



capture . author . publish . deliver . manage

ONLINE PROGRAM ENABLERS

CAPDM HELPS UNIVERSITIES AND OTHER LEARNING PROVIDERS TO BUILD AND MANAGE WORLD-CLASS PROGRAMS OF ONLINE DISTANCE LEARNING (ODL)



20+ YEARS OF EXPERIENCE

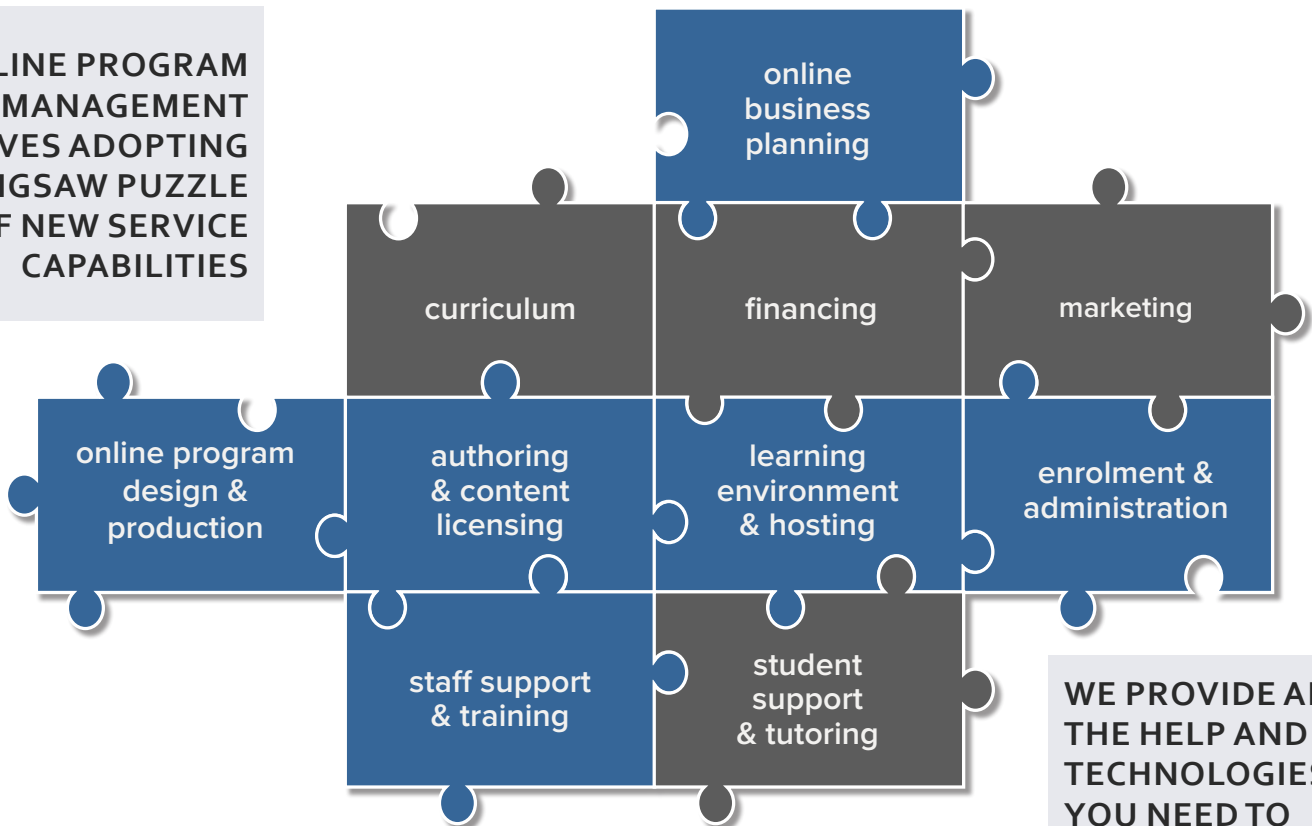


30+ PROGRAMS DEVELOPED



EXPERTISE IN ODL & DIGITAL PUBLISHING

ONLINE PROGRAM MANAGEMENT INVOLVES ADOPTING A JIGSAW PUZZLE OF NEW SERVICE CAPABILITIES



WE PROVIDE ALL THE HELP AND TECHNOLOGIES YOU NEED TO COMPLETE THIS PUZZLE

WE BUILD UP YOUR ONLINE
COURSE PRODUCTION
CAPABILITIES AND COURSE ASSETS

CAPDM

architect → design → build → configure → train → handover → operate

You

FOR YOU TO TAKE OVER

WORKING WITH CAPDM MEANS



KEEPING ALL
INCOME



JOINED-UP
TECHNOLOGIES



AFFORDABLE
COURSES



FLEXIBLE VLE/
LMS HOSTING



FASTER
TO MARKET



PUBLISHER
FRIENDLY



FUTURE-PROOF



LESS HASSLE

WE BUILD UP **YOUR** ASSETS AND CAPABILITIES.

BENEFITS FOR ALL DECISION MAKERS

ACADEMIC	BUSINESS	ICT
<h2>strategy</h2> <ul style="list-style-type: none">— Holistic business/ programme development model to fit budgets, resources & capabilities— Scalable development for online distance, blended & on-campus use— Rich pedagogic designs & student learning experience	<h2>international</h2> <ul style="list-style-type: none">— Delivering/supporting education globally to develop sustainable income streams— Delivering your brand to global markets— Business models that minimise exposure to market failure and unsustainable administration costs	<h2>independent</h2> <ul style="list-style-type: none">— Independence from proprietary learning environments, publishing formats & tools— Adoption of ISO/W3C standards— Ensure all delivery options are open, including accessible learning materials
<h2>pedagogy</h2> <ul style="list-style-type: none">— Proven course designs & support for global blended/online delivery— Supported/motivational student experiences— Personalised delivery to accommodate individual learner preferences/needs	<h2>asset building</h2> <ul style="list-style-type: none">— Cost-effective course production delivery from single-source masters & cloud hosting— Scalable business growth model— Clear business models for agents & other business partners	<h2>holistic</h2> <ul style="list-style-type: none">— Cloud application for all course content production/ management work— Output to print, online & mobile devices— Inclusive: usable outsourced or in-house by multiple production teams
