**Adaptive Learning Company Profiles**

**Company:** Ace Learning Company

**Name:** Dan Bartell, Senior Vice President  
**Country:** United States  
**Email Address:** dan@acelearningco.com  
**Phone Number:** 917-257-7164  
**Name of Adaptive Learning Product:** Ace Recommendation Platform  
**Number of years the product listed above has been on the market:** Two  
**URL for additional information on product:** http://www.acelearningco.com/  
**Type of Adaptive Learning Solutions Product:** Content curation and management  
**Licensing model(s):**
- Institutional (enterprise) license based on projected enrollments in adaptive learning courses.  
- Combination: Institutional license for general system deployment and a per use cost paid by students for access.

**Description of how the above referenced product works:**
Ace Learning supports great teaching and learning by bringing faculty insights and student preferences to the forefront of decision-making. We integrate an LMS to create detailed visibility into courses (e.g. course structure, digital content used, etc.) at scale across the enterprise. Ace provides auto-alignment of digital content to course Learning Objectives; provides in-line asset views of any digital content within the LMS course; and reports back on how students are engaging with content. In essence, we help faculty select the best content for each learner by automatically aligning content investments with lesson-level learning objectives. The platform helps create alternative learning paths and provides data and insight directly to learners, instructors, academic departments, the VPAA, and central offices devoted to improving student success. Ace Learning helps colleges make full use of under-leveraged digital content licensed or authored by the college. We drive the use of OER at scale by helping discover and align OER content directly to course learning objectives. A seamless delivery and ongoing tracking of content assets within the LMS course allows a student centric understanding of the value of your digital content (e.g., What content is being used by students? How are they using the content?, etc.) This can inform high dollar decisions around resources and human capital to support learners. We have specifically designed an integration strategy with existing campus technologies- LMS, CMS, Content Repositories- that does not create a strain on campus resources. We are complementary to and are fully and seamlessly integrated into Learning Management Systems. Ace can enhance to investment in and LMS.
**Client comments/testimonials:**

“Ace Learning’s technology allows our institution to not only more effectively integrate content into the learning experience, but assess the impact and outcome of our investments.” David Leasure, Vice President of Academics at Western Governors University.

“Ace Learning Company’s underlying technology and services helps Pearson respond to our educational partners’ requests to create innovative learning experiences that are designed to improve learner outcomes. These include new competency-based education programs, redesigned campus-based blended learning programs, or highly scalable fully online learning.” David Daniels, Managing Director of Pearson North America Higher Education Services.
Company: Acrobatiq

Name: Eric Frank, Chief Executive Officer
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Phone Number: 845-825-9499
Name of Adaptive Learning Product: Acrobatiq
Number of years the product listed above has been on the market: Two
URL for additional information on product: http://acrobatiq.com/
Type of Adaptive Learning Solutions Product: Courseware and authoring platform
Licensing model(s):
- Institutional (enterprise) license based on projected enrollments in adaptive learning courses.
- Institutional (enterprise) license based on number of courses.
- Course material/access fee license purchased by student.
- Combination: Institutional license for general system deployment and a per use cost paid by students for access.

Description of how the above referenced product works:
Acrobatiq is a learning analytics and outcomes optimization company backed by Carnegie Mellon University. Acrobatiq builds on CMU’s historic strength in learning science and the Open Learning Initiative’s pioneering research in online learning. Acrobatiq enables fine-grained measurement and reporting of student learning to support instructional gains, personalized learning, and measurable improvements in student outcomes. Our platform and courseware help more students successfully complete more courses and earn college credentials. Acrobatiq tools and platform operate within existing LMS environments through a variety of cutting edge interoperability standards, such as LTI and LTI2. AcrobatiqLearn provides courseware, combining interactive content, intelligent tutoring, and “learn-by-doing” formative assessments. AcrobatiqAnalytics uses patent-pending predictive statistical methods to capture, measure and report highly nuanced details about student learning. Student learning estimates are visualized through The Learning Dashboard. AcrobatiqAuthor, available Fall, 2015, enables faculty, instructional designers and course developers to create and customize data driven, personalized instructional curriculum.

