

**SC36 STANDARD  
QUESTIONS & PROPOSITIONS TO THE  
MARKETING GROUP**

**SC36 Marketing Group  
Montreal, march 2004**

**Henri HUDRISIER**

*With collaboration of*

**Mokhtar BEN HENDA (ISD, Tunisian University/AUF)**

**&**

**Rachid ZGHIBI (University Paris 8/AUF)**



**MAJORS ISSUES**

- The standardization working subcommittee ISO/IEC-JTC1-SC36 (known as SC36) created late 1999 elaborates ICT standards for Education and training.
- SC36 is subdivided into WGs (Working Groups for each working theme) and 2 « ad hoc group » one of which is Marketing WG.



## **A SEAMINGLY PARADOXAL QUESTION**

- Why talking about marketing when dealing with E-learning standard elaboration ?
- Answering this question, legitimates our will to work close with ISO, AUF, CEN and all different National Bodies.
- This question answers all those that any expert should ask himself when participating whatever his profession and his employer are, Whatever his vision of E-learning is, in short, middle and long terms.



## **INTERNATIONAL CONTEXT (1)**

- SC36 disposes of an ad Hoc Marketing group animated by Jon Mason (Australia)
- This marketing group do not concretely produce standards, but proposes some recommendations aiming at the promotion of SC36 standards next to its public, to elaborate a strategy of adequacy between the offer and the demand in terms of e-learning standards.
- A large question to which we do not give answer en few lines : What would be the standardized offer as issued by SC36 within 7 to 10 years.? Who would ask for standards for e-learning and why ? Who today is selling, buying or using e-learning standards ? What are their needs ? ... essentially their needs for networks interoperability, platforms, contents and contents reusability ?



## INTERNATIONAL CONTEXT (2)

- This Marketing Group is increasingly confronted with the need to perform a prospective marketing : it is one of the key issues of marketing :
  - elaborate the good strategy to make perennial the equilibrium between the offer and the demand.
  - Answer generally but technically and economically correct to “large scope” questions asked about
- But SC36 marketing is also legitimately submitted to demands of institutions and pioneers standards producers (AICC, LOM, SCORM...). It should propose a marketing offer sufficiently diversified to protect the market of partners standards today and promote future global interoperability



## OBJECTIVES OF MARKETING FOR E-LEARNING STANDARDS (1)

- **The marketing group needs assure common tasks of marketing (strategic, technical, prospective...) a product, and a paradoxical service: a standard under development.**
- **The marketing group needs respond to disparate targets of the standard : industrials, contents editors, training or education institutions, academic, professional, governmental instances...**



## OBJECTIVES OF A MARKETING FOR E-LEARNING STANDARDS (2)

- *A paradoxical issue 1* : promote an object to come on medium and long terms concurrently with yet implemented standards.
- *A paradoxical issue 2* : assure a consensual continuity with current standards (LOM, IMS, SCROM, DC...) that SC36 plans to integrate through a global interoperability proposal.
- *It is essential to propose, develop and validate a contrasted set of scenarios highlighting the successive steps : from short to long terms.*



## AN UPRISING DEMAND FOR SC36 MARKETING GROUP

- More the standard get developed, more the concrete development tasks increase.
- Consequently, the experts are less disposed to apply a global vision.



## **ACHIEVEMENTS OF ISO-SC36 MARKETING GROUP**

- Beyond a “marketing follow-up” using its currents means, the SC36 marketing group has imposed the idea to organize a colloquium joined to Plenary session of SC36.

*This colloquium is imposed for all, in the SC36 group culture like “the Versailles Effect”.*

- A colloquium in Seoul, September 2003 and last week at UQAM in Montreal have readopted the process.



## **A GLOBAL VISION INITIATED AT VERSAILLES**

This global vision declines that :

- 1 The market of emerging countries is essential : one cannot reply without a constant care to cultural and linguistics peculiarities associated to the willingness to sustain economically adapted solutions (free software for instance)

It is in this logic (participation of emergent countries, multilingualism and cultural peculiarities) that SEM@TICE group of AUF has decided to invest.



**2 The e-learning market will not be limited to only pioneers** (*aeronautics, military, exact or experimental sciences, pre-planned or constrained pedagogy...*), other means to learn, to educate or to transmit could be conceived in e-learning, but they imply more complex solutions that convergent development of CIT could afford to us today or in short time.



