DIGITAL ISRAEL
Ministry for Social Equality

campus.il
Israel's national digital learning initiative

I want it ALL and I want it NOW

Addressing diverse needs of target audiences

eStars summit 2017, HSE

Eran Raviv, Campus-il, CEO

Israel’s National Initiative for Digital Learning

Free education for all

THE VISION OF THE **CAMPUS.il** INITIATIVE

Advancing general, professional,
and academic education in Israel,
in order to reduce social inequality,
and allow for accelrated economic growth

campus.il

IsraelX

Back to schools and partners

Free online courses from IsraelX

IsraelX is a national consortium of higher education institutions in Israel, led by the Council for Higher Education and the Ministry for Social Equality. IsraelX is the international arm of Campus - the Israeli National Project for Digital Learning, whose goal is to promote general, academic and professional education in Israel in order to reduce social gaps and accelerate economic growth.

Leading academic institutions such as the Technion, Tel Aviv University, Ben-Gurion University, Haifa University, Bar-Ilan University, the Holon Institute of Technology and Shenkar College have joined together for a common vision: to provide excellent academic education to all citizens of the world, promote equal opportunities for students everywhere, and provide an advanced and quality response to the dizzying changes in the global employment market.

VERIFIED

IsraelX

Environmental Protection and Sustainability

Starting Soon
Starts: October 19, 2017

VERIFIED

IsraelX

Digital Culture/Clutter: Life and Death on the Net

Starting Soon
Starts: October 23, 2017

VERIFIED

IsraelX

Sparse Representations in Signal and Image Processin...

Starting Soon
Starts: October 25, 2017

VERIFIED

IsraelX

Introduction to Kabbalah

Starting Soon
Starts: November 28, 2017

VERIFIED

IsraelX

Arab-Islamic History: From Tribes to Empires

Upcoming
Starts: December 19, 2017

VERIFIED

IsraelX

The Bible in Light of the Ancient Near East

Starting Soon
Starts: October 25, 2017

VERIFIED

IsraelX

Viruses & How to Beat Them: Cells, Immunity,...

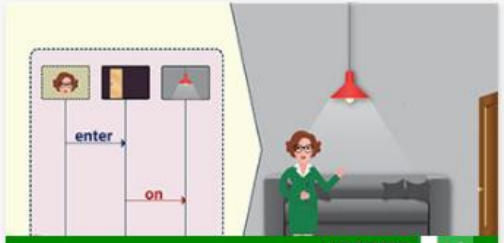
Starting Soon
Starts: November 28, 2017

VERIFIED

IsraelX

Design Theory

Starting Soon
Starts: November 28, 2017



VERIFIED

IsraelX

Liberating Programming: System Development for...

