

Beyond the LMS

- A communication-focused Approach
to Blended Learning

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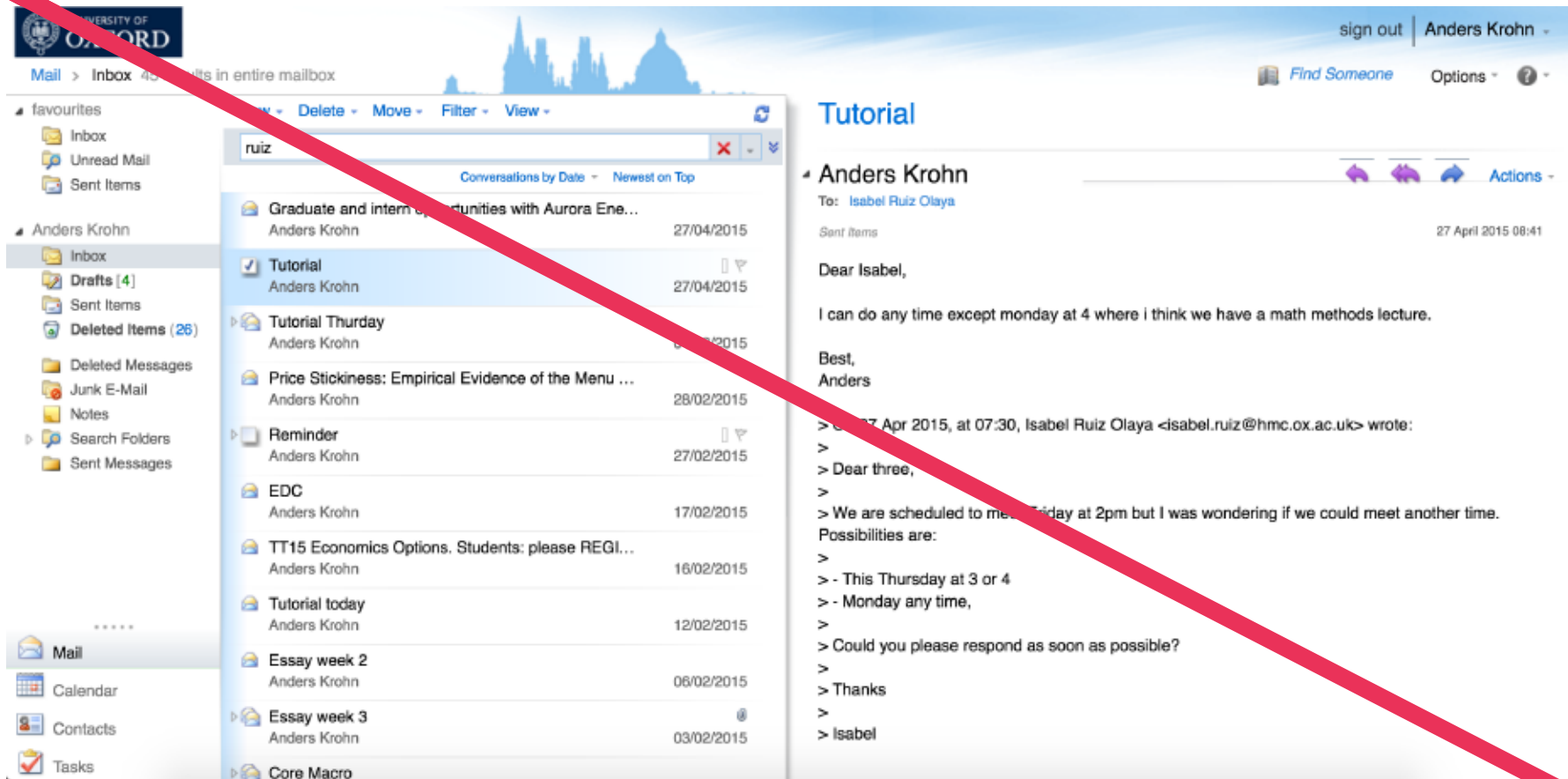
Co-founder and CEO, Ublend



The problem:

The communication platforms currently used in education are either outdated or not made for education.

