

CEREM (EM)

The following is the additional information about the China Education Resources Education Messaging Service (EM):

1. EM was created by CER in response to a request from CDC to make it possible for teachers to easily communicate with each other, with administrators, experts in their academic fields, with students and parents.
2. EM will also be used to guide teachers to resources such as video content, course materials, textbooks, and other resources that will help them in the classroom.
3. EM can archive text chats and other information into a database that can then be configured as a FAQ or Q&A resource for teachers encountering similar issues.
4. Teachers will be able to use EM to push lessons, homework, and other learning materials to students.
5. Students will be able to use EM to communicate with each other, with their teachers, and with approved tutors or subject matter experts.
6. Administrators and government officials will be able to use EM to deliver information to each other, to teachers, and students such as policy notifications and directives, special announcements, schedule changes, etc.
7. Parents will be able to use EM to receive updates on student performance and to communicate directly with teachers and administrators as well as with other parents.
8. For each user set (teachers, administrators, students, parents, government officials), EM will use the individual user's profile to provide an automatically generated social/professional network comprised of other users who the individual can communicate with. In addition, users can create their own personal/professional social networks using EM as the foundation of their online education-related relationships.
9. EM will also provide customized teaching, learning, and administrative resources based on the profile of the individual user.
10. A unique feature of EM is that it will direct selected information into the user's personal ePortfolio, a lifelong record of educational activity and achievement, contributing to the development of an individual electronic profile that will be of tremendous value when students apply to college, when teachers wish to promote or further develop themselves, and when parents want to know more about their child's educational progress.
11. As an integral feature of the CERSP portal, EM will allow teachers and students to "publish" their content to appropriate audiences through CERSP.
12. Users will have access to EM for life; providing a permanent link to teaching and learning resources and opportunities. In this way, EM demonstrates a commitment to the notion of life-long learning.
13. Over time, we expect EM to be pulled into the college & university environment by users.
14. The basic version of EM is free. Enhanced features and services will be made available at low cost and will likely be charged as an annual service fee. The billing features woven into EM will be dynamic and are expected to include:

- Annual service fee for select enhanced features
 - Ability to charge for “pay-per-view” type media and content
 - Ability to charge for special events, classes, and programs
 - Ability to charge for downloads of a wide range of materials to include; textbooks, lesson plans, course guides, study notes, etc.
 - Ability to charge for certain types of expert consultations
 - Ability to charge for approved external advertisers appearing on EM’s skin
 - Ability to charge for messages to specific user sets from approved sponsors
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