



# Impact

The move to digital learning has accelerated. Twenty-first century learners now expect technology that is designed, developed, and delivered with their success in mind. For a technology product to be an educational tool, it must meet two goals: improve learning for students and expand educational opportunities for all learners.

At VitalSource, we are committed to achieving these goals from product development to delivery. We base our products on learning science research, which is proven to increase learning outcomes, and offer our products through flexible delivery models that promote access and equity for all students.

## OUR PLEDGE

We have an ongoing commitment to:

- Offer products that are backed by the latest learning science research, proven to positively impact student outcomes
- Level the playing field by creating flexible delivery models, so all learners can easily obtain affordable, accessible learning materials
- Provide insightful learning data to institutions, instructors, and students
- Engage in ongoing research with our schools and partners

Impactful learning happens at scale when expansive reach meets learning science-based technology that improves student outcomes.

## LEARNING SCIENCE DESIGN

The foundation of our learning technology is rooted in cutting-edge cognitive and learning science research that helps students become active participants in their own learning process through optimized practice and study tools. Our courseware platform, founded on 12 years of research at Carnegie Mellon's Open Learning Initiative, delivers active learning through embedded practice and creates the Doer Effect, a proven learning science principle. Research shows that this learn-by-doing approach has approximately six times the effect on learning than solely reading. Additional tools, such as adaptivity and personalization, help students focus on the content they need to learn.

Our research and development team demonstrates our dedication to having a positive impact on learning; it is focused on combining state-of-the-art artificial intelligence with learning science to optimize the student learning process. This team conducts ongoing research with our schools and partners to gain valuable insights on how to increase student learning—and ultimately—success.

## **LEARNING DATA & ANALYTICS**

All VitalSource platforms provide access to learning data; it is part of the VitalSource experience in order to drive student and institutional success. This access to analytics enables our partners to gain insights at the learner, book, course, or institution level with clear data visualizations via dashboards and data feeds.

## **ACCESS, ACCESSIBILITY & EQUITY**

Rising costs, multiple purchase options, and the dizzying mix of access codes and unique logins have made it difficult for students to access required learning materials and are often a barrier to student success. At VitalSource, we help simplify the journey of finding and obtaining required course materials through flexible delivery models that provide seamless, affordable, and equitable access. The models include Inclusive Access, Equitable Access, and direct integration options to meet the needs of any institution.

Our platforms are designed with all learners in mind and always meet or exceed accessibility standards. VitalSource works with organizations such as the W3C, DIAGRAM Center, Book Industry Study Group, and ASPIRE. We also collaborate with consultants and advocacy groups, such as the National Federation of the Blind, JISC, and the Paciello Group, to grow the community and the capabilities of each part of the system.

We believe that solving for access helps solve for affordability and equity—leveling the playing field and impacting student learning at scale.

## **COMPLIANCE**

VitalSource is committed to meeting the WCAG 2.1 AA standards provided by the World Wide Web Consortium (W3C) Web Accessibility Initiative (WAI).

## **CONCLUSION**

The digital age of education is here, and with it, we have an incredible opportunity to unlock the best possible learning experience for every student. Never has technology based in learning science been more readily accessible to all types of learners. Institutions are empowered with valuable data, providing insights into student learning and enabling data-driven decision making across their institution.

At VitalSource, we are excited about a future in which digital learning leads to greater educational impact and drives student success.