

# Blackboard Learn™ for Associations



## Increase Value to Your Members

It is more important than ever for associations to provide measurable value to their members, to ensure retention and foster growth. Bringing professional development and certification online increases the value of membership by making training available to members anywhere in the world, on their schedule. It can also be a significant source of revenue. To be successful, associations must have an easy-to-use and easy-to-manage online platform that enables them to create and deliver high-quality learning and certification programs.

Associations throughout the country are using Blackboard Learn™ to deliver engaging programs and content that enable members to meet their development and certification goals. Blackboard Learn brings formal and informal learning activities together in a single open platform that spans course delivery, community engagement, content management and assessment.

### Engagement

Offering your members relevant and innovative learning content is critical to achieving your association's mission. But enabling them to access and retain that content is easier said than done. Blackboard Learn allows you to easily create and deliver custom content that can be quickly updated and re-deployed as needed. It includes collaboration tools that provide an online community where members can share ideas, experience and knowledge.

### Assessment

It is challenging to keep your learning and certification programs in-synch with your members' needs. Course completion rates are easily measured, but how do you assess learning outcomes in more meaningful ways? With a broad suite of tools including portfolios, testing, and surveys, Blackboard Learn supports the entire cycle of assessment and evaluation with multiple measures of progress and participation.

### Openness

With our open architecture, Blackboard Learn can be integrated with other organizational systems to give your members a seamless learning experience. In fact, we've provided integration with leading association management software for many of our association clients. And, with the support of our active developer community, you have access to over 100 Blackboard Building Blocks™ that enable you to integrate with other products, such as an e-commerce engine that allows your members to view product catalogs, and purchase courses and research.

# BLACKBOARD LEARN CAPABILITIES

## Course Delivery Made Easy

A course delivery solution is at the heart of Blackboard Learn. More than just enabling an online course environment, we give your instructors the ability to create powerful learning content and provide links to external content sources such as relevant articles and blog postings.

## Social Learning That Moves the Needle

Learning and collaboration are closely related activities that enable your members to maximize their knowledge retention and translate that knowledge into business impact. Our online learning environment provides structured social interactions such as file exchange areas, blogs, and discussion boards that can be monitored and measured.

## Leveraging Content Management

It's critical for you to maintain your focus on high-quality instruction and member engagement by ensuring all instructors have access to exemplary content. Our central, online learning environment harnesses the collective wisdom of your instructors and subject matter experts so they'll keep content current and share it effectively.

## Demonstrate Achievement through e-Portfolios

Blackboard Learn's e-Portfolios capability enables members to showcase their work and demonstrate achievement towards projects and certification programs. Portfolios can be shared with current and prospective employers, as well as mentors internal or external to the organization.

