



Blackboard Intelligence

Cost of Instruction

for Student Management

KEY MEASURES

- Instructional revenue
- Instructional salary / benefits cost
- Class margin
- Course utilization %
- Revenue per class enrollment
- Instructional costs per class enrollment
- Margin per class enrollment
- Average enrollment per section
- Average cost per student
- Average revenue per student (discounted and undiscounted)
- Average margin per student

Blackboard Intelligence

Blackboard Intelligence is a set of packaged data warehouse, analytics, and reporting applications including modules for Blackboard Learn (Analytics for Learn), Student Management, Finance, HR, and Advancement.

Blackboard Intelligence integrates with leading ERP systems, enabling institutions of higher education to stand up a robust dimensional data warehouse in a matter of months, not years. It improves institutional performance through increased information quality, productivity, insights and results.

Colleges and universities have a growing need to operate as cost-effectively as possible. Leadership teams need deep financial insights and the ability to estimate the direct costs of instruction, gross and discounted revenues, and margins by course section and student.

The data needed to construct a robust data model for cost and revenue allocation are distributed across disparate ERP subsystems (Student, HR and Finance) that are not well integrated with one another. This makes analysis very challenging. Blackboard Analytics has tackled the challenge by developing a data model and methodology that reflects institutional business practices in computing instructional costs, revenues and margins at the most detailed level. The Cost of Instruction model for Blackboard Intelligence allows those measures to be aggregated over courses, students, and time using the wide array of dimensions available.

An institution's ability to calculate costs per student by College, Program, Department, Course, and Course Section is vital to long-term strategic planning and resource allocation. The Cost of Instruction extension for Student Management helps strategic leadership teams to assess instructional costs and capacity. By leveraging advanced technology, Blackboard delivers a comprehensive solution that integrates cross-functional data about student enrollment, human resources, and finance.

With the Cost of Instruction extension for Student Management, you will be able to:

- Understand direct margins, revenues and instructional costs by course, student, department/college and individual faculty member
- Produce ongoing cost of delivery information
- Provide a campus-wide planning tool for information in resource allocation
- Achieve transparency around the costs of instructional operations
- Give schools and departments the ability to analyze cost of programs
- Identify administrative efficiency opportunities and capacity planning
- Gain access to course data benchmarks
- Improve financial reporting and evaluation of financial and enrollment trends
- Optimize planning and resource allocations

For more information, visit blackboard.com/analytics

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