

Application: 4553

VitalSource, Educational Technology Team

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> VitalSource
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> VitalSource, Educational Technology Team
<b>Category</b> J08. Technology Team of the Year - Educational Technology
<b>Technology Team Submission Format</b> Written Answers
<b>a. Briefly describe the nominated technology team: its history and past performance (up to 200 words). Required</b> <p>Founded in 1994, VitalSource catalyzed the transition from print to digital course materials in higher education. Today, VitalSource powers content delivery across the higher education ecosystem, serving more than 50 percent of students in the United States. With unmatched scale, the VitalSource Learning Delivery Network is trusted by thousands of content providers and institutions globally to fuel affordable, engaging learning experiences.</p> <p>For 30 years, the commitment was to ensure students had affordable and accessible course materials leading to the creation of impactful, day-one access programs. In recent years, VitalSource has also committed to carbon net neutrality and harnessing the power of AI grounded in learning science to enhance teaching and learning. The launch of Bookshelf CoachMe® demonstrates VitalSource's commitment to improving learning and teaching through the use of AI backed by learning science, with more than 9 million practice questions answered by student users since its launch in 2022.</p> <p>VitalSource stands as a trailblazer in the EdTech industry, exemplifying innovation, impact, and unwavering commitment to transforming the landscape of learning.</p>

**b. Outline the technology team's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required**

In January of 2022, VitalSource expanded their Bookshelf platform with a cutting-edge learning tool designed to help improve student outcomes: Bookshelf CoachMe®. Bookshelf CoachMe provides free embedded practice questions into the margins of Bookshelf etext, giving students the opportunity to prepare, practice, and focus all in one place. The solution was developed based on the proven learning science principle known as the “Doer Effect”-- a concept which proves doing practice while reading has six times the effect on learning.

The VitalSource learning science team leverages AI to generate these formative practice questions through VitalSource’s Automatic Question Generation (AQG) system. Since its inception, the AQG system has positioned VitalSource as a leader in the field, boasting dozens of peer-reviewed scholarly publications and the most extensive empirical evaluations of AI-generated questions using student data to date. The AI employed in the AQG system is expert-designed and rule-based, utilizing tools like natural language processing to assess textbook content, identify key concepts, and formulate questions, all within a predefined set of rules.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). Required**

In an era of rapid technological advancement, VitalSource leads by not just reacting to trends, but anticipating them. Bookshelf CoachMe® is a testament to this. By embracing AI, VitalSource ensures its platform stays relevant in the ever-changing educational landscape. This proactive stance positions VitalSource as a leader in adaptability, future-proofing their solutions and the learning experience.

VitalSource’s achievements push the entire EdTech industry forward. By offering a combination of affordability, sustainability, and cutting-edge technology, VitalSource has set a high bar for competitors, encouraging them to innovate and prioritize student-centric solutions, ultimately shaping the future of education itself.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

Bookshelf CoachMe® Launch Press Release – this demonstrates that the launch of this product occurred on January 11, 2022.

Bookshelf CoachMe® Landing Page – this landing page provides additional information about Bookshelf CoachMe’s capabilities

[REDACTED FOR PUBLICATION]

**Webpage Link**

<https://get.vitalsource.com/press/vitalsource-launches-innovative-learning-tool-designed-to-support-higher-academic-achievement> (https://get.vitalsource.com/press/vitalsource-launches-innovative-learning-tool-designed-to-support-higher-academic-achievement)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://get.vitalsource.com/what-we-offer/bookshelf-coachme> (<https://get.vitalsource.com/what-we-offer/bookshelf-coachme>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

[REDACTED]

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 4**

[REDACTED]

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 5**

[REDACTED FOR PUBLICATION]

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 6**

[REDACTED FOR PUBLICATION]

**Would you like to add an additional webpage link?**

No

**Supporting Document**

No File Uploaded

**Would you like to add an additional supporting document?**

No

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I Agree