academic abilities through this platform. Teachers will be able to provide personalized learning lessons and consulting while parents will be able to check up on current state of their children's learning and find information on their learning. Ice Cream Media, an edutech company, had participated in the development of ICT education service. Contents for learning are based on contents that are already registered into existing cyber learning systems. "In order to nurture talented individuals for the future, we need innovative and new education methods." said Kim Jin-pyo who is a member of Democratic Party of Korea and attended the opening ceremony of e-Learning Korea. "Edutech shows where our education needs be intensively." Vice-Minister Park Bae-beom of ME said that ME is going to change learning environment so that ICT is actively utilized in classrooms and that edutech will implement new types of learning services. Meanwhile, e-Learning Korea is co-hosted by ME, Ministry of Trade, Industry and Energy, Ministry of Science and ICT, and Ministry of SMEs and Startups and it is under joint-supervision by National IT Industry Promotion Agency, Korea Institute

of Start-up and Entrepreneurship Development, KOTRA (Korea Trade-Investment Promotion Agency), Korea Edutech Industry Association. It is sponsored by every office of education, KERIS, and The Electronic Times and it will be held until the 7th. Staff Reporter Mun, Bokyung okmun@etnews.com



Reuters



ArticleVideorobot



codeSpark, turns programming into play for kids ages

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By Kevin Hart 09/03/19

medium.com

codeSpark has raised \$5.5M in total. We talk with Grant Hosford, its CEO.

PetaCrunch: How would you describe codeSpark in a single tweet? Grant Hosford: codeSpark turns programming into play for kids ages 5-9 PC: How did it all start and why? GH: I started working on the company when my young daughters (then ages 4 & 6) wanted to know how computers work. I thought their questions were super cool and was surprised when I couldn't find an "ABC's of computer science" for them. That seemed crazy in a world that is increasingly run by software. I imagined a platform with a visual interface that could be used by pre-readers and speakers of any language. The platform would teach foundational computer science concepts while letting kids get creative with code. So I found an amazing co-founder (Joe Shochet) and we built exactly that, our award winning app codeSpark Academy. Kids can access our platform in two ways. Public schools get free access and parents can subscribe for home use. PC: What have you achieved so far? GH: Our team of 10 is small but mighty. I'd put our team up against anyone when it comes to product development, subscription marketing and K-5 educational expertise. Over 30 Million kids in 190 countries have used codeSpark Academy to create their own video games and interactive stories. They are now making 1.1M games and stories every month! We've also been successfully

working with schools and now have over 60,000 teachers using codeSpark Academy. We are profitable, we're growing and we just won \$1.3M in research grants from the Department of Education and IES. My favorite new partnership is with the Girl Scouts. In July we launched 9 new merit badges, 3 for the Daisies, 3 for the Brownies and 3 for the Juniors. PC: How will you use your recent funding round? GH: The new funding will allow us to accelerate growth, both with parent subscriptions and teacher adoption. PC: What do you plan to achieve in the next 23 years? GH: We expect to grow revenue by 34x and will be used by over 50% of all elementary schools in the United States. We'll also have the biggest community of kid creators ages 5-9 in the world!



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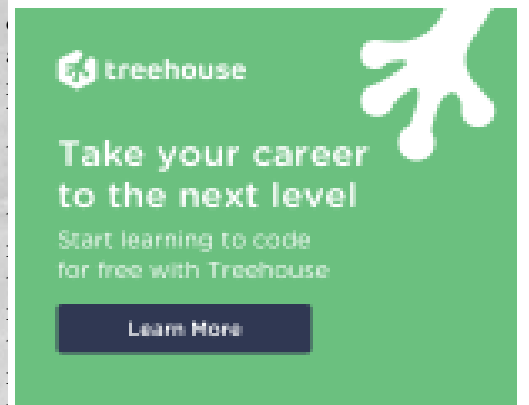
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The Ultimate Tech Coaches Guide to Weekly Email Newsletters

By Jeffrey Bradbury 09/02/2019

TC Teacher Cast

In this post, we will take a look at the Weekly Email Newsletter and how Tech Coaches can use to them effectively to not only communicate with their colleagues but create several weeks of ongoing professional learning for their entire school districts. If you are a Tech Coach and are interested in learning more, please visit www.AskTheTechCoach.com and follow us online @AskTheTechCoach.

