



Google Cloud's learning platform

Reinventing the next-generation
learning experience

Google Cloud



Cedric Yang

Google Cloud EDU Team

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We're all becoming continuous learners

Traditional academic systems and processes struggle to scale

1.3 billion

people have competencies
misaligned with the work they
perform¹

81%

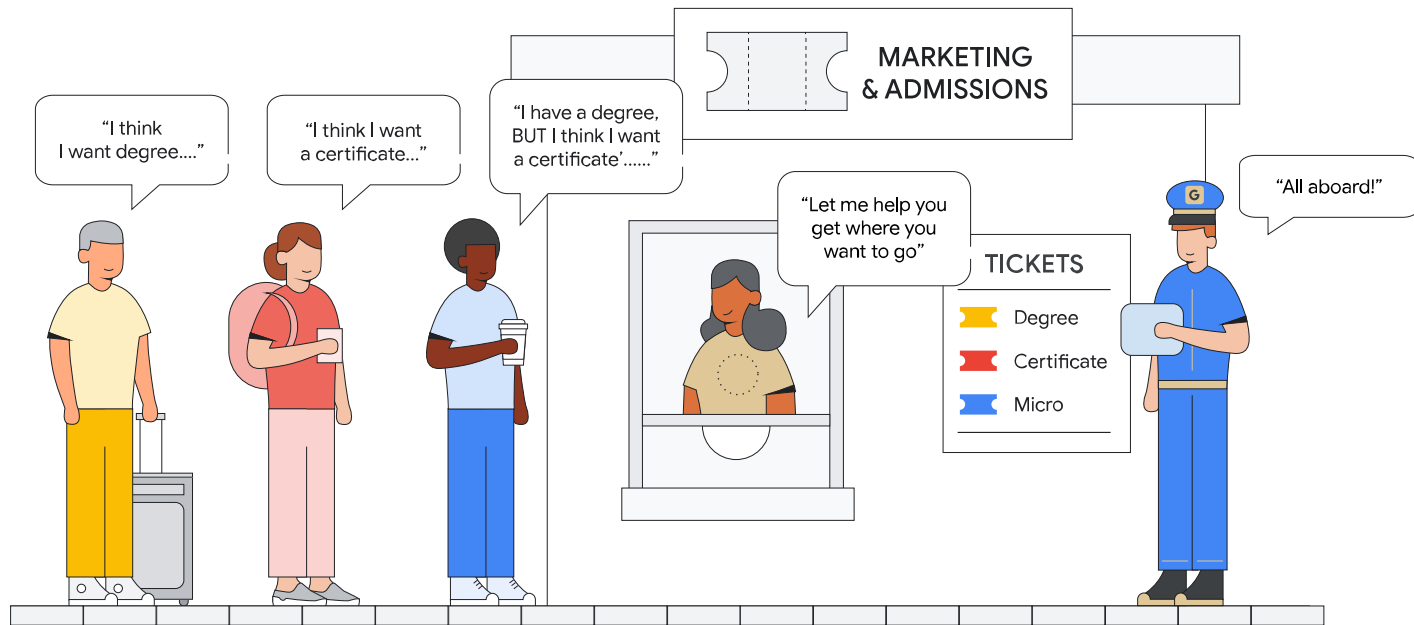
Business Leaders plan to rise
employee certification in professional
training to recycle corporate skills¹

3x

Faster growth in **Micro-credentials**
than traditional programs²

The challenge to serve all type of learners

How to provide the best personalized experience at scale



The challenge to serve all type of learners

Faster content generation and personalized learning at scale



Launching new programs and courses to adapt to the job market

Creating the relevant content faster



Personalized experience

Flexible personalized learning path and 24/7 support for everyone



Consistent high-touch institutional experience

Multi-channel tailored experience



Do more with less

Cost-effective academic operations at scale

Why we can't do it today

Operational inefficiencies and siloed environments that impede personalized experience at scale



