

Solution Brief

# IBM Watson Element for Educators

Uncovering essential elements  
for successful learning

**Watson Education**

**IBM**

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## IBM® Watson™ Element:

- Provides a single 360-degree view of students by consolidating various data sources into a single collaborative space for teachers
- Generates insight-driven suggestions on how best to help each student in the classroom
- Enables teachers to track student progress more quickly and easily

The last decade of legislation designed to improve student achievement makes today's school's data rich but information poor. Students are using technology for all aspects of learning, resulting in an abundance of useful data available to teachers. However, consolidating this data and using it to make instructional decisions are both complex and time-consuming. The education industry needs new platforms that capitalize on this data explosion and offer teachers guidance and insight to help advance learner outcomes.

Imagine a transformed learning environment:

- Teachers can begin the school year with an understanding of the makeup of their class by accessing information about their learners from a single source (compliant with school district data regulations).
- They can optimize their time and impact throughout the year using actionable, on-demand insights about their students.
- They can craft targeted learning experiences in real time with confidence.

## Designed for teachers

IBM Watson Education Solutions are designed to improve student outcomes. The first IBM MobileFirst for iOS app for education, IBM Watson Element for Educators, supports teachers' engagement with students in the classroom. Built exclusively for iPad, the app offers features to support ease of use and insights to help teachers prioritize their time during the day and engage their students in fresh new ways.

IBM Watson Element focuses on three guiding principles:

- **Know Me**—provide teachers relevant data required to understand and assist their students
- **Guide Me**—provide teachers with guidance on how best to support each student
- **Help Me**—support teachers with important insights that help them prioritize their time with students

The **Know Me**, **Guide Me** and **Help Me** strategies augment teachers' skills and experience while building on and reinforcing their knowledge and their planning and development goals for each student. The result is a continuously evolving, deep understanding of the student, combined with the best approaches to keeping students successfully engaged and fully supported throughout their learning journey.

## Optimized for classroom success

The IBM Watson Element app provides a powerful and compelling teacher-designed experience to support personalized learning and growth in the classroom. The app helps teachers as they engage their students in three main ways:

- Teachers can access data about each of their classes and can gain insightful information about how the class is doing overall.
- Teachers have a centralized place to add and see helpful information about each student, such as whether a student is struggling or excelling in a subject area. This helps them personalize learnings to each student during the year, and at the same time helps the next year's teachers connect with their students by having that history at their fingertips.
- Teachers can mark student progress aligned with learning standards quickly and easily. Combined with intuitive analytics, IBM Watson Element alerts teachers to important information about student progress so immediate guidance can be provided if necessary.

## Components of IBM Watson Element

The components of IBM Watson Element include Systems of Engagement, Systems of Insight and the school's Systems of Record.

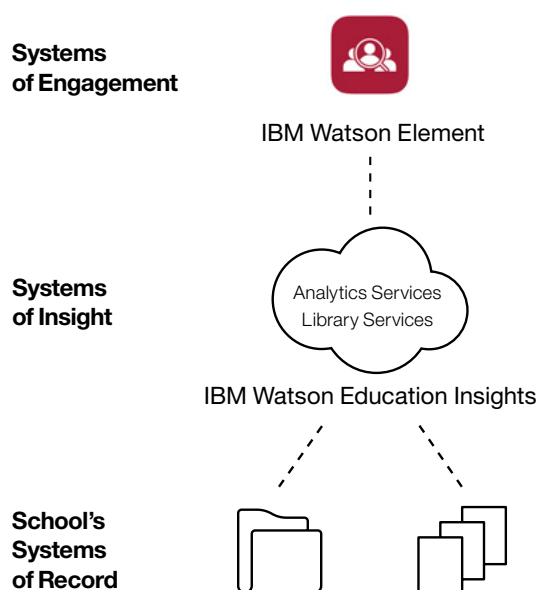


Figure 1:  
System components  
of IBM Watson Element

- **Systems of Engagement**—IBM Watson Element is an intuitive, teacher-focused, iPad mobile application interface developed with and for teachers.
- **Systems of Insight**—IBM Watson Element uses Watson's powerful cognitive computing capabilities, together with cloud computing technology, to securely store data and provide key student insights and academic content for the teacher. IBM Watson Education Insights (Systems of Insight) is comprised of two services:
  - **Watson Education Analytics Services**— This service uses a single data representation of each student to provide the teacher with a comprehensive profile. Data is gathered from a variety of sources, including demographic, academic history, course enrollment, student interests, behaviors and social characteristics to provide insights into a student's academic strengths and weaknesses. These insights show how the student is performing today and where the student might be in the future. It also uses data gathered from teacher input, as well as source systems, to alert teachers to changes in the student's academic performance and behavior.
  - **Watson Education Library Services**— This service is used by companion solution IBM Watson Enlight for Educators to consolidate learning content and activities from a variety of sources.

## Offering details

IBM Watson Element is a strategic software-as-a-service offering that is deployed and configured on a secure, scalable cloud infrastructure and powered by SoftLayer®.

- The IBM Watson Element app is available only on iPad and iPad Pro devices.
- IBM Watson Element uses a variety of data sources, including demographic, academic, attendance, assessment, social and other data.
- IBM Watson Education provides a well-defined and documented approach to qualifying and assuring that required sources of data and content are available for a successful deployment.

## Data security and privacy

The educational institution is responsible for obtaining all data, all necessary consents, permissions and authorizations, under applicable laws, to permit the institution to license and use IBM Watson Element.

If the customer is a public school in receipt of federal funding, then the institution and its employees and agents are required, pursuant to the Family Education Rights and Privacy Act (FERPA), to maintain the confidentiality of education records and personal information.

The institutions shall provide IBM access only to educationally relevant and necessary data and, with respect to Sensitive Personal Information (SPI), only to the extent (and in the format) required to use the IBM offering.

The school district or institution is required to confirm that IBM Watson Element is used only for academically appropriate purposes and that users have the necessary training and rights to access and use IBM Watson Element, consistent with federal, state and local regulations.

## Cognitive technology is now

Now is the time to let cognitive technology do some of the heavy lifting in education. Understand learners' needs, personalize learning activities and suggest learning content—all with an intuitive, teacher-focused browser interface developed with teachers, for teachers.

## Why IBM?

Our education clients recognize IBM for our unique combination of:

- Cognitive technologies to transform teaching and learning
- Big data and analytics capabilities to empower teachers
- Secure and scalable cloud-based solutions to support the entire education enterprise

## For more information

To learn more about IBM Watson Element, please contact your IBM representative or IBM Business Partner, or send an email to [WatsonEduSales@us.ibm.com](mailto:WatsonEduSales@us.ibm.com). For more information on Watson Element, please visit [ibm.com/marketplace/cloud/education-insights/us/en-us](http://ibm.com/marketplace/cloud/education-insights/us/en-us)

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