If you are a Tech Coach, you are probably someone who is constantly searching the internet for the latest news and updates on your favorite educational technology apps. In fact, you may just be the one during lunch each day who has to remind yourself NOT to talk about your day to your colleagues using hashtags. (Am I close to being accurate?) One of the most important things that we can do as Tech Coaches is to share our love for educational technology in a way that invites and encourages others to relax from their comfort zone and give new tech tools a try. But how do you do it? Where do you start? One of the first things you should do when starting the year off is to make a decision on which Email Newsletter application you will be using to communicate with your teachers. Are All Weekly Email Newsletters Created Equally? There are several types of Email Newsletter applications available to Tech Coaches: Some describe themselves as “apps that create newsletters.” Some that curate content for easy sharing and posting. Some that provide the option of acting both as a newsletter

and presentation tool. No matter what option you select, it's not about the app, nor the content that you should be thinking about when creating your weekly newsletter. What is most important is how easy it is for your teachers to click on something quickly glance over it and perhaps find one or two golden tickets that they can take with them or reach out to you about over the next few days that will make it an ultimate winning choice for you and your tech program. In this post we will be looking at Email Newsletters and Email Marketing by asking the following questions: Why should you create a weekly email newsletter? What can a weekly email newsletter do for a Tech Coach? What can a weekly email newsletter do for an Instructional Technology Program? What should you include in your weekly email newsletter? What apps are perfect for your email newsletters? Should Tech Coaches think about their newsletters as email marketing? Do you have a favorite application for your newsletter? Please leave a comment and perhaps a link to your content below. We would love to curate what everyone is creating this year. Why Should You Create Weekly Email Newsletters? To Attract More Teachers To Your Brand

If you are one of the many Tech Coaches that are tasked with supporting multiple buildings, you know that your brand is everything. You need to be thought of as someone to turn to for professional support both when you are in and out of the classroom. Try as you might to be everyone all the time and to be everything to everyone, it's just near impossible. This is where your email newsletter comes in handy. By creating a weekly newsletter you keep yourself and your brand in the inboxes of all of your teachers. You are the Jiminy Cricket of EdTech each week. When you walk into a school for the first time in a few days, your teachers might have questions for you based on things they

read in your email. This is something that you can always use to your advantage in both helping teachers you have a good rapport with and teachers you might not have the opportunity to get to know personally. To Showcase New Additions To Your Favorite Apps One of the easiest things you can do each week is to use one of the apps mentioned below to curate all of the news and updates each week. These are easy filler content for your newsletters. Do you have teachers in your school who are all using a fantastic app such as Wakelet? If so, you should make sure you are following the Wakelet blog so you can share news and updates and be able to walk into their classrooms ready to dazzle them with what the new hot features are. To Promote Teacher & Student Success In The Classroom Lastly, your newsletter could be, and more importantly, should be a place to showcase what is happening in the classrooms. A good Tech Coach weekly email newsletter has some type of section dedicated to what is happening in the classroom. If you want to take this a step further, ask the teachers permission to post an abbreviated version of their lesson or tech template in the newsletter for others to download. The “teacher feature” section is something that is not only good for Newsletter sidebars but also a great way to promote content by grade level or subject area. If you take something that a science teacher has done see what you can do to manipulate that lesson in a way for other subjects and grade levels to take advantage of and then use that new content to push into additional classrooms during the week.

If you are enjoying this blog post, please click on the button and share this with your PLN today! Click To Tweet

What Can A Weekly Email Newsletter Do For A Tech Coach? Improve Teacher Interactions And Comfortability When an email newsletter is created with not just

the content in mind, but also the implementation of the provided activities, they can be very useful for classroom teachers. For many teachers, newsletters are read through and either saved or tossed so you have a 50/50 chance of user retention. However, after working as a tech coach over the last few years, I have noticed a trend of teachers reading through Tech Coach newsletters and saving them for later use. One of the things that should be kept in mind when creating your newsletter is your email subject and what text is used in the newsletter. Often these keywords are what your teachers search for weeks if not months after you send them the newsletter. If you “think in search” when creating your correspondences it might actually be helpful to someone down the road. How many times has a teacher come to you and said that they were looking through some old newsletters and thought to reach out with a question??? Develop Your Instructional Technology Curriculum One of the things that your newsletter should be used for is to develop a drip campaign for your professional development content. If you just completed a big PD day in your school then you now have a few weeks worth of opportunities to follow up with your teachers on that content to distribute additional resources, templates, or examples of student work. Back To The Top What Should You Include In Your Weekly Newsletter? Message From Administration Traditionally the Tech Coach weekly email newsletter is just that. It's a weekly email that is created by the Tech Coach and sent to the teachers. However, what if .. What if each week, or even perhaps each month there was a short paragraph from your building/district administrator that features something positive about the district. How would it look if each week your principal did a short 30-second video praising a teacher or grade level inviting other teachers to join in and take part in the digital revolution? In writing this, I can already hear you saying NOOOOO but all I'm saying here is “What if ?” Video Tutorials One of the staples of every Tech Coach newsletter should be some type of video tutorial. While

