The only collaboration solution designed expressly for education, Blackboard Collaborate combines learning technology from Elluminate and Wimba in a comprehensive, open platform. 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.
Education in the 21st Century

In many ways, education is timeless. Since the first teacher stood in front of the first students, its purpose has been to help learners expand their understanding of how things work, improve their capabilities and skills, and help them grow as people. This remains true today. Yet in many other ways, education today is far different from what it was just a decade ago. Technology is the principal driver here, but other currents are converging to reshape the way we think about, and deliver, learning. They include:

- A heightened focus on educational outcomes and institutional accountability
- Learner-centric learning that recognizes that different people have different learning styles and different pathways to acquiring an education
- The need for life-long continuous learning and the emerging importance of reaching non-traditional students and people with disabilities
- Globalization and the fact that our students graduate into a world that is more competitive, faster paced, more information-driven
- Economic pressures to cut costs and, for higher education and private schools, to increase revenues, as well

These forces are rearchitecting education, which today may blend traditional elements with online learning, both self-paced and real time. It may be delivered entirely in a live, virtual classroom. It may be based on “learning by doing” projects that prepare learners to navigate their personal and professional lives in an interconnected, always-on world. It may fall anywhere on the continuum from formal, structured classes and professional development to in-the-moment, informal problem solving sessions and ad hoc meetings.

In this environment, 21st-century educators require a solution that will help them squarely meet the multitude of academic, technical, and financial demands that are being placed on them. And this solution must enable real-time online teaching, learning, and collaboration in ways that are engaging, personal, and meaningful to today’s learners.

<table>
<thead>
<tr>
<th>What’s happening in higher education?</th>
<th>What’s happening in K-12?</th>
<th>What’s happening in corporate learning?</th>
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<tbody>
<tr>
<td>Innovations that engage today’s tech savvy student</td>
<td>Demand for support for different learning styles</td>
<td>Global workforce working collaboratively and virtually</td>
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<tr>
<td>Demand by many learners for a non-traditional college experience</td>
<td>Educating “digital natives” to become citizens of the “always on” world (and workforce)</td>
<td>Budgetary restrictions on costly travel and time away from the office</td>
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<tr>
<td>Heightened competition to attract and retain students</td>
<td>Overall educational budget slashing and cutbacks in professional development funding</td>
<td>Productivity pressures resulting from a streamlined workforce, including the need to accelerate the onboarding process</td>
</tr>
<tr>
<td>Need to prepare students to thrive in the global economy</td>
<td>Private, virtual, and supplemental options growing to fill curriculum gaps resulting from budget cuts (e.g., for Advanced Placement classes)</td>
<td>Retention and success planning remain an important focus</td>
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<tr>
<td>Pressures for greater efficiencies to keep escalating costs down</td>
<td>Dropout rates on the rise</td>
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Blackboard Collaborate: Build a 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 (for colleges, universities, and virtual and private schools) increasing revenue—are met, with capabilities built for today’s learning.

**Web Conferencing** ▶ virtual classroom instruction, moderator-led meetings, structured collaboration, professional development

**Enterprise Instant Messaging** ▶ office hours, educational support services, help desks, informal meetings and collaboration

**Voice Authoring** ▶ enriched engagement by adding voice commentary and instruction to asynchronous elements of online learning

**LMS Integration** ▶ seamless integration with Blackboard Learn™, ANGEL®, WebCT®, Sakai®, Moodle™, Desire2Learn™, Pearson LearningStudio and Fronter.

**Professional Services** ▶ aligning people, processes, and technology to achieve each client’s educational vision

With Blackboard Collaborate, educational institutions go well beyond the virtual classroom walls for:

- Enriched traditional classroom learning
- Administrative meetings
- Faculty professional development
- Office hours
- School services support (financial aid, registration, etc.)
- 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

*With so many uses, the versatility of Blackboard Collaborate means that academic institutions are able to quickly achieve a return on their investment that is strong and clear.*