Client comments/testimonials:
"Acrobatiq is more accessible, affordable, and engaging for our students and it provides individualized feedback that lets them know where their strengths and weaknesses lie." Dr. Stephen Hobbs, University of Colorado, Boulder.

"What sets Acrobatiq apart is the Learning Dashboard. My students engage with the materials and the Learning Dashboard shows me meaningful summaries of their work." Dr. Larry Rudiger, University of Vermont
Company: Cengage Learning

**Name:** Sharon Koch Schwarzmiller, Marketing Director of Digital – MindTap  
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**Name of Adaptive Learning Products:**  
MindTap for Sociology with Study Center, powered by Knewton  
MindTap for Management with Study Center, powered by Knewton  
MindTap for Psychology with Mastery Training, powered by Cerego

**Number of years the product listed above has been on the market:**  
Mindtap has been on the market since 2011, but these specific adaptive courses have been on the market for four months.

**URL for additional information on product:**  
Information on the MindTap platform: http://www.cengage.com/mindtap/  
Specific information on MindTap Psychology with Mastery Training powered by Cerego can be found here: MindTap Mastery Training Customer Facing Video (http://bit.ly/1dhgTky) and at this demo: http://bit.ly/1dPfaDW

**Type of Adaptive Learning Solutions Products:**  
- Publisher Model  
- Personal Content Recommendation Tool  
- Courseware

**Licensing model(s):**  
- Institutional (enterprise) license based on projected enrollments in adaptive learning courses.  
- Institutional (enterprise) license based on number of courses.  
- Course material/access fee license purchased by student.  
- Combination: Institutional license for general system deployment and a per use cost paid by students for access.

**Description of how the above referenced product works:**  
MindTap is the digital learning solution that helps instructors engage today’s students and transform them into critical thinkers.

**Great content:** Instructors don’t want cookie-cutter, one-size-fits-all applications that are meant for a math class when teaching psychology, so thanks to MindTap’s carefully curated material, instructors get the precise content and ground-breaking tools and applications they need for every course they teach.

**Personalization:** Instructors know how to engage their students, so they shouldn’t have to settle for static course content. MindTap’s innovative personalization tools allow instructors to customize every element of their course— from rearranging the Table of Contents to inserting videos, comments, activities and more into the MindTap Reader itself.

**Save time:** They don’t need to spend valuable time curating fresh content for each of their courses, every semester. MindTap improves workflow and saves time when planning lessons because of the plethora of trusted, current content curated in one place.
Improve Outcomes through Insight: Instructors should not have stay in the dark about their students’ level of comprehension until after the first exam or the midterm. With MindTap instructors promote positive outcomes by tracking students in real time and tailoring their lectures as needed based on the analytics.

For students: MindTap...

- Provides the tools needed to better manage their limited time, allowing students to complete assignments whenever and wherever they are ready to learn.
- Engages students with course material specially customized for them by their instructor and streamlined in one proven, easy-to-use interface.
- Cultivates a true understanding of course concepts, helping students achieve better grades.
- Houses an array of tools and apps – from note taking to flashcards – that make MindTap a worthwhile and valuable investment in their education.

Client comments/testimonials:
“Our department adopted MindTap because we recognized that students were coming into our college-credit classes with serious deficiencies—and they weren’t going to be successful unless we found something that could help support their learning activities and their learning needs.” Ulanda Forbes, North Lake College

“Students’ grades are higher. Students are also more in tune with the course material and more prepared for class, so we can spend more time on discussions. I love that.” Tina Willhoite, San Jacinto College District

“MindTap’s greatest strengths are the progress tracking and the ability to add materials that are gradable.” Stephen Brusnighan, Kent State University

“I LOVE that I don’t have to have all of my notes and books scattered all over the place. Like I can just have my laptop and that is all I need.” Iroda G. (student)
Company: CogBooks

Name: Steve Ernst, Chief Learning Office and General Manager for the Americas

Country: United States/Scotland

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Phone Number: 303-570-1912

Name of Adaptive Learning Product: CogBooks

Number of years the product listed above has been on the market: Ten

URL for additional information on product: http://www.cogbooks.com/

Type of Adaptive Learning Solutions Product: Courseware

Licensing model(s):
Combination: Institutional license for general system deployment and a per use cost paid by students for access.

