The University of Toronto
and Learnkit

The Challenge

The **University of Toronto** is home to a top-ranked faculty of education that includes some of the world's leading experts in language acquisition. The **Ontario Institute for Studies in Education** (OISE) is ranked in the top 10 Faculties of Education worldwide. In 2012, the university decided to utilize its subject matter expertise in designing an academic TEFL course available to students worldwide. The University of Toronto envisioned an online course that would give students the skills and confidence to teach English overseas.

The Solution

INSTRUCTIONAL DESIGN

Learnkit moved away from a traditional syllabus to a scalable, flexible format, allowing participants to complete the course asynchronously with no set chedule.

• **Used proprietary content creation guide** to organize and lead content experts from the University of Toronto.
• **Transformed traditional syllabus** with set calendar dates, deadlines, and manual grading to create a scalable asynchronous, auto-graded program.

DEVELOPMENT

Learnkit built and developed the course in a digital platform that accommodates users of all ages and learning styles; accessible on all electronic devices.

• **Created programs** consisting of video, audio, and text-based material that meets the needs of all learning styles.
• **Created all material in HTML5** making it accessible on computers and mobile devices.
• **Delivered a program** that is accessible to anyone, anywhere, at any time.

ADMINISTRATION

Learnkit arranged a partnership between the university and Teach Away Inc., the world's leading teacher recruitment agency, to create a public-private partnership,

• **Leveraged University of Toronto's name recognition** through private industry partnership to expand sales capacity.
• **Built integrated e-commerce solution** and marketing website for the course.
• **Maintain a lasting relationship** in a public-private partnership in Canada.

MARKETING AND SALES

Learnkit delivered and maintains a world-class Learning Management System to facilitate the delivery of the course.

• **Built course** in a Learning Management System scalable to any number of users.
• **Allows access** to a wide variety of reporting functionality for each and every user.
• **Maintains all aspects of technical support** - runs without any resources from University of Toronto.

The Results

ADMINISTRATION	CONTENT	FLEXIBILITY
Over 95% of graduates would recommend the course to friends or family.	Created over 190 hours of interactive educational content.	Modular design allows customizable 100, 120, and 150 hour programs.