



The Changing Landscape of Higher Education

21ST CENTURY CHALLENGES FOR HIGHER EDUCATION

- Educating citizens for a global, technology-centric economy
- Meeting the needs of an expanded population of mostly non-traditional learners
- Increased competition from a wave of new learning opportunities, like online and mobile
- Consumer-oriented approach to education that drives costs down and demand for learner-centric models up

Today's colleges and universities face a far different landscape than they did a generation ago. Globalization of what is an increasingly technology-centric economy has heightened demand for highly skilled and highly knowledgeable workers.

To take advantage of the new opportunities globalization creates, academic institutions must be able to meet hiring demands with an educated populace. This may require scaling to all constituencies, including non-traditional students for whom attending a brick-and-mortar school is not an option.

Graduates need to meet the knowledge and skill requirements of the workplace, so there is an increasing focus on the quality of the education that is offered. There is also a growing recognition that participants in today's economy will work collaboratively, beyond borders.

Competition Intensifies

While demand for higher education has accelerated, so has competition. Public and privately funded colleges and universities compete with newer, for-profit institutions. Many learners enroll in distance learning classes, or in massive, open online courses (MOOCs). Schools that traditionally welcome international students have become more aggressive in recruiting them. What's more, students are taking a more consumer-oriented approach to education, with expectations for a personalized learning experience.



Technical innovations in learning are driven in part by the expectations of a generation of students well versed in the uses and benefits of technology.

Financial Pressures Mount

The impact of the global economic downturn continues to be felt by many colleges and universities, public and private. Institutions feel the pressure to increase revenues in the face of keen competition. They also struggle to lower their costs and stay affordable, while coping with more stringent government support or shrinking endowments.

TECHNOLOGY PLAYS A GROWING ROLE

Another important element in today's academic landscape is technology. Improved and more widely available communications and information technology has not only fostered the globalization of the economy, it is changing the way that education is delivered.

Students can now learn through self-paced or real-time online courses. They collaborate online on special projects, and they meet with instructors during virtual office hours. Even in traditional classroom environments, instructors often take a blended approach, incorporating technology into their lectures, class assignments, and interaction with students.

Technical innovations in learning are driven in part by the expectations of a generation of students well versed in the uses and benefits of technology. Attracting, retaining, and engaging these students require that colleges and universities stay technically up to date.

What Does This Mean For Colleges And Universities

To meet the challenges of today's educational environment, colleges and universities must embrace learning technology. They must look to technology that enables them to develop online courses, both asynchronous and synchronous. They must look to technology that:

- Helps them become more efficient
- Lets them provide opportunities for collaboration—among students, instructors, administrators, and other institutions
- Enables them to handle increased enrollments and leverage limited teaching resources
- Gives them the ability to measure and demonstrate learning outcomes
- Supports the mobility so essential for today's students, and which is only going to grow in importance

WITH THE RIGHT TECHNOLOGY, INSTITUTIONS ARE ABLE TO:

IMPROVE LEARNING OUTCOMES

Foster student achievement by making learning mobile and more engaging, and driving continuous improvement through measured outcomes and analytics

Prepare students for the workforce through national and worldwide collaborations and social learning

Deliver higher-quality learning through efficiencies that enable educators to focus on teaching and learning, rather than administrative functions

KEEP COSTS DOWN

Drive greater efficiencies in both delivery of learning and provision of services

Save on meeting and event costs by conducting them virtually

Save on travel by enabling academic collaboration online

Scale learning delivery without having to build classrooms or support satellite campuses

REACH MORE STUDENTS, AND BETTER MEET THEIR NEEDS

Expand enrollment by making learning more accessible to more students who traditionally have not been served

Support academic continuity with virtual meetings and classes that can be held despite transportation, weather, and bandwidth/connectivity challenges

Improve student retention both by making learning more engaging and through being perceived as a technology innovator

Promote the institution more broadly to attract both on-campus students and distance learners

BLACKBOARD: RIGHT TECHNOLOGY, RIGHT APPROACH, RIGHT PEOPLE

Since 1997, Blackboard has been at the forefront of using the latest in technology to help college and universities worldwide meet the challenges of 21st century learning. As the world's leading provider of learning platforms, we have the expertise, understanding, and technology to improve every aspect of the education experience—for students, faculty members, and administrators.

We understand that each institution, region, and country experiences unique dynamics and has a unique strategy for addressing them. To help institutions shape an online program that will best meet their strategic and tactical learning technology needs, we are able to draw on Blackboard's team of experts, professionals who bring a depth and breadth of experience from working at or with colleges and universities.

Blackboard's product platforms are all scalable and can be deployed locally. They are also integrated, providing a complete learning-technology solution. Close technical integration offers improved access and a seamless learning experience, along with cost-efficient administration.

Blackboard supports a full spectrum of learning needs and technology, including:

- **Mobile learning, collaboration, and connectivity**
- **Asynchronous web-based teaching and learning**
- **Synchronous online classrooms and collaboration**
- **Close integration with leading sources of digital content**
- **Social learning and content/practices sharing**
- **Assessment**
- **Analytics and reporting on outcomes and for accreditation**
- **Education services that combine our expertise with yours**

A SAMPLING OF BLACKBOARD CUSTOMERS

- California Community Colleges System
- California State University, Chico
- Dalhousie University
- Florida International University
- Loyola University
- North Eastern Alabama Community College
- Northern Illinois University
- Northwestern University
- Stanford University
- Stony Brook University
- Tulane University
- University of Utah
- University System of Georgia

Blackboard helps educational institutions worldwide:

- Improve individual and institutional performance
- Make teaching and learning more effective—in the classroom and beyond
- Take the education experience mobile
- Make more informed decisions and improve outcomes
- Offer a more engaging, interactive, and individualized learning experience
- Deliver services and experiences that meet the new expectations of learners
- Attract and retain students
- Better compete by raising the bar on technology services and institutional agility, campus wide

And do so resource efficiently and cost effectively.

For more information, contact us online or call 800-424-9299 to reach a sales rep.



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