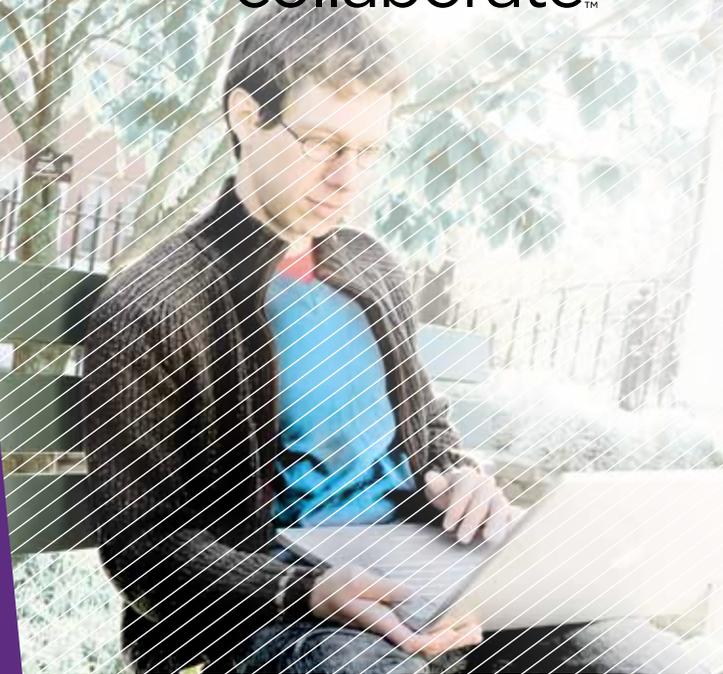


Building a 21st Century Teaching, Learning, and Collaborating Environment.

The only collaboration solution designed expressly for education, Blackboard Collaborate offers a comprehensive, open learning platform for higher education, K-12, and corporate learning. Its capabilities support a wide spectrum of collaboration, enabling a variety of ways for students, faculty, and administrators to communicate, interact, and truly engage with one another.



Blackboard Collaborate is designed for 21st-century education, an environment in which educators require a solution that will help them squarely meet the multitude of academic, technical, and financial demands that are being placed on them. An environment that must enable real-time online teaching, learning, and collaboration in ways that are engaging, personal, and meaningful to today's technologically-savvy, mobile-enabled learners, a generation of learners determined to participate actively in their education.

What's driving demand for new learning solutions?

In higher education?

- ▶ Innovations that engage today's tech-savvy student
- ▶ Demand by active learners for a non-traditional college experience
- ▶ Heightened competition to attract and retain students
- ▶ Need to prepare students to thrive in the global economy
- ▶ Pressures for greater efficiencies to keep escalating costs down

In K-12?

- ▶ Demand for support for different learning styles
- ▶ Overall educational budget slashing and cutbacks in professional development funding
- ▶ Private, virtual, and supplemental options that fill curriculum gaps resulting from budget cuts (e.g., Advanced Placement classes)
- ▶ Dropout rates on the rise
- ▶ Increased enrollment in fully virtual schools

In corporate learning?

- ▶ Global workforce working collaboratively and virtually
- ▶ Budgetary restrictions on costly travel and time away from the office
- ▶ Productivity pressures resulting from a streamlined workforce, including the need to accelerate the onboarding process
- ▶ Retention and succession planning remain an important focus

Blackboard Collaborate is a perfect blend of synchronous and asynchronous learning environments in a user friendly package. I would not want to develop an online program without it.

Mark Burris
Director of Scholarly and
Technology Resources
University of Arkansas at Little Rock

Blackboard Collaborate: The Leading 21st Century Teaching, Learning and Collaborating Environment

Higher education. K-12. Corporate learning organizations. With Blackboard Collaborate, they can help ensure that their strategic goals – improving outcomes, reducing costs, and increasing revenue – are met with capabilities built for today's learning.