How communication in education currently works



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The screenshot shows the 'Course overview KEATS' page. The navigation bar includes 'KEATS', 'MY COURSES', 'ALL COURSES', 'SUPPORT', and 'USEFUL LINKS'. The user is logged in as 'Mads Hoegh'. The page title is 'Course overview KEATS'. Below the title, there is a description: 'Courses in the Current tab are those in current academic year that you are enrolled in. When a course is completed, or archived by the staff, then it will be in the Previous tab. You can filter by year or teacher (when more than one value for year/teacher)'. There are two tabs: 'CURRENT' and 'PREVIOUS'. The 'CURRENT' tab is active, showing a list of four courses:

Course ID	Course Name	Year/Teacher
7FFLA001	Analytical and Quantitative Method for Lawyers	(15~16 000001)
7FFLA040	Law of International Finance 1	(15~16 000001)
7FFLA078	Law of Private Equity Finance	(15~16 SEM1 000001)
7FFLA515	Law of International Finance 2 - International Project Finance and Loan Sales	(15~16 SEM2 000002)

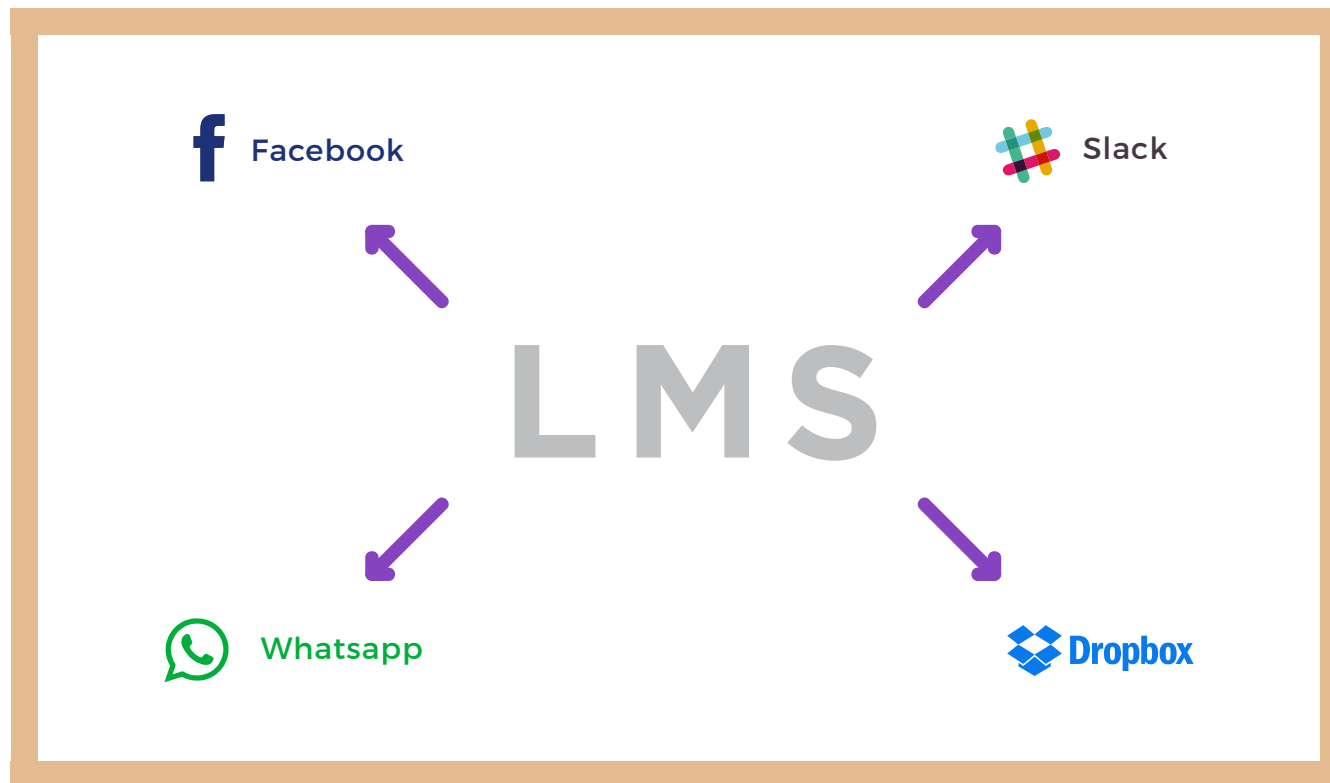
On the right side, there are several widgets: 'UPCOMING EVENTS' (no events), 'LATEST NEWS' (no news), 'MY LATEST BADGES' (no badges), and 'CALENDAR'. A red diagonal line is drawn across the entire screenshot.