<table>
<thead>
<tr>
<th>HARNESS TECHNOLOGY TO IMPROVE LEARNING</th>
<th>KEEP COSTS DOWN</th>
<th>DEVELOP REVENUE OPPORTUNITIES</th>
</tr>
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<tr>
<td>▶ Greater engagement</td>
<td>▶ Travel savings</td>
<td>▶ Expanded enrollments</td>
</tr>
<tr>
<td>▶ Global collaborations</td>
<td>▶ Less costly meetings and events</td>
<td>▶ Improved student retention</td>
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<tr>
<td>▶ More student-to-student and class-to-class collaboration</td>
<td>▶ More efficient faculty Professional Development</td>
<td>▶ Increased classroom capacity</td>
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<tr>
<td>▶ Improved access to help and expertise</td>
<td>▶ Academic continuity</td>
<td>▶ Broader institution promotion</td>
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Blackboard Collaborate™ Web Conferencing

Web conferencing is at the core of the Blackboard Collaborate. Designed and optimized for online learning, audio and video conferencing, meetings, and collaboration in an educational setting, Blackboard Collaborate web conferencing capabilities promote active student engagement and let instructors add a personal touch to their interactions with individual students, whatever their learning styles and needs are.

The result? Enhanced learning and improved educational outcomes in a world where there’s increasing focus on institutional accountability. And in today’s economic environment, Blackboard Collaborate also helps institutions meet their financial requirements.

With Blackboard Collaborate web conferencing, thousands of educational institutions worldwide are able to:

**Harness Technology to Improve Learning**  ▶  In today’s demanding world, outcomes are more important than ever. Students must be ready for the global, highly-competitive, technologically-driven workplace. Learning can no longer separate itself from the technology. With Blackboard Collaborate, educators can provide a vibrant and engaging virtual learning environment that replaces or augments the traditional classroom and supports the type of collaboration that is becoming a hallmark of both the educational world and the workplace.

**Keep Costs Down**  ▶  With Blackboard Collaborate web conferencing, professional development, peer meetings, and corporate education that once required expensive travel can now be conducted entirely online. Many educational institutions now run some classes virtually to save on the cost of additional buildings and to enabling them to offer courses (e.g., music, language, Advanced Placement) that might be prohibitively expensive to provide at multiple sites. Helpdesk and other services, are also areas where online delivery can yield cost savings.

**Develop Revenue Opportunities**  ▶  Today’s students have more learning alternatives than ever, and colleges and universities, as well as private schools, compete to attract and retain them. By offering virtual classes, schools can greatly expand their geographic reach, as well as draw in more non-traditional learners. Blackboard Collaborate web conferencing can also be used for student recruitment – showcasing the school and differentiating it through its underlying commitment to leading-edge technology.

*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
Why is Blackboard Collaborate Web Conferencing Different?

A general-purpose conferencing service is designed for informational meetings, which typically involve one-to-many, pager-turner slide shows and little or no participant interactivity. The function of web conferencing dedicated to learning is educational. Blackboard Collaborate web conferencing capabilities include all of the core features that are the hallmark of a leading synchronous collaboration system, as well as a broad range of special features, designed to promote engagement and interaction, that were purpose built for education, with the guidance of educators.

Blackboard Collaborate Web Conferencing Capabilities - Key Features:

The Basics
- Multiple-communications mechanisms: VoIP, teleconference, multi-point video, and chat
- The ability to incorporate live, multi-way audio and video
- Basic whiteboard with mark-up
- 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

Built for Education, By Educators
- Multi-user, object-oriented whiteboard for dynamic content creation
- Moderator awareness, i.e., who’s present, participating, or experiencing technical difficulties.
- Ability to assign individual students specific permissions for audio, video, chat, whiteboard, screen sharing, web tour, closed captioning
- 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
- Pre-built lesson plans that include interactivity, content, and media
- Highly accessible, with multi-platform and low bandwidth support, and a broad range of assistive features for those with disabilities
- Large number of LMS integrations
- Open API for custom integration with portals and applications
- Timers to manage class flow
- Let students take personalized notes, synchronized to a session recording
Blackboard Collaborate™ Enterprise Instant Messaging

Blackboard Collaborate enterprise instant messaging capabilities provide enhanced opportunities for student/faculty, student-to-student, and student-to-institution engagement. 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 ad hoc learning, checking on assignments, and collaboration. Enterprise instant messaging supports the Learning Tools Interoperability framework and is integrated with LMSs such as Blackboard 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 capabilities 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 Capabilities - 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 enrich the ad hoc meeting environment
- Application sharing and queued chat for tutoring and office hours
- Launch a web conferencing session while chatting using instant messaging
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 instructors 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.
Blackboard Collaborate: Meeting the Needs of Today’s IT

