Effective Use of Educational Technology

Aligning People, Process & Technology with Organizational Vision

Learners today expect their educational experiences to be delivered anytime and anywhere via a wide array of tools and technologies. For an organization, this necessitates providing a range of central solutions that are augmented by localized services and specialized applications. Add in social networking, mobility and cloud-based services, and the educational technology quilt an institution is expected to support — and grow — becomes complex and challenging.

As a leader and change manager, you are charged with striking a balance between return on investment and value of investment by aligning people, processes, and technology with your organization's vision and goals.

MANCHESTER 1824
The University of Manchester

"The University has made significant progress with the effective use of educational technologies over the last three years and has achieved genuine transformational change in online and blended learning; a position we will continue to build on to face the opportunities and challenges ahead. We faced a number of challenges that needed solutions and we were able to work with Blackboard to find the right answers. Our partnership with Blackboard has helped the University to plan and implement the right technology solutions and to manage the many organisational changes along the way very successfully."

Professor Colin Stirling,
Vice-President for Teaching and Learning
The University of Manchester

Getting There

Why do educational organizations partner with Blackboard Consulting to understand the value of their technology investments and build new capability to support their education strategy, programs and services?

We developed and use a strategic approach founded on nine Effective Practice Areas to:

- Measure and analyze capacity and alignment for operations, process and educational technology

- Deliver a comprehensive educational technology program that can encompass support through systems

- Shape strategies for evolving and growing your organization's educational technology value on investment

Effective Use of Educational Technology Strategic Approach

PERFORM · VISION · PLAN · IMPLEMENT

- Institutional Strategy
- Alignment & Planning
- Educational Technology Strategy
- Staff Development
- Continuous Inprovement
- Educational Technology Architecture
- Learner & Faculty Support
- Educational Technology Support
- Operations & Maintenance

Bb | Strategic Solutions
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Effective Use of Educational Technology
Effective Practice Areas

Alignment	Capacity	Delivery
Institutional Strategy • Mission • Vision & Goals • Executive Leadership • Organizational Strategy • Learner & Educator Experience	**Staffing** • Leadership & Management • Professional Development • Competencies & Skills Portfolio • Performance Management • Recruiting & Retention	**Learner & Faculty Support** • Learning Support • Programmatic Support • Learner & Educator Outreach • Training & Development Programs
Alignment & Planning • Program Design & Alignment • Capacity Planning • Compliance • Policies & Governance • Service Alignment • Financial & Budgetary Planning	**Continuous Improvement** • Change Management • Portfolio & Program Management • Metrics & Analysis • Quality Improvement • Resource Utilization • Review & Evaluation	**Educational Technology Support** • Outreach Programs • Issue Escalation & Resolution • Process Integration • Quality Assurance • Service Management
Educational Technology Strategy • Educational Systems & Technology • Contingency & Sustainability Planning • Data Lifecycle Design • Long-Term Technology Planning • Platform & Infrastructure Strategy	**Educational Technology Architecture** • Technology Quilt • Learning Infrastructure & Services • Data Infrastructure & Services • Content Infrastructure & Services • Mobile Infrastructure & Services • Messaging Infrastructure & Services • Availability, Recovery & Redundancy • Security	**Operations & Maintenance** • Educational Systems Support • Technology Lifecycle • Technology Migration & Renewal • Performance Monitoring & Testing

We help you to align your resources, develop capacities, and deliver services across any or all of the Effective Practice Areas. We use rubrics, benchmarks, self-assessments and best practices to drive an interactive and iterative process to understand your needs, define solutions, and gauge readiness to execute against your strategic priorities.

The Evolution

Every organization has distinct processes and culture, along with detailed requirements for change.

Regardless of where you are today, we will ask questions, listen, and work within your organizational context to quickly help you align your technology programs and strategy, build capacity to deliver on your vision, and help you grow your educational technology value on investment.

Our process of objective evaluation and recommendations will help shape your Strategic Design by using a clear logic model, a detailed program, and a customized approach sensitive to your organizational culture, needs, and challenges.

Effective Use of Educational Technology Evolution

Your Starting Point: A Capabilities Analysis

The Capabilities Analysis is an end-to-end process that helps leaders develop a vision and plan for managing change, improvement, and growth in quality. It also provides customized recommendation for implementation to build capabilities that achieve the performance and improvement desired. From there, we can help you implement the resulting action plan, program implementation, and performance management.

Contact Blackboard

To learn more about how Blackboard can help you achieve your organization's goals, visit www.blackboard.com/strategic; or, if you are already a Blackboard client, contact your Blackboard Account Representative.

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