



## Blackboard Intelligence: Insights into Course Performance and Learner Behaviors

### Key Product Features:

- A prepackaged analytics data warehouse and business intelligence reporting product that integrates with the Blackboard Learn™ platform and SIS/ERP systems to provide actionable information around student persistence and learning success.
- Enables users to employ out of the box reporting or build their own custom reports to unlock key insights based on current and historical performance with drill-down along multiple dimensions.
- Perform comparisons over time, by day, by term, by week, etc. across courses, departments, schools, or the entire institution
- Other data sources can be integrated in data warehouse

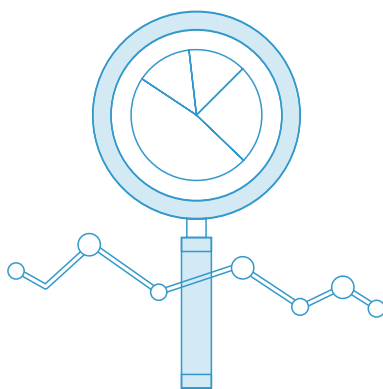
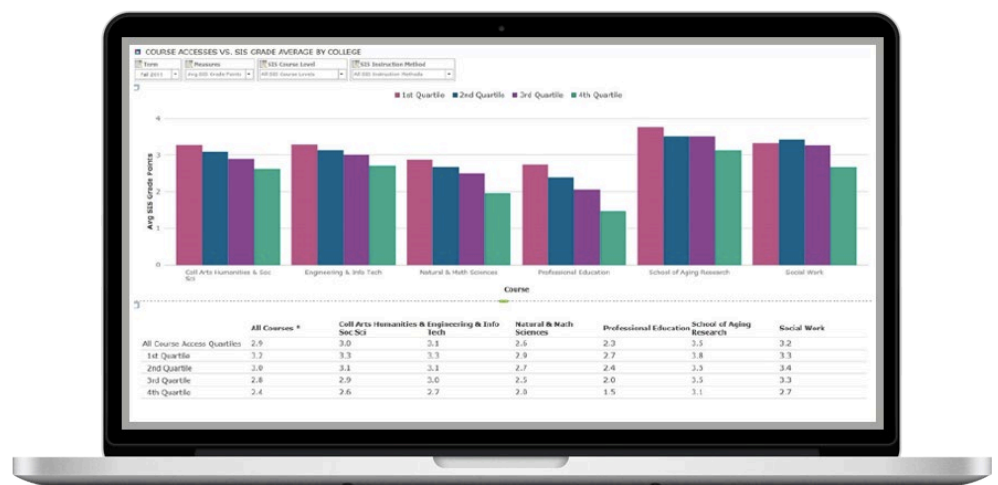
### Allow course insights for data-driven decision making

Higher Education Institutions and their faculty are facing increased scrutiny and pressure to demonstrate program effectiveness while at the same time the growing use of technology is generating mountains of data. If this data can be harnessed and analyzed, it can provide the required actionable insights to help understand what is going on within a course from course activities to learner behaviors.

Institutions and faculty need analytic tools built for them that enable easy access to data-driven insights into student engagement and performance. Blackboard Learner Intelligence (formerly Analytics for Learn) can help Instructional Technologists and Administrators to:

- Gain deep understanding of student behaviors in course
- Identify poorly performing courses
- Effectively and efficiently create course designs based on engagement
- Access learner insights to help develop stronger advising services

### Course access vs. SIS grade average by College



These capabilities directly benefit Administrators and Instructional Technologists enabling them to:

- Drive improved teaching and learning by focusing on courses where there are high failure rates and redesigning these courses
- Identify and share faculty course best practices across the institution
- Develop proactive strategies while the course is happening to drive better overall course performance
- Better understand the impact of the LMS on student success and course design

## What Customers are Saying:

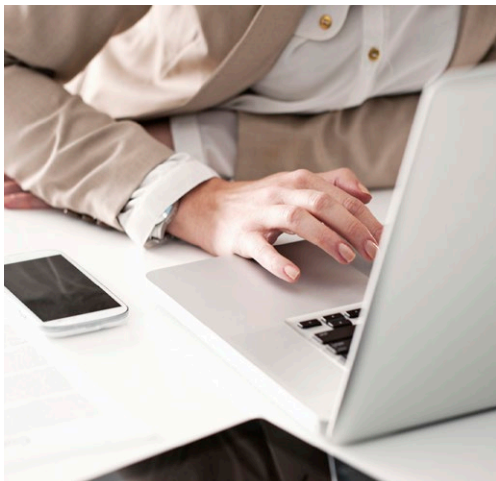
### **Kendall St. Hilaire, Administrative Director of the Virtual Campus at Indian River State College**

“In the past, we’ve always asked, Okay, what happened? Now we’re able to jump into these reports and say, Ok, what’s happening? This is causing a conversation among students, faculty, their instructional deans, advising and that’s helping everyone to retrieve the same information on the student behaviors in the online classes and tracking their progress as the weeks progress in a semester.”

“I think that we are on the cusp of something that’s incredibly exciting in higher education. I do think that there will be more student-driven decisions about what they’re taking in their curriculum than ever before. It’s going to be a result of these systems, these reports, these tools, the technology is out there, that allows them to take ownership of not just their grades but their entire educational plan.”

### **UMBC – Jack Suess, Vice President of IT and CIO, University of Maryland, Baltimore Campus**

“As we think about the use of Blackboard Analytics, the initial phase of this was focused on basic access to information. How do you provide data to manage for results and make certain that the programs are operating as efficiently and effectively as possible. As we demonstrated results, we began to ask more strategic questions, such as, which courses do students have high failure rates and why?”



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Learn more about Blackboard Analytics at [Blackboard.com/Analytics](https://blackboard.com/analytics)