<h2>quality</h2> <ul style="list-style-type: none">— Design & delivery focussed on student outcomes— Continuously maintained/ updated knowledge base & learning materials repository— Support for online, print & mobile delivery preferences	<h2>quality</h2> <ul style="list-style-type: none">— Consistently delivered quality across all platforms, devices - even languages— Continuous/traceable quality control— Distinctive content and feature rich designs	<h2>quality</h2> <ul style="list-style-type: none">— Centralised, automated course production processes for efficiency, flexibility & scale— All outputs traceable/ repeatable— Information in a managed repository of single content masters
<h2>benefits</h2> <ul style="list-style-type: none">— Secure ownership: all assets readily reused & developed further— Adaptable: deliverable to meet multiple, varied requirements— Collaborative: promotes collaborative development	<h2>benefits</h2> <ul style="list-style-type: none">— Experience: successful & sustainable online distance learning implementations— Secure: revision controlled asset repository— Proven: used to build businesses for other institutions many times before – successfully	<h2>benefits</h2> <ul style="list-style-type: none">— Training & support: pathways for staff development— Technology agnostic: no proprietary hooks— Automated: batch publishing/ delivery solutions to provide scalable & repeatable quality

"CAPDM are a trusted partner of UWS delivering leading edge online learning solutions in a variety of subject areas.

They also provide extensive staff development for our staff to this end ensuring attention to detail and delivery of a complete package for our needs."

Tom Duff
Head of London Campus
University of West of Scotland

"I have worked with the CAPDM team across a number of institutions.

They have a rich experience and track record in supporting delivery of highly scalable programmes in flexible, online and distance learning modes of study.

They provide a solution to get high quality online distance learning programmes to market in a tight timescale."

Michael Kerrison
Director of Academic Development
University of London International Programmes

OUR CLIENTS INCLUDE

