

May 28, 2014

Quality Content Built for a Digital Age

HMH's Vision for a Learning Transformation

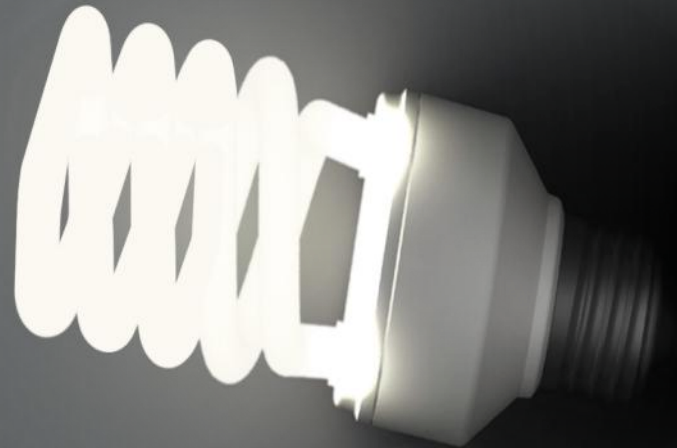
Paul Murphy

Vice President, HMH New Markets Studio

Our Fundamental Challenge

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

Henry Adams



adoption?
school day?
copy write?
graduation?



A different time...

“Thriller” sold 66 million copies.....

New Formats

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

New Distribution

New York Times publishes 17 best seller lists.....

Increased Specificity

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

Access to
Personalized Content

#Sharknado – 5000 tweets per minute....“Most social” film ever ...

Power of Social
Media





HMH
Content

Pre-K - 6



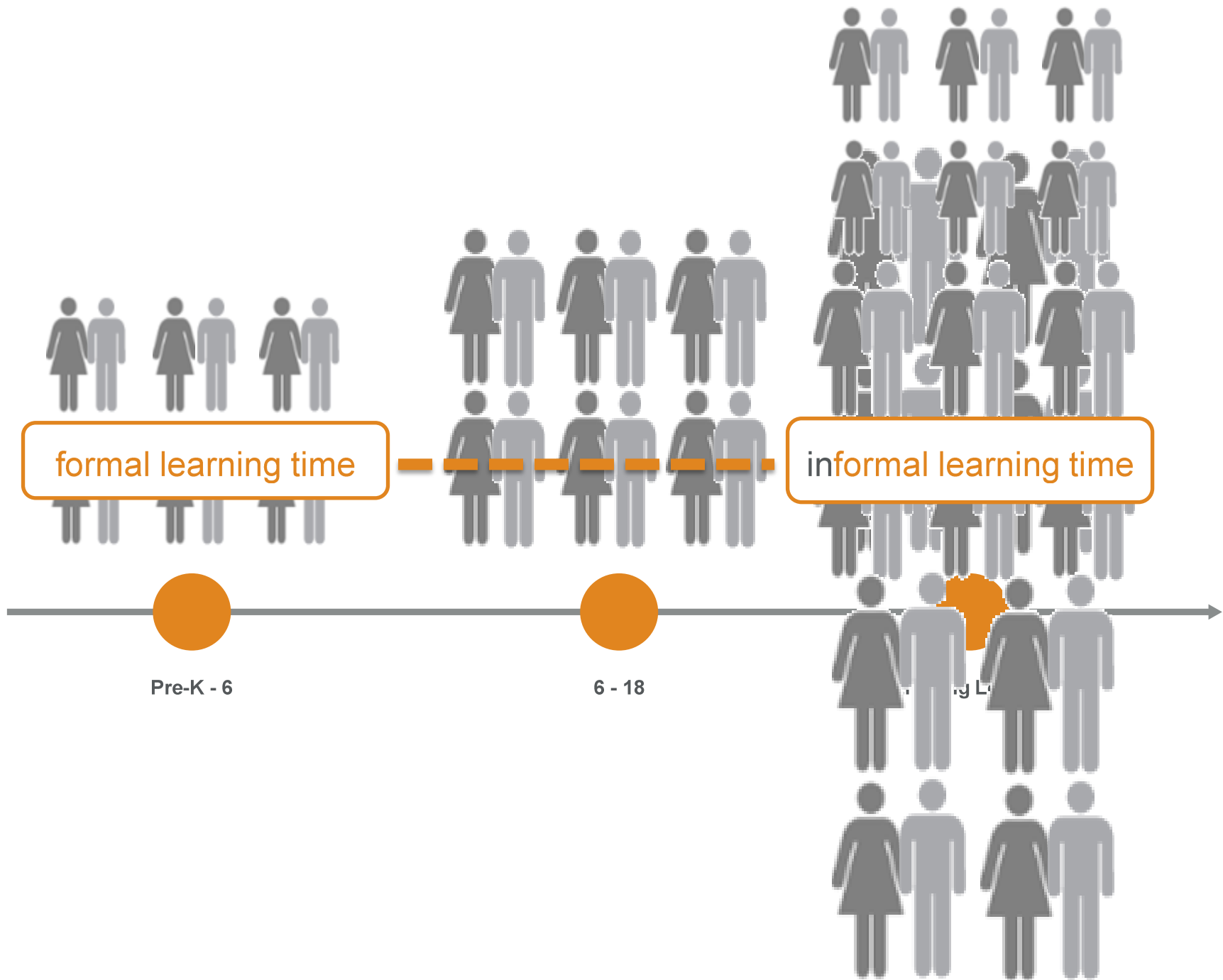
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6 - 18