Skills & Competencies
management



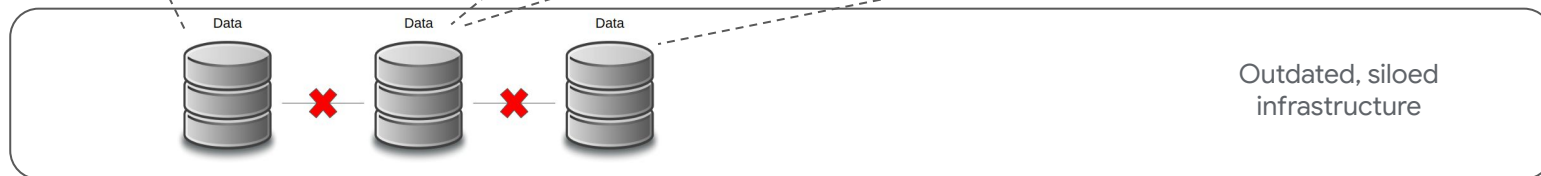
Curriculum management
& delivery



Learning Content
Management



Job Market requirements
management



Google Cloud for Learner Success

Intelligence built for EDU in four functional areas

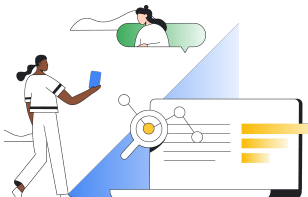
Digital Transformation of Operations



Build agility and effectiveness at scale

- Personalized 24/7 support and advisory
- Marketing Optimization
- Academic Operations (e.g enrollment, virtual labs, etc)

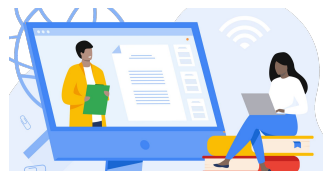
Classroom of the future



Reinvent the experience for all type of learners

- AI-powered assisted learning at scale
- Automated generation and delivery of content
- Personalized flexible learning path

Learner Insights



Understand and Predict trends and behaviors

- Student engagement
- Prediction of shifts in behaviors & preference
- Insights from learning management tools (LMS, SIS, collaboration tools, Kaltura, etc)

Alumni engagement and Career Services

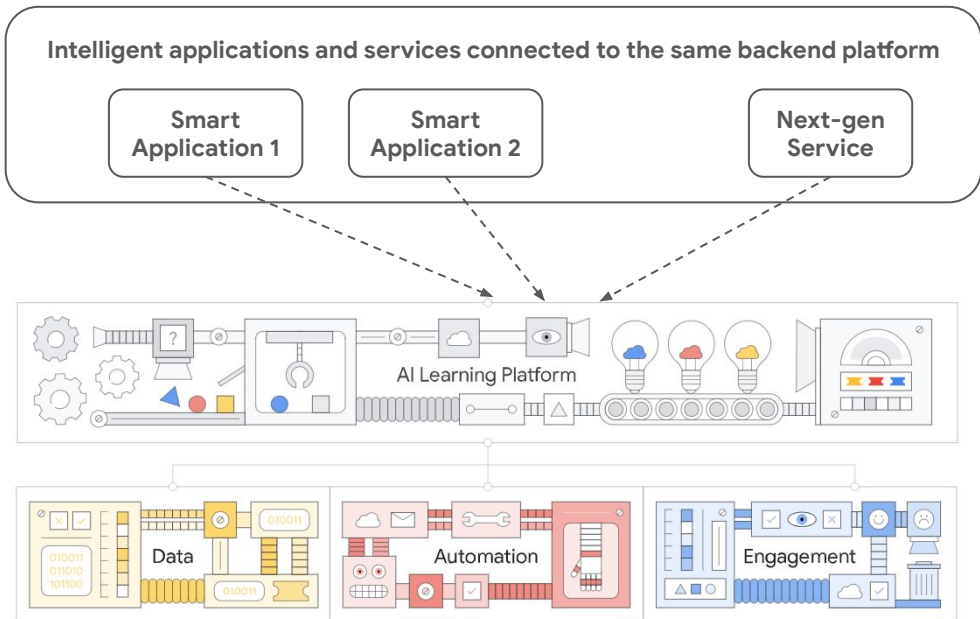


Modernize engagement at scale and earn lifelong learners

- AI-powered career services
- Strategic projects (e.g fund raising, lifelong learning subscriptions, dropout analysis, etc)

A foundational platform for the future of education

Build next-generation applications and services much more effectively



TCO savings through automation of redundant processes and depreciation of unnecessary systems.



