

Education

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Top 10 Digital Solution Providers - 2016

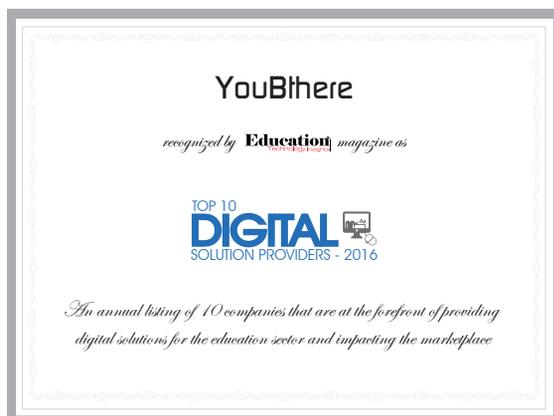
The global education industry is going through an unprecedented change by adopting digital learning products and services. With today's students well versed with smart technologies through virtual gaming, tablets and phones, digital learning has become quintessential in making the classroom environment more participatory and interactive. Educators need to make learning more interesting by customizing digital solutions keeping in mind each learner's capability to foster better results.

Digital solutions are designed to focus on delivering customized and personalized interactive content to learners using high level instructional design. Teachers or administrators also benefit from these solutions as they are able to easily measure and analyze learner outcomes through continuous evaluation. To make education more contextualized, relevant, advanced, and agile, there are numerous companies that have carved their business imperatives on offering solutions around the digital learning landscape.

In this edition of Education Technology Insights we present you the "Top 10 Digital Solution Providers-2016," featuring the best solution and service providers offering tools and services on the education landscape. In the last few months, a distinguished panel comprising of CEOs, CIOs, VCs and analysts including Education Technology Insights' editorial board reviewed the top companies in the digital solutions domain, and shortlisted the ones that are at the forefront of tackling challenges in the education arena.

The companies compiled in this issue have exhibited extensive business process knowledge, along with in-depth, integrated, and innovative strategies in the digital learning space. The listing provides a look into how these solutions work in the real world so that organizations can gain a comprehensive understanding of what technologies are available and how they add value to the education domain.

We present to you Education Technology Insights' Top 10 Digital Solution Providers 2016.



Company:

YouBthere

Description:

Enhancing the higher educational experience for instructors, administrators, and students by increasing student engagement via digital learning software and learning analytics

Key Person:

Christopher Revord
Founder & CEO

Website:

youbthere.com

YouBthere

Comprehensive Digital Learning and Student Engagement

The adoption of digital technologies in the educational space has been slow compared to the healthcare sector. It takes educational institutions 18 months or longer to evaluate and adopt new digital technologies, as opposed to 6 weeks in the healthcare sector. YouBthere Founder and CEO, Christopher Revord, understands this challenge. He says, "It's tricky because there are a lot of technologies coming at them. But the value, power, and relevance of these digital technologies and applications emphasize the need to find a better and more efficient way to evaluate them."

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Through enhanced engagement, we can increase graduation rates, retention rates, and overall educational outcomes
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However, the challenges facing educational institutions go beyond the evaluation and adoption of new digital technologies. Student engagement and improved learning outcomes are major concerns in today's educational environment and the old methods of passive learning no longer suffice. Universities are under significant pressure to validate their path and their fee structure when the livelihoods and success rates of their students are at stake. "If the university is struggling and their GPA, graduation rate, and retention rates aren't high, how



Christopher Revord

can they justify their tuition fees?" says Revord.

The key is to be able to evaluate students' progress sooner and better. Rather than waiting for the GPA to appear at the end of a course, YouBthere has developed software that evaluates students proactively throughout the learning process. Revord calls this "learning analytics." The key is to make use of decisional data or personalized decisions made by the student, with the results being unique to each student. Revord says, "I consider us to be at the forefront of implementing learning analytics because we have the functionality to do it. We have successfully created many of the interactive features to make learning analytics possible."

What makes YouBthere stand out among the competition is they are solely

dedicated to the educational space. When founded in 2012, YouBthere had a focus on the conference space and polling, but Revord realized the solutions for the educational and conference spaces could not co-exist. In 2015, Revord revamped YouBthere and they now offer their Ei3 solution with its multiple robust interactive features, including digital student engagement, learning analytics, and end-of-course surveys, at a price that is 70 percent lower than their competitors.

YouBthere has made the learning environment more engaging and functional. One of the most impressive and popular features is their Automatic Grade Book Posting. "Quizzing and testing can be done digitally and grading can be completed and posted within seconds of test completion, saving instructors and their assistants hours of time traditionally spent grading," adds Revord. Aside from this, YouBthere can assess a student's everyday learning decisions and other variables, evaluating whether a student needs help well before they receive their grade. With this information, YouBthere can send out alerts to students, instructors, and advisors and take a proactive approach to improving a student's GPA.

Ei3 is not a replacement for the standard GPA grading system. It's a form of measurement to help a student focus on what the instructor is trying to convey and improve the GPA. Revord explains, "I certainly have a vision, trying to enhance the educational experience within the coursework environment. That's unique to us. We think it's important to personalize the student educational experience within the classroom and online environment." **ET**