there is always a debate on if these videos should be created by the Tech Coach or if they should be grabbed from YouTube, what is important is the understanding that videos help to add value to the newsletter. My goal when creating newsletters is to put as much personal content as possible. This way the teachers see that YOU are the one putting in the time in their learning and YOU are the voice that is helping them out. While there are several great YouTube channels to get your videos from such as Teachers.Tech, Flipped Classroom Tutorials, and of course TeacherCast, no video tutorial will ever come close to something that you put together based on your own teachers' classrooms. New App Of The Week This is a tricky one to include in your newsletter. Generally, you have two different types of teachers the ones that will read your email newsletters and learn something from them, or the ones that don't read due to lack of time, interest, or frustration with technology in general. As Tech Coaches, we are generally on the cutting edge of what is new and amazing but one wrong move with this excitement and you might end up in hot water. Just remember that many school districts aren't able to move at the speed of Twitter Chats. If a new application opens up today and you wish to use it in your class tomorrow you might have to first ask for permission from your district administration. You should always be proactive about new technologies but at the same time, you shouldn't ever be promoting something that isn't district approved. Free Templates For All Grades and Subject Areas One of my favorite apps is Google Slides. I make just about all of my templates in Google Slides because it's an easy application to master and can do so many different things. In order to maximize value in your email newsletters, you should aim to create at least one new template each month that is accompanied by a blog post or video tutorial showing how to download the template and use it in a variety of ways. Check out my FREE Templates Today! Google Calendar Bulk Event Importer Podcasting Editorial Calendar Google Search Cheat

Sheet for Drive & Gmail Tri-Fold Brochure Template (our most popular) Back To The Top What Apps Are Perfect For Tech Coach Newsletters? SMORE One of my favorite platforms for creating and sharing lesson plans is SMORE. SMORE offers a freemium pricing model and allows teachers to create pretty amazing looking infographics, online posters, and newsletters. The designs are easy on the eye and each SMORE is completely responsive which means that it looks great on a desktop or mobile device. If you are looking to share your SMORE with your school, it's extremely easy to import a CSV file to make sure that all of your contacts are notified. Here are some examples of how I have used SMORE to showcase lessons and other educational activities. Student Video Presentations Template Using Google Keep in the Classroom Check out our recent podcast featuring SMORE. Listen to this episode and subscribe today!

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The Ultimate Tech Coaches Guide to Weekly Email Newsletters

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The Ultimate Tech Coaches Guide to Weekly Email Newsletters Google Sites Have you ever thought about creating a website and using THAT simply as your newsletter? If the answer to this is YES then your not alone. Many Tech Coaches are turning to Google Sites as their newsletter option of choice. Through Google Sites, you can create a beautiful newsletter that can serve as either a landing page for additional content or a series of informational blocks from which you are sharing your content with your teachers. By using Google Sites as both the home for your content and your newsletter landing page you save yourself the added step of creating content AND formatting an additional email program. All you need to do is copy your published link and send it off in a Gmail message and BAM you are done! If you are looking to learn more about creating simple yet elegant websites using Google Sites, please check out our Educational Web Design section today! Canva Canva is one of those apps that I am proud to say that I am a paid subscriber. It's my app of

