

# eLearning Platforms

First Session

## Platform Strategy - Integrated Ecosystem and Impact

### Highlights



- Work of strategic alignment has to happen in the academic world as much as it has to happen with their potential partners.
- Platform strategy articulates the roadmap to bridge the gap between academia and industry, however providing the right incentives is more important.
- Once you start to digitize, you start to lower the cost of access and cost of delivery.
- Platforms economics and network effect economics are going to work more and more in higher education.

#### Dr. Geoffrey G. Parker

Author, Visiting Scholar and Research Fellow



- Platforms are driving demands for platforms' professionals.
- NFTs will change the eLearning landscape.
- Change is coming - shift from static to dynamic certifications.
- eLearning certifications will become dynamic NFTs with significant benefits to organizational learning and individual engagement

#### Dr. Peter C. Evans

Managing Partner at the Platform Strategy Institute



- Investment in edtech is substantial and accelerating.
- The edtech product landscape in education is complex, evolving and expanding rapidly.
- The balance between the innovation and cost is important in the education sector.
- Education should be affordable, high quality, engaging, flexible, personalized, achievement and competency rich, and lifelong.

#### Dr. Rob Abel

Chief Executive Officer at IMS Global Learning Consortium