Strategies for Selecting a Learning Management System: An Experience at the UCLA David Geffen School of Medicine

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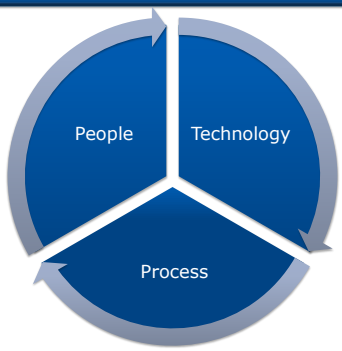
Introduction to Webinar Session

- Learning Management Systems (LMS) serve as a backbone in medical schools for curriculum delivery, exam administration, and accreditation requirements.
- LMS market offers 4 solutions: Commercial, Open-Source, Open-Source/Commercial, and Homegrown Products.
- Today's webinar presents the ongoing experiences at the UCLA David Geffen School of Medicine in our LMS review processes.

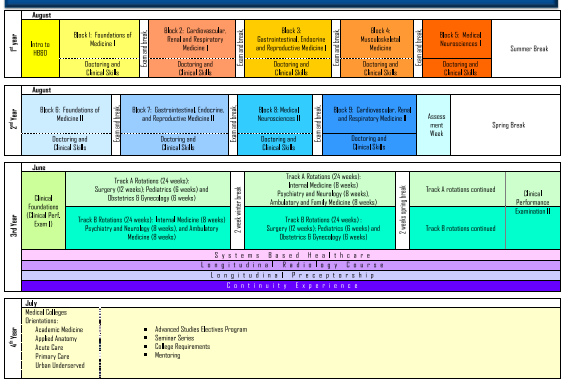
Guiding Principles of LMS Selection



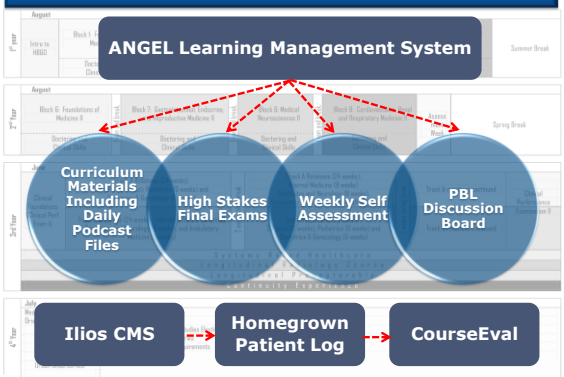
Outline of Webinar Session

1. **UCLA David Geffen School of Medicine: Curriculum Context**
2. **Act 1: People**
   Needs Assessment, Leadership Buy In, Stakeholder Identification
3. **Act 2: Technology**
   LMS Core Features, Available LMS Solutions for Review
4. **Act 3: Process**
   LMS Review, Consensus Building, Follow up Activities
5. **Wrap Up: Lessons Learned**

UCLA David Geffen School of Medicine Curriculum Map



UCLA David Geffen School of Medicine Curriculum Map



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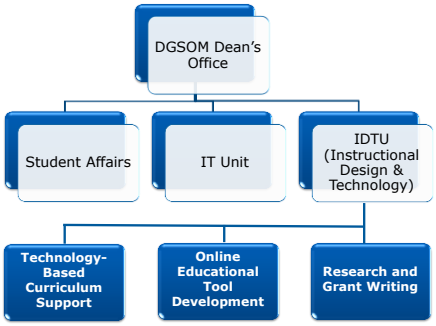
Technology Resources at David Geffen School of Medicine



Timeline of LMS Adoption at David Geffen School of Medicine

Adoption of ANGEL LMS

- Purchased ANGEL in 2003
- Local Hosting Option
- 2,000 Active Licenses = $20,000 per year

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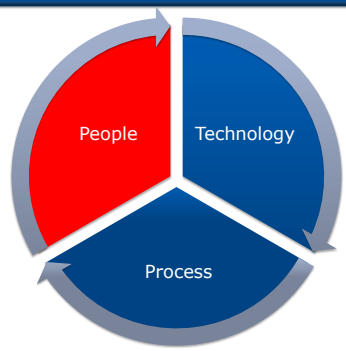
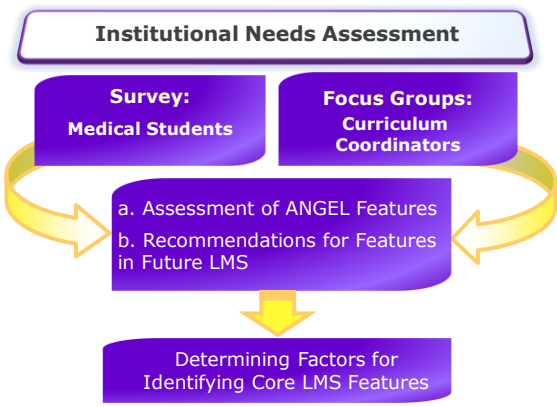
Timeline of LMS Replacement Process

