

The background features a black field with several colored rectangular elements. On the left, there is a vertical purple bar. Below it, a blue bar extends horizontally. A horizontal bar at the bottom is divided into four segments: purple, yellow, red, and yellow. The text is centered in the black area.

# Course Content Collaboration

Online Course Readers

# goals

Stanford GSB long term sustainability goal  
(Knight Management Center LEED Platinum):

- reduce paper use / limitations / waste

Short term goals:

- reduce student materials cost
- improve delivery and access efficiency
- increase student - materials interaction
- augment course materials pedagogic value  
(faculty annotation)
- facilitate content collaboration among  
study groups and sections
- provide lifelong, personal course content portfolio

# pre-conditions

- Kindle, Nook, Kno, iPad break the e-pub barrier
- Publishers' resistance to digital distribution easing
- Minimal use of textbooks
- Maximum use of:
  - published journal & trade articles
  - cases
  - media & presentations
- Independent permissions acquisition
- Instructor driven model vs. student as customer
- Ease of use
- Flexibility

# getting there

- Surveyed service provider landscape for viable partners
- Solicited on-site presentations by 4 vendors  
(others not willing to forego permissions acquisition, student centered models, or textbook-centric)
- Attractive, feature rich offerings from:
  - Kno
  - Courseload
  - Symtext
  - PageWell

# selection process

- On site demos + Q&A with all 4 vendors
- Active review of vendors' offerings including :  
short term access to accounts w/ GSB sample content for select faculty, volunteer students & staff
- Feature comparisons, trial - user satisfaction surveys to select 2 vendors for pilot study
- Run 4 course / 7 section Winter '12 pilot study (4 faculty & ~400 students)

# key differentiators

- Potential for integration with CMS  
(Sakai / Coursework - Google Apps for Ed Hybrid)
- Ease of instructor / student upload of new material
- Flexibility, custom features as required
- Export to PDF of annotated personal copies

# results

- High resistance to multiple sign-on
- Faculty engagement essential (not self-starting)
- Slow uptake of collaboration features among competitive MBAs
- CMS integration critical
- Inflexible proprietary formats not accepted
- SURPRISE: Many still require paper copies

# next

- PageWell selected for further work

  - SSO

  - Exed

  - Coursework / Google Apps for Ed integration

  - Virtual Learning Environment



A decorative graphic on a black background. It features a vertical purple bar on the left, a horizontal blue bar below it, and a horizontal bar to the right composed of four segments: purple, yellow, red, and yellow. The text 'PageWell' is centered in orange.

**PageWell**