



# Private SoftChalk Cloud

Create, manage and share your online learning content in a Learning Object Repository under YOUR Control – It's a breeze with Private SoftChalk Cloud!

SoftChalk now offers a *Private* SoftChalk Cloud learning object repository and content authoring platform. Private SoftChalk Cloud is a tailored, privately-branded instance of SoftChalk Cloud, designed specifically to meet the needs of educational institutions.

## What makes a Private SoftChalk Cloud unique?

- **Easy to Use**

Private SoftChalk Clouds are designed to help institutions quickly and efficiently develop and deliver state-of-the-art e-learning programs. The learning curve is low, allowing faculty and staff of all technology levels to easily create, customize and personalize content by mashing up their own materials with rich media, interactive exercises, quizzes and text. The combination of personalized content, embedded assessment, interactivity, and immediate student feedback increases student engagement and improves learning outcomes.

- **Cloud-based Architecture**

Private SoftChalk Clouds are built on the Amazon Web Services (AWS) platform, which provides a highly reliable and scalable infrastructure, allowing for tremendous flexibility, security and high availability. Because the AWS platform is distributed, the chance of service outages is greatly reduced, as there is no single point of hardware failure. The architecture also allows us to scale our service to handle growth and traffic spikes to keep the application running smoothly. This service model relieves your institution from the necessity to purchase, setup, install and maintain local hardware or software. Our fully-managed, enterprise solution works for, and is cost-effective for institutions of all sizes.

- **Portable and Interoperable Content**

With a Private SoftChalk Cloud, your institution eliminates the need to migrate or re-create content when moving from one learning management system (LMS) to another. SoftChalk Cloud enables a “create once use everywhere” approach to development of your e-learning curriculum. The efficiency and cost-effectiveness of this approach to content development is a key reason why institutions adopt a Private SoftChalk Cloud.

A Private SoftChalk Cloud is your solution if you are concerned about vendor “lock-in” with a single LMS vendor. If your content is created with SoftChalk Cloud, it will never be “stuck” in your LMS. Your SoftChalk Cloud-created content is highly portable and interoperable and integrates with almost all LMSs, including industry leaders: Blackboard, Moodle, Canvas, Desire2Learn, BrainHoney, Angel, Sakai, Jenzabar, WebStudy, Haiku and others.

- **Standards-based Technology**

SoftChalk Cloud integrates with LMSs via a new industry standard communications protocol called IMS Learning Tools Interoperability (LTI). This standard was developed by a large international consortium of educational institutions, software vendors and publishers. SoftChalk was a very early adopter and advocate of the LTI data exchange specification. SoftChalk Cloud's interoperability with industry LMSs was built specifically for use with LTI and is an LTI certified service. By adhering to this standard, a single content item developed with SoftChalk can communicate with, and be tightly integrated with many different LMSs.

SoftChalk Cloud also supports industry-standard content exchange formats including SCORM and Common Cartridge. Conforming to these industry standards ensures that the content you develop with your Private SoftChalk Cloud is as reusable, portable and interoperable as possible.

- **Learning Outcomes Tracking**

The ability to track student learning outcomes from your learning materials is often critical to the instructor and/or program that use them. SoftChalk Cloud's ScoreCenter provides a simple, yet effective way to track detailed student score results, responses for each item, time on task, and start and end times. Student score information from SoftChalk content can be tracked in a variety of ways, including the ability to pass score results directly into your LMS course

gradebooks. This interoperability between SoftChalk Cloud and your institutional LMSs ensure that faculty can track student's progress as measured by pedagogical goals or desired outcomes.

- **Efficient Workflow and Collaboration**

SoftChalk's "Create once, use anywhere" philosophy means maximum efficiency for faculty and staff. One SoftChalk Cloud content item can link into multiple courses in multiple LMSs, and track student score results directly into multiple LMS gradebooks. When content is updated, it is done once within SoftChalk Cloud, and every course in every LMS that uses the content is updated simultaneously. SoftChalk Cloud's learning object repository enables easy sharing, reuse, and repurposing of content by the entire community of educators. Educators can organize and share learning content and media with colleagues, groups or the entire institutional community. The repository and work group features also support team-based development and management of content. The result is higher-quality course content, reduced time and effort, and reduced cost of learning materials for students.

- **Administrative Rights**

Your institution maintains administrative rights to its Private SoftChalk Cloud. Administrators can manage users via password resets and "permission groups" with varied rights and space allocation that can be modified for each group. They also have the ability to view the site as a specific user to troubleshoot user issues, monitor feedback received through the site, view site usage statistics, and control user account creation on the site.

### **When does an institution need a Private SoftChalk Cloud?**

A Private SoftChalk Cloud is typically implemented by institutions that wish to quickly and easily establish an institutional learning object repository (LOR) where they can control and limited access to their learning content. The SoftChalk Private Cloud site is "branded" with institution's logo and descriptive information and the institution can modify the site homepage.

### **What is involved in implementing a Private SoftChalk Cloud?**

Implementation includes site setup and branding, migration of content from our public SoftChalk Cloud platform to the Private SoftChalk Cloud site and Cloud administrative training for two staff members.

### **How long does it take to build a Private SoftChalk Cloud?**

Setup and implementation of a Private SoftChalk Cloud typically can be completed within 4-6 weeks of a finalized agreement.

### **How much does it cost to build and maintain a Private SoftChalk Cloud?**

Pricing for a Private SoftChalk Cloud is based on a one-time implementation fee and an annual subscription fee. The Private SoftChalk Cloud annual subscription fee is based on the number of content authors (typically faculty FTE) and content "users" (typically students as represented by your student body FTE).

### **What does the annual subscription fee include?**

The annual subscription fee includes: 2Gb of storage space per faculty FTE; Cloud hosting services, maintenance and backup; ScoreCenter Learning Outcomes Tracking; administrative and faculty training; and support services.

### **How do you get started?**

Contact [learnmore@softchalk.com](mailto:learnmore@softchalk.com) today if you're interested in building a Private SoftChalk Cloud for your institution.