Guiding Principles of LMS Selection



LMS Review Process Act 1: People



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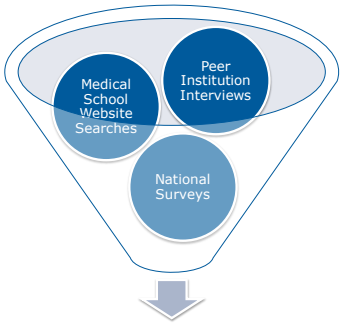
Institutional Needs Assessment



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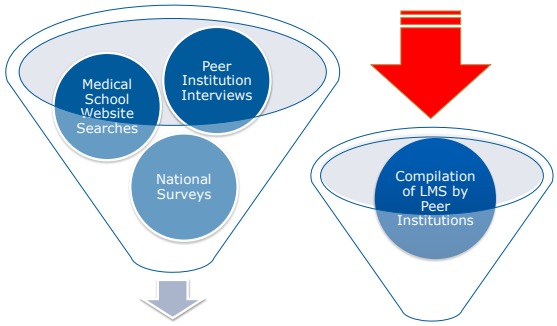


Leadership Buy In via Strategic Plan

Crafted Strategic Plan Document → Sign Off by Leadership

Strategic Plan for Replacement of DGSOM Learning Management System: 2011 - 2015

A. RATIONALE

The ANGEL learning management system that served as a backbone to the DGSOM curriculum over the past decade will no longer be available as of spring, 2015. The four-year time span provides us with an excellent opportunity to envision the 21st century LMS that will support our innovative and evolving medical school curriculum. This document describes the scope of the review and decision-making processes.

B. PROJECT LEAD AND MANAGEMENT TEAM

Project Lead: Zhen Gu, Sara Kim, IDTU, DGSOM, Mary Tawfall, School of Dentistry
Project Manager: Katherine Wigan, IDTU, DGSOM, OpenProj software program

Leadership Buy In via Strategic Plan

C. STAKEHOLDER GROUPS

The review and decision-making process will be guided by opinions and feedback from a wide group of DGSOM stakeholders including faculty, staff, and students as well as external colleagues with experiences in LMS approaches involving commercial products and open-source technologies. The following four stakeholder groups are identified:

a. Decision Makers:

The decision makers will consist of DGSOM leadership team responsible for curriculum implementation and oversight.

b. Advisory Group to Decision Makers:

Members will consist of faculty, staff members, and students from diverse disciplines, blocks and training years are invited to serve on the group. The group will meet on a monthly basis during March, 2011 to early 2012 for reviewing LMS options and making a recommendation to the decision makers.

c. External Liaisons:

A wider group of external colleagues who share similar LMS needs will be invited to participate in the review process.

D. CONSULTANTS

Selected individuals are invited as consultants on the review process.

Leadership Buy In via Strategic Plan

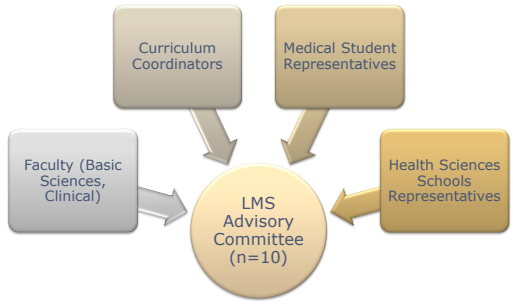
F. REVIEW PROCESS OUTPUT

At the end of the review process, the Advisory Group will submit a report to the decision makers that include the recommended LMS solution, rationale, and required resources for implementation.

G. PRELIMINARY TIMELINE

Year	Main Activity
2011-2012	1. Data Collection: Focus Groups, Survey of Medical and Dental School Students, Interviews with other schools using a variety of LSM technologies 2. Advisory Group: Monthly meetings beginning in March, 2011 3. Decision Recommendation: Advisory Group to make recommendations on the best LMS to decision makers by March, 2012
2012-2015	1. Option 1: If we decide to go with a commercial solution, this 2 year period will be devoted to developing a plan for migrating ANGEL content to the new system and customizing the system for DGSOM's needs 2. Option 2: If we choose an open-source environment, this 2 year period will be devoted to creating, testing, and implementing a customized system.
2014-2015	The last year before ANGEL expiration is devoted to migrating ANGEL content depending on the final decision: 1. Migration to the new commercial platform (Option 1) 2. Additional testing and debugging for phased in implementation (Option 2)

Identifying Stakeholders



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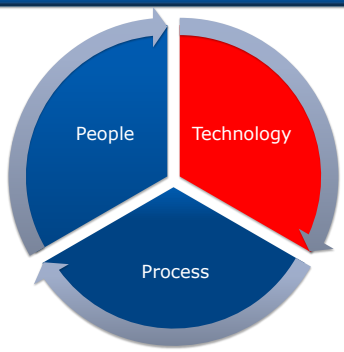
Guiding Principles of LMS Selection