- ▶ **Web conferencing:** virtual classroom instruction, moderator-led meetings, structured collaboration, professional development
- ▶ **Mobile:** live participation in classes and meetings and anytime access to session recordings—all from a mobile device
- ▶ **Enterprise instant messaging:** office hours, educational support services, help desks, impromptu meetings and collaboration
- ▶ **Voice authoring:** enriched engagement by adding voice commentary, instruction and personalized coaching to asynchronous elements of online learning
- ▶ **LMS Integration** seamless integration with content and learning management systems, including Blackboard Learn™, ANGEL®, WebCT®, Sakai®, Moodle™ (including Joule), Desire2Learn™, Pearson LearningStudio, Fronter, BrainHoney, itslearning, and Epsilon
- ▶ **Professional Services** aligning people, processes, and technology to achieve each client's institutional goals and educational vision

Harness technology to improve learning

- ▶ Greater engagement
- ▶ Global collaborations
- ▶ More student-to-student and class-to-class collaboration
- ▶ Improved access to help and expertise

Keep costs down

- ▶ Travel savings
- ▶ Less costly meetings and events
- ▶ More efficient faculty professional development
- ▶ Academic continuity

Develop revenue opportunities

- ▶ Expanded enrollments
- ▶ Improved student retention
- ▶ Increased classroom capacity
- ▶ Broader institution promotion

With Blackboard Collaborate, educational institutions go well beyond the virtual classroom walls for a return on investment that is strong and clear:

- ▶ Enriched learning in the traditional classroom
- ▶ Administrative meetings
- ▶ Faculty professional development
- ▶ Office hours
- ▶ School services support
- ▶ Library services
- ▶ Student team projects
- ▶ Faculty research
- ▶ IT support helpdesk
- ▶ Lecture capture

- ▶ Recruitment seminars and campus tours
- ▶ Virtual field trips
- ▶ Global classroom-to-classroom connection
- ▶ Guest lectures and events

For the enterprise

- ▶ Corporate universities
- ▶ New product introductions
- ▶ Sales training
- ▶ Enterprise application training

Blackboard Collaborate™ Web Conferencing

Web conferencing is at the core of the Blackboard Collaborate. Designed for online learning, audio and video conferencing, meetings, and collaboration in an educational setting, Blackboard Collaborate web conferencing promotes active student engagement and lets instructors better meet their students' needs, whatever their learning styles.

Designed and Optimized for Learning

Unlike general-purpose conferencing services, the function of web conferencing for learning is educational. Blackboard Collaborate web conferencing includes the core capabilities expected in any leading synchronous collaboration system, primed for learning with a broad range of special features, designed to promote engagement and interaction.

Blackboard Collaborate Web Conferencing Capabilities - Key Features:

THE BASICS

- ▶ Multiple communication mechanisms: VoIP, built-in phone conferencing, multi-point video, and chat
- ▶ Mobile access for participants via iPhone, iPad, or Android, including Kindle Fire HD
- ▶ Ability to incorporate live, multi-way audio and video
- ▶ Rich content use, including Office applications, multi-media, such as video clips, and guided and self-guided web-based "tours"
- ▶ Application and desktop sharing
- ▶ Tools for interactivity, such as surveys, polling, and "emotional" indicators
- ▶ Controlled access, restricted to legitimate participants
- ▶ Ability to record sessions

BUILT FOR EDUCATION, BY EDUCATORS

- ▶ Moderator tools show who's present, participating, or experiencing technical difficulties
- ▶ Multi-user, object-oriented whiteboard for dynamic content creation
- ▶ Mobile access from any LMS
- ▶ Open communication channel with echo cancellation, making conversations more natural – no headsets required
- ▶ Easy management of public and private chat in single window
- ▶ Allows a mix of mobile and desktop participants, with moderator able to identify who's attending via a mobile device
- ▶ Ability to assign specific permissions for audio, video, chat, whiteboard, screen sharing, web tour, and closed captioning to individuals or to all participants
- ▶ Richly-featured breakout rooms, letting instructors assign students to different groups, save and move content across rooms or to the main classroom, and drop in and out of breakouts
- ▶ Access to MP3/MP4 session recordings on desktop or any mobile device - even when offline
- ▶ Pre-built lesson plans that include interactivity, content, and media
- ▶ Timers to manage class flow
- ▶ Ability to let students take personalized notes, synchronized to a session recording
- ▶ Highly accessible, with multi-platform and low bandwidth support
- ▶ Assistive features for those with disabilities, including enhanced closed captioning and screen reader support
- ▶ Large number of Blackboard-supported and partner-developed LMS integrations
- ▶ Open API for custom integration with portals and applications

To let instructors truly engage with students, online learning technology has to stretch far beyond the capabilities needed to run a business meeting or conduct a presentation.

