



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 Shift



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

A dimly lit hair salon with several stylists and a mannequin. The scene is dark, with the text overlaid in white. The stylists are wearing dark clothing, and one is holding a tablet. A mannequin is visible on the left side of the frame.

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.

PAIN POINT:

**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.**

PAIN POINT:

**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.**

PAIN POINT:

**I need
collaboration tools
to keep my
students engaged.**

SOLUTION:

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

PAIN POINT:

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

SOLUTION:

- > Zoom
- > Google Meet
- > MS Teams

All integrated.

PAIN POINT:

What about
attendance?

SOLUTION:

Yup.

Course integrated
attendance too.

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PAIN POINT:

My students want to create.

SOLUTION:

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

Create virtual working groups.

PAIN POINT:

**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.

PAIN POINT:

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.

PAIN POINT:

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

PAIN POINT:

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.

PAIN POINT:

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.

PAIN POINT:

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.

PAIN POINT:

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

SOLUTION:

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

PAIN POINT:

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.

PAIN POINT:

I need more languages.

SOLUTION:

You got it!

40+ are supported by the platform.

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

PAIN POINT:

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.

PAIN POINT:

My students always forget their passwords.

SOLUTION:

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

PAIN POINT:

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.

PAIN POINT:

**I need my reports
more often!**

SOLUTION:

Welcome to self-service,
anytime/anywhere reporting.

Automate your favorite reports to
run when you need them.

PAIN POINT:

**I need to integrate
with my Student
Management
System.**

SOLUTION:

We can do that.

We support API Integration.

**(LTI and SSO Integration
too)**

PAIN POINT:

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

SOLUTION:

You can add and delete instructor accounts as needed.

PAIN POINT:

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

SOLUTION:

Improved time tracking counts hours on all devices.

PAIN POINT:

Students cheat.

SOLUTION:

Password protect exams.

Safe Exam Browsers provides password enabled browser lock down.

IP Restrictions

Simultaneous platform logon is prevented.

PAIN POINT:

**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.

PAIN POINT:

**What about
data security?**

SOLUTION:

- > 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

PAIN POINT:

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?

FEATURE:

Content

COMMITMENT:

Our commitment to
superior content quality
is unchanged.

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FEATURE:

Content Features

COMMITMENT:

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

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

FEATURE:

Relationships

COMMITMENT:

Our commitment to our relationship with you.

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FEATURE:

Excellence

COMMITMENT:

Our pursuit of excellence
and continual evolution.

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FEATURE:

Transformation

COMMITMENT:

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

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What's Coming?

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WHAT'S COMING:

New Videos

DETAILS:

Because our students
love videos.

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WHAT'S COMING:

Answer Keys

DETAILS:

For all digital assessments.

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WHAT'S COMING:

New Partnerships

DETAILS:

Watch for these!

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WHAT'S COMING:

**All disciplines
on CIMA**

DETAILS:

Cosmetology: *Today*

Esthetics: *May*

Nails: *July*

Barbering: *August*

Massage: *November*

Professional Educator: *December*



You Stepped Up!

We Stepped Up Too!



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Sleek, sophisticated, and super smart.

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