Modernizing the creation and delivery of content to adapt to shifts in needs and preferences



Personalized experience for everyone, at scale and multi-channel



Connecting EDU pathways to the job market much more effectively

Modernize **Admission and Enrollment** at scale

Attract and enroll all types of learners

And set them for success with a personalized learning path, based on desired outcomes



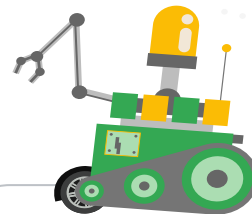
Marketing Optimization and Tailored Outreach for all types of learners and alums

- Prioritization of leads based on desired outcomes
- Automation of tailored outreach at scale
- 360-view of learner across all channels



Automate processes to get back to the applicant faster with a tailored response

- Automated digitalization and processing of applications
- Automated credit transfer/waiver assessment
- Automated Prior Learning Assessment (PLA).



Personalized Flexible Learning Paths

- Personalized learning path for desired outcomes based on skills and competences
- Identification of the right peers, advisors and mentors

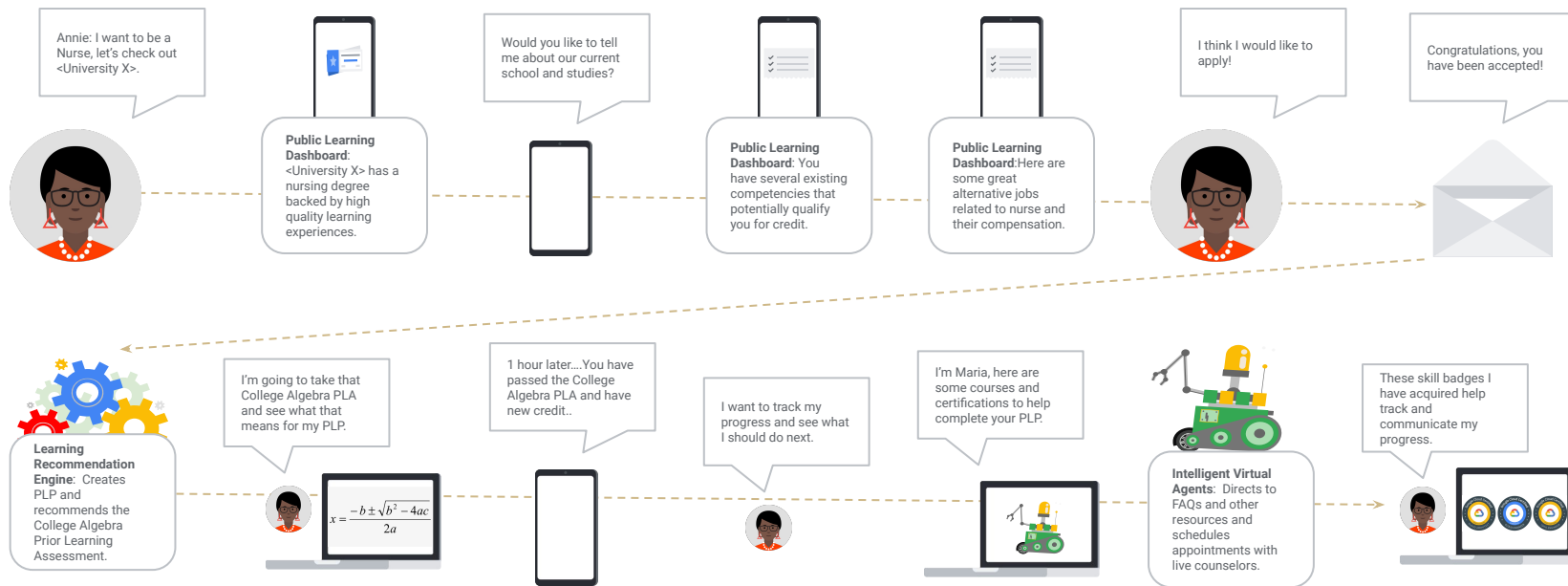
Prospect (new learner, alum)