choice for just about all of the images and graphics on TeacherCast. It has made this website look much better than I could ever make it look on my own. Like other applications on this list, Canva offers a Freemium pricing model. Trust me it's paid features by far outweigh its free features which is why I decided to become a subscriber. However, you can certainly do a ton with it on the free version. Creating a newsletter in Canva is super easy and bearly an inconvenience. Simply select a template, add your information and click the publish button. Canva offers the opportunity to either download your project as a PDF or image file but the true power of Canva is the ability for you to embed graphics into your website directly OR create full websites from your projects. Google Slides Are you looking to double up on all of the time you spend creating weekly PR Presentations? IMO, Google Slides is one of the most underrated apps on the G-Suite roster. Many people, even to this day think of Google Slides as "The PowerPoint of Google Apps" which is just silly these days. With thousands of teachers and Tech Coaches sharing their Google Slides Hacks, all you have to do is click on the File button and select Page Setup to turn your 4:3 or 16:9 into a beautiful 8.511 design that you can not only share with your teachers, or send to Google Classroom, but also present from at your next department meeting. Are you looking for a fun way to create a weekly newsletter out of Google Slides? Check out our popular Tri-Fold brochure template that can easily help you share both written and video content to your staff today!

Are you a riding the #Wakelet-Wave today? [Click Here To Tweet This Post To Your PLN! #SharingIs-Caring Click To Tweet](#)

Wakelet Do you have very little time to be thinking about weekly newsletters? Would you like to find a simple solution where you can curate tutorials, videos, and blog posts and simply hit the share button? Look no further than Wakelet, one of the cleanest, most easy to use curation tools that I have ever used. Through Wakelet you can easily curate and organize web content from a variety of

sources using both their simple to use web interface, Chrome Extension or mobile phone. I signed up for a free (and always free) account using my Gmail and quickly created a Collection of my Tech Coaching resources. If you aren't riding the #Wakelet-Wave yet you should jump on it use it to save yourself valuable time each week when communicating with your teachers.

SWAY If you take a SMORE and add some additional design features to it you might only start to understand the beautiful newsletter application that is Microsoft SWAY. Much like Google Slides, SWAY (in my opinion) doesn't nearly get the love that it deserves. Using Microsoft SWAY, you can easily turn your digital documents into dynamic websites for sharing and emailing to your teachers. It also makes a great presentation tool that you can stand in front of and share information with your teachers. Email Last but not least is email. Yes, it's true that for many Tech Coaches, hours each week are spent creating beautiful looking newsletters that simply aren't read or given any thought by our teachers. Where all of the apps above are great in their own rights, nothing beats the time saved by sitting down to write a 3 (short) paragraph email to your teachers with a few links to websites that you didn't even write yourself to show off what is new and exciting. The chances are you will have the same percentage of interaction while saving a ton of time each week. [Back To The Top Email Newsletter Bonus Tip: Create A Weekly Call To Action Encourage Social Sharing Of Projects](#)

One of the things that you should consider adding to your weekly email newsletters is a Call to Action. This could come in the form of "please share" or "send me copies of what you are doing so I can share" go a long way in creating not just a weekly email chain but a culture of staff supporting staff. Establish Your Hashtag Does your school have a Social Media presence? What if you created a special hashtag that focused on student achievement and activities during the school day? This could then be something that teachers are encouraged to post to each

week with various photos, projects, and other digital encouragement. Final Thoughts One of the things that I have been thinking about over the last few years of being a Tech Coach is "Why shouldn't Tech Coaches use the power of email marketing to their advantage?" We all are out there every day selling ourselves and creating a branded product that we are hoping our teachers decide to invest in. It takes a ton of time each week to research, curate, and distribute a quality newsletter. Why not figure out a way to do things even more efficient? Why Is Email Automation Important For Tech Coaches? When it comes to email marketing the name of the game is efficiency and automation. There is no better email marketing platform for content creators than ConvertKit. I have been using ConvertKit for all of my TeacherCast newsletters for the last 2 years and it has not only saved me hundreds of hours. One of the things I love the most about ConvertKit is how easy it is to create great-looking forms (see below) that bring your audience into a funnel system supported by email sequences. How can Tech Coaches use this feature? Let's say that a teacher is interested in learning more about Google Sheets you might have an email sequence all set up with a set amount of email newsletters. Once a teacher visits your Tech Coach website, they can sign up for additional information and BAM! you are now helping out that teacher without you even being in the room. It sounds so easy should we all be thinking about email funnels in our Tech Coaching positions? [Back To The Top What Are Your Favorite Newsletter Applications? Tech Coaches have a TON of great applications and content available to share with their teachers. The struggle that we all face is finding the right applications at the right time in the right format for teachers to get them interested and excited about learning new things. We hope you are enjoying this series of Email Marketing for Tech Coaches. We would love to learn a bit more about you and your Tech Coaching and invite you to share your favorite applications with us. Please take a moment and share your thoughts on](#)

email marketing below in our comments section. For more information on Tech Coaching, please visit www.AskTheTechCoach.com or listen to our Ask The Tech Coach Podcast Today! Don't forget to subscribe to us on Twitter @AsktheTechCoach.