Limitations of the traditional LMS

“...Creates constraints on learning environments and learning continuity; (Mott & Wiley, 2009) promotes a culture of dependency rather than autonomy for students (Powell, 2008), static resources, de-contextualised tasks (Harrington et al., 2005) and limits focusing on technology development.”

As quoted in UCL Together - A connected learning environment for UCL

So communication moved to the “parallel LMS”



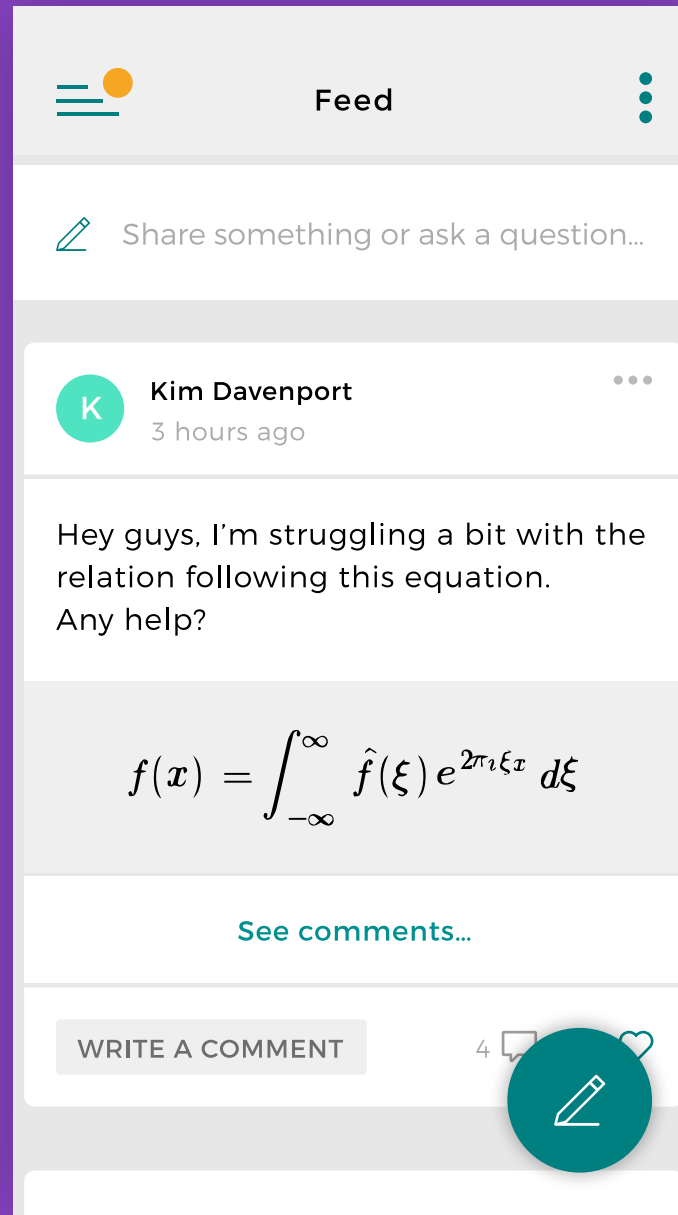
Engaging and easy-to-use

The screenshot displays a user interface for a course named "Econ 101" by Maria Richardson. On the left, a sidebar contains navigation options: "Eco", "Bio", "CS", and a plus sign. Below these are "Class Feed", "Class Material", and "Notifications". The course key is "ec2016" and there is a link to "invite participants".

The main content area features a search bar and a "Post" input field with a "Post" button. A post from Maria Richardson, an instructor, is shown, dated 3 hours ago. The post includes tags for "Macroeconomics" and "Krugman" and contains the text: "This video with **Paul Krugman** relates to what I talked about today in class. I recommend everyone to watch it before Tuesday." Below the text is a video player showing a thumbnail of Paul Krugman and Olivier Blanchard discussing global economy, with a play button overlay.

On the right, a "Messages" sidebar shows a "New conversation" button and a list of messages from Tomas De La Cruz (2 hours ago), Emma Salomon (4 hours ago), Josephine Lacasse (2 days ago), and Economic Presen... (3 days ago).

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The most common mistakes we see
instructors make



How to get started with communication-focused blended learning





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