

Cultivate a knowledge-sharing and learning culture

With **common
academy**

What is CommonAcademy?

CommonAcademy is a Learning Content Management System (LCMS) that connects learners and educators virtually.



Rising opportunities

There are several opportunities that lead to an increasing demand for LCMSEs.

The new generation of education

There is a rising trend that some top universities are deviating away from conventional classroom learning and jumping on the latest internet bandwagon by providing Massive Open Online Courses (MOOCs) where students/ learners from all walks of life can experience world-class educational learning online. Students and those that are keen to gain knowledge are able to attend virtual classes hosted by renowned professors at their own comfort.

Upgrading of skill sets to remain employable

The number of graduates has been increasing for the past few years. With an abundance of such graduates these days, one should constantly improve his skill sets to remain employable and to stay forefront in the competition. Seasoned veterans should also be on their guard to prevent getting dispensed by young graduates with fresh and new ideas. In general, one

should constantly upgrade his skills in this globalized world to become more efficient and productive.

The downside of using Learning Management Systems

Besides LCMSEs, schools and organizations can use Learning Management Systems (LMSes) to facilitate online learning. However they are found to be limited due to their inability to create content. As such, it can be seen as a sore point as third-party content may not be suitable.

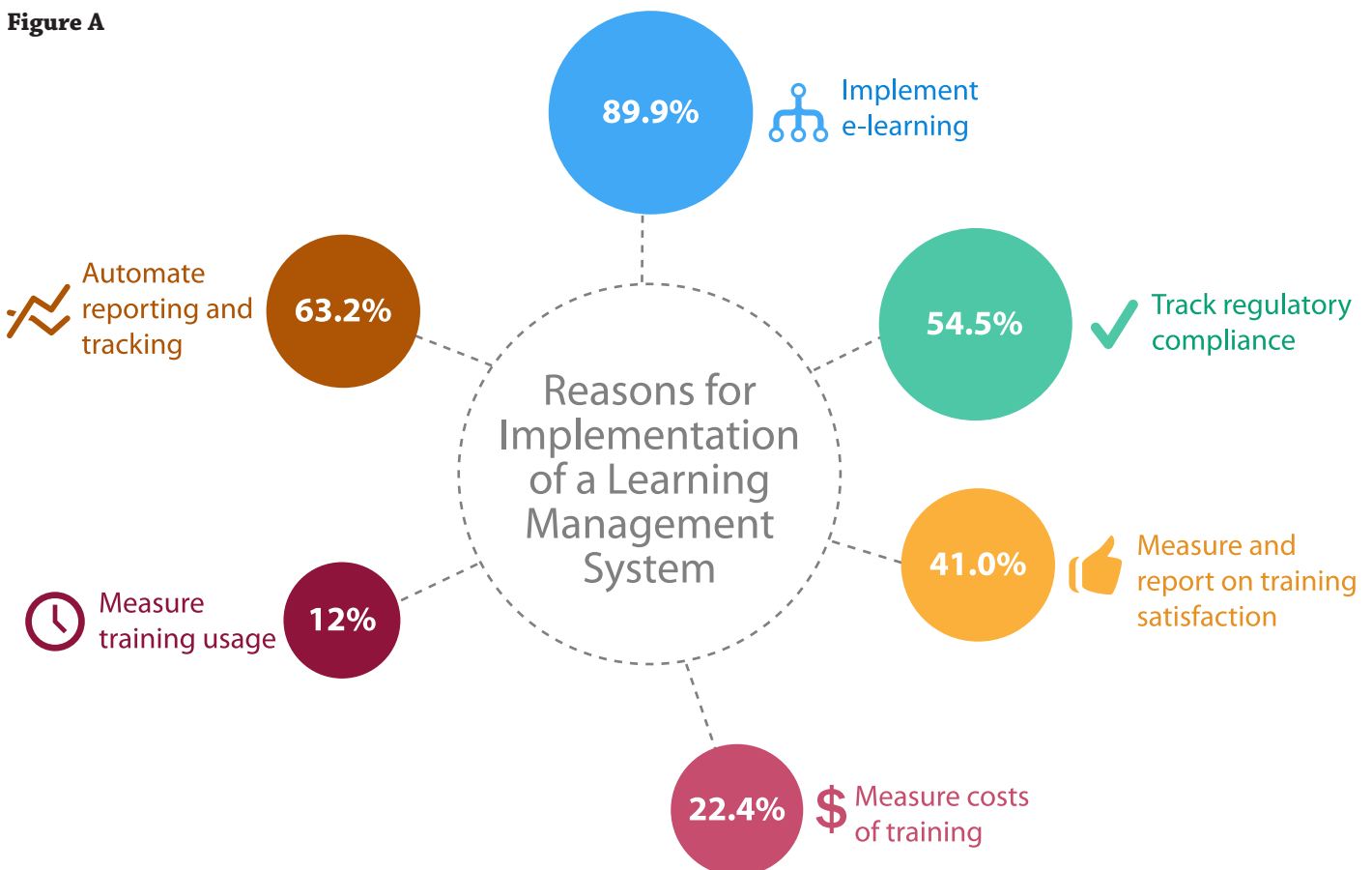
The importance of a collective knowledge-sharing culture among organizations

