The Lifelong Learning LMS (L3) Project

automating
UW-Madison NetID issuance and
access to online course materials for
lifelong learners

shortcut to get here: **go.wisc.edu/l3project**

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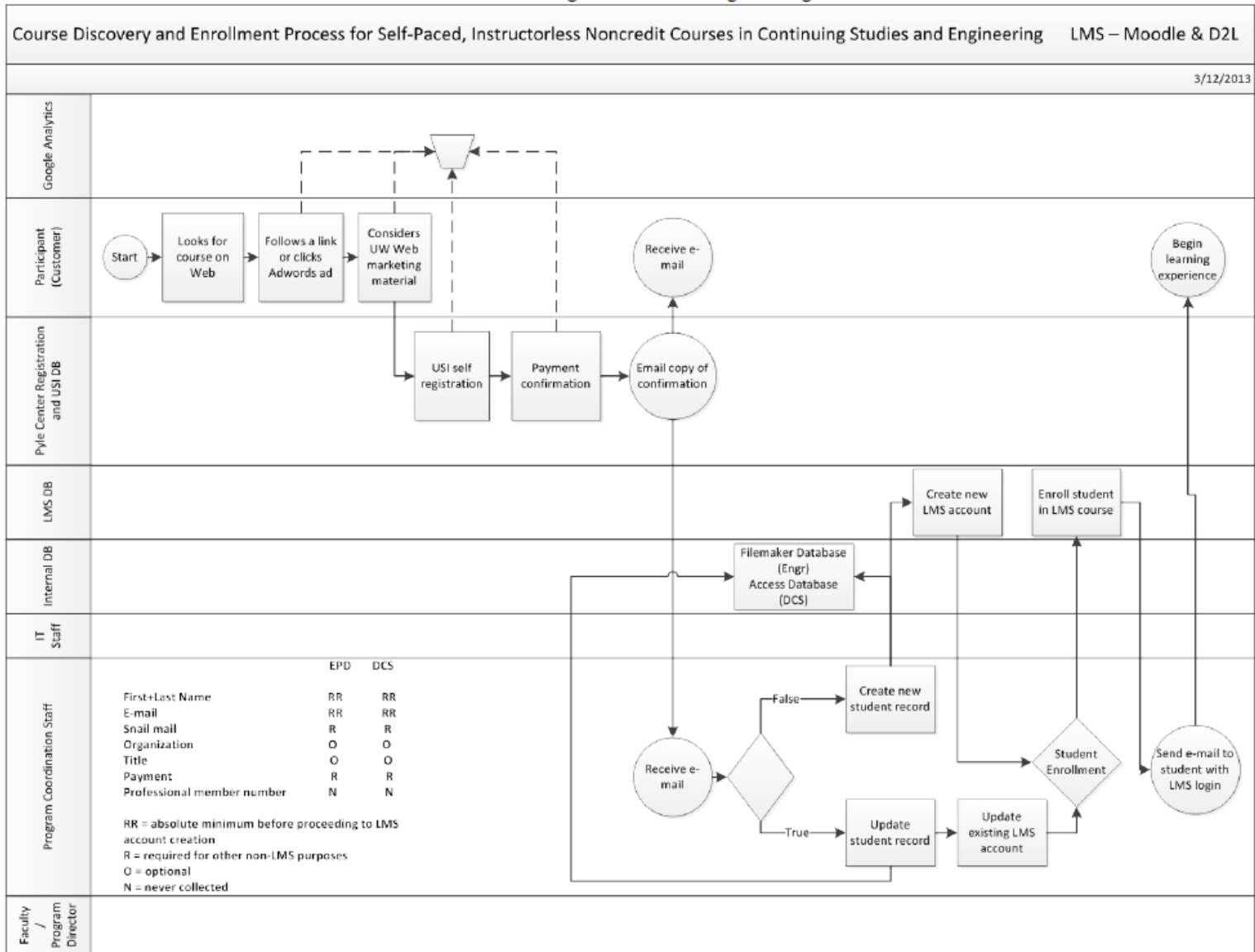UNIVERSITY OF WISCONSIN–MADISON

The Problem

The status quo is:

- **Slow** (learner may wait several days after paying to get access to the course)
- **Expensive** (manual solution adds a per-registration overhead cost, plus human errors)
- **Not scalable** (manual solution is only practical for small volumes)
- **Or completely siloed** (existing automated solutions have no connection to campus records, services, or infrastructure)

Impact

UW-Madison cannot enter the established, burgeoning market of offering large-scale blended and online education to generate new revenue.