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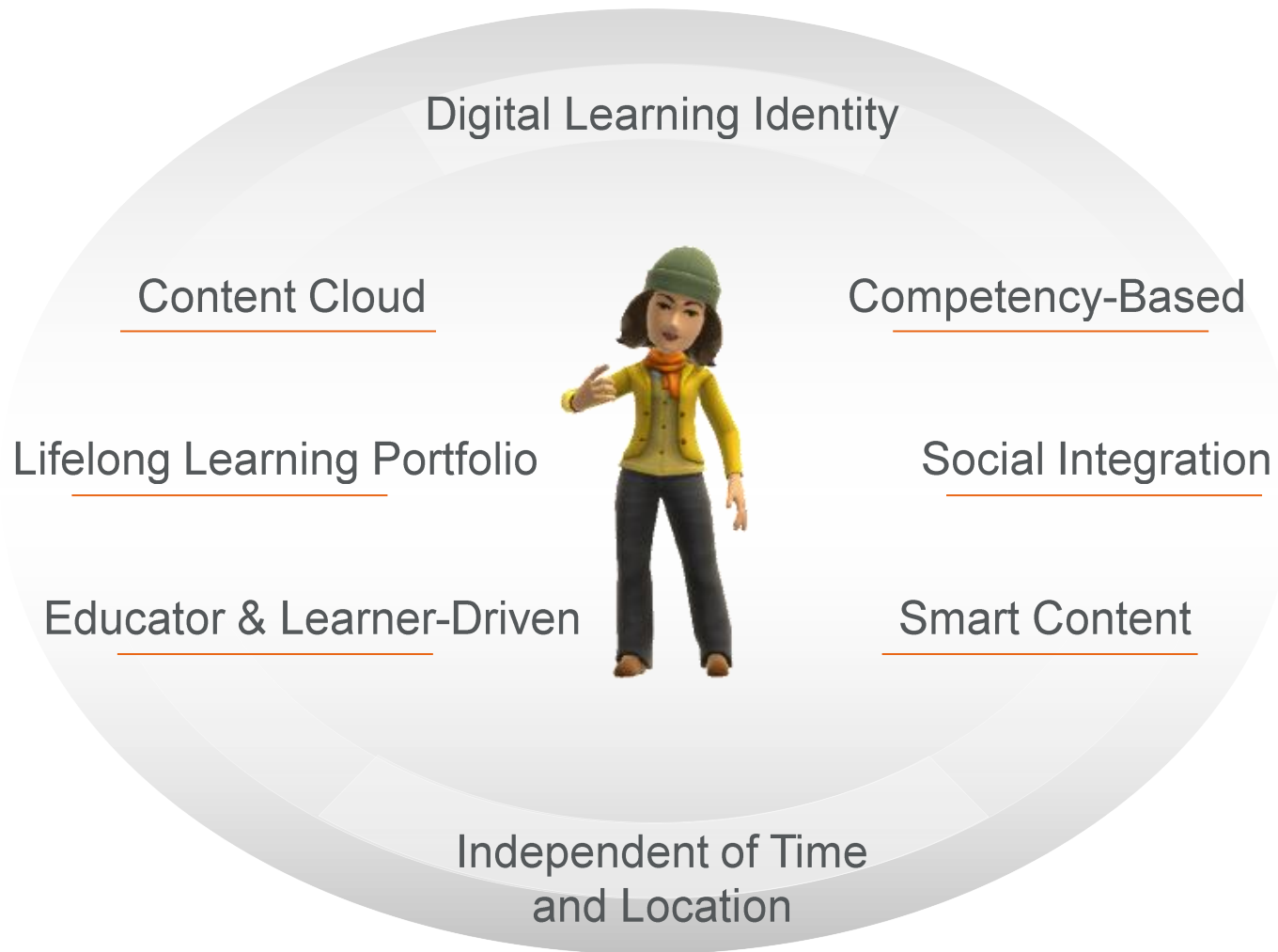
Lifelong Learner