Description of how the above referenced product works:
CogBooks' adaptive learning model, leveraging cognitive research, has demonstrated that outcomes-oriented individualized learning pathways and subject-dependent pedagogies positively impacts learner success. Development of interrelated learning outcomes or objectives, alignment of learning and assessment instruments to outcomes, and courseware developed within context-dependent pedagogies increases learner success, improving retention and efficacy. Institutions can adopt either the platform and build their own courses, or adopt pre-built courses from OER partners, which can speed adoption of adaptive learning by institutions on behalf of their students. The CogBooks platform has a robust analytics suite, with context-dependent views for faculty, students and administrators / analysts. CogBooks can also readily integrate with a third-party analytics suite that an institution may have in place.

Client comments/testimonials:
"I have a few of them [students] come to tell me today how much they enjoyed CogBooks and the greater in-class engagement. I am enjoying the classes more too. Definitely the way forward."
Instructor
"Independent learning. The fact that it was not the traditional lecture that took place made me keep up with the reading." Student
Company: Jones & Bartlett Learning

Name: Jennifer Solomon, Vice President of Sales
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Name of Adaptive Learning Product: Navigate
Number of years the product listed above has been on the market: One
URL for additional information on product: http://www.jblearning.com/elearning/navigate/
Type of Adaptive Learning Solutions Product: Publisher Model

Licensing model(s):
- Institutional (enterprise) license based on projected enrollments in adaptive learning courses.
- Institutional (enterprise) license based on number of courses.
- Course material/access fee license purchased by student.
- Combination: Institutional license for general system deployment and a per use cost paid by students for access.
- We will also partner with the vendor the school chooses.

Description of how the above referenced product works:
Navigate transforms how students learn and instructors teach by bringing together authoritative and interactive content aligned to course objectives, with student practice activities and assessments, study planning and remediation, and powerful reporting tools that provide access to actionable data. Now with Navigate 2, technology and content combine to expand the reach of the classroom even further. Whether taught in online, on-ground, or hybrid courses, Navigate 2 offers unbeatable value with mobile-ready course materials, such as a comprehensive and interactive eBook, student practice activities and assessments, a full suite of instructor resources, and learning analytics reporting tools.

Client comments/testimonials:
“[Navigate 2] supplemented the material presented in lecture and text. It was nice to have an alternative source to study from.” “Using [Navigate 2] has given me more opportunities to learn in different ways.” “[Navigate 2] made it easier to have everything needed for our class on one website.” “[Navigate 2] was helpful when [studying] on the go.”
Company: McGraw-Hill Education

Name: Adam Kloza, Director of Marketing
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Phone Number: 614-935-1945

Name of Adaptive Learning Product: SmartBook
Number of years the product listed above has been on the market: Three
URL for additional information on product: http://learnsmartadvantage.com/products/smartbook/
Type of Adaptive Learning Solutions Product: Personal Content Recommendation Tool

Licensing model(s):
• Institutional (enterprise) license based on projected enrollments in adaptive learning courses.
• Institutional (enterprise) license based on number of courses.
• Course material/access fee license purchased by student.
• Combination: Institutional license for general system deployment and a per use cost paid by students for access.

Description of how the above referenced product works:
SmartBook is the first and only adaptive reading experience designed to change the way students read and learn. It creates a personalized reading experience by highlighting the most impactful concepts a student needs to learn at that moment in time. As a student engages with SmartBook, the reading experience continuously adapts by highlighting content based on what the student knows and doesn’t know. This ensures that the focus is on the content he or she needs to learn, while simultaneously promoting long-term retention of material. Use SmartBook’s real-time reports to quickly identify the concepts that require more attention from individual students—or the entire class.