Applicant

Enrolled Learner

Making as easy as possible for the learner to enroll

Reduce friction. Enhance experience



Helping registrars to scale

10x Intelligent and Personalized Admission

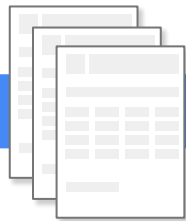
Registrar

Registrar

Janet

Review

Actions

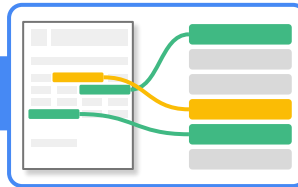


Transcripts

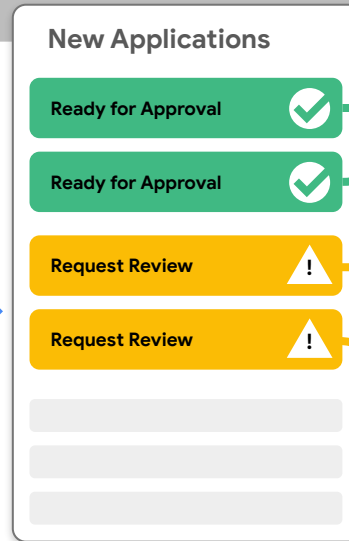
Automatically
ingested

Google
Cloud's
learning
platform

Google
Cloud's
learning
platform



Automatic Certificate-Skill
Mapping from Transcripts



Approve

Competency
Assessment Plan

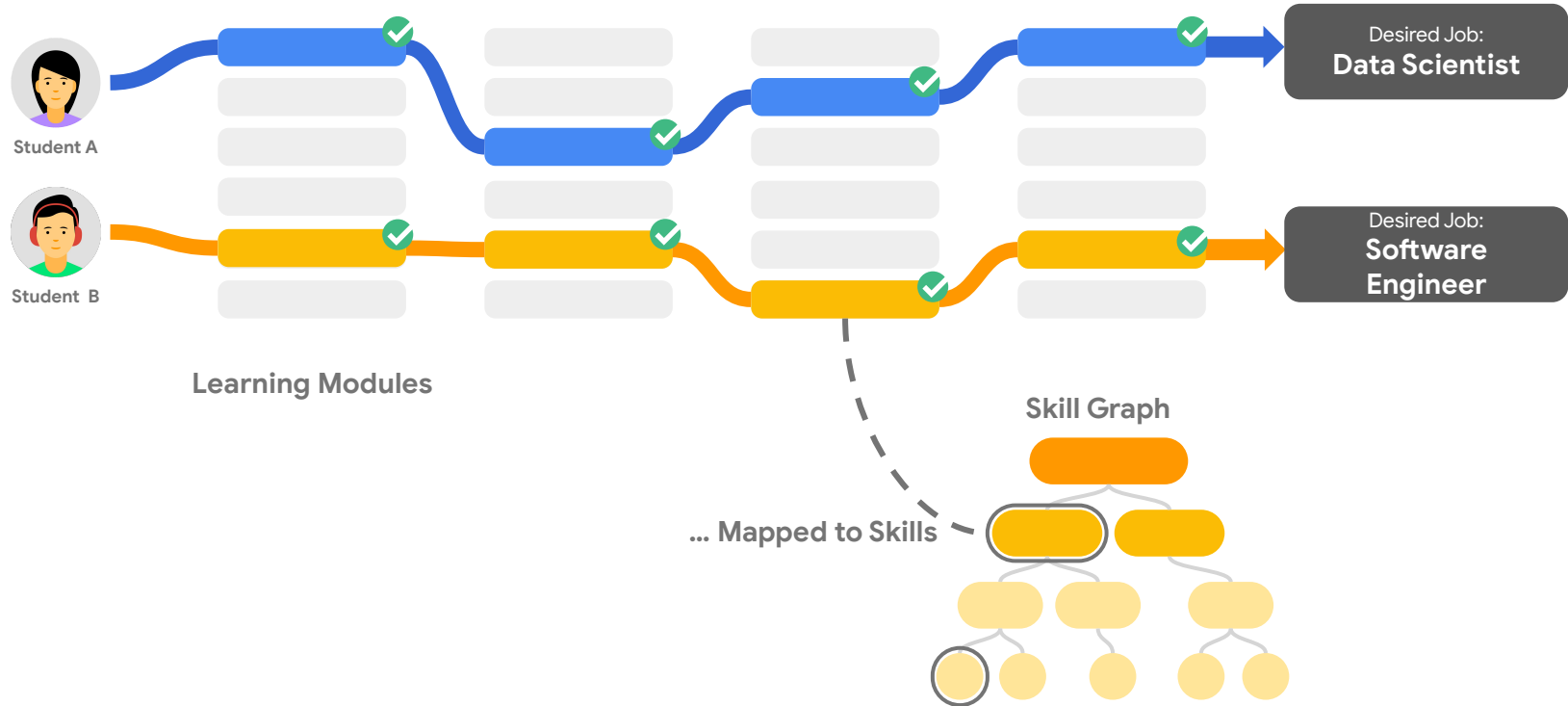
Academic
Credit Advisor

Additional Review

Determine **Personalized flexible learning paths**
based on desired outcomes **at scale**