Reuters

Blub Digital Portfolios Gives Premium Accounts To All Teachers! By Jeffrey Bradbury 08/30/19 TC Teacher Cast



Are you looking to bring Digital Portfolios into your classroom this year? This year at ISTE I had the opportunity to meet and get to know a great company called bulb. The offer students a fantastic platform to create digital portfolios that not only act as a "place for their stuff," but could actually be a fantastic platform to teach students about blogging, podcasting, and content creation.

This week, bulb announced that they are treating teachers to a fantastic Back To School treat! Starting this week, bulb will be offering free accounts for all teachers to try out their robust platform.

According to their press release...

With a free bulb + account, teachers can:

- . Create personal collections, curriculum and resources.
- . Track professional development and display badges and credentials earned.
- . Establish professional learning plans to meet goals and standards.

"A great education starts with great teachers. And, amazing teachers want to have their work with them no matter where they teach to model best practices for students. We support teachers in all aspects - from the classroom to the work done to meet personal or professional

development goals," said Eric Goldreyer, chief executive officer at bulb Digital Portfolios.

A bulb+ account (valued at \$30/year) helps teachers incorporate best practices and demonstrate 21st Century skills for students. Teachers now have the opportunity to use digital portfolios as a way to transform and impact their current district or school's digital portfolio program. Leading school districts across the country are using bulbEd, an enterprise solution for schools and districts, to prepare and meet the demands for the era.

bulb also announced that free "bulb" accounts will have more features, including:

- . Use and create templates.
- . Embed audio and rich media files.
- . Gather comments and feedback.
- . Showcase work in presentation mode.

Students can create a free bulb account to capture ideas, express knowledge and display their skills. Or They can purchase a bulb+ account for \$3/month.

bulb is a safe, secure and ad-free tool. User data is never mined. Anyone can sign - up for an account at bulbapp.com.

Technology That Gives Voice To The Voiceless.

Meet Mary McCulloch
By CISCO

Mary Elizabeth McCulloch's life changed on her first trip to Ecuador as a 17 - year - old exchange student. It was there she started volunteering in an orphanage for children and adults with disabilities, many of whom had cerebral palsy and were unable to speak. She was determined to give them a voice, to inspire with words much as her father had done for her. When she shared her dream with her father, his response was simple:

"Yes, you can do this." Sometimes, Mary Elizabeth says, changing the world starts with a few syllables. With her father's words in mind, she imagined the possibilities if individuals with disabilities were able to effectively communicate with the world.

And so, Mary Elizabeth founded Project Vive, a company dedicated to making affordable technology available to those with disabilities.

The Voz Box is the brainchild of this company, a speech - generating device, empowering those with disabilities to communicate, connect, and gain access

to education and employment. The device uses customizable sensors to fit any user's low motor control abilities, including fingers, hands, elbows, knees, feet, and eyes.

Arlyn Edelstein was the first individual to use the Voz Box. And with the smart device, she was able to share her poetry for the first time in her life. When Mary Elizabeth heard Arlyn's beautiful words, she knew her technology had the power to change lives.

In 2017, she and Project Vive placed first in the 2017 Cisco Global Problem Solver (GPS) Challenge, taking home the Grand Prize of \$100,000. Mary Elizabeth says this money is crucial to the company's first years. It allows them to raise money without taking on investors early on; ensuring the company stays true to its mission.

When asked at Cisco's Women of Impact Conference what advice she'd give to young women, Mary Elizabeth said:

"if you fall, remember you're falling forward, There will always be people who just don't get your dream or don't see the possibilities, but use that as practice in exploring your vision, showing the economic viability of it, and illustrating the importance of it."





Too cool for school! Polish edutech apps proving a global hit

By NICK WESTERBY 09/02/19

ThefirstNEWS

The last decade has seen the digital age rapidly engaging with the education sector, helping students teachers and parents with a range of edutech apps. Poland has some of the world's top education apps with the market leader Brainly seeing its popularity exceed 150 million users globally. Starting out in Kraków in 2009, the information sharing app has now raised over \$68 million in funding, with \$30 million of that being raised in July this year.