Lee McMinn
Instructional Development Coordinator
Greenville Technical College

Blackboard Collaborate™ Mobile

Today's students are on the move, and they're on the move with smartphones and tablets in hand. As active learners, they expect from their education what they expect from life: access from wherever they are. The ability to attend classes and meetings using their mobile devices is a priority. Blackboard Collaborate Mobile meets the need of educational institutions to respond to this student-centric priority by enabling access for anyone, anywhere, and on any LMS, letting students collaborate and learn on the go.

With Blackboard Collaborate Mobile, participants can easily join a live web conference using any of the typical ways—LMS join link, email link, or calendar invite. Once there, participants can view visual session content and communicate via text chat and audio, and interact in many different ways – answering poll questions, raising their hands, joining a breakout session – replicating the physical classroom experience. Plus participants can access session recordings in industry-standard MP3 and MP4 formats on any mobile device, providing even more options for mobile learning.

Blackboard Collaborate connects with mobilized students using an array of mobile devices that include iPad 2, iPad 3, iPhone 4 and later, and Android devices, including Kindle Fire HD, and will work via wifi or 3G and 4G.

We are extremely pleased that Blackboard Collaborate, a key component to our online strategy, is accommodating our growing mobile device community with an excellent mobile product and roadmap. The deep integration of Blackboard Collaborate to our eLearning suite and the flexibility of the mobile client will allow us to accommodate our flexible eLearning live collaboration objectives.

Allen R. Taylor
Chief Technology Officer, Marshall University

Blackboard Collaborate Mobile Capabilities - Key Features

- ▶ Communicate via text chat and audio
- ▶ View whiteboard content, annotations and shared applications
- ▶ Respond to yes/no and multiple-choice questions
- ▶ Use emoticons to indicate laughter, confusion, or approval
- ▶ Display “raised hand” to indicate question or comment
- ▶ View names, polling responses, and emoticons of other session members
- ▶ Place students into breakout rooms for small group work or discussion
- ▶ Set Away status when stepping out of session
- ▶ See which students are attending from mobile device
- ▶ Stream or download MP3/MP4 session recordings to ANY mobile device
- ▶ Join live sessions from any LMS running in browser on mobile device

Blackboard Collaborate™ Enterprise Instant Messaging

Blackboard Collaborate enterprise instant messaging capabilities provide enhanced opportunities for the student/faculty, student-to-student, and student-to-institution engagement that today's active learners thrive on. With enterprise instant messaging, academic institutions can create a learning network to support office hours and informal (yet rich and engaging) ad hoc meetings and collaboration sessions—all initiated through presence and instant messaging.

Enterprise instant messaging capabilities facilitate communication and collaboration, campus-wide and beyond. Students and faculty can instantly collaborate by chatting, connecting through video, and sharing their desktops, for impromptu learning, checking on assignments, and collaboration. Enterprise instant messaging supports the Learning Tools Interoperability framework and is integrated with LMSs such as Blackboard Learn and Moodle. Instructors have a seamless environment through which they can access their class rosters and use these lists to easily communicate class, office hours, syllabus, and assignment information to their students. With a single click, users can invite others to chat, talk, or to join a full web conferencing session.

With today's budgetary pressures, Blackboard Collaborate enterprise instant messaging lets educational institutions tap technology to provide a wide range of student services. Onsite and remote students can connect to IT help, library services, the registrar's office, financial aid – a less costly (and more convenient) alternative to phone calls and in-person visits.

Blackboard Collaborate Enterprise Instant Messaging – Key Features

- ▶ Presence and instant messaging to find others and interact on demand
- ▶ Desktop video conferencing and VoIP audio for cost-effective, informal meetings
- ▶ LMS and flat-file integration for complete directory of teachers, students, and classes
- ▶ Convenient, ad hoc network invitations and broadcast notifications
- ▶ Whiteboard with built-in learning objects and templates that enrich the ad hoc meeting environment
- ▶ Application sharing and queued chat for tutoring and office hours
- ▶ Ability to launch a web conferencing session while chatting using instant messaging

Blackboard Collaborate is ideal for allowing us to bridge the gaps between online students and their instructors, while furthering an overall sense of community and connectedness.

