

Unlocked Content Tool by FLVS

The Unlocked Content Tool (Unlock) by Florida Virtual School (FLVS) opens access to tens of thousands of online FLVS K-12 standards-aligned lessons, while retaining control of the publishing mechanism and copyright. Previously, LTI-delivered content remained static and contained within the confines of the prescribed scope and sequence of the publisher. Unlock breaks those chains and allows for **customized in-content navigation**, removal of numbering and lesson sequencing, delivery of state specific content, a cleaner look and feel for the end-user, and the enablement of personal curriculum plug-ins within the content.

Through leveraging customized LTI parameters and ThinCC packages, Unlock turns our dynamic, award-winning content into an instant learning object repository. This paradigm shift in content delivery opens the doors for **new markets** of distribution as well as **new ways teachers and students can use and share content**. We are now able to take our content into new types of systems such as learning object catalogs, personalized learning engines, or blended classroom tools, all powered by “Unlocking” our content, enabling us to serve new populations of learners in the most modern systems. **Schools can use FLVS content in these systems as a backbone**, then enhance the content with open resources, making the experience seamless for the student in their LMS.

Customization of FLVS content is more convenient than ever! With **simple LTI parameter changes, a teacher or designer can change the content** from presenting a Texas lesson page on the Alamo to showing California students information about the gold rush. A private school can switch from a course numerically sequenced by FLVS to an un-sequenced course and change the order of lessons so they can easily insert content **to meet local needs**. A teacher that needs to send three specific lessons to a student for remediation can **easily create a packet of FLVS content** targeted specifically to that student’s needs. Thus far, we have been able to give our clients complete control of in-content navigation, labeling of lesson numbers, and implementation of state specific content. Further iterations of Unlock will expand on these features to further benefit our clients’ needs.

Return on investment since release to production in July 2015:

- \$207,000+ in Unlock related revenue
- 21% uptake by existing clients
- 66% reduction in development costs for state specific deployments
- \$360,000+ development savings

Unlock offers time and cost savings to FLVS that enable us to keep our costs to clients low, while providing a better solution for districts. Our implementation teams are now able to meet client and market demands while at the same time **reducing personnel and resource time** needed through the efficiencies gain with Unlock.

For example, FLVS, like other publishers, is often asked for state-specific content. California needs to teach more about earthquakes – no problem! We build lesson extensions into the current FLVS course for the state of California , and use an LTI parameter in our California client’s LMS to turn on that content for their students. We don’t have to maintain a separate course for California; the content is all still in one simple package – reducing our maintenance time and costs in up-keeping multiple course versions. Without Unlock deployment of these new LTI driven features would require considerable more resource hours. Unlock has reduced our development costs for state specific deployment an upwards of 66%. In the first six months of deployment this **savings equated to \$360,000**.

While the savings to our clients is crucial, the real excitement over Unlock comes from the increase opportunity in deployment through learning object catalogs, independent distributors, and blended focused platforms. Using a lean deployment strategy, we have launched one of the most powerful features our product line has ever seen and spring boarded our brand into new markets. Since launch to production we have initiated three revenue generating partnerships that would have been otherwise impossible without Unlock. Within the next three years, these partnerships **are projected to produce over \$3 million**. Since we are a school district, all profits from such ventures come back into FLVS to create great new curriculum for FL students that can also benefit our out-of-state clients.