

# Client Story

Renowned Science Museum Partners  
with LearningMate to Launch  
**Online STEM Courses**

## INDUSTRY

Science Museum

## SOLUTION

Course Development  
& Enrichment

## PROJECT SIZE

102 Online  
Courses

## PROJECT DURATION

6 months

## Background

One of the world's largest and most renowned science centers introduces close to 1.5 million learners a year to science, technology, engineering, and math (STEM). Its desire to play a transformative role in fostering a love of science and technology among future generations fuels the design of unique exhibits, programs, and curricula and its ability to act as an informal learning institution to augment the formal preK-12 education system. In addition, the award-winning curricula division of the museum develops comprehensive learning programs for students and teachers based on meticulous, research-based design principles and classroom testing.

However, to make STEM learning empowering, interactive, and more accessible, the museum decided to launch online

STEM courses. They also wanted to harness additional revenue streams to fund research and achieve its long-term vision of creating a generation of problem solvers by delivering superior digital experiences to learners of all ages. For years, the museum relied on paper-based instructional materials, which had to be shipped individually to teachers, making content delivery cumbersome, expensive, and challenging to update in real time. They needed a complete digital transformation of its instructional materials and turned to an education and technology leader, LearningMate.



# The Solution

First, the museum's curricula division partnered with LearningMate to implement LearningMate's content management solution, which enabled the cloud-based delivery of digital curriculum to simplify course design, standardize and improve the delivery of course experiences, and meet the rapidly evolving needs of a digitally proficient educator and student base. From managing national and state curriculum standards and taxonomies to collaborative course authoring and design to publishing across various learning management systems, the content management solution helped the museum unlock the potential of its educational programs.

With a single repository for all content objects and media, the content solution helped them build personalized, adaptive, modular, and competency-based learning models. Breaking down content into smaller learning objects and associating it with rich metadata aligned with taxonomies allowed the museum to add digital content to learning objects across

multiple delivery channels, including e-books, mobile applications, and learning management systems.

The solution also provided the science museum with an intuitive tool kit to curate, assemble, and create content. This enabled the team to design and reuse templates, assign user roles and manage permissions, build interactivity, add comments and flag issues, track and monitor changes, and control versions. The cloud-first content management solution also supported the integration of open educational resources (OERs), third-party content, videos, animation, and technology-enhanced items (TEIs) to enrich the teaching content.

Additionally, the solution provided in-depth insights into user behaviors by offering visibility on content usage by analyzing usage tracking reports obtained from the built-in Learner Record Store (LRS). Those user insights helped to develop tailored, learner-centric content to drive continuous improvement.

# Impact & Outcomes

By partnering with LearningMate and leveraging its content management solution, the museum delivered more than 102 engaging online courses, serving over 3,000 teachers and 11,000 preK-12th grade students in six months. The complete digital transformation has also helped them streamline roster management and achieve greater flexibility in implementing curriculum products.

Today, LearningMate continues to help the science museum produce hands-on, blended instruction that optimizes content delivery, resulting in more than a 33% reduction in operating costs.

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