



campuspack™

**Social Software
for Learning**



LEARNING OBJECTS

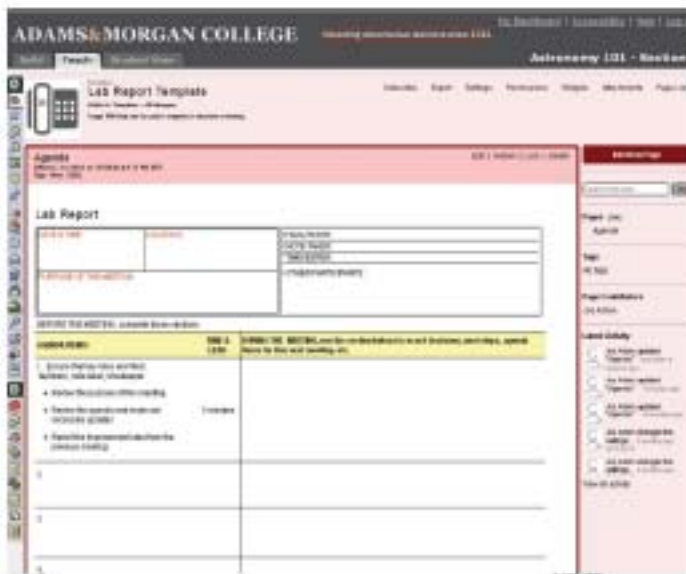
www.learningobjects.com



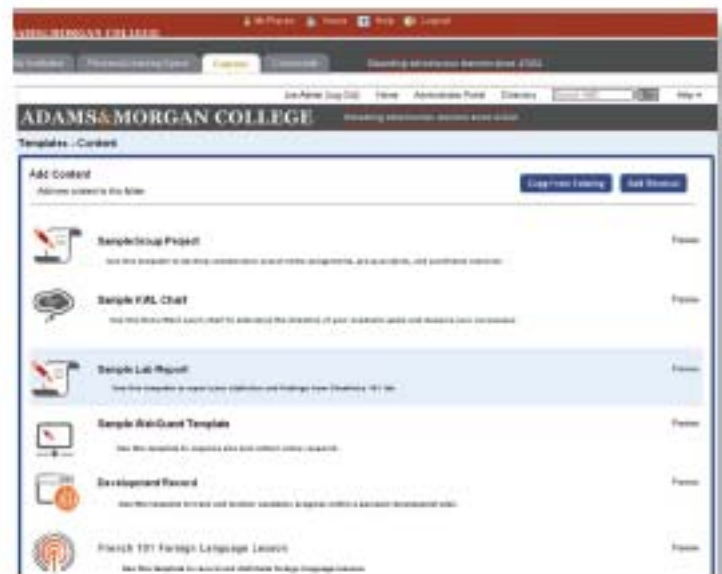
Design the Curriculum

Campus Pack empowers instructors, academic technologists, and instructional designers to build and implement assignments and activities from a palette of re-usable social media tools. Practitioners easily reach pedagogical goals through implementation of evidence- and problem-based learning.

- Incorporate Web 2.0 and social learning concepts across the institution
- Build re-usable assignment and activity types
- Create activities based on course and curriculum goals
- Provide assessment functionality through rubrics and participatory metrics



Design and publish easy-to-use social media assignments and activities to a palette of templates. As shown in Blackboard CE/Vista.



Select pre-configured social media assignments and activities from an online repository. As shown in Blackboard Learn.



Deploy the Course

Campus Pack engages students with the social media tools they already use, within the context of the LMS they already know. Implement custom assignments, collaborative work spaces, and foster peer review to improve course effectiveness, and turn a classroom into a community.

- **Implement a seamless integration into any LMS**
- **Select social media activities from a palette of templates**
- **Provide easy-to-use tools, designed for education**
- **Deploy a secure, reliable, and scalable Software as a Service (SaaS)**



Improve reflective writing skills and encourage peer debate. Items such as YouTube videos can be embedded to further engage readers. *As shown in eCollege.*



Catalogue research, build custom assignments, and give group projects an online home. Content can also be pushed out to social networking sites, such as Twitter, Facebook, etc. *As shown in Blackboard Learn.*

SNAPSHOT OF A COLLABORATIVE ASSIGNMENT

The screenshot displays a web-based learning management system (LMS) interface for Adams & Morgan College. The page is titled "Famous Astronomers" and features a detailed entry for Nicolaus Copernicus. The interface includes a top navigation bar with options like "Home", "Directory", and "Search". A sidebar on the right lists "Pages" and "Tags". The main content area includes a profile picture of Copernicus, a "Vote for this" button, and a "Public Remarks" section with a comment from "De Revolutionibus".

Annotations and callouts point to various features:

- Customizable banners:** Points to the top header area.
- RSS and activity feeds:** Points to the "Export" button.
- Assorted themes:** Points to the "Settings" button.
- Export function:** Points to the "Export" button.
- Advanced, intuitive sharing:** Points to the "Share" button.
- Search across Campus Pack content:** Points to the search bar.
- Assessment tools:** Points to the "Rate" and "Vote for this" buttons.
- History tracking:** Points to the "Add New Page" button.
- Sophisticated rich-text editor:** Points to the text area of the Copernicus entry.
- Assorted widgets, such as rating and voting:** Points to the "Vote for this" and "Rate" buttons.
- Tagging:** Points to the "Tags" section in the sidebar.
- Consistent UI across platform:** Points to the overall layout.
- Push content to Facebook, Twitter, etc.:** Points to the social media sharing icons.
- Embedded multi-media and hyperlinks:** Points to the portrait of Copernicus and the text content.
- Threaded commenting:** Points to the "Add Comment" button and the comment thread.

SELECTED INTEGRATIONS




Blackboard





Desire2Learn
Innovative Learning Technology



CASE STUDIES

 **DUQUESNE UNIVERSITY** Objective: Enable collaboration in and out of class while allowing students to maintain a sense of ownership without creating excessive paper documentation.

 **BABSON** Objective: Increase student engagement within the course to help Babson MBA students further develop lateral thinking skills.

 **UNF UNIVERSITY of NORTH FLORIDA** Objective: Facilitate the integration of experiential learning and guided reflection into the curriculum while increasing flexibility and efficiency in organizing multiple students.



Objective: Incorporate Web 2.0 technologies into daily and weekly lessons in ways that help students to master higher order thinking while encouraging them to become personally involved in the exploration, dissemination, and teaching of the material among their fellow classmates.

 **THE UNIVERSITY of York**

Objective: Develop a distance learning course for coronary heart disease prevention that would not just simulate nursing practice, but also give students the opportunity to look at practice with a patient over and above the normal classroom experience.

Read the results at www.learningobjects.com/casestudies.jsp.



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About Learning Objects

Learning Objects, Inc. develops creative, forward-looking software for education. Our solutions facilitate collaborative and engaging interactions among students and instructors, and enhance the value of an institution's existing IT investments.

Helping our clients realize the potential of academic technology is our mission. We work closely with the user community to ensure that our products evolve in ways that meet their needs and objectives. Responding quickly and effectively to customer issues and requests is our top priority.

Based in Washington, DC, we serve clients around the world.

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