Jeremy Bond
Administrator, CMS Off Campus Programs, Central Michigan University

Blackboard Collaborate™ Voice Authoring

Blackboard Collaborate voice authoring capabilities make the learning process more interesting and engaging, adding a human, personal touch, even when interaction is not “live.” With voice authoring, instructors can add voice instructions, annotation and commentary to course pages, and can also provide personalized coaching, feedback, and assessments to online courses delivered through an LMS.

Instructors can save significant time by adding verbal comments to returned assignments, a useful tool for instructors who teach face-to-face or virtually and may have no or limited opportunity to meet with their students personally. Voice annotation is especially useful for those who learn better aurally and for foreign language instruction. Voice authoring capabilities also include the ability to create and upload podcasts, providing ongoing educational opportunities for learners on the go.

With threaded voice discussion boards, online learners can add vocal comments, ask for clarification, and raise new points, making asynchronous, self-paced learning more engaging and interactive.



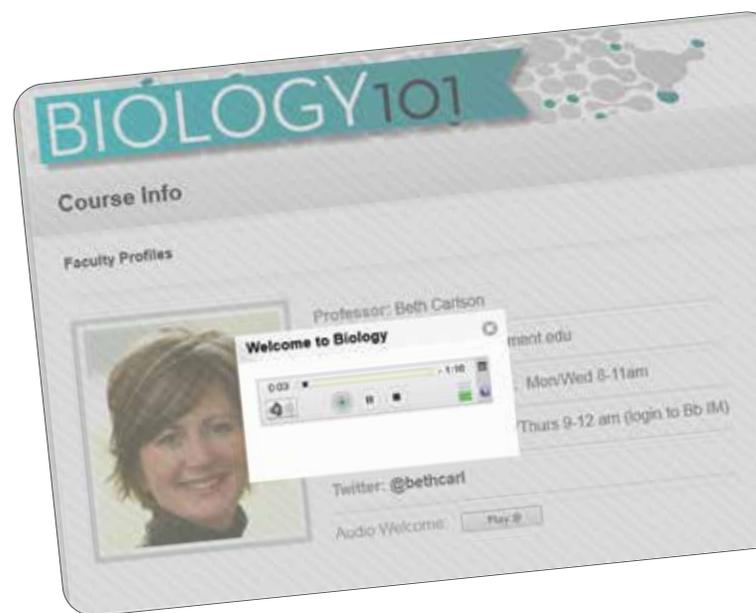
Both our students and faculty report that voice authoring with Blackboard Collaborate heightens socialization and accelerates the establishment of a cohesive community of learners.

Phil O'Hara
Assistant Director
Academic Computing Services
Dalhousie University



Blackboard Collaborate Voice Authoring Capabilities - Key Features

- ▶ Post and listen to voice messages within discussion boards
- ▶ Annotate web pages with messages
- ▶ Create or upload podcasts for user subscription
- ▶ Send and listen to voice content through email messages
- ▶ Record and listen to voice on a Web page
- ▶ Automatically update LMS gradebook with voice board assessments



Integrating Blackboard Collaborate with Your LMS

Learning Management Systems (LMS), with their broad set of tools and capabilities, have become essential to the day to day workings of higher education. The widespread adoption of an LMS platform has translated into a more efficient approach to the administrative, content creation, and asynchronous sides of learning, and its cost and time saving benefits have been widely demonstrated.

As interest in real-time, live engagement grows, educational institutions are looking for ways to integrate collaboration technology with their LMS. Doing so can reduce the overhead and inconvenience associated with working with disparate systems, and can improve online learning outcomes, as well

The LMSs that Blackboard Collaborate integrates with include Blackboard Learn, Blackboard Learn ANGEL Edition, WebCT, Sakai, Moodle (including Joule), Desire2Learn, Pearson LearningStudio, Fronter, BrainHoney, itslearning, and Epsilen.