Change Culture
Change Process
Change Expectations



Next Generation Learning: A conceptual innovation



Limitations of Current Learning Paradigm

Static, ①
Predetermined
Curriculum

Minimal “Learning Mobility” ③

⑥ No Inherent Motivational Features Limited

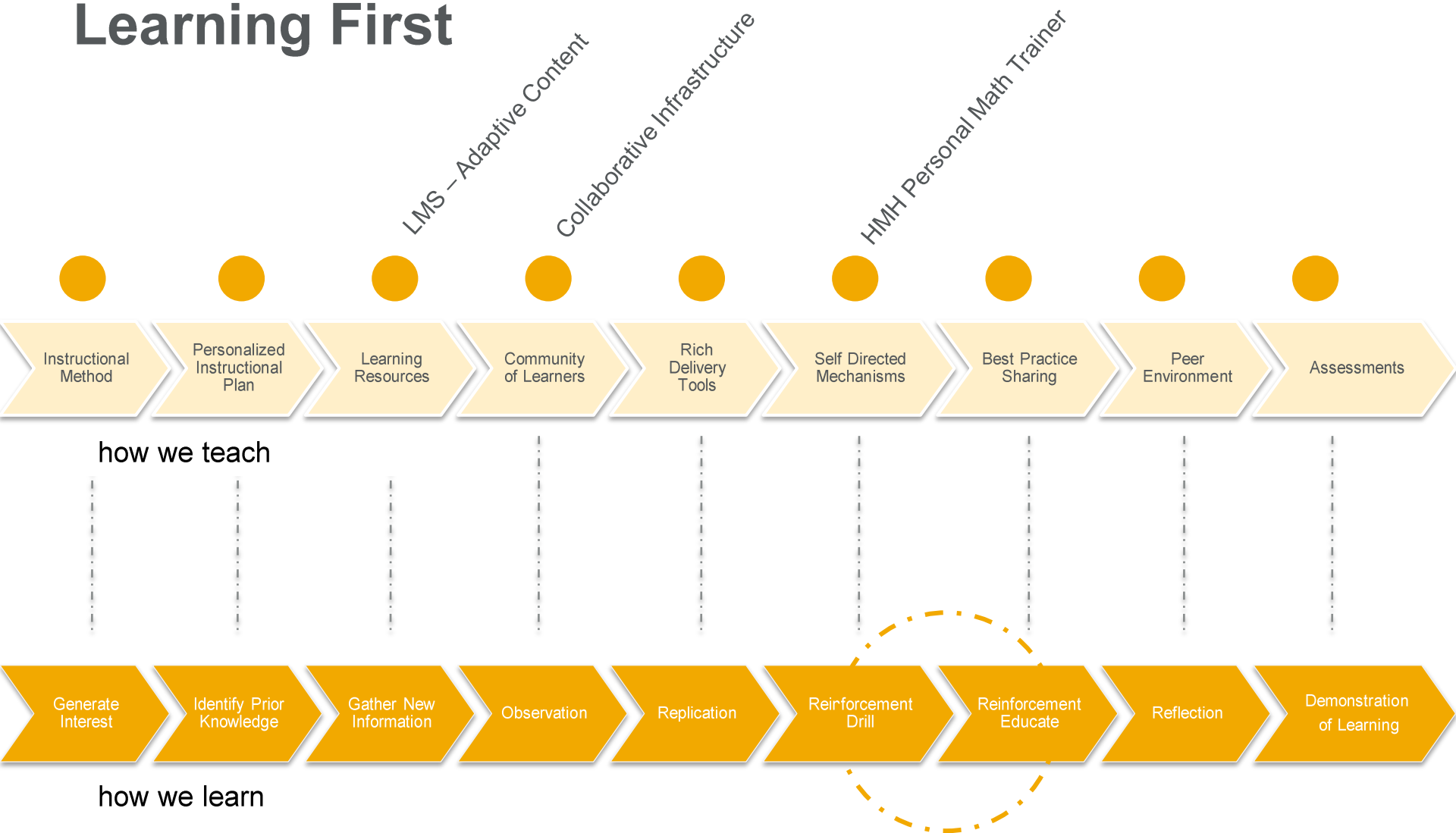