- Scalability - to meet the needs of learning institutions of all sizes, and scales on demand
- Security for encrypted session communications without incurring costs for certificates, etc.
- Reliability - 99.9% QoS
- Reduced upfront hardware outlays, and lower ongoing costs for power, bandwidth, and infrastructure support personnel
- Low-bandwidth support, dial-up connections provides availability for all users without having to make special accommodations
- Multi-use system with single platform for classes, meetings, team projects, auditorium events, voice authoring, lecture review, instant messaging
- Simplified systems administration and support with upgrades and updates handled by Blackboard
- Minimized helpdesk support with self-service audio and video setup features
- LMS Integration with out-of-the-box connectors for leading LMS/CMS, including Blackboard Learn, ANGEL, WebCT, Sakai, Moodle, Desire2Learn, Pearson Learning-Studio, and Fronter
- Web-based system administration capabilities for managing user accounts, collaboration settings, and usage and attendance reporting.
- Multi-platform support for Windows, Mac, Linux, Solaris
- Support for business and academic continuity in times of disaster, pandemics, and other emergencies

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 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’s Software as a Service: built to meet the needs of 21st century IT
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. Blackboard Collaborate is focused on creating real world use cases that are practical, proven, and measurable.

Implementation Services  Grow Adoption, Maximize Investment. Measure Success  ▶  Blackboard Collaborate developed its implementation services by working closely with its clients, with the goal of helping them maximize their investment. Blackboard solutions incorporate mentorship, education, and knowledge management, improving learning outcomes, and make an institution more competitive and attractive to today’s tech savvy students. To align actual use cases with an institution’s overall business initiatives, Blackboard Collaborate Professional Services will create a plan for growing adoption that is both actionable and measurable.

Technical Services For One Integrated Solution Customized to Meet Your Needs  ▶  Blackboard Collaborate Technical Services help an institution’s educational initiatives run more effectively and efficiently. Whether an institution is implementing Blackboard Collaborate for the first time, optimizing existing solutions, upgrading, or fine-tuning, Blackboard Collaborate Technical Services can provide tailored solutions to meet specific needs. Blackboard Collaborate can architect and implement an integrated Blackboard Collaborate solution, from prototyping and gathering requirements to the deployment of third-party system integrations.

Deliver More Engaging Online Learning Services  ▶  The Blackboard Collaborate Learning Services team is devoted to helping institutions achieve their educational goals. The highly experienced and knowledgeable team provides live online or onsite workshops, asynchronous learning modules, and user guides, as well as high-quality certification programs.

Blackboard Collaborate also provides a series of Best Practice Guides to help institutions maximize their use of Blackboard Collaborate, and an On-Demand Learning Center that provides recorded training and product documentation.

“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 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
- Conduct online or blended 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
Blackboard Collaborate: Built for 21st Century Education

In today’s world, technology that promotes engagement and interactivity is integral to the education in 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 built specifically for education. Through its work with thousands of educational institutions over the years, and the “in-house” knowledge that comes from staff members who are experienced educators, Blackboard understands that an a collaboration solution that’s used in an educational environment must:

- Be designed for education (by educators): education is too important to be left to a meeting service
- Engage the audience in ways that recognize that people learn in different ways, and that, even in an online world, the personal touch and the ability to make real connections matter
- Ensure that an institution’s strategic goals — academic, financial, and technical— are met
- Meet the accessibility imperative, so that barriers are removed for all learners
- Provide seamless access to learning through LMS integration, so that both instructors and learners can focus on education, rather than on the technology that supports it

Blackboard Collaborate has served over 2 billion minutes of live collaboration to more than 13 million session participants from over 190 countries. Our growing list of global clients includes University of Calgary, The Open University UK, Penn State University World Campus, Boston University Online, California State University Long Beach, San Jose State University, and many others.

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

FOR MORE INFORMATION

blackboardcollaborate.com

or contact

collaboratesales@blackboard.com

866.463.5586

Try Blackboard Collaborate for free at

bbcollaborate.com/try