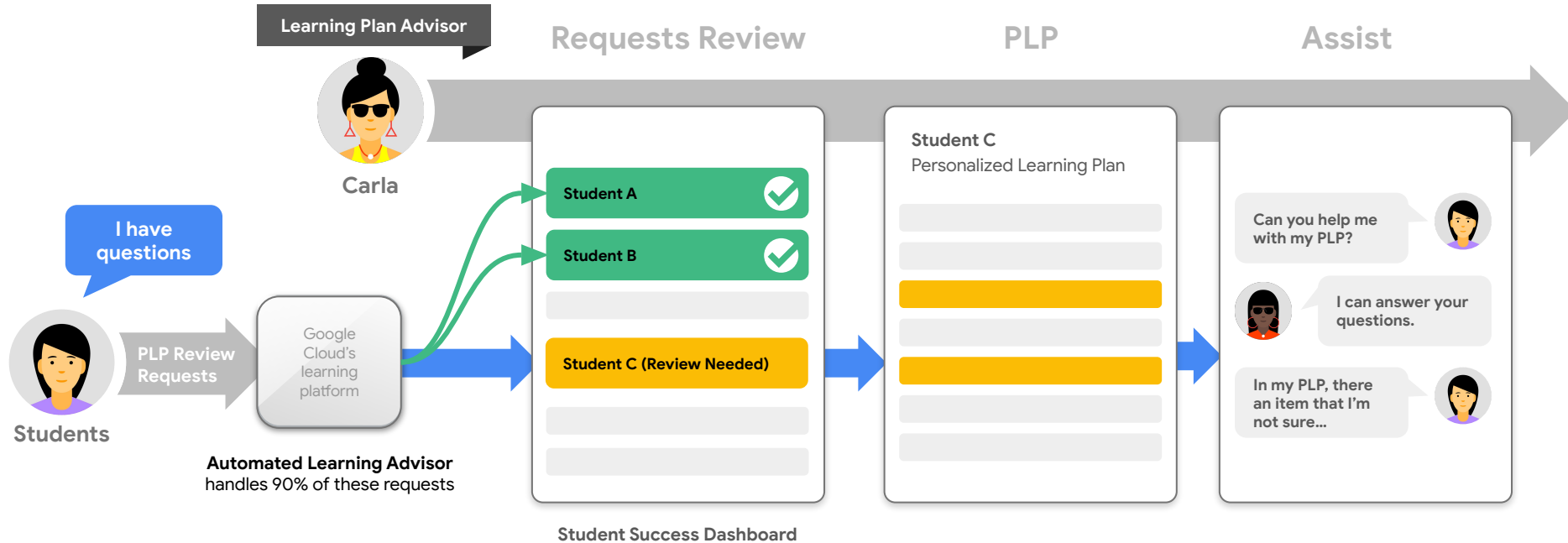
Moving to a Learner-Centric academic model

Personalized and Flexible Learning Path for all type of learners



Scale Student Advisory services

Provide a high-touch experience at scale



Modernize the **creation and delivery** of
instructor-designed content to more **rapidly**
adapt to the job market.

But we may have bottlenecks as we try to scale

40 out of 50 states in US struggle with professors and instructors shortage

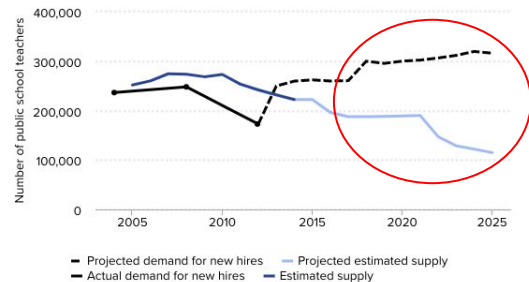
**Economic
Policy
Institute**

About Areas of Research Publications Experts Resc

**The teacher shortage is real,
large and growing, and worse
than we thought**

Teacher shortage as estimated by Sutch, Darling-Hammond, and Carver-Thomas

Projected teacher supply and demand for new teachers, 2003–2004 through 2024–2025 school years