In this modern world where competition is stiff, it is essential for organizations and institutions to foster a collective knowledge-sharing culture where everyone shares knowledge easily. This drives innovation and success among them.

LCMS is indeed a better choice

Figure A shows the reasons for implementing an LMS. The advantages of using an LMS are managing learners and keeping track of their performance effectively. However, Figure A shows that 89.9% of institutions and organizations want to implement e-learning. In other words, besides using open-source content deliverables, they also want to create and customize content that can suit the needs of their learners and encourage collective knowledge-sharing learning among them.

Figure A



Yet many LMSes limit organizations or institutions from creating learning content that is tailored to be organization or school-specific. As such, implementing an LCMS is a better choice as it has comprehensive tools that enable educators to create learning activities more efficiently. What's more, LCMS also enables them to reuse and repackage learning content to facilitate fast content development!

Additionally, with an LCMS, the quality of online training is further enhanced because:

- The "same" training will be attended by all participants; the quality of the training is controlled and consistent.
- Once the training is recorded, it can be uploaded onto the system for future reference.
- The system can also track the progress of each participant, and recommend higher-level trainings based on his progress.
- Online learning can be more personalized when the system recommends courses based on each participant's interest.
- Participants can have discussions and attend online lectures concurrently while researching on a topic.

CommonAcademy: more than the best of LMS and LCMS

Being in the education sector for quite a long time and understanding the needs of school customers, CommonTown developed CommonAcademy that has the best features of both typical LMSes and LCMSes in the market. CommonAcademy is always undergoing new enhancements to keep up with the latest trends of online learning.

With CommonAcademy, one can now create and deliver an online course to participants. What's more, CommonAcademy does it better! **Table A** below summarizes why CommonAcademy is the best of both worlds.

Table A

	LMS	LCMS	CommonAcademy
Provides primary management of...	Learners	Learning Content	Both
Management of classroom, instructor-led training	✓ (Limited functions)	✗	✓
Performance reporting of training results	Primary focus	Secondary focus	Included
Learner collaboration	✓	✓	✓
Keeping learner profile data	✓	✗	✓
Event scheduling	✓	✗	✓
Competency mapping - skill gap analysis	✓	✓ (Limited cases)	✓
Content creation capabilities	✗	✓	✓
Organizing reusable content	✗	✓	✓
Creation of test questions and test administration	✓	✓	✓
Dynamic pre-testing and adaptive learning	✗	✓	✓
workflow tools to manage the content development	✗	✓	✓
Delivery of content by providing navigational controls and learner interface	✗	✓	✓
			<i>and many more...</i>

Why CommonAcademy?

From years of constant research and working with clients from the education sector, CommonTown has identified how to make the essential features for professional development work seamlessly.

Course authoring: think like a professional educator

Course authoring is central to all LCMSes. Having this feature developed well depicts the difference between a great LCMS and a weaker one.

CommonAcademy's course authoring tool stands out from the rest as it was developed based on research of how expert educators go about developing a course. Many expert educators have been found to design their course through a top-down approach; this compromises of starting with the skeleton of the course (i.e. the table of content) before adding materials to each chapter of the course. This approach of developing such a tool allows the content creator to create comprehensive learning materials.

Repository: meta-tagging

Many LCMSes have the ability to store learning content for users to tap on. However, CommonAcademy's state-of-the-art content repository allows users to store information based on their taxonomies and meta-tagging (e.g. tagging keywords and digital rights management). This facilitates easy searching for resources and tracking of copyrights of digital content uploaded onto the system. Various versions of uploaded content are also stored to allow one to restore back to the previous versions.