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Before: Example manual solution, different for each academic unit

Course Discovery and Enrollment Process for Self-Paced, Instructorless Noncredit Courses in Continuing Studies and Engineering   LMS – Moodle & D2L

3/12/2013

Google Analytics

Participant (Customer): Start → Looks for course on Web → Follows a link or clicks Adwords ad → Considers UW Web marketing material; Receive e-mail; Begin learning experience

Pyle Center Registration and USI DB: USI self registration → Payment confirmation → Email copy of confirmation

LMS DB: Create new LMS account; Enroll student in LMS course

Internal DB: Filemaker Database (Engr) Access Database (DCS)

IT Staff

Program Coordination Staff:

	EPD	DCS
First+Last Name	RR	RR
E-mail	RR	RR
Snail mail	R	R
Organization	O	O
Title	O	O
Payment	R	R
Professional member number	N	N

RR = absolute minimum before proceeding to LMS account creation
R = required for other non-LMS purposes
O = optional
N = never collected

Receive e-mail → (decision) → False → Create new student record; True → Update student record → Update existing LMS account → Student Enrollment → Send e-mail to student with LMS login

Faculty / Program Director

3

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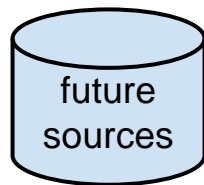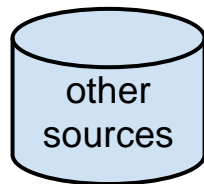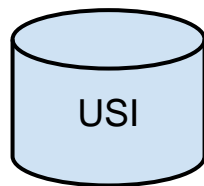UNIVERSITY OF WISCONSIN–MADISON

The Solution

Project goal: build "the magic in the middle"

"first" = solve this problem in an early phase
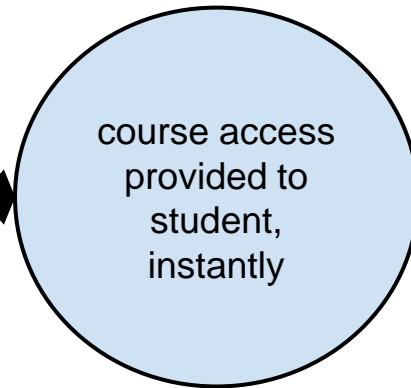"future" = prepare for eventually solving this
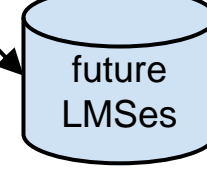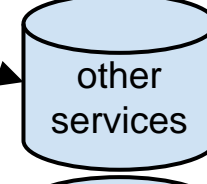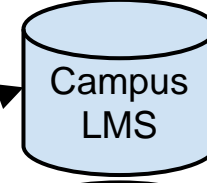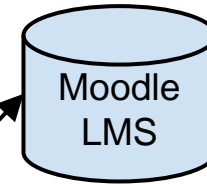
Sources of learner registrations

Learning tools and services

USI

first

other sources

future

course access provided to student, instantly

first

Moodle LMS

Campus LMS

other services

future

future sources

future LMSes

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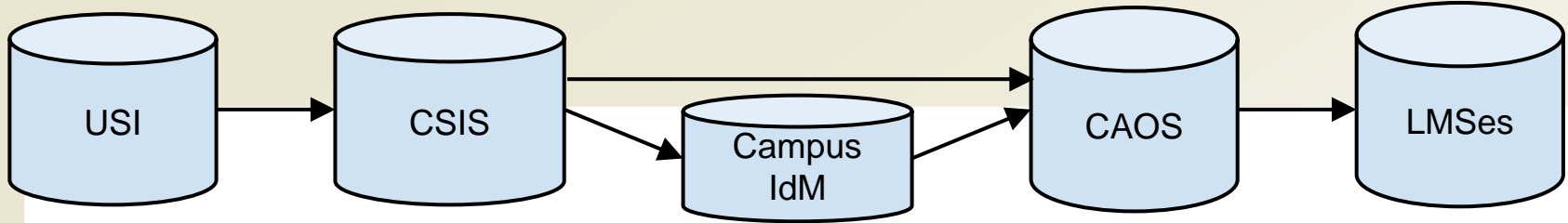
SYSTEM	CAPABILITIES
USI	USI User Id Event Registration Registrant info (demographic/contact/custom fields/etc.)
CSIS	Administrative management of courses and learners Identity crosswalk between USI and PersonHub Give learner appropriate LMS destination Initiate new NetID creations Exchange course and registrant info w/ CHub
Campus Identity Management	PersonHub and NetID services establishing unique campus identifiers and logins for all learners
CAOS	Manage class and roster changes Inform LMSes of changes
LMS	Consumer of roster information Provision access to service

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Welcome to the University of Wisconsin-Madison

You have been registered for a program that includes an online course site. Click "Get Started" below and follow the instructions.