Client comments/testimonials:
"Multiple students have commented that they like the LearnSmart modules and they have been asking for me to post the online activities sooner so that they can begin studying sooner." Elizabeth S., Psychology Instructor, Georgia State University

"I feel it is a great tool to administer homework. By having algorithmic problems, it virtually eliminates the possibility that a student can copy from a peer. Overall, it is an excellent method for determining student performance and effort in the class." Joe S., Instructor, Belmont University

"Students come to class prepared and as a result, I am able to utilize class time more productively for class discussion and participation in experiential exercises to support it." Gary Brockway, Marketing Instructor, Murray State University
Company: Pearson Education

Name: Michelle Renda, Vice President of Marketing, Mathematics and Statistics
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Name of Adaptive Learning Product: Pearson MyLabs and Mastering
Number of years the product listed above has been on the market: Varies - early versions released over ten years ago.
URL for additional information on product: http://www.pearsonmylabandmastering.com/
Type of Adaptive Learning Solutions Product: Publisher Model
Licensing model(s):
• Institutional (enterprise) license based on projected enrollments in adaptive learning courses.
• Institutional (enterprise) license based on number of courses.
• Course material/access fee license purchased by student.
• Combination: Institutional license for general system deployment and a per use cost paid by students for access.
Description of how the above referenced product works:
MyLab & Mastering is the world's leading collection of online homework, tutorial, and assessment products designed with a single purpose in mind: to improve the results of all higher education students, one student at a time. With input from more than 11 million student users annually, MyLab & Mastering creates learning experiences that are truly personalized and continuously adaptive. MyLab & Mastering reacts to how students are actually performing, offering data-driven guidance that helps them better absorb course material and understand difficult concepts. The adaptive components of each MyLab and Mastering product vary a bit, as student and instructor needs will vary as well - what’s appropriate for calculus may not work for psychology.
Client comments/testimonials:
Used by more than 11 million students each year, Pearson's MyLab & Mastering programs deliver consistent, measurable gains in student learning outcomes, retention, and subsequent course success. Our complete results library is available at http://bit.ly/1eRog3c
Company: Realizeit

Name: Julie Piazza, Sales Coordinator
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Phone Number: 224-836-5316
Name of Adaptive Learning Product: Realizeit
Number of years the product listed above has been on the market: Four
URL for additional information on product: http://realizeitlearning.com/
Type of Adaptive Learning Solutions Product: Individual Learning Platform for Institutions
Licensing model(s):
Usage License Based on Number of Course Takers

Description of how the above referenced product works:
Realizeit empowers institutions and teachers to significantly transform the learning outcomes by providing highly individualized learning and adaptive teaching capabilities. Realizeit is a digital learning platform underpinned by a universal learning model and powered by a self-learning, self-calibrating learning engine based on the principle of enabling unique learning pathways through the continuous measurement of mastery. Realizeit’s cloud-based platform provides the end-to-end capabilities necessary for enterprise-wide adaptive implementations: learner-teacher experience, rapid adaptive content authoring, deep real-time analytics, and seamless integration with the institution’s existing systems. Using Realizeit’s intelligent authoring system institutions can rapidly generate comprehensive and granular knowledge maps from the institution’s existing curriculum and content. These authoring capabilities enable users to ingest and convert legacy course content across a wide variety of subjects and courses to a highly adaptive format within a few weeks. Through its partners and alliances, Realizeit also provides pre-packaged gen-ed courses and OER content based knowledge maps. These capabilities offer institutions with low-cost accelerators to jump-start their migration to individualized learning while providing the built-in and proven scalability necessary for enterprise-wide expansion.