[Source: Economic Policy Institute: The teacher shortage is real, large and growing, and worse than we thought](#)

Interactive Tutoring to help professors to scale

Automating taxing tasks to help professors focus on teaching

53%

Of the Teaching Task time is spend in creating and grading assignments ¹

2hr/day

Professors can invest more time with the student if we automate grading for them

Estimated Faculty Time Investment for Teaching Tasks

Teaching Tasks	Time Percentage per Week		Mean Hours: Week	Mean Hours: Course
	Mean	Standard Deviation		
Grading papers and assignments	36.93%	18.42	14.77	3.69
Facilitating general discussion threads	14.73%	12.49	5.89	1.47
Grading discussion threads	8.74%	7.26	3.50	0.88
Initiating one-on-one contact with students	8.6%	6.86	3.44	0.86
Answering phone calls	7.78%	6.16	3.11	0.78
Answering emails	7.25%	5.46	2.90	0.73
Creating content-based resources for the classroom	3.59%	3.96	1.44	0.36
Course management and administration	3.35%	4.26	1.34	0.34
Collaborating with your teaching peers	3.28%	4.27	1.31	0.33
Creating how-to/instructional resources for the classroom	3.07%	4.03	1.23	0.31
Facilitating "questions for instructor" discussion thread	2.97%	4.13	1.19	0.30
Professional development related to your academic discipline	2.86%	4.91	1.14	0.29
Dealing with technical issues	2.19%	2.92	0.88	0.22
Professional development related to online teaching strategies	1.94%	3.07	0.78	0.20
Conducting research	1.08%	2.03	0.43	0.11
Other	1.06%	4.32	0.42	0.11
Committee work	1.05%	2.49	0.42	0.11

New students prefer adaptive learning

Students expect great, flexible & personal experiences

60%

want easier access to **self-service solutions**

64%

expect to receive **real-time assistance**

76%

expect **personalized support**, understanding their preferences and needs, even if those interactions are not with humans

Note 1: [American Express 2017 Millennial consumer report](#)

Note 2: [Zendesk customer service report](#)

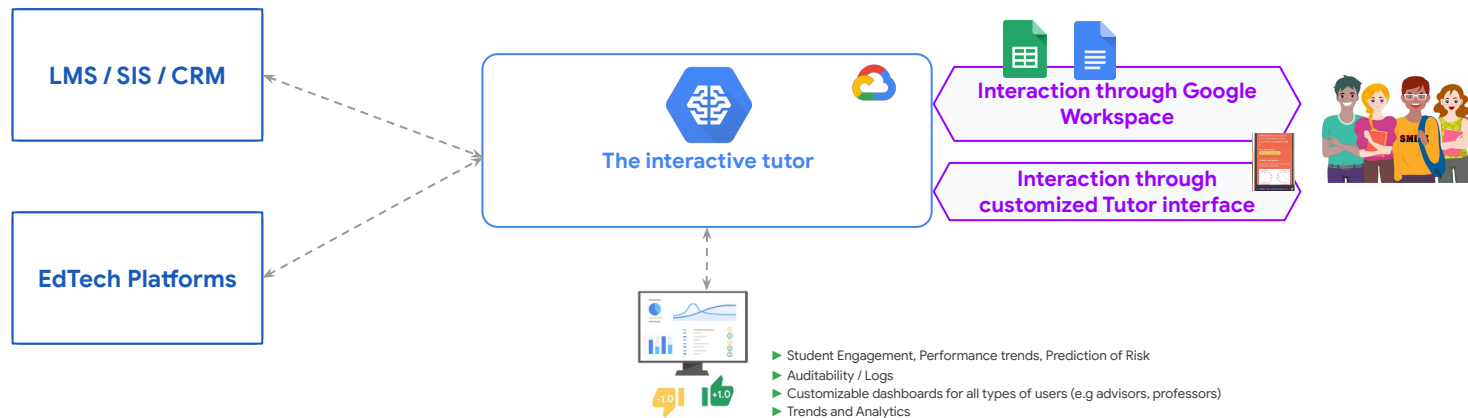
Note 3: [State of the Connected customer report](#)



Google Cloud

An interactive tutor for assisted learning

Better assisted learning at scale, get more value out of your T&L solutions



Accelerate the creation of content to scale existing courses or launch new programs (e.g online)

Provide real-time assisted learning support, 24/7 in more than +20 languages

Integrate with Google Workspace or with your customized GUI interface to embrace adoption and collaboration

Suggest content and additional courses to augment student learning and close potential educational gaps.



