Marine Learning Alliance support academic students worldwide with Luminosity Mobile Learning Solutions

Marine Learning Alliance, a wholly owned subsidiary of the Institute of Marine Engineering, Science and Technology (IMarEST), are distance e-learning specialists in marine qualifications – accredited by Plymouth University.

As parent company of The Hydrographic Academy, the Marine Learning Alliance aim to support the delivery of world class education and training in marine related subjects, particularly hydrography.

The need

With an increasing number of international and dispersed students, the Marine Learning Alliance wanted to transform its learning delivery by providing their students with easy access to high quality and up-to-date learning materials - even while the students are at sea, with no internet connectivity.

Adam Corney, Commercial Director at the Marine Learning Alliance said, “With students in over 50 countries, some of which regularly travel globally on-board ships, we identified the need for a proven, flexible and modern way to deliver our educational programmes to academic students and marine industry employers.”

Previously, the Marine Learning Alliance delivered their learning materials to students on a series of USB devices – producing the USBs and ensuring they arrived on-time to students worldwide was a time consuming and costly exercise.

“Delivering up-to-date learning materials to students, most of whom are often disconnected from the internet for long periods of time, had become one of our key challenges. We identified CM Group as the perfect partner, one with proven experience, that could deliver a simple to use mobile learning solution to meet our business needs,” continued Adam.

The solution

To provide a truly innovative training programme, CM Group’s cloud-based Luminosity Learning Management System (LMS) and mobile learning Apps were selected as the platform to deliver the Marine Learning Alliance (MLA) mobile learning App. The MLA mobile learning App provides students, as part of their education and continuing professional development (CPD), with access to the Marine Learning Alliance’s latest learning materials, including narrated videos, demonstrations and reference documents via a native App for iOS and Android tablet or smartphone devices.

Due to the nature of the disconnected learning environment – where students are located or travelling without internet connectivity – learning materials can be downloaded while the device is
online, enabling the content to be saved for use while the device is offline. The MLA mobile learning App provides students with access to the latest learning materials, wherever and whenever required.

“Being able to provide our students with the latest learning materials via the MLA mobile learning App is invaluable. It means our students are able to study for their qualifications, whilst also leading their busy lifestyles,” added Adam.

The Luminosity mobile learning App enables the Marine Learning Alliance to deliver a variety of learning materials, including eLearning courses, videos, and Office and PDF documents to their students. In addition to learning materials, latest news and content update notifications can be delivered directly to the MLA mobile learning App – providing an engaging communications channel between the Marine Learning Alliance and their students.

The MLA mobile learning App provides students with a clear and easy to use interface. The App fully incorporates the Marine Learning Alliance’s corporate branding, providing a consistent look and feel, and learning experience.

The Marine Learning Alliance’s range of learning materials are hosted on CM Group’s next generation Luminosity (LMS). The scalable nature of the Luminosity LMS provides the Marine Learning Alliance with a modern and secure learning infrastructure, with no limit to the amount of learning resources they can deliver or the number of students they can reach.

An intuitive user experience means learning materials are easily uploaded by Marine Learning Alliance staff and targeted to specific learner groups using the Luminosity LMS. The Marine Learning Alliance are able to define curriculum pathways as a student progresses through their qualification. Mandatory, optional and sequential completion of learning materials can also be easily allocated.

“With students enrolling and starting undergraduate or postgraduate syllabuses in hydrography, or studying our brand new MetOcean Awareness course at various times throughout the year, we needed a solution that enabled us to deliver selected pieces of learning materials to particular students or groups,” said Adam.

In addition to conventional SCORM data tracking, the Luminosity LMS incorporates an Experience API (Tin Can) Learning Records Store (LRS) for the capture of a wide range of learning experiences, including those via the MLA E-Learning App.

Even while a student’s device is offline, their learning experiences – including content views and assessment completions – are being tracked. When the device is next online, tracked data is automatically and seamlessly synchronised with the Luminosity LMS. This provides the Marine Learning Alliance with the ability to track and report on a significantly richer set of learning experiences, giving them a greater understanding of their students’ development paths.

The benefits

The launch of the MLA mobile learning App has had a positive impact on the Marine Learning Alliance’s ability to deliver their world class education and training. They are now able to deliver new or updated learning materials quickly, direct to their students worldwide – ready for use anytime, anyplace.

Adam concluded, “We require an innovative mobile learning solution to support our students and to provide them with a great learning experience. CM Group’s Luminosity mobile learning solutions provides that powerful and flexible mobile delivery infrastructure – one that will grow with us into the future.”