



# The Leading Virtual Learning Environment in Finland

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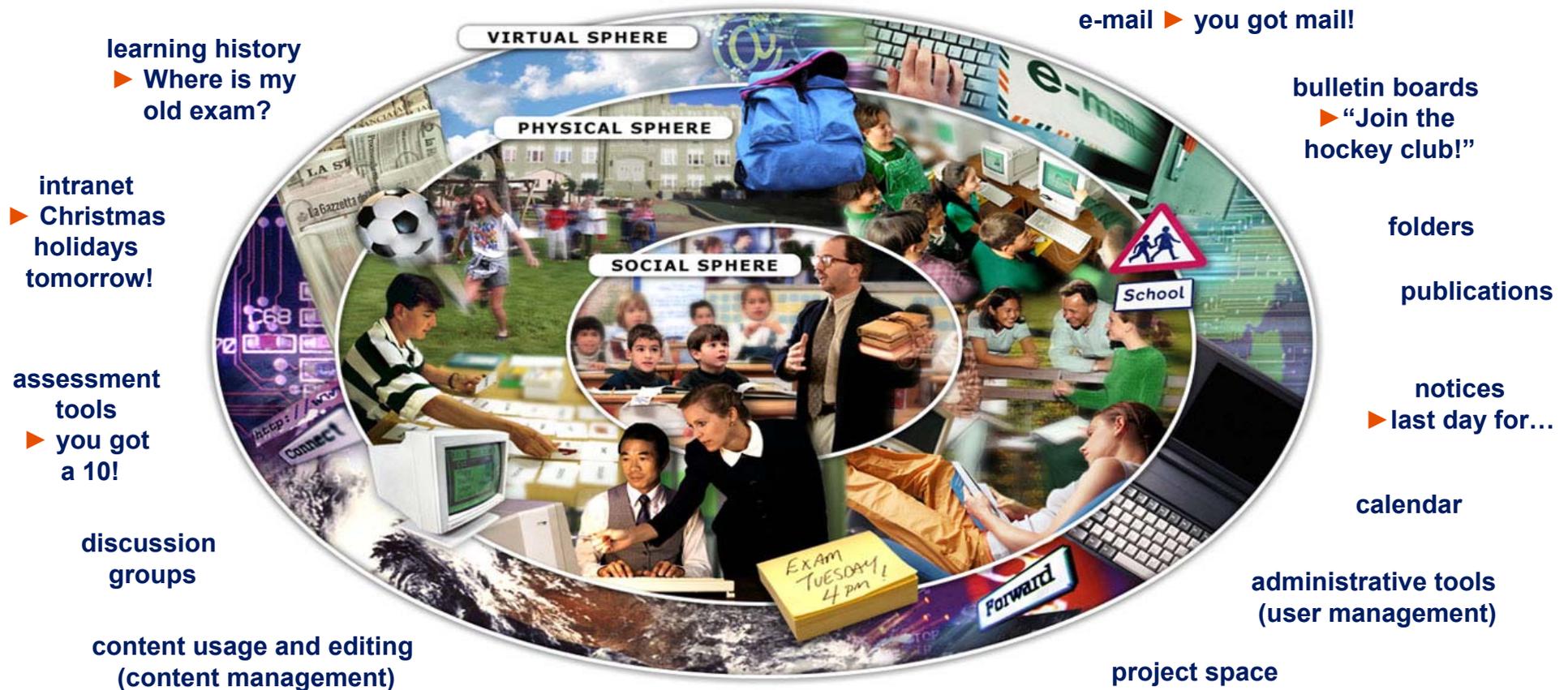
CMD, 5 October 2007

# WSOY Oppimateriaalit Oy – WSOY Educational Corp.

- Leader in educational publishing market (EUR 80 million/year) in Finland
  - Publishing for all levels of education, from pre-school to university and vocational training; focus on K-12
  - 47% market share
- Strong focus on blended learning materials, combining both printed and digital content
- 140 employees
- Launched in 2001 the first full-service Virtual Learning Environment OPIT in Finland
- Proud member of SanomaWSOY Education – an international family