**3 Technologic innovations of CIT need be present in SC36 debates.**

*CIT (i.e. semantic web, digital interactive and documentary integrated video...) are linked in convergence to social, artistic, pedagogic innovations and linguistics engineering...(and many other approaches).*

*Convergence questions need be central to SC36 debates.*

***SC36 Marketing Group need assure this « follow-up ».***



## POTENTIAL AXES OF ACTION FOR THE MARKETING GROUP

- ❑ Widen the basis of SC36 standards credibility
- ❑ Structure and develop within this Marketing Group some contribution to SC36 while distinguishing :
  - explication and promotional tasks of the standard,
  - A media plan,
  - The technical synthesis,
  - The prospective expertise,
  - The Versailles Follow-Up,
  - The marketing at short and long terms

*It is obvious that these tasks relatively sparse could be conducted only in a group of participants based on a variable geometry.*



## ENLARGE THE CREDIBILITY BASIS OF SC36

- ❑ Widen the fiduciary basis (*in the etymological sense and in the proper one*): **we need that an important number of decision makers** ( politicians, academicians, training professionals, industrials, editors, militaries, finance professionals, security responsables, doctors, transporters) believe in us. We then have to develop :
- ❑ A media plan, a series of events, meetings :prestige breakfasts, conferences (to realize in each of our countries or member institutions)
- ❑ Throughout a nucleolus of trusted correspondents, capitalise diversity of these meetings as a coherent expertise of their approaches convergence : professions, disciplines, media



## A MEDIA PLAN

- ❑ The SC36 Marketing Group need elaborate a coherent and consequent media plan. This is a task that we can not improvise.
- ❑ SC36 reaches now an visibility level for the specialized public (industrials, contents, pedagogical decisions makers) and even large public. In a certain way, some media could be associated in an external partnership to part or all the media plan.
- ❑ We need highlight the strategic and “fiduciary” importance of a targeted confidential letter (but also the enormous difficulties to implement it and mainly to feed it continuously).
- ❑ Some radio media actions could be realized such as “l’école de savoir” on Radio France International or BBC, etc.



## THE TECHNICAL SYNTHESIS

- ❑ If SC36 suffers a lack of a global vision, it is not only from a prospective vision point of view. We lack also a current actions story board, a road map.
- ❑ This technical hypothesis could be a supplementary responsibility of the marketing group (?) but it should necessarily be the product of the working groups global summaries. The marketing group deeply needs externalize at most this task.



## THE PROSEPCTIVE EXPERTISE (1)

- ❑ SC36 experts feel more and more the need to determine a collegial development plan at short and long terms.
- ❑ In Paris and more in Seoul, the Marketing Group has insisted on this need to slice the standards project into functional components (something partially done) but mainly to strategically schedule the development and dissemination.
- ❑ Like MPEG, we need write a global and prospective script of SC36 and apply choices to schedule realistically a short and long terms development.



## THE PROSPECTIVE EXPERTISE (2)

- ❑ Disparity of experts, and actors in the domain in terms of professions (pedagogy, engineering, computing, standardisation, aeronautics...), of culture and of posture (institutional, experts consultants, researchers, industrials, militaries) complicate the emergence of a consensual global vision.
- ❑ That is why a certain number of experts defend the idea to organize this complexity in “systems of domain concepts” and to chart it through Topic Maps.



### **THE PROSPECTIVE EXPERTISE (3)**

- ❑ *The prospective expertise is a task that the Marketing Group takes into consideration today. Within a big enterprise, marketing would have just to exploit results of a research service, but SC36 situation is much more modest. We need realize these fundamental tasks profiting from the transversal position of the Marketing Group.*
- ❑ The Marketing Group should contribute to the development of scenarios that would structure its prospective approach (it should request the expertise of specialists in prospective and distinguished personalities in e-learning advanced research)



### **VERSAILLES FOLLOW-UP**

- ❑ SC36 should come along with academic and industrial initiatives that are becoming concrete now at every plenary session in hosting countries.
- ❑ This effort need be sustained and clearly identified next to SC36 Marketing Group.



## MARKETING PREOCCUPATION RELAYS AT SHORT AND LONG TERMS

Marketing should take into consideration marketing preoccupations for pioneers standards, then for those produced at first by SC36. This Marketing relay is destined for:

- Industrials
- Contents or platforms developers
- End users
- Institutional decision makers.



## WHICH HUMAN RESOURCES?

- The Marketing Group should make personalities responsible for the areas where a credibility is searched.
- Beyond experts representing national bodies, or institutions that assure a “linkage = liaison” such as IEEE, AICC and AUF, the Marketing Group should also co-opt worldwide a certain number of associated experts that would allow it well treat new tasks that it will be responsible for : commercial *expertise*, *marketing know-how*, *prospective*, *communication media*, *public relation*. It should also acquire the means for a convergent vision with pedagogic, industrial, cultural (*museums and libraries*) patrimonies\*, and medias (*notably audiovisuals*), etc...

\* that is just the theme selected for the days 4 and 5 March at Montréal.

