

CAPDM in a Nutshell

Who is CAPDM?

CAPDM is an Edinburgh based education service partner. Established in 1996, we are 100% self-owned and funded from the services we provide to tertiary education providers and professional associations.

We have two core areas of expertise – **single source publishing** using **XML**, and **distance/online learning programme development**. The former came from experience with publishing technical manuals for aircraft manufacturers in the 1980s; the latter came from building the UK's most successful distance learning MBA programme at Edinburgh Business School.

What can CAPDM do for you and your institution?

1. Introduce single source publishing and digital repositories for your learning materials.
2. Help you to develop successful distance learning programmes.
3. Help bring better virtual learning environments to market.
4. Help you develop an international business in distance education.

Why are these of benefit?

Single source publishing produces better quality learning materials more quickly. It:

- unites all your print and online publishing efforts into a single, efficient solution for all media and delivery environments;
- lowers the ongoing cost of updating and maintaining learning materials by 40-60% over their lifetime;
- creates valuable long-term materials assets that support knowledge management, blended learning approaches, efficient product localisation and re-branding, and strategic partnerships;
- keeps you forever independent of your virtual learning environment;
- introduces an effective knowledge/information management strategy into your organisation.

Developing flexible learning programmes with CAPDM that can be used at a distance provides:

- an effective way to generate third stream income.
- benefit from leveraging CAPDM's proven experience and success in doing this for other education providers, such as Edinburgh Business School and *ifs* School of Finance.
- a shared development process that makes the best use of your people and assets while letting CAPDM contribute its expertise and efficient technologies.
- success that can be sustained through efficient ongoing updating and maintenance of your programmes.

CAPDM's contribution is independent of the virtual learning environment (VLE) that you are using – we are VLE agnostic. We can enhance any existing VLE including Blackboard, Vista and Moodle, or build a custom one for you. The goal is to build better quality independent learning environments that:

- have richer content and more effective assessment and collaboration features.
- have features that particularly suit independent distance learners and their tutors.
- allow the learning environment to be largely built and maintained outside of the VLE - easing system update and migration, and enabling support for multiple VLE systems.

Developing a profitable, international business in distance education requires you to get four key “ducks” lined up in a row - business, academic, production and administration. This is hard to do, and CAPDM's involvement from day one with the management team charged with this business development is highly beneficial.

Also, success does not come from launching one programme. It requires a sustained commitment to ongoing growth and business development. Having an experienced partner like CAPDM to support you along the way helps to secure the business investment, prevent costly mistakes, and maintain focus on the core essentials.

This all sounds expensive – is it?

At the start, the cost is about the same as if you already publish learning materials for two output uses - typically print and web. If you only want to print books with it, it is unlikely to be cost effective for you, unless you have other plans to get value from the knowledge assets created. It is ideal (and very cost-effective) if you need to deliver print materials for your programmes and develop rich online learning environments in your VLE at the same time. It is also a very effective way to handle multilingual versions of the same material.

The approach we take becomes significantly cheaper in the long term because of the inherent efficiencies of single source publishing using **XML**, which is why other industries (aircraft, automotive) who have substantial publishing needs have been using it since 1986. Batch production tools can generate thousands of accessible, high quality web pages in seconds, and typeset a 750 page academic textbook in minutes.

It does require an initial one-off investment to set it all up. However, this establishes a permanent and reusable capability for your programme or institution, and we have creative ways to reduce that up-front cost too. The end result is that we build a unique solution for you that equips your people with the services and technologies you need at a cost you can afford. It has to work for both of us, and we have to make it work together.

Okay, I'm interested, what's the next step?

Give us a call (+44 (0)131 477 8630) or send us an email (enquiries@capdm.com) and let's set up a meeting. Initially we can just have a chat about what's involved and how best to include others in your evaluation of CAPDM. Usually this means getting the opinion of the key business, academic and IT people in your department/institution. After that we may agree to pilot a course or programme to prove the concept and its value for you.

If you visit our website at www.capdm.com, you can register (with your email address only) to get access to our more detailed whitepapers and other resources.