Collaboration tools: interactive learning

Peer-to-peer collaboration plays a key part in professional development. As such, adapted from popular Social Media tools, CommonAcademy

boasts 7 collaboration tools such as Wiki and Forum to encourage interactive learning.

Documenting one's professional development

While many LCMSes allow users to keep track of their professional development, CommonAcademy comes with a personal website for each user to showcase and document his personal achievements. This comes in handy as the management is able to define an employee's work scope based on his skill sets to maximize his potential. This also applies to institutions.

SCORM certified

Compliance with industry standard software is important as not every single organization or institution will be using the same LMS or LCMS. CommonAcademy allows organizations to export courses and resources created in it as SCORM packages, the industry standard for LMSes and LCMSes. SCORM packages are easily transferable to another system for delivery and vice versa.

Software-as-a-Service (SaaS)

When it comes to SaaS speedy deployment, CommonAcademy is accessible from anywhere with just an internet connection.

Unique features that give CommonAcademy an edge over the rest

Think out of the box; think CommonAcademy. CommonAcademy also includes features that are not commonly found in LMSes and LCMSes in the current market.

Website builder

CommonAcademy also allows an institution or organization to build several websites specifically for different departments that can be published within the system. Its advantages are:

Access control—Websites can be controlled centrally. This includes assigning members with the rights to edit the websites.

Easy to use/build—As compared to other website builders that may require some IT expertise, the website builder allows anyone to edit the webpages easily, without the need of HTML coding.

Integrated search

Yes every LMS / LCMS has a search function. However, CommonAcademy's integrated search function recognizes meta-data tagged to all the content in the system. This improves the search experience as users are able to search specific content among the multitude of content in the system.

User friendliness

A common complaint by many LCMS and LMS users is that these systems are too complicated and difficult to use. This might be due to the extensive number of functions that it has, and the complexity of each function. Users (even the tech savvy ones!) have been found to feel alienated from poorly constructed systems in terms of user friendliness and thus cease to use the systems despite their benefits.

CommonAcademy was developed with this in mind. Hence multiple measures were taken to ensure that the system is as easy to use as possible.

This includes incorporating:

Clean and neat interface—The idea of an interface is user-centeredness. This includes ensuring that each interface is as clean and uncluttered as possible. Main components are well segmented and easily accessible through the homepage. This allows users to easily and quickly understand how to get to the various functions of the system.

Popular Social Media features—Many other LCMSes require the use

of features unique only to their systems for online collaboration. This discourages users to fully benefit from the system as they have never seen these features before. CommonAcademy however uses features that are found in popular social media sites such as walls, blogs and discussion forums as tools for collaboration. Users new to CommonAcademy will thus feel familiar with the features.

Learning tips—Learning tips can encourage users to learn how to use each function effectively. This is especially important for tools that are unique only to LCMSes (e.g. online course authoring tools).

The Features table

Content Repository	Search	Learning
Online Document Management System	Configurable indexing	Virtual learning environment
Designed for distributed locations	Advanced query expansion	Course builder
Taxonomy management	Auto result clustering	Course management
Access and control	Personalization	Interactive learning environment
Federation API	Metadata filters	Assignments
Approval workflow	Wildcard and Boolean queries	Comprehensive reports
Meta-tagging	Search history	Tracking of courses
Collaboration	Multiple shopping carts	Surveys and quizzes
Collaboration workspace	Quick zip download	SCORM import/ export
Interactive tools	SCORM packaging	

In conclusion, with great opportunities arising from the market, an LCMS is a very powerful tool for any institution or organization to create and deliver content all in one place. CommonAcademy is one such product that combines the best of both LCMS and LMS to eliminate the barriers of facilitating online learning and creating content. A collective knowledge-sharing culture is inculcated within an outstanding individual.

About CommonTown

CommonTown is a technology company that specializes in providing web-based application systems for both private and government sector clients.

Founded in 1999, CommonTown has earned great recognition by delivering a broad portfolio of information technology services to the education industry. With years of experience in extensive technology research and a leading eLearning provider in the education sector, CommonTown has now successfully built a strong learning community for the schools in Singapore.

At CommonTown, we use our industry and business process knowledge, our service offering expertise and our insight into existing and emerging technologies to identify new business and technology trends. We aim to help our clients create dynamic solutions that bring virtual communities together.



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