LMS Review Process Act 2: Technology

1. Identifying Core LMS Features
2. Identifying LMS Options

Identifying Core LMS Features

Needs Assessment Results + LMS Administrators' Input

A Master List of 100 LMS Features

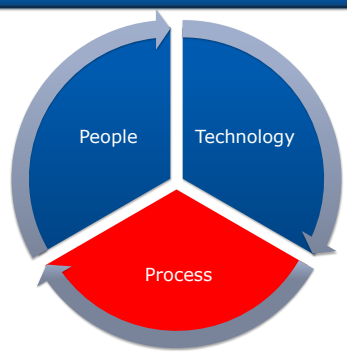
LMS Advisory Committee Voted on 30 Core Features

Identifying LMS Options

Identifying LMS Options

	Pros	Cons
Commercial	•Dedicated 3rd party support •Requires less in-house programming resources and technical expertise	•Possibility of getting bought out •Per user license fee model, with no control over fee increases •Extra charges for system customizations/integrations
Open Source	•Unlimited free licenses •Freedom of customization and implementation •Availability of user community	•No dedicated 3rd party support •Requires in-house programming resources and technical expertise

Guiding Principles of LMS Selection



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LMS Review Process Act 3: Process

LMS Demo Sessions + Committee Discussions | Preparation of Reports | Committee Vote on Top 3 Solutions | Usability Testing of Top 3 Solutions

LMS Review Process Act 3: Process

LMS Demo Sessions + Committee Discussions | Preparation of Reports | Committee Vote on Top 3 Solutions | Usability Testing of Top 3 Solutions

1. Between April and September, 2011, Committee Participated in a One Hour Demo and One Hour Discussion per LMS
2. Each Demo Session Podcast for Review
3. Based on Committee's Requests, Sought Follow Up Information from Vendors

LMS Review Process Act 3: Process

LMS Demo Sessions + Committee Discussions | Preparation of Reports | Committee Vote on Top 3 Solutions | Usability Testing of Top 3 Solutions

1. Requested Vendors to Complete a Detailed Template of Information
2. Conducted a SWOT (Strength, Weakness, Opportunity, Threat) Analysis per System
3. Performed a 5-year Cost Analysis per System

LMS Review Process Act 3: Process

Cost Analysis – Learning Management System 1

The following assumptions are made:

- Only one trainer will be needed and trainer's travel and per diem expenses not to exceed $1500
- User license fee does not include multi-year agreements discount
- Increase in fees after the first year is approximately 5%

Cost Description	2013	2014	2015	2016	2017	2018
Acquisition cost						
User license fee for 2000 active users	$30,000.00	$31,500.00	$33,075.00	$34,728.75	$36,465.19	$38,288.45
Implementation cost						
Installation fee	$5,500.00					
Systems integration with SIS	$12,500.00					
Blos integration (custom integration)	$5,000.00	$500.00	$500.00	$500.00	$500.00	$500.00
Eportfolio installation fee	$5,500.00					
Eportfolio	$1,500.00	$15,000.00	$15,000.00	$15,000.00	$15,000.00	$15,000.00
Training cost						
User training fees (3 days)	$7,500.00					
Trainer travel fees/expenses	$1,500.00					
Maintenance and Support						
SIS Integration Maintenance	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00
Standard user support fees	$3,850.00	$3,850.00	$3,850.00	$3,850.00	$3,850.00	$3,850.00
Optional						
Hosting fee	$15,000.00	$15,000.00	$15,000.00	$15,000.00	$15,000.00	$15,000.00
Test environment installation	$2,500.00					
Test environment hosting & maintenance	$9,500.00	$9,500.00	$9,500.00	$9,500.00	$9,500.00	$9,500.00
Disaster Recovery (24 hours Recovery Point Obj; 72 hr Recovery Time Obj)	$3,000.00					
Total Cost (self-hosted)	$77,850.00	$55,850.00	$57,425.00	$59,078.75	$60,815.19	$62,638.45
Total Cost (self-hosted w/ options)	$92,850.00	$65,350.00	$66,925.00	$68,578.75	$70,315.19	$72,138.45
Total cost (hosted)	$92,850.00	$70,850.00	$72,425.00	$74,078.75	$75,815.19	$77,638.45
Total cost (hosted w/ options)	$107,850.00	$80,350.00	$81,925.00	$83,578.75	$85,315.19	$87,138.45

LMS Review Process Act 3: Process

LMS Demo Sessions + Committee Discussions | Preparation of Reports | Committee Vote on Top 3 Solutions | Usability Testing of Top 3 Solutions

1. In November, 2011, Committee Members voted on Top 3 LMS for Future Review
2. Three Solutions Include: Desire2Learn, Sakai/Longsight, Canvas/Instructure
3. In December, 2011, Committee Met with Medical School Leaders for Debrief

LMS Review Process Act 3: Process

LMS Demo Sessions + Committee Discussions | Preparation of Reports | Committee Vote on Top 3 Solutions | Usability Testing of Top 3 Solutions

1. Completed a pilot of one LMS in a Second Year Course
2. Plan to Conduct Formal Usability Testing this Spring
3. Final Recommendation to Medical School Leadership

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THANK YOU!

Any Questions?

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