

Government Agencies Face New Learning Challenges

BLACKBOARD LEARN™ HAS THE ANSWERS

To deliver on mission and fulfill taxpayer expectations, the staff of government agencies has always faced stringent learning requirements. But today's Federal learning leaders must also address extensive budget cutbacks, restructured programs and an ever-increasing need to justify every training dollar spent. What's more, many agencies are facing the loss of large segments of institutional knowledge as their most experienced personnel reach retirement age, so leaders must also find innovative ways to preserve and disseminate this knowledge to new generations of employees.

“Connected Learners” Demand More Than Learning Management Systems

Federal agencies have traditionally addressed training through a combination of classroom instruction with Learning Management Systems (LMSs). This approach is well suited to compliance-focused training in which administrative items such as registration and certification tracking are critical. But LMSs are severely limited in their ability to reach today's “connected learners.” These employees have grown up online, so their learning styles and expectations for professional development demand much greater interaction with the material, with instructors and each other. LMSs are also unable to develop the archives needed to preserve institutional knowledge.

Blackboard Learn is More Engaging

The Blackboard Learn™ platform offers a continuous virtual learning solution that is agile and flexible enough to adapt to today's learning challenges and those that may

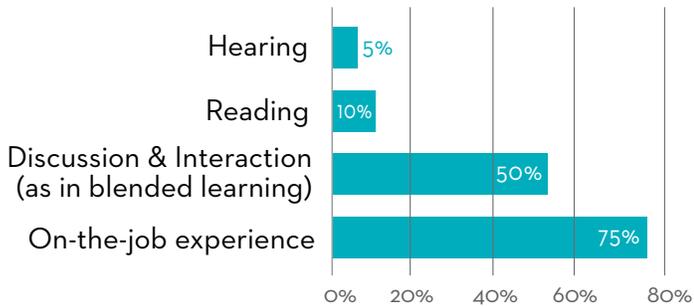
arise in the future. In contrast to LMSs, which only deliver content to learners, the Blackboard Learn platform uses extensive collaboration and interactivity to fully engage learners with activities like group projects and discussions, wikis, blogs and the ability to incorporate a wide range of multimedia content.

These elements facilitate continuous and social learning, which further heighten learner engagement. In fact, research shows that the greater the engagement, the better the learning outcomes.



SENSORY INVOLVEMENT IN LEARNING

Research from Bersin & Associates has shown that the greater the sensory involvement, the more content learners retain.



Types of learning engagement and resulting levels of content retention

Blackboard Learn also makes creating, updating and customizing training fast and efficient. New content and courses can be deployed in hours or days, not weeks or months, so agencies can keep pace with advances in Federal practices, policies and technological developments.

Blackboard also offers industry standard APIs and interfaces. The result is seamless integration with existing software and administrative systems (including LMSs) to create a truly comprehensive learning management and instructional network.

Operational Benefits of Blackboard Learn

- ▶ Online access to content and course activities enables learners to train at their convenience while still on the job
- ▶ Provides cost savings by reducing or eliminating travel expenses and the need for physical classroom space.
- ▶ Blackboard content can be used to enhance traditional in-person training and to prepare learners to make the most efficient use of classroom time
- ▶ Wikis, blogs, journals, bulletin boards and Blackboard's Grading in Context promote sharing, collaboration and continuous, informal learning
- ▶ Tools are included for creating knowledge repositories and facilitating ongoing access to subject matter experts (SMEs), facilitators and peers after formal training is completed
- ▶ Ability to incorporate multimedia, social media content (including links to YouTube, Slideshare and Flickr) and interactive exchanges with instructors and SMEs greatly increase learner engagement and content retention

- ▶ Centralized course development and deployment is fast, efficient and maintains consistent content
- ▶ Tools are included for aligning learning program outcomes with internal performance metrics
- ▶ Available managed hosting relieves agency IT professionals of responsibilities for security, online uptime, growth, maintenance and administration
- ▶ More than 100 Blackboard Building Blocks™ are available to add functionality and seamless integration with other learning and learning management products
- ▶ Blackboard Mobile™ Learn is available for access through mobile devices
- ▶ Gold Level certification by the National Federation of the Blind for Non-Visual Accessibility as well as full 508 compliance

Unsurpassed Stability & Reliability For Government Agencies

The Blackboard Learn platform has demonstrated its pedagogical expertise in the government environment for more than a decade and is a critical part of learning programs for organizations demanding the utmost in performance and security. For additional information on Blackboard Solutions for government agencies visit our website at blackboard.com/gov.

THE TRAINING LEADER FOR FEDERAL AGENCIES

The Blackboard Learn platform has more 5,000 installations and more than 20 million estimated users. In 2010, Blackboard spent in excess of \$50 million in R&D for continued innovation, updates and learning excellence across all its product platforms. That's why many Federal government entities already use Blackboard Learn, such as:

- U.S. Department of Justice
- Social Security Administration
- U.S. Dept. of Veterans Affairs
- U.S. Dept. of Health and Human Services
- Federal Aviation Administration (FAA)