Upcoming
Starts: December 20, 2017

www.tinyurl.com/IsraelX

CAMPUS-il – TARGET AUDIENCES

Running - 9
Under Dev. - 46
Planned - 50

University Students

Underprivileged Populations

Running - 1
Under Dev. - 1
Planned - 7

Running - 2
Under Dev. - 3
Planned - 5

Civil Servants

MOE Teachers and high school students

Running - 7
Under Dev. - 33
Planned - 5

campus.il

Academia

Introductory Courses

Flagship Courses

Academic teacher's trainings courses

campus.il

Underprivileged communities

Financial Literacy

Digital Literacy

English for ultra-orthodox

Hebrew for Arabic speakers

Retirement prep

S.A.T prep

campus.il

Public Servants

Citizen Awareness and useful knowledge

Justice

Legal Guardians rights and duties

Professional Development

Lnet

Math Teachers Training for 12th

Vocational Trainings

Basmach

C++ Programming

campus.il

High Schools students

Treaty of Versailles

2017 – Pilot Phase

5 Insights on policy towards diverse audiences

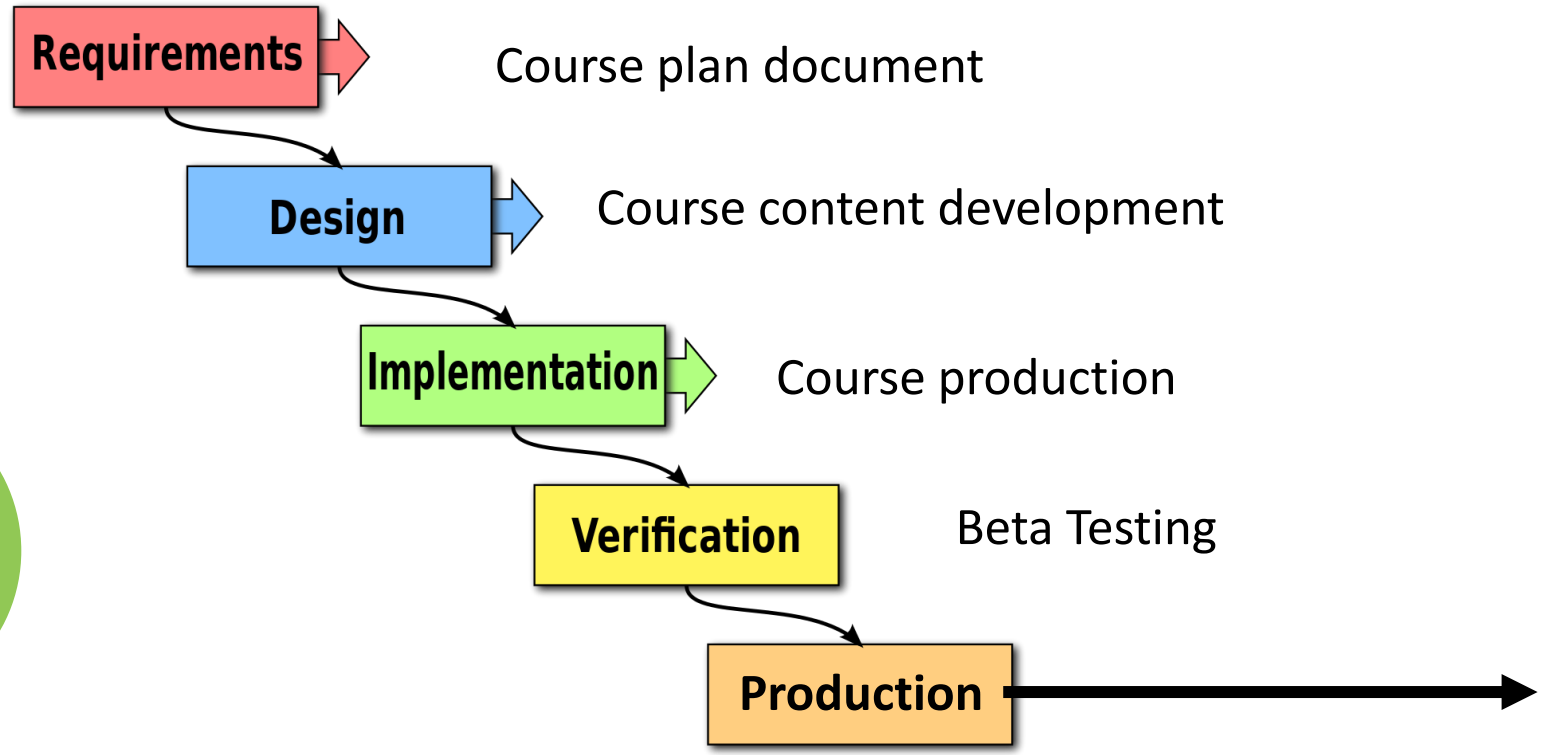
campus.il

1. Narrow down your audience types

2. Carefully define what you are NOT

YouTube

3. Get Feedback from your audience