# Virtual Learning Environment (VLE)

- Internet-based
- Learning activities organised efficiently and independently of time and space
- Integrates practical ICT-tools required for learning



# K-12 eLearning in Finland

- Generally, it is accepted that some kind of VLE is needed to organize the use of ICT and eLearning
- Communication and collaborative features of the VLEs are emphasized
  - Based on curricula, e.g. 2<sup>nd</sup> year pupils (8 years old) have to be able to use email
- Challenges:
  - Usually municipalities do not have enough resources to plan and implement eLearning
  - Experiments with “empty” platforms mostly failed in large scale
  - Need for support greater than anticipated

# VLE User Needs

## **School administration**

- Implementing and organizing ICT usage in schools

## **Teachers**

- Communication: e-mail, discussion groups, (chat)
- Collaboration, sharing, teamwork, projects
- Electronic content: interactive & non-interactive
  - delivery channel
  - context to use
- New possibilities to organize learning

## **Pupils**

- Internet-based communication, collaboration and accessing content is everyday activity
- VLE is natural extension of that in the school

## **Parents**

- Way to participate in their children's education

# OPIT: Value Proposition

- Subscription-based:  
EUR 18 / pupil / year
- User training, support and hosting:  
use commercial provider
- Systematic take-up
- Reliable, commercial software  
platform
- Extensive use of commercial  
content: Basic content package
- Digital rights management &  
access control
- Functionality to acquire and buy  
more content and services
- Functionality to communicate and  
share content made by teachers &  
pupils (Web 2.0 approach)

## TECHNOLOGY

- Collaborative tools etc.
- Learning management system
- User and content management

