Blackboard®

Student Outcomes

THE OUTCOMES THAT MATTER

For higher education in the 21st century, much is at stake. Today's students graduate into a dramatically different world than the one their parents faced. The economy is global; the workplace more diverse. There's heightened competition for jobs, and careers are more likely to include a series of different work experiences than a lifetime with the same company. Driven by technology, the pace of change keeps accelerating.

The pressure is on for colleges and universities to equip their students with the skills they'll need to thrive in this challenging environment.

These skills include the ability to collaborate "without borders", working both in person and virtually with a diversity of colleagues. The ability to draw on and quickly evaluate a vast store of content. The ability to generate content, transferring information sharing practices from the personal to the academic and professional. Creativity, fluent communication, problem solving, a global perspective – mastering these skills requires an academic experience that results in solid learning outcomes.

In order to take students to the level of engagement and achievement they'll need to thrive in today's world, that academic experience will occur along a learning continuum that extends from formal instruction in physical and virtual classrooms, through asynchronous learning that can occur anytime, anywhere, to the ad hoc learning that occurs through real-time content sharing and the exchange of ideas through instant messaging.

To attract and retain students, colleges and universities need to stay current and relevant. They need to adopt new ways to accommodate students through blended learning, virtual learning, a wired campus and a wired institutional mindset.

In today's marketplace for education, students also look for outcomes beyond learning. As "active consumers" in all aspects of their lives, they're open to options well beyond traditional on-campus degree programs, and are nimbly forging personalized academic careers. To attract and retain students, colleges and universities need to stay current and relevant. They need to adopt new ways to accommodate students through blended learning, virtual learning, a wired campus and a wired institutional mindset.

Whether the focus is on student learning outcomes, or on institutional strategic goals around student attraction and retention, achieving the desired outcomes will rely in large part on the use of technology.

And no provider has a better understanding of this than Blackboard.

> *Having a partner like Blackboard is a smart business decision - modernizing our education technology platform has given us further depth and capability to meet student and faculty demand. Having Blackboard technologies support our teaching and learning programs has taken Babson to the next level.*

Tova Duby,
Senior Manager for eLearning Platform Operations, Babson College

The Technology Needed To Achieve The Required Outcomes

Blackboard's experience enables us to understand just how inextricably technology is intertwined with the skills required for success in the 21st century, for both students and academic institutions.

Technology is seamlessly interwoven with every aspect of the life of today's students. They claim they're always on, and they mean it: 75% sleep with their cell phones at their sides. With learning management systems, digital course content, and blended learning, technology is also seamlessly interwoven into the operational aspects of today's colleges and universities.

How does technology improve student outcomes?

Engagement: Forget the one-way lecture. Today's students expect to be actively engaged in the learning process – or you risk losing them. Incorporating new and engaging media helps students learn better, in a traditional classroom setting, an online course on their own time, or a real-time virtual class. Using varied ways to communicate also enables institutions to meet the needs of students with different modes of learning.

Connection: Collaborating on projects and assignments, learning informally from their peers, meeting with faculty during office hours – students have always developed vibrant communities. Today, these communities often meet online, and the online skills developed will help students succeed in the global workplace. Higher education also needs ways to share valuable content, connecting students to core information and providing faculty with proven and authenticated content that can enhance their approach to teaching.

Immediacy: In their social and academic lives, students expect to know what's going on in real time. They want to check on course schedules, find and connect with classmates, get quick responses from their instructors or from student services when they have a question, review assignments, and see their grades. And do so whether they're sitting in front of a computer in their dorm room, or using a mobile device. Faculty and administrators are also interested in on-demand access to information about student learning at the course, program, and institution level – information that has traditionally been available only through a painstaking manual process.

With technology that promotes engagement, connection, and immediacy, colleges and universities will be able to achieve the student and institutional outcomes that they're looking for.

Engagement, Connection, Immediacy: The Blackboard Solution

When it comes to engagement, connection, and immediacy, no technology provider has greater breadth of experience and depth of offerings than Blackboard. Blackboard is dedicated to bringing to market innovative solutions that apply the best in educational technology to the achievement of improved educational outcomes. Our integrated platform suite includes:

Blackboardlearn+

Blackboard Learn is a foundational learning management system. Through Learn, faculty members post – and students access – engaging course content, test schedules, class announcements, student assessments, and grade books. Learn is also Blackboard's forum for delivering self-paced, asynchronous online classes. As an environment for testing and assessment, Learn plays a key role in the measurement of learning outcomes, so critical in today's results-driven environment. With Learn, instructors can access information on student performance in real time and recalibrate their classes as required. Similarly, program directors and administrators can immediately tap into data sources as they become available, enabling them to respond quickly to emerging needs.