With its simplicity being key to its success students and parents ask and answer questions when looking for help with homework-related tasks - the company now operates not only in Poland but in the United States, Russia, Turkey, India and over 30 more countries around the World. Micha Borkowski, Co-founder and CEO, Brainly told Business World Education said: "In spite of an abundance of information on the internet, most students and their parents struggle with its disoriented nature which leaves them confused regarding the right source to rely on. "These issues have led to the phenomenal growth in the user-base of Brainly, as it bridges the gap between instructions and the final understanding."

But Brainly isn't Poland's only clever edutech start-up impressing people.

Gdask-based startup Nuadu which helps learners and educators identify gaps in their learning and

then creates a syllabus to fill those gaps, now has 80,000 children in over 200 schools using their app in Poland, after launching on the market just two years ago. The platform also has over 45,000 users paying for access to it abroad, including in Singapore, Thailand, Malaysia, the Philippines and Indonesia. Pawe Czech, Vice President of Nuadu told Wirtualne Media: "We are developing very dynamically, in the first half of 2018 we achieved almost four times the revenue from the previous 12 months.

"Our application has been well received in Asian markets, which are characterized by rapid implementation of new technology solutions in education. That is why we decided to expand our presence in Asia."

Meanwhile, Warsaw's Primeon offers language schools an online management system as well as an online lesson diary of classes, allowing teachers, pupils and parents to see what is being taught, who attended classes, the homework that was set and done. And Funtronic has seen rapid growth at home and abroad with its interactive floors educating both youngsters and senior citizens in over 20 countries. Maciej Mazurkiewicz, President of Funtronic told Spidersweb: "A very popular application are subject quizzes in the field of primary school, including mathematics, history, geography, biology, physics, chemistry and music.

"Scenarios and questions of games and quizzes that are displayed by the Magic Carpet are developed by specialists in didactics and are then adapted to the school curriculum," he added.



Reuters

Advanced Technologies That Make the Australian Education a Better Experience

By Frost & Sullivan 04/12/19

smart-technologies.blog

The education technology (edutech) market has developed quite quickly across the world. Experts at Frost & Sullivan estimate that the market will grow at a compound annual growth rate (CAGR) of 18.3% and generate \$40.9 billion by 2022. The edutech market in Australia is estimated to grow at a CAGR of 3% by 2022, driven by increasing student demand, competition among institutions, and lower acquisition costs. Frost & Sullivan has published a report on the topic titled Australian Edutech MarketKey Trends, Technologies, and Opportunities, Forecast to 2022 which highlights the various trends that affect the Australian edutech market, mainly digitization, university partnerships, and advances in Internet connectivity. Download free insights from this report here: <https://bit.ly/2DdgBuO> The largest factor behind the growth of edutech market is the ever-changing demand of the student body for a more seamless and digitized learning and campus experience. Therefore, universities are driven to adopt technologies to effectively meet learning outcomes, which creates opportunities for solution providers and service vendors. Key technologies expected to play a role in the expansion of the Edutech market in Australia include Learning Management System (LMS) innovations, conferencing, Big Data analytics, AI, Massive Open Online Courses (MOOCs), as well

as augmented reality and virtual reality technologies. The growth of The Edutech market in Australia generates various growth opportunities for market players, largely for universities. Frost & Sullivan highlights a number of key opportunities for universities to maintain competitiveness, such as: Highlighting the importance of the ‘student experience’ through a number of innovations Utilizing Big Data analytics to understand student behavior and to meet student objectives and learning outcomes C-suites in service provider companies catering to the education technology market could also leverage their services on the universities’ demands by emerging as early market movers that provide the best value service bundles. Moreover, experts at Frost & Sullivan suggest the following strategic imperatives for success and growth: Tech vendors should pay close attention to training and development programs for students, staff, and users at all levels in the tertiary education sector. Focus on user experience will be a significant differentiator among service providers, and this feature could be used to position tech vendors, create superior usability, and implement a wide array of features Service providers will have to focus on helping universities gain a comprehensive understanding of student behavior and needs, and design products that deliver superior student experience. Frost & Sullivan predicts that as purchase prices reduce and nascent technologies show their value through early market adoptions, universities are expected to increasingly trial, purchase, and implement new solutions across campuses for student and organizational benefits.

Sachi Mulmi is a researcher with Frost & Sullivan. She can be reached at sachi.mulmi@frost.com



Reuters