# ANNEXES



## **BACKWARD TO A TECHNICAL HISTORY AS A PROSEPTIVE MEANS AND AN ASSISTANT TO THE GOVERNANCE OF A NICT STANDARD**

- The succession of technical systems generations
- Pass from one technical system to another : need for a full coherence of the new technical system
- The case of the steaming machine : new paradigms (admission automatism), full coherence (inadequacy of non metallic mechanisms)
- The emergent technical system of digitized, structures, semantics and standardized ICT
- Need to conceptualize then to take into consideration paradigms of the future e-learning technical system. Central position of the terminological paradigm
- Need for every new emergent technical system to invent a new usage prosperity and to comfort its new technical culture (the financial crisis of railroads companies between 1840 and 1845).



## **NEEDS TO TAKE INTO ACCOUNT PARADIGMS OF THE TECHNICAL E-LEARNING FUTURE SYSTEM**

This will be a subsystem of the future technical system of the structured, digital, tagged and standardized information.

This general upcoming environment will be the one of :

- ➔ Semantic Web
- ➔ Interoperable standardized terminologies (TMF of ISO-TC37)
- ➔ Standardized ontologies (OWL)
- ➔ A general documentation standardization (prepared by ISO-TC46)
- ➔ Metadata standardization (ISO 11179)
- ➔ Standardized syntactic structuring of texts and vocal statements (TC37-SC4)
- ➔ An integration of multimedia services in conformity with MPEG21 (notably the merchandized exchange, the juridical aspects, the networks integration...)
- ➔ A structuring of multimedia documents (MPEG4&7)



## **GUIDELINES OF THE SC36 HISTORY**

- 1- The pioneers era**
- 2- The period of the intermediate troubles**
- 3- The expected era of consensual reconstructions**



## 1- THE PIONEERS ERA (2000-late 2002)

- ❑ SC36 is not born *ex nihilo*. Neither it is the product of a long term programmatic strategy of ISO which have had detected this standardization labor force as a necessity..
- ❑ The aeronautics, militaries associated with certain teachers (often pertaining to exact or experimental sciences) and certain trainers, have been the pioneers of a large scale e-learning « standardization » process.
- ❑ Are federated by IEEE-LTSC : AICC, US Department of Defense Advanced Distributed Learning Initiative (ADL), PROMETEUS-DG13, ARIADNE, CEN-ISSS-LT, IMS).
- ❑ They propose to ISO/IEC-JTC1 late 1999 « to append to the program » this new field of standardization expecting (confident in their proper large experience) that large scope SC36 standards could rapidly be standardized.
- ❑ SC36 was created in London in March 2000. IEEE-LTSC assures a de facto piloting.



- ❑ **Until March 2003** the plenary sessions of IEEE-LTSC and SC36 were successively organized during the same week in the same place.
- ❑ Thus was initiated a bottom down strategy : start from IEEE-LTSC products (standards like LOM), and propose their standardization when possible modifying as less as possible these pioneer standards (*fast track* procedures).
- ❑ This strategy that corresponds to a legitimate industrial one for technologies transfer, could have succeeded.
- ❑ But other logics : pedagogical, institutional, cultural (including the world political history) ought to disturb this first SC36 governance by pioneers and open a new era of “intermediate troubles”, which we hope to be short in order to start “the consensual reconstruction era”.



## 2- THE PERIOD OF INTERMEDIATE TROUBLES

The project divergences between IEEE-LTSC and a certain number of SC36 participants were initiated in Adelaide (March 2002) and get concretized at Kansas City (September 2002) : LOM Pioneers (Learning Object Metadata), hardly accepted that LOM should be revised rather than standardized on a *fast track* principle.

This attitude from IEEE could be understood (preserve the industrial development achievements, valorize without any changes legacies of indexed courses with LOM...). This accelerates the implementation of a “metamodel” for the management of metadata (Metadata for Learning Resources = MLR) that corresponds to the new technical system of structured, digitized and interoperable information (MLR is based upon ISO11179 standard of JTC1-SC32)....



## 3- THE EXPECTED ERA OF CONSENSUAL RECONSTRUCTIONS

- SC36 has lost its engine (IEEE-LTSA) and its short term project.
- SC36 needs invent a long and medium term project and recover the orphan potential of IEEE : it needs answer the future stakes preserving legitimate interests of pioneers. SC36 needs also answer the current requirements of e-learning.
- Its future customers will be those of all professions, of all disciplines (including human sciences), of all cultures and all languages.
- SC36 needs complete its *bottom up* approach by a *top down* approach without reconsidering the legitimacy and pertinence of the 1st era : for instance a problem is always treated both starting from words to conceptualize, and, in synergy, thinking and organizing concepts labeled in commodity with words.
- At a hierarchical level of JTC1, and even of ISO, SC36 is responsible for the organization of a convergent interoperability of its domain. It could not, without the risk to be shortly reconsidered, be subscribed out of the scope of the technical history. The consensual reconstructions are then both internal and external. The organic relation with JTC1 and “SC36 liaisons” with other ISO or IEC TC and SC, IUT TG, W3C working groups, adhere to this fundamental stand point.