> *Blackboard Collaborate, coupled with our Blackboard Learn course management system and other software, is transforming the way we do business. It allows us to greatly enhance the flexibility we can offer students and improves the interaction and collaboration of faculty to students, and students to students, both in and outside of the classroom.*

Allen Taylor,
Chief Technology Officer,
Marshall University

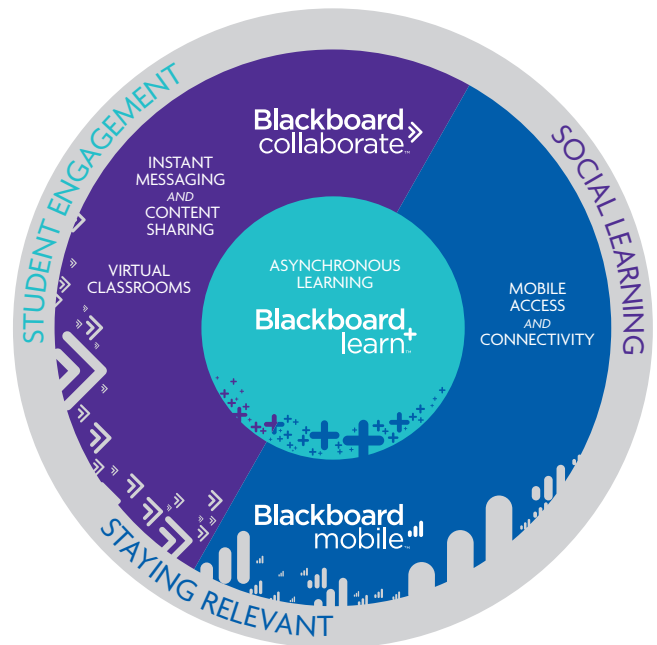## KEY CAPABILITIES ACROSS THIS SOLUTION FOR IMPROVED OUTCOMES

Engagement:
- Vibrant online communities
- Live interaction with people – student to student, faculty to student, more
- Asynch voice discussions and feedback
- Rich course content and interactive class archives

Connection:
- Course related notifications to mobile devices
- Presence, instant messaging, instant meetings
- Mobile access to blogs and journals

Immediacy:
- 24x7 access to digital course content and class recordings
- Online office hours
- Online student services

Blackboard collaborate

Blackboard Collaborate is a live, highly engaging platform designed for synchronous online classes, web and video conferencing, meetings, and help in an educational setting. Within Collaborate, informal meetings and collaboration are enabled through enterprise instant messaging. Voice authoring capabilities enhance student engagement by adding voice commentary and instruction to the asynchronous elements of online learning.

Blackboard mobile

Blackboard Mobile Learn enables students and faculty to access course content and class information in an engaging and intuitive way on a range of mobile devices, including Android, BlackBerry, and iPhone OS.

Digital Content

Content is at the heart of any learning system. Blackboard closely integrates with many of the leading sources of effective digital content: McGraw-Hill Connect and SIMNet, Barnes & Noble Nook Study, Follett Café Scribe eBook, and NBC Learn Archive on Demand. These and other repositories enable faculty to augment their courses with the rich and engaging content – like news videos, photography, lecture clips, articles, e-texts and more -that today's students demand.

Blackboard Brings It All Together

Achieving student and institutional outcomes is not a matter of "new technology goes here." Disparate products, implemented separately, can prove cumbersome for end users – students, faculty, administrators – and IT alike. Through deep and broad integration across all technology elements, Blackboard offers a convenient, seamless experience for students for heightened learner satisfaction; optimized workflows for faculty and administrators for optimal efficiency; and a unified management environment for IT. Overall, an improved educational experience for all.

Thoughtful and thorough planning is fundamental to the success of any systems implementation. Blackboard professional services providers all come from educational

As of our most recent survey in March, 2011, almost all students have a smartphone. Within the next year, all of them likely will. It's the one item they carry with them. They wake up and check their phones. They can now check their courses, check announcements, and know what's going on with their classes for the day. They can also access maps, events, library, video and news. TU Delft students are up to date with what they need.

Willem van Valkenburg,
E-Learning Consultant

backgrounds. They apply their experience and Blackboard proven practices to helping colleges and universities define the outcomes they're looking for, and choose and deploy the technology solutions that will enable them to achieve those outcomes.

Achieving 21st Century Outcomes

When it comes to achieving the student and institutional outcomes that are essential to higher education in the 21st century, technology is critical. And no vendor is better equipped than Blackboard to provide this critical technology. Blackboard offers a comprehensive learning platform that, combined with our deep expertise in education, helps colleges and universities deliver learning that's engaging, personal, and meaningful. As a result, learning outcomes are improved, and institutions are able to reach their goals for student attraction and retention.

Working with a single vendor offers simplified support, integration efficiencies, and a consistent path to adapting your system as technology evolves. And because Blackboard's solutions were designed based on deep experience and practices that have been tested and proven, colleges and universities that choose Blackboard have the confidence of knowing that they're working with the industry leader that has achieved learning and operational outcomes at educational institutions worldwide.

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