Get Started >

Keep this e-mail. The link above will always get you to your online course site.
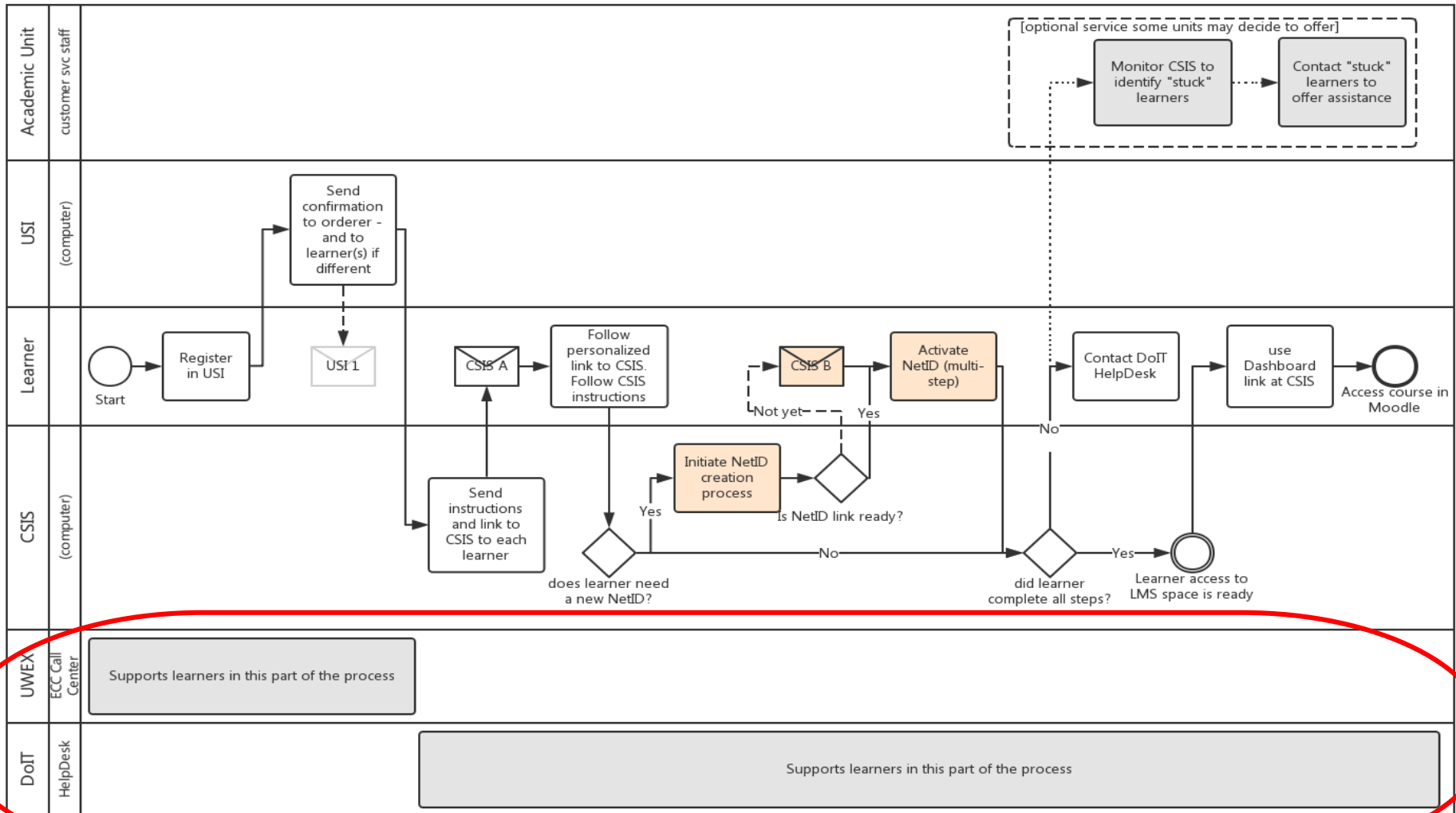
Problems with getting access? DoIT Help Desk • phone, email, chat, or HelpOnline • 608-264-4357

Simple Instructions

At a minimum, the solution is visible to every learner by inserting one e-mail (pictured above) between the end of the unit's registration process and reaching UW Course Dashboard.

At a maximum, some learners have to next respond to a series of up to three questions by selecting from a choice of buttons. This determines whether the learner matches an existing UW identity and / or needs a new NetID issued right now.

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Learner support for L3 enrollment process

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The Breakthroughs

Scalable, high-capacity retail education from UW-Madison
  Global "self-paced e-learning" market is ~$50 billion[1]

NetIDs
  via self-serve immediate creation
  for all Badgers (expanded beyond just ISIS-managed)
  for life (no deactivation date or process)

Lifelong learners now invited to the UW "front door"

Opens the door to a future with . . .
    MyUW Portal
    Social login federation
    Unizin
    MOOCs on UW terms: $8.5 billion market by 2020[2]

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Made possible by participation and support from:

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