Unit of Success Measure =

⑤ Annual Seat Time

Static ④
Content

Adaptability ②

Learning First





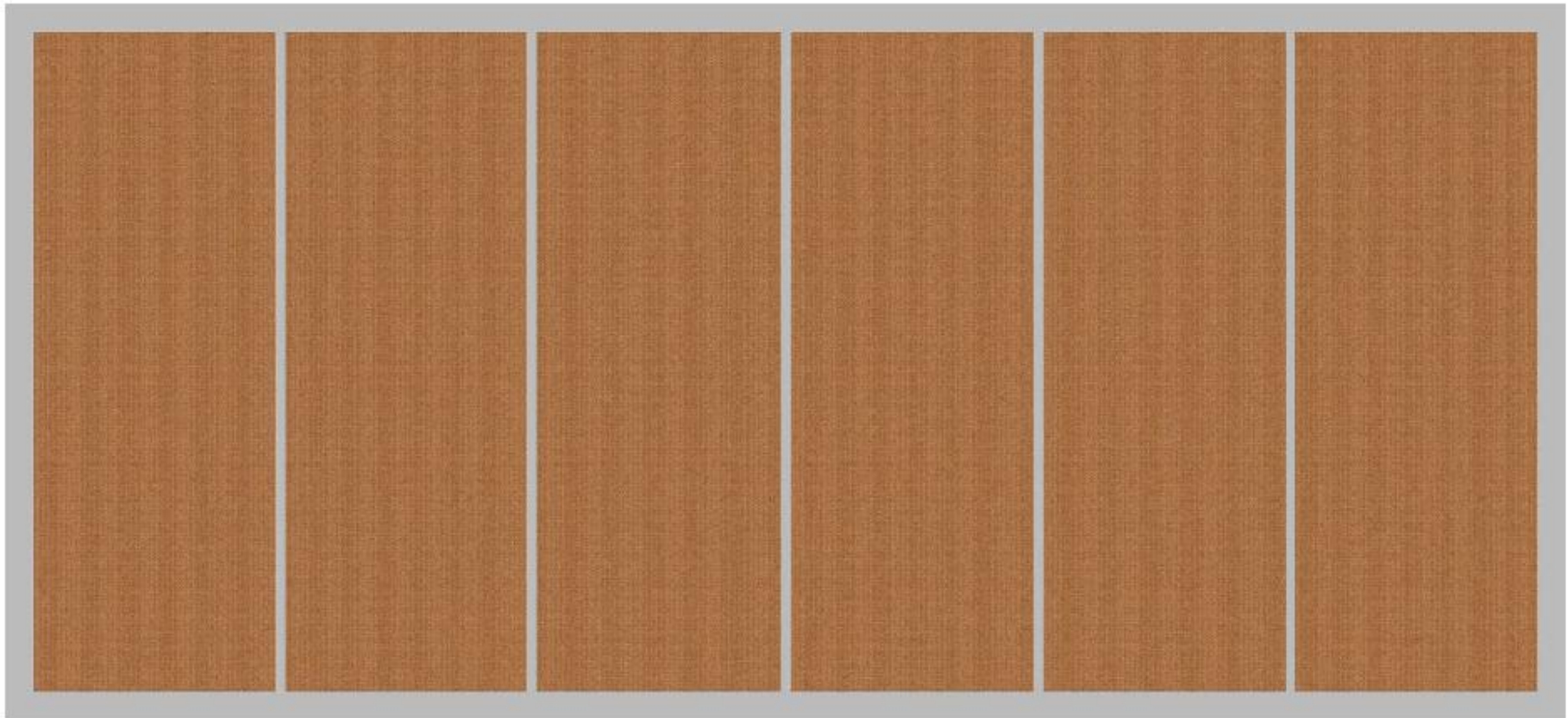
Running the Numbers: An American Self-Portrait (2006 - Current)



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

@murphy617

@hmhco