

## The Evolution of Digital Learning Crisis Breeds Resilience

## **Crisis. Opportunity. Radical Transformation.**

- > Crisis is hard...but brings opportunity
- > Students are graduating into a different world
- > Transformative power of authentic leadership
- > You don't just wake up and become a butterfly
- > You commit to going through the painful process of radical transformation
- > That magical word... "Yet"





	Digital Adoption %	Hybrid Programs	Future DE Plans
Pre-COVID	20%	<5%	<b>5%</b>
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NOW	60%	90%+	<b>95%</b>

## Reality check: This happened in under 1 year

## Evolution? No, REVOLUTION—and you embraced it.

Your digital platforms need to catch up: Completely rethought, not simply enhanced. You told us what you need. We met those needs, and then some.



## Meet CIMA. It's BEYOND better.

I need you to cater to my visual, creative students. SOLUTION:

Visually appealing, beauty-industry focused, fully customizable with your school's brand and your own login URL.



I need all my teaching resources in one place. SOLUTION:

- > Lesson Plans
- > Instructor Support Slides
- > Chapter Teaching Tools
- > Transition Guides

All in one place, inside the course.



I need collaboration tools to keep my students engaged. SOLUTION:

- > Chat
- > Messaging
- > Course Level Group Chat
- > Message Boards
- > Assignment Notes
- > Groups & Forums
- > School Announcements



SOLUTION:

It would be amazing if I could integrate my web conferencing tools.



All integrated.



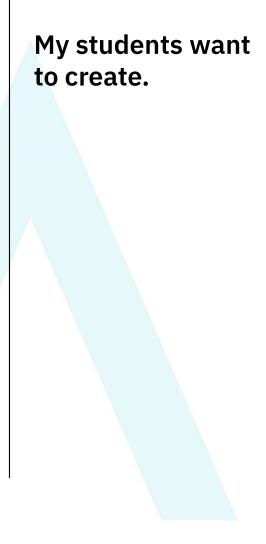
# What about attendance?

SOLUTION:

## Yup.

# Course integrated attendance too.





SOLUTION:

Students can easily create and upload videos, PDFs, PPTs and more into their course.

Create virtual working groups.



My students get bored.

SOLUTION:

*Gamification* allows you to award badges and points for completion of activities. Leaderboards let students compare their standing to their peers.



My students forget things. They miss class. SOLUTION:

Schedule events with Calendars.

Post reminders with *Announcements* and *To-Do* widgets.

Students receive notifications on cell, email and in CIMA.



## I need ways to prompt my students.

SOLUTION:

# Robust Automation Tools allow you to nudge students:

- > When they complete something
- > When they've forgotten something
- > When they've been inactive



I don't have the time to make the course what I need. It's clunky. It's hard to navigate and takes too long to work with. SOLUTION:

# Configurable in minutes with simple drag-and-drop functionality.



### I need my school's content to count toward hours.

SOLUTION:

Seamlessly integrate your content *into* the learning path. It shows up as part of the course and counts toward hours.



### I need an easier way to add my own content.

SOLUTION:

Attach files and use built-in content management tools to build out activities and pages in minutes.

You have full control. Add whole chapters if you want to.



## I need to build my own test: Quickly and easily.

SOLUTION:

# Build exam libraries and re-use across your schools and courses.



I need digital courseware to work on all devices. SOLUTION:

Any modern device, any operating system.

Plus a mobile app with full functionality.

No technical requirements other than having an internet connection.



I need more languages. SOLUTION:

You got it!

40+ are supported by the platform.

(courses must still be built in the desired language).



I need an easier course enrollment process. My students get confused when registering for the course. SOLUTION:

Bulk enroll your students instantly. Seamlessly incorporate school data (like SIS ID).

No more PACs!

You're empowered to control your enrollment process.



My students always forget their passwords. SOLUTION:

You have the power to reset your students' and instructors' passwords and resend their login info.

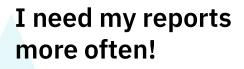


I need better control of my data. It's too hard to get my data into FAME, SMART, etc. SOLUTION:

# Not anymore!

One-click, pre-built reports export the exact data you need.





SOLUTION:

Welcome to self-service, anytime/anywhere reporting.

Automate your favorite reports to run when you need them.



I need to integrate with my Student Management System. SOLUTION:

## We can do that.

We support API Integration.

(LTI and SSO Integration too)



My instructors are always changing. I need more control over their accounts. SOLUTION:

You can add and delete instructor accounts as needed.



### I need the time in the app to count toward hours.

SOLUTION:

# Improved time tracking counts hours on all devices.



Students cheat.

SOLUTION:

Password protect exams.

Safe Exam Browsers provides password enabled browser lock down.

**IP** Restrictions

Simultaneous platform logon is prevented.



I wish we had enterprise level roles and permissions. SOLUTION:

## Now you do: Multiple role types allow you to set permissions that meet your school's needs.



# What about data security?

SOLUTION:

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>

- 100% cloud hosted Amazon Web Services
- Redundancies built in with copies in multiple data centers and automatic failover
- > Designed for Fault Tolerance and Resilience
- Automatic daily backups in multiple locations



Sometimes the customer support team doesn't seem to understand Milady. SOLUTION:

# We now have a dedicated CIMA Support team as part of the Milady business.



# What Hasn't Changed?



#### Content

COMMITMENT:

# Our commitment to superior content quality is unchanged.





COMMITMENT:

You still get the full eBook with popular features like *Readspeak*.

Plus animations, PowerPoint slides, videos, tests and more.



### **Relationships**

COMMITMENT:

# Our commitment to our relationship with you.



### Excellence

COMMITMENT:

# Our pursuit of excellence and continual evolution.





COMMITMENT:

Our commitment to continual radical transformation. As your needs change, so will we.



# What's Coming?



#### **New Videos**

**DETAILS:** 

# Because our students love videos.



### **Answer Keys**

**DETAILS:** 

## For all digital assessments.



**New Partnerships** 

DETAILS:

## Watch for these!





DETAILS:

Cosmetology: *Today* 

Esthetics: May

Nails: July

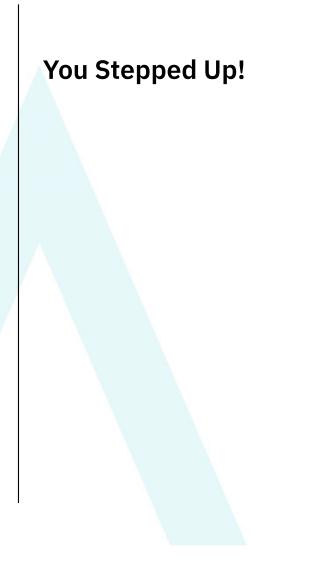
Barbering: *August* 

Massage: November

Professional Educator: December







## We Stepped Up Too!





## Sleek, sophisticated, and super smart. Get on the waiting list at milady.com/cima