Quality Content
Built for a Digital Age

HMH’s Vision for a Learning Transformation

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Our Fundamental Challenge

Experience forced on men’s minds the conviction that what had ever been must ever be...

Henry Adams
adoptions?  
school day?  
copy write?  
graduation?
A different time...

“Thriller” sold 66 million copies

The finale of M*A*S*H drew 125 million viewers

New York Times publishes 17 best seller lists

Duck Dynasty T-Shirts – The most popular selling T-Shirts for men, women and girls at Wal-Mart

#Sharknado – 5000 tweets per minute....“Most social” film ever ...
Change Culture
Change Process
Change Expectations
Next Generation Learning: A conceptual innovation

- Digital Learning Identity
- Content Cloud
- Lifelong Learning Portfolio
- Competency-Based
- Educator & Learner-Driven
- Social Integration
- Smart Content
- Independent of Time and Location
Limitations of Current Learning Paradigm

1. Static, Predetermined Curriculum
2. Limited Adaptability
3. No Inherent Motivational Features
4. Static Content
5. Unit of Success Measure = Annual Seat Time
6. Minimal "Learning Mobility"
Learning First

how we teach

Instructional Method → Personalized Instructional Plan → Learning Resources → Community of Learners → Rich Delivery Tools → Self Directed Mechanisms → Best Practice Sharing → Peer Environment → Assessments

how we learn

Generate Interest → Identify Prior Knowledge → Gather New Information → Observation → Replication → Reinforcement Drill → Reinforcement Educate → Reflection → Demonstration of Learning
Fact:
2.3M Americans were incarcerated in 2005.
The U.S. has the largest prison population of any country in the world.
our goal? a learning transformation not a digital transformation
thank you
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