

Ivey Business School in Canada, created and launched a new blended degree programme in less than a year with insendi's learning experience platform and consultancy services.

THE CHALLENGE:

how best to leverage an online learning platform for optimum user experience and learner success at degree programme level.

The creation of Ivey's state-of-the-art, new blended degree programme, on the insendi learning experience platform, began in 2019, prior to the pandemic. Student and faculty engagement with previous online learning systems used by Ivey had been limited, so the School was interested in a digital learning solution which would inspire both learners and teaching staff.

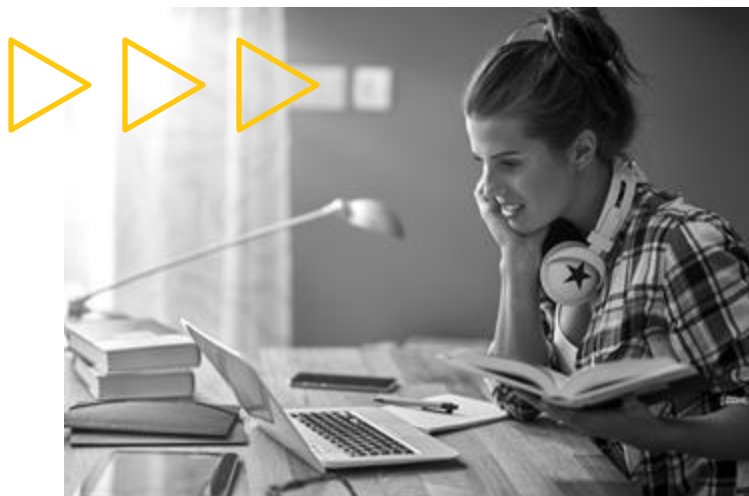


THE SOLUTION:

Insendi's superior online learning platform combined with bespoke training and consultancy services

Ivey prides itself on offering the best classroom experience, equipping students, through case-method learning, with the skills and capabilities they need to tackle today's business and leadership challenges.

When moving into the online learning space with their degree programmes to create a new, Accelerated MBA programme in blended format, they were looking to achieve the same high-level learning experience as they offer in an in-person environment.



“At the end of the day, the main difference for us with insendi was the innovative user experience. The fact that the platform was built in a way that offers a comprehensive programme experience as opposed to a set of courses that might be very differently designed depending on who is teaching them, was key. For us, programmatic experience was absolutely critical.”



To achieve these user objectives for their learners and engage their faculty, Ivey felt that they would greatly benefit from a digital partner who could advise and work with them on their pedagogical aims while also providing a network of partners with whom they could collaborate.

“The second element in our decision was the challenge of creating online experiences that would match our successful face-to-face learner outcomes; that was our first priority. We felt strongly that employing the expertise of the insendi team and connecting with the member schools in the FOME (Future of Management Education) Alliance would accelerate our path – and it definitely did!

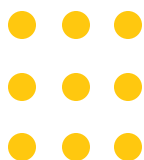
Ultimately, it wasn't just the insendi platform, it was the whole insendi approach. They were incredibly helpful in teaching us.



I remember them guiding us through their story-boarding method and the discipline they imposed on us to think of innovative ways of teaching in an online arena.”

Course creation has been straightforward for Ivey:

“From an operations perspective, we have found it **easier to build our programming in insendi than in other platforms**. The effort that’s required to create a similar, intuitive user experience visually and, also structurally, in terms of adding in content, is significantly less with insendi.”





THE RESULTS:
Ivey created and launched a brand-new degree programme in less than a year

“In terms of accelerating our path, the proof point for us is that we launched a new degree programme and had students on the course in less than a year. We started working with the insendi team in the spring to develop our first term, and at the same time started recruiting the initial class.

We offered a blended format - 40% online and 60% in-person. We filled our first class and launched the content in November of that same year. **For us to go from nothing to a full class delivering in ten months was phenomenal.”**

The programme has become a sell out

“In our second year the programme sold out and we're now looking at the potential to expand it.”

Leveraging the learner activities and assets built for the first programme

“Fast forward to the pandemic in 2020, it really did put us in a strong position because our new MBA programme covered so many areas of content. We had a foundational knowledge, both in online curriculum design as well as learning assets, and a ton of content that we were able leverage for programmes throughout 2020 and 2021.”



Incorporating the experiential side in the digital learning environment

“To be able to have that engagement within the platform and have it focus on experiential learning as opposed to simply a depository of content, was the thing that changed how we thought about learning online and **opened people’s eyes to what was possible.**”

A strong sense of community online

“We didn’t bring students into the classroom at all during the initial stages of Covid and, to our surprise, we still saw that strong sense of community in the insendi online learning environment. We hear from students repeatedly how much they enjoy learning from each other, especially in their learning team, and **in the online setting, this has become the nucleus of their social setting.** We feel this is critical to the success of learning online.”

Faculty staff have been empowered to create their own online courses

“We’ve got to a place where some of our faculty, who are comfortable on the platform, are able to take their own content and courses and change it themselves. They’re no longer reliant on experienced learning designers to do it for them. That is a great benefit for faculty who enjoy a level of control in building and experimenting with pedagogical design.”

Excellent student feedback

“We had several alumni on our Accelerated MBA programme who’d gone through our undergraduate degree which was an entirely on-campus, case-based learning experience. They said **the blend of online and in-person learning was impressive and comparable to the purely face-to-face experience** they had as undergraduate students. This was extremely encouraging to hear.”

A final comment...

“The insendi platform is probably the best I’ve seen for creating an integrated student learning experience. It’s a great place to create content and learning journeys, it can scale up well and easily facilitates the repurposing of content and courses across our institution.”

Stephanie Brooks

Chief Administrative Officer

David Wood

Faculty and Executive Director of Ivey Publishing