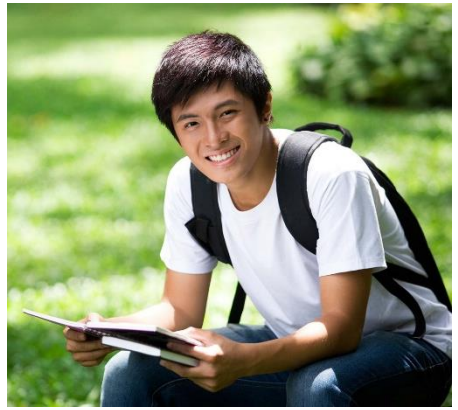


Course plan document

Course content development

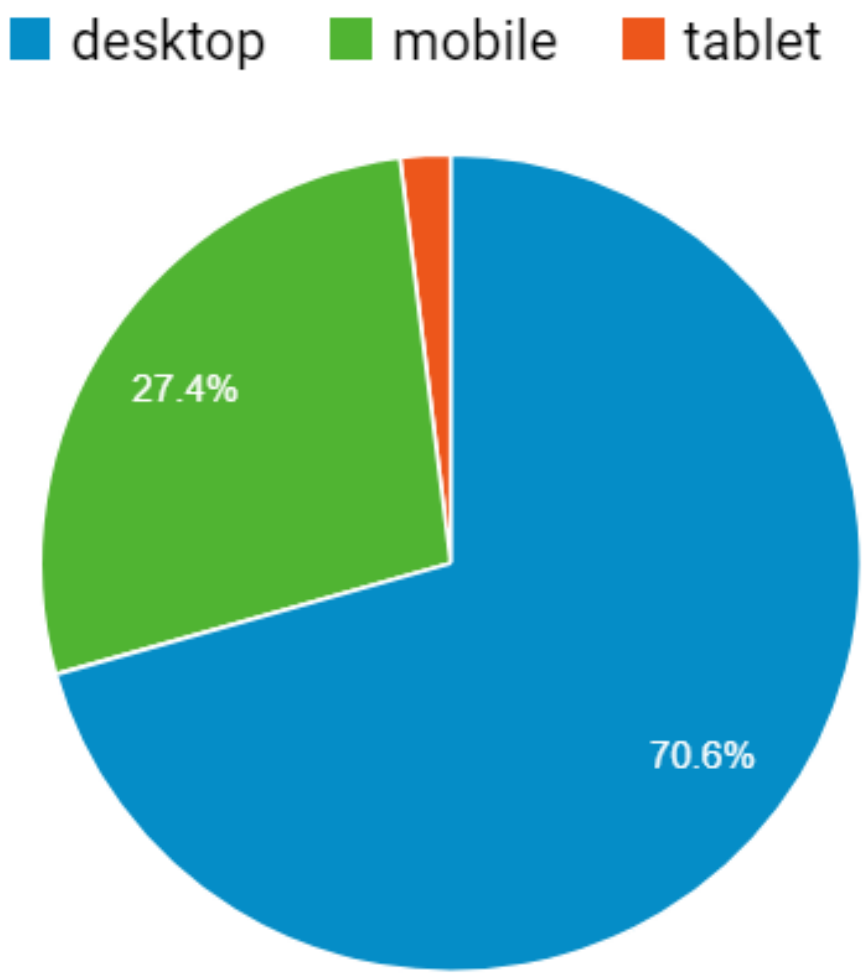
Course production

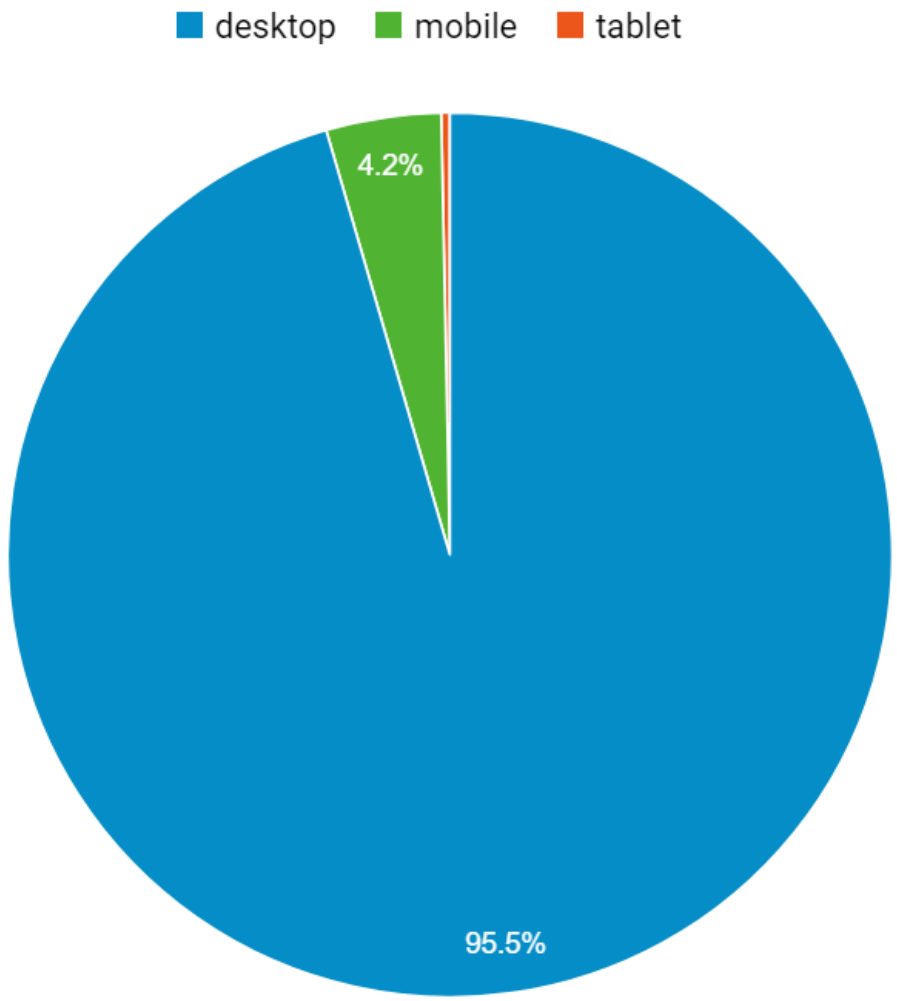
Beta Testing



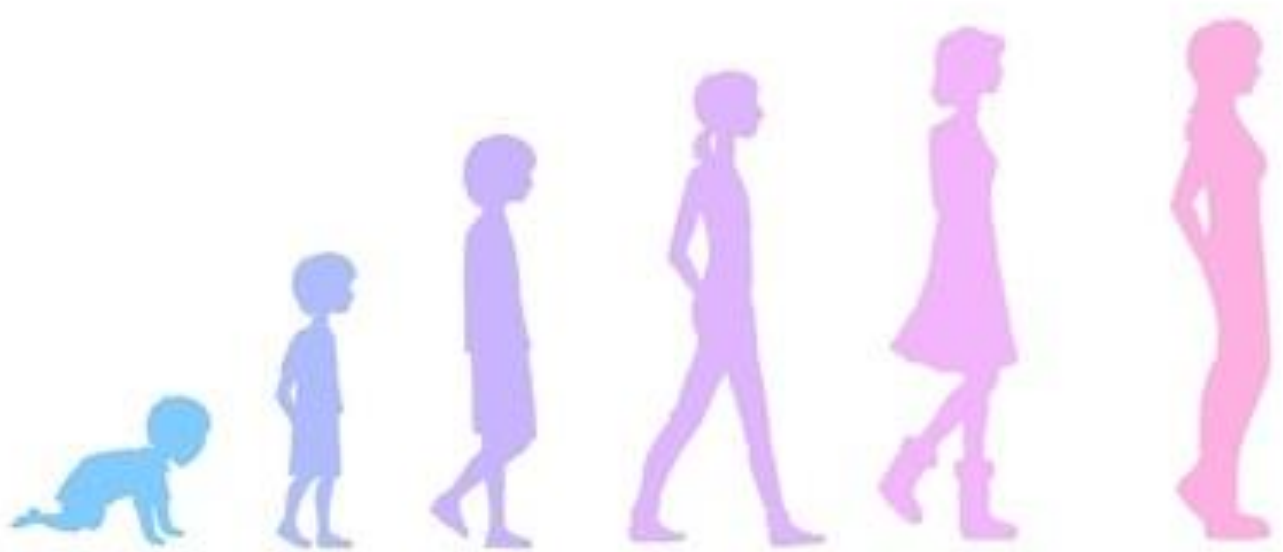
Agile Development Strategy

4. There's no "one size fit all"

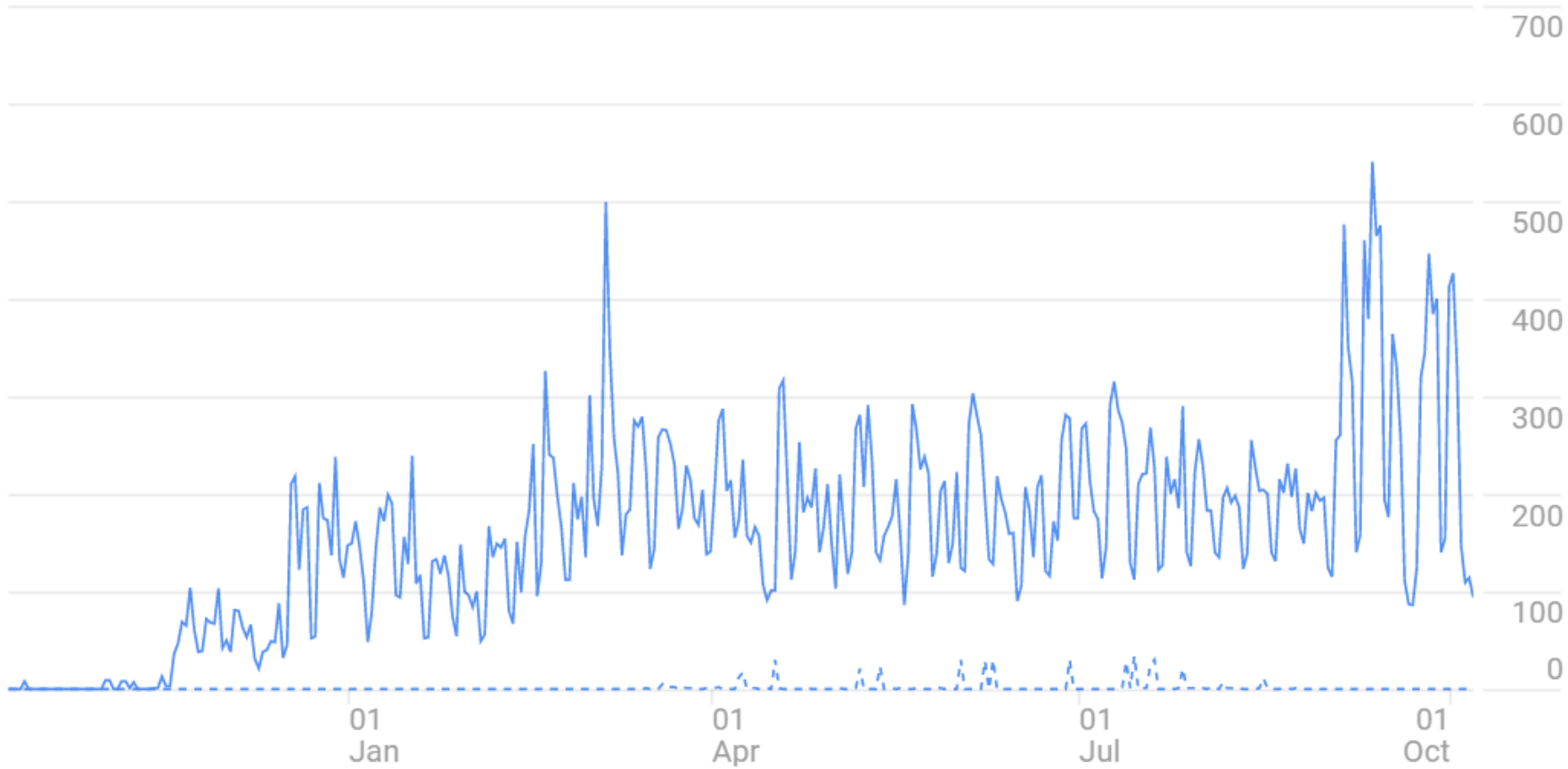

desktop
mobile
tablet
27.4%
70.6%