Our LTI (Learning Tools Interoperability) integration allows you to seamlessly integrate with any LTI-compliant LMS like Canvas, Desire2Learn, Sakai, and BrainHoney.

For colleges and universities that support multiple LMS across different campuses and schools, Blackboard Collaborate can simultaneously integrate with more than one LMS.

Having been involved with so many integrations, Blackboard has developed a detailed perspective on just what integration means - and what it means for those colleges and universities that combine their synchronous learning system with their LMS. We put this perspective to work for you.

Maximizing Benefits with Blackboard Collaborate™ Professional Services

To achieve the full benefits of a collaboration solution, institutions must think strategically about the deployment, adoption, and uses in their learning environment. Blackboard Collaborate on-staff consultants - all with experience in the educational market - work closely with our clients to determine educational and administrative goals and needs, and build the pathways required to meet them, focusing on real-world use cases that are practical, proven, and measurable.

Implementation Services help maximize investment and improve learning outcomes, with solutions that incorporate mentorship, education, and knowledge management. To help ensure maximum usage, our services team will create a plan for growing adoption that is both actionable and measurable.

Technical Services provide tailored solutions to meet specific needs. Blackboard can architect and implement an integrated Blackboard Collaborate solution, from prototyping and gathering requirements to the deployment of third-party system integrations.

Learning Services help clients deliver more engaging online learning through live online or onsite workshops, asynchronous learning modules, and user guides, as well as high-quality certification programs. An On-Demand Learning Center provides recorded training and product documentation.

Blackboard Collaborate: Built for 21st Century Education

In today's world, technology that promotes engaging and interactive learning is essential to colleges and universities, K-12 institutions, and corporate learning. Recognizing the role that technology plays in driving change, Blackboard Collaborate designed and built a platform to help deliver the engaging, vibrant, and personal learning that the 21st century demands.

Unlike products built for informational meetings, Blackboard Collaborate was designed specifically for educators, by educators. It incorporates the capabilities that matter to educators, whether they're in an academic or a corporate setting – capabilities that promote two-way interaction and engagement, provide mobility for students, remove barriers to accessibility for all learners, and offer seamless access to learning through LMS integration.

Blackboard Collaborate has served over 5 billion minutes of live collaboration and 9 million recording views to more than 27 million session participants. Our growing list of global clients includes The Open University, Mississippi Community College Board, Harvard Graduate School of Education, Boston University Online, Florida Virtual School, K12, Inc., Ivy Tech Community College, University of Alberta, University of Illinois, Northern Virginia Community College, and the University of Edinburgh.

Blackboard Collaborate: built for the 21st century, built for education, delivering on its promise, worldwide.

Blackboard Collaborate for academic administrators

- ▶ Recruit and retain more students
- ▶ Increase competitive advantage
- ▶ Ensure academic continuation
- ▶ Reduce travel and associated costs

Blackboard Collaborate for teachers

- ▶ Encourage formal and informal learning and collaboration
- ▶ Reach and engage more students
- ▶ Improve student learning outcomes
- ▶ Increase student retention rates

Blackboard Collaborate for academic technologists

- ▶ Enable interactive instruction, help, and meetings
- ▶ Meet the needs of mobile, on-demand learners
- ▶ Educate in real time from preferred LMS, including open source
- ▶ Leverage investment in existing academic infrastructure

Blackboard Collaborate for trainers

- ▶ Train more people in less time at reduced cost
- ▶ Deliver professional development and corporate universities
- ▶ Conduct online, blended, or mobile events
- ▶ Add value for every department in your enterprise

Blackboard Collaborate for IT and systems administration

- ▶ Provide cost-effective IT helpdesk support and training to end users
- ▶ Conduct formal and ad hoc project meetings
- ▶ Support campus-wide green and accessibility initiatives
- ▶ Provide blended video and web conferencing
- ▶ Reduce upfront hardware outlays, and lower ongoing costs for power, bandwidth, and infrastructure support personnel
- ▶ Scale usage on demand

To learn more about the only collaboration platform built for education, visit blackboardcollaborate.com or contact collaboratesales@blackboard.com.