100%

Normal text

Times New...

12



Debra Anderson

All for Love

Nora from Henrik Ibsen's "A Doll's House" and Arthur from "On Tidy Endings" are very similar in nature. They are from two different worlds, living two very different lives, yet it is their devotion to the ones they love that make them very much the same person. The love they have for their life partner's led them down an unsuspecting path which would fill their lives with happiness and a lot of heartache. The decisions they make along the way were very different from each other, but behind them lay the same intentions; everything they did they did for the people they loved. With these decisions came consequences and this helped develop who they would become. Comparing these two characters we find conflict in their methods but justification in their reasoning and the paths they decided to follow.

Nora is a character living in the late 1800's, in era when women were thought to be weak and incapable of survival without the guidance of man. She plays the part and adjusts her



AI Tutor

2:24 PM Today

Resolve



Let's check the main thesis of this essay. In your introduction can you identify the main thesis? Highlight the sentence and click 'next'.



Google Cloud

Google Cloud Platform interactive tutoring

Current Version Reading Functionality



Choose the Fact

Tutor presents a question with multiple choices as distractors.



Paraphrasing Practice

Tutor presents a text or a context and asks the student to rephrase it in his/her own words.



Create Knowledge Notes

Tutor presents a high level topic and asks the student to highlight the relevant points in the text.



Answer a Question

Tutor presents a question that can have one or few words as an answer.

Meet Walden University

Reinforcing learning through practice, at anytime, with your own content

Walden News // Aug 11, 2021

Walden University Creates AI-powered Tutor Built with Google Cloud

Minneapolis—August 11, 2021—[Walden University](#) is spearheading a dynamic artificial intelligence (AI) tool that helps students reinforce their learning through practice. The Walden AI-powered tutor, named Julian™, is built with Google Cloud's AI and machine learning (ML) capabilities, driving personalized experiences and knowledge mastery through various educational engagement activities.

"The Walden AI-powered tutor is part of our university's mission to drive student success through innovation in higher education," says **Steven Tom**, chief transformation officer at Walden. "The breakthrough cognitive tutor transforms learning and knowledge mastery through the power of AI, enabling a dynamic and engaging nature for instruction. As we continue to develop this tool, it will allow us to provide personalized instruction at scale to meet the needs and busy lives of adult learners."

Complementing how students learn in professor-led online courses, the Walden AI-powered tutor was developed to help students master concepts – not just review them – through on-demand learning activities. This technology engages students in dialogue via chat functionality, offers learning activities, evaluates student responses, and provides feedback to students.



"While students gain knowledge in their programs, they can use Julian™, the Walden AI-powered tutor, to reinforce concepts and identify learning gaps," says **Karthik Venkatesh**, chief information officer at Walden. "Students will see a new set of activities generated by the AI-powered tutor every time they interact with the tool. It also creates educational notes for the student, which they can reference throughout the program and beyond."

Optimize **student support** at **scale**, in any language, on 24/7, on any channel