Client comments/testimonials:
“I have been involved with web instruction and design since 2006. I have worked with various University support groups and outside consultants at different institutions of higher learning in three States. I have never worked with anyone as good as CCKF in terms of service, availability, and professionalism. They immediately respond to all my queries and provide me assistance on a moment’s notice. The Introductory Psychology course we have designed is remarkable in both its sophistication in the application of pedagogical principles and in terms of its ease of use for students. Working with CCKF has changed my way of thinking about and executing online instruction.” Jeffrey E. Cassisi, Ph.D., Chair, Department of Psychology, University of Central Florida

“I have been very impressed with both the potential for Realizeit to drastically change how I can deliver my course to my students and with the professionalism of the CCKF team members. I have been a faculty member in nursing for nearly 20 years and have taught online in various formats since 2001. This is the first time I have felt that I now have the tools to deliver a truly adaptive learning and testing experience. I am currently teaching pathophysiology to online RN to BSN students.”
This means that all of my students have already earned their RN license and most are working as nurses, sometimes with many many years of experience. This product lets them have their learning targeted to their greatest need and lets them demonstrate competency in areas they have already have knowledge in, gained through their previous education and work experiences. I also feel that this product can be used to help me flip my face-to-face classroom in pathophysiology more readily. Realizeit gives me a rich body of information to better target areas the students are struggling with more accurately, versus targeting areas that have historically been problems, which may or may not be true for this particular group of students. I have also been quite pleased with the very professional and responsive team members at CCKF. They have been a delight to work with.” Dr. Julie F. Hinkle RN, PhD, Faculty and Coordinator, UCF-VC Concurrent Program, University of Central Florida, College of Nursing
Company: Smart Sparrow

Name: Daniel White, Vice President, Sales and Marketing
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Name of Adaptive Learning Product: Smart Sparrow Adaptive eLearning Platform
Number of years the product listed above has been on the market: The AeLP has been on the market for almost four years (customers have been using it since 2010. The first beta version was released in 2007).
URL for additional information on product: http://www.smartsparrow.com
Type of Adaptive Learning Solutions Product: Courseware
Licensing model(s):
- Institutional (enterprise) license based on projected enrollments in adaptive learning courses.
- Course material/access fee license purchased by student.

Description of how the above referenced product works:
Smart Sparrow is an ed-tech company pioneering adaptive and personalized learning technology. It’s cloud-based Adaptive eLearning Platform empowers educators with tools to easily create, deploy, analyze, and share next-generation courseware that is rich, interactive and adaptive. Adaptive Lessons developed using the Adaptive eLearning Platform (“AeLP”) allow educators to give each student an optimal personalized learning experience by providing real-time feedback and adaptive pathways that specifically target misconceptions. The authoring tool enables educators, developers and subject matter experts (“SME”) to collaboratively design the courseware. Smart Sparrow’s AeLP integrates seamlessly to provide Single Sign On (SSO) and Gradebook sync with any LTI-compliant LMS. Built-in learner analytics provide detailed insights into student performance, enabling educators to reflect on the merit of their instruction, adapt their approach and intervene with at-risk students, thereby establishing a continuous cycle of improvement. The AeLP was created after seven years of research and development into Intelligent Tutoring Systems and Educational Data Mining at the University of NSW Australia. The research largely focused on intelligent tutoring systems, cognitive load theory, and educational data mining, but in the context of allowing the teacher to maintain pedagogical control of the learning experience.

Client comments/testimonials:
"Smart Sparrow's technology and passion made this course possible. They go beyond the call of duty to come up with amazing concepts and code that let us bring our ideas to life. They are dedicated not only to their technology but also to getting the science right. They understand where science education is headed and are helping us get there with style. It's one small step for a class, but the beginning of a giant leap for science education." Professor Ariel Anbar, School of Earth & Space Exploration, Arizona State University

"Adaptive Lessons have been incredibly well received by the students, particularly the immediate and specific feedback provided each time they stray off course."
The demand for these tutorials has been so vocal that we are now developing new tutorials to cover a whole range of more advanced concepts in Aerospace Structural Analysis." Garth Pearce, School of Mechanical and Manufacturing Engineering, University of New South Wales, Australia

“The Course presented us with a very broad view of the various science disciplines associated with searching for terrestrial planets. From climatology to chemistry to astrophysics to biology; all areas were covered, and although one of the more challenging courses I've taken, one that may well have changed my world view.” Arizona State University Student, Habitable Worlds Course