## USER SUPPORT

- Consultation
- Training and support
- Customer service
- Hosting

## DELIVERY CHANNEL

- Free and paid-for content

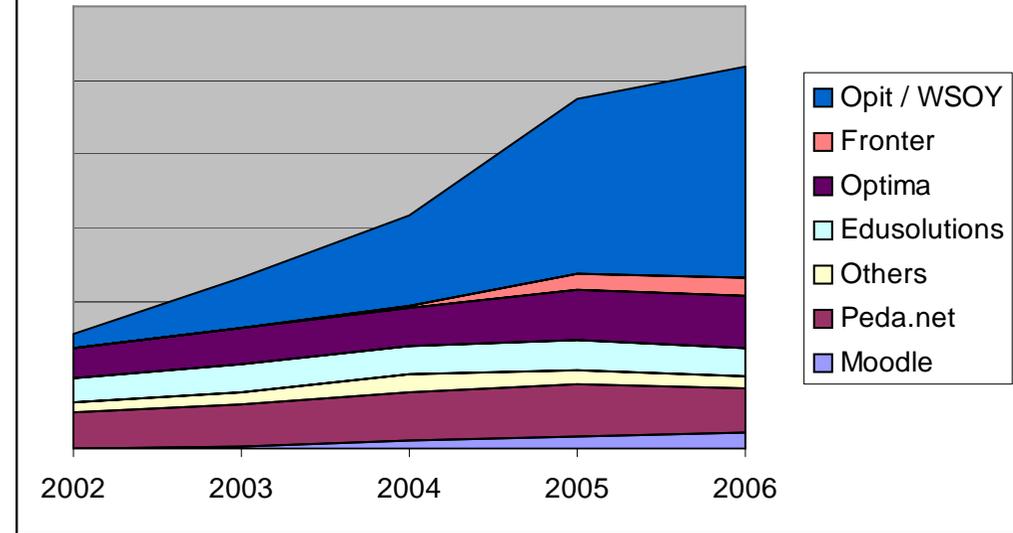
## CONTENT

Over 5,000 content modules

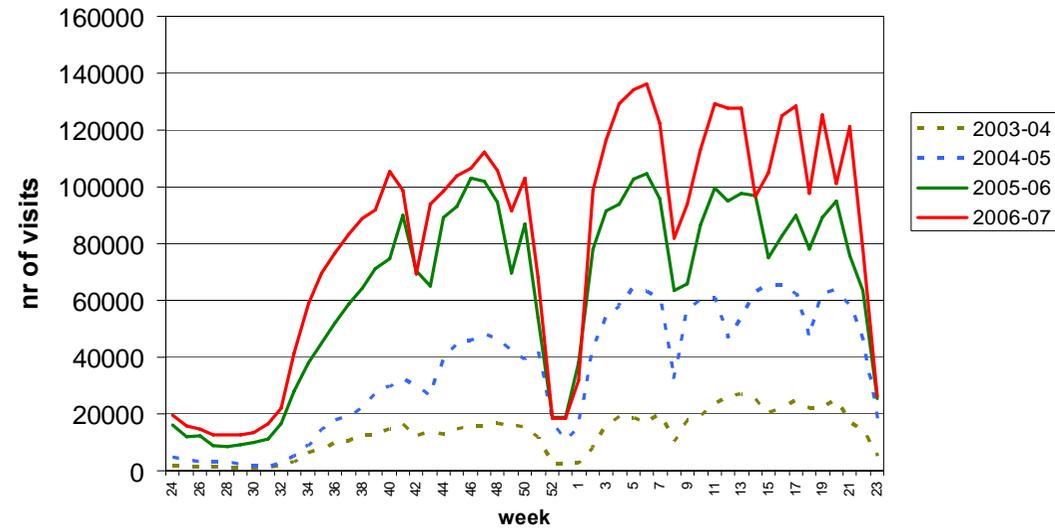
# OPIT Today

- VLE market has grown steadily...
- ...driven by OPIT
  - now profitable
- Actual use of the service has grown faster than the number of users
  - 1/3 using interactive content
  - 1/3 using collaborative tools
  - 1/3 using communication
- E.g. during record-high week of 11/2007 approximately same number of sessions as in Kela, Aamulehti, Inoa or Pelit (open) web sites
- 170,000 active user licences (October 2007)

K-12 VLE market € 2002-2006 (estimate)