Uncover actionable insights from all your learners

Ensure the best academic experience for everyone, at scale

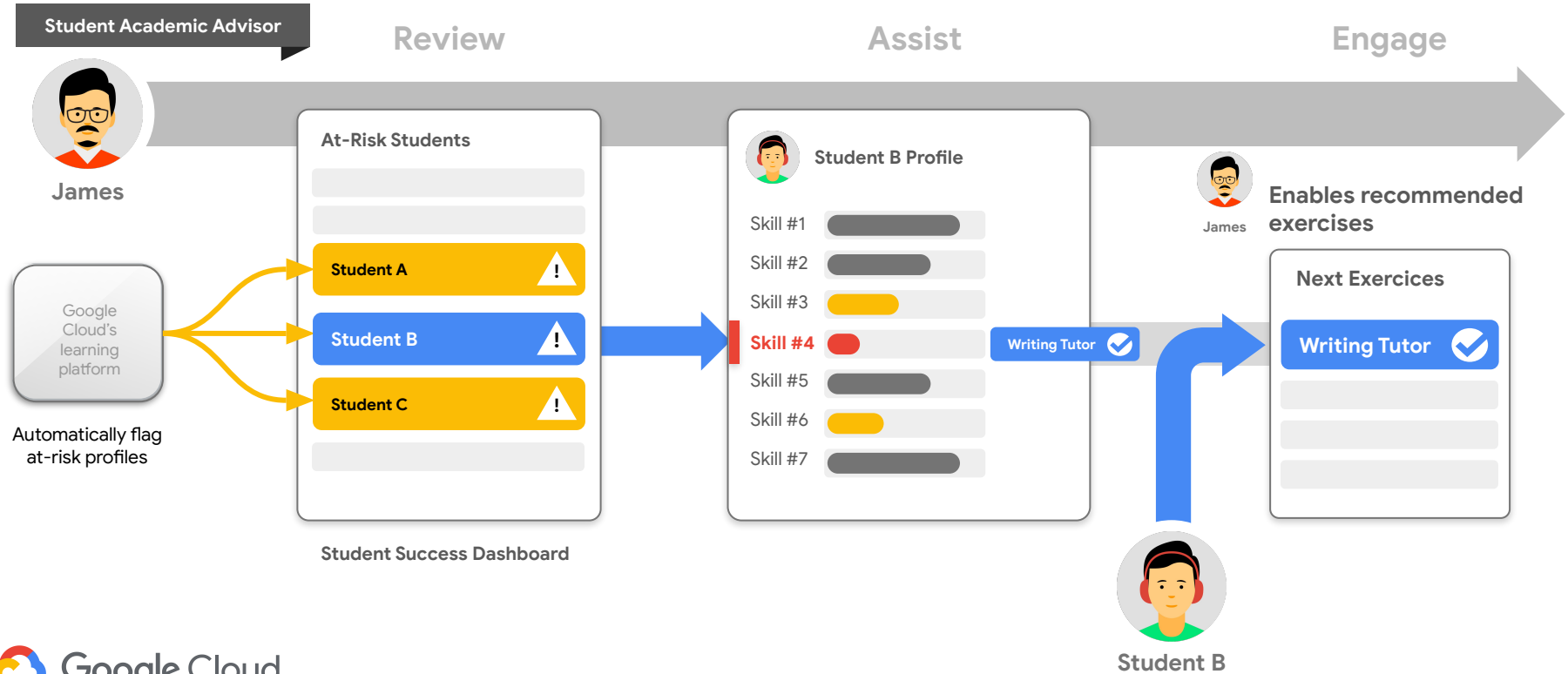
- ▶ Student engagement and prediction of academic performance and dropout risk at student level
- ▶ Real-time insights into opportunities for improvement for all programs:
 - What do courses with highest satisfaction have in common?
 - What do students with highest performance or engagement have in common?
 - How are students' preferences shifting? What type of content should we offer next?
 - How are all types of learners using your T&L tools and services?
- ▶ Forecast of demand per class or program
- ▶ Recommendation of next class per student's profile, background or discipline



Self-service customizable dashboard for all business users
(professors, advisors, support teams, students)

Helping Student Academic Counseling to scale

Personalized proactive support for all learners



What's next for Google Cloud's learning platform?



Seeding the adaptors

Google and partners are building adaptors

Unizin, Frost, LMS and Content Authoring / Playback



Open source

Open sourcing the data model, APIs and base adaptors

V3.0d1 release in Q3



Build for use cases

LMS + video + content authoring

Curriculum and skills analytics

Customize Google Cloud Learning Platform to
your own institution in a staged approach

Let's do this journey together

Help from our Professional Service team and Premier Partners is available

Feasibility Study



Discover and Evaluate

Joint discovery and assessment to determine the right Google Cloud Learning Platform initiatives for your institution.

Google Cloud's learning platform plan



Design and Planning

Design architecture and implementation plan to ensure a successful journey

Implementation



Implementation

Develop, deploy, evaluate and engage in a sustainable innovation model

Subscribe to Google Cloud's learning platform

A solution built for EDU in all aspects.



Flexibility to **choose which functionality you want to include** - the interactive tutor or more modules from Student Success Services. We can also collaborate to **build a customized functionality** for your institution, if interested.



We will determine a “flat annual fee”, providing the “right to use” any of the service for a period of time, **no overage fees**. Google “puts skin in the game” by providing a **fixed price** for a specified functionality.



Can co-exist with your current engagements with Google Cloud. **Every year, you can decide** what services to subscribe to at your renewal



Google Cloud

Thank you

Google Cloud