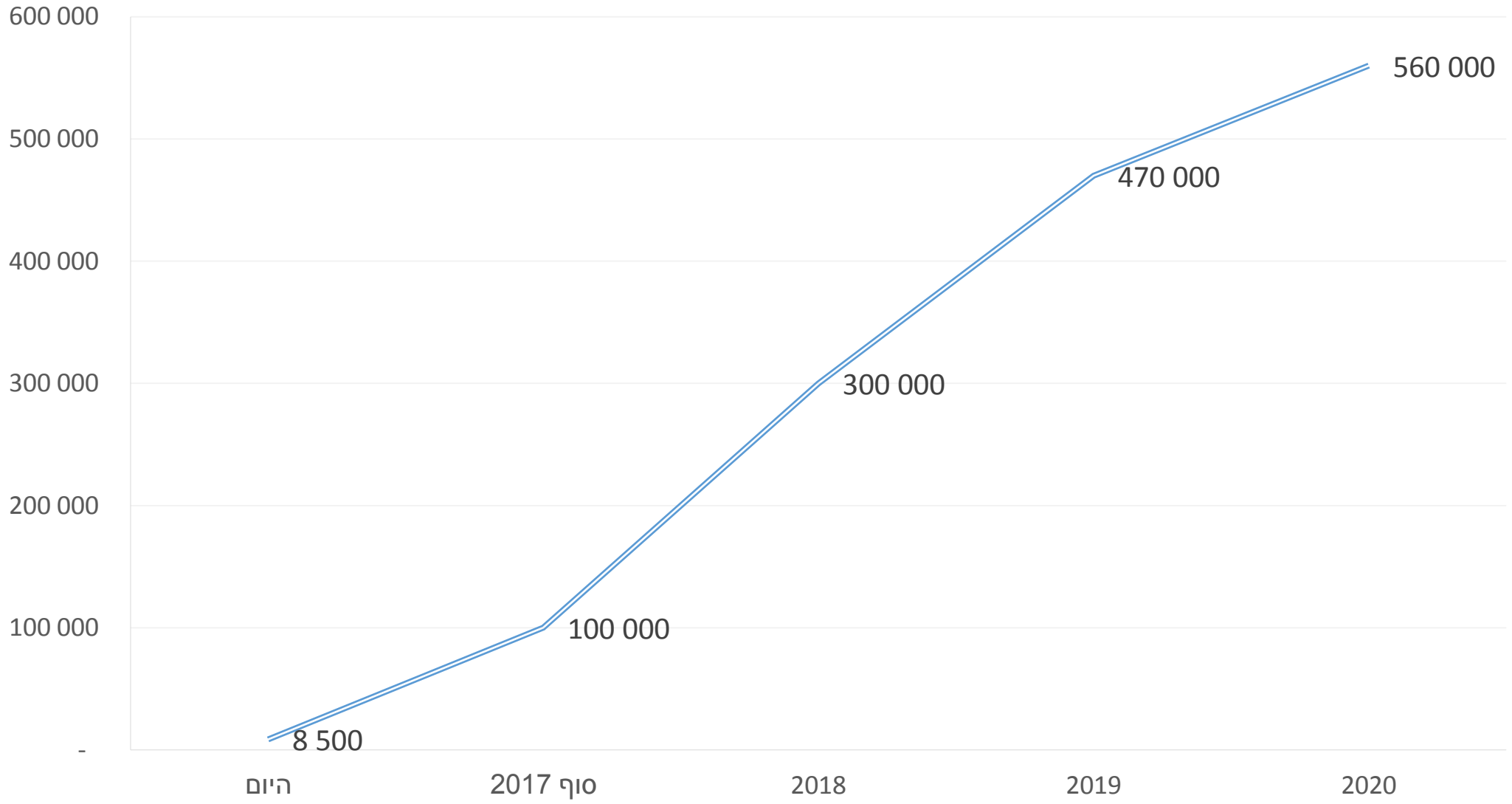

desktop
mobile
tablet
4.2%
95.5%

5. Grow Gradually



Users	Sessions	Bounce Rate	Session Duration
26K	91K	26.58%	14m 31s
↑5,912.5%	↑20,562.6%	↓72.7%	↑21,008.1%




600 000
500 000
400 000
300 000
200 000
100 000
-
8 500
100 000
300 000
470 000
560 000
היום
סוף 2017
2018
2019
2020

Eran Raviv

eran@campus.gov.il

www.tinyurl.com/IsraelX