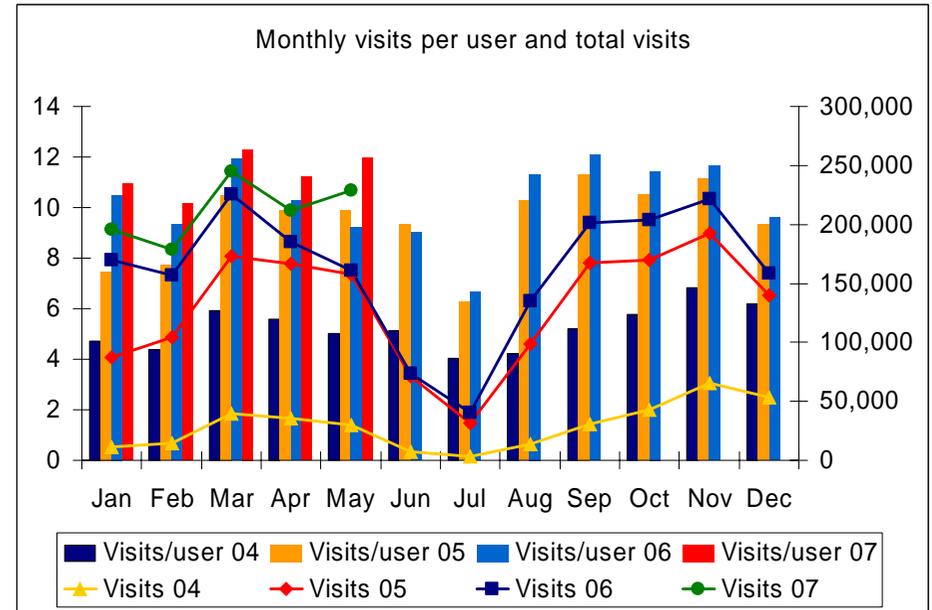
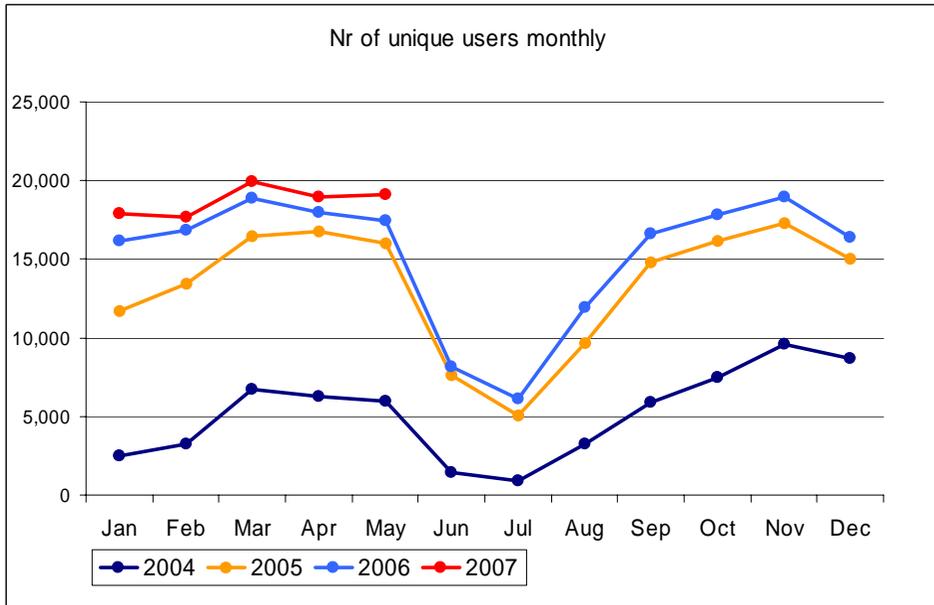
Weekly Opit usage: sessions (visits)



# Public-Private-Partnerships

- In PPPs, the original OPIT vision achieved
- Unique: every stakeholder is involved
- Most PPP agreements aim at pupils using eLearning on regular basis on several subjects
  - Using eLearning is the right of the pupil
  - Equal opportunities for all the pupils
- Case Espoo (30,000 pupils, 3,000 teachers)
  - Espoo and OPIT won the Finnish eLearning award eEemeli in 2006
  - OPIT is one of the most used municipal internet services in Espoo
- 8 other PPP agreements and several other individual municipalities achieving good results

# Case Espoo in Detail



- take-up in 5 phases
- all teachers were trained
- continued training & support after that
- Number of users grew rapidly in line with the phased take-up

- Usage still grows
  - unique users
  - number of visits
  - visits / user
  - length / visit
- OPIT is one of the most used internet-based services in Espoo

# OPIT Strengthens Educational Publishing Business

- WSOY Oppimateriaalit the only "one-stop-shop" for all teaching and learning materials & service needs in Finland
- OPIT/VLE is not a substitute but complement to (printed) educational materials
  - Content to OPIT produced by WSOY Oppimateriaalit publishers
  - Distribution channel to eContent
  - OPIT often funded by municipalities' / schools' ICT budgets

# OPIT Future

- Key success factors of OPIT:
  - Internet-based community (Virtual Learning Environment)
    - Tailored according to the needs of the users
    - OPIT made web 2.0 a reality since 2001, a social media by definition
  - Content
  - Support & training
  - Subscription based, easy to purchase
- OPIT growth paths:
  - Schools as a solid basis, will grow (tech drive by government and municipalities)
  - Also to non-school market; parents' OPIT launched right now, other potential in consumer market
  - We expect 10%+ growth annually