Mobile Strategy

LET'S CREATE A BETTER MOBILE EXPERIENCE, TOGETHER

When it comes to mobile, every organization has unique long-term needs, community expectations, and user requirements that extend beyond a specific technology or implementation. A mobile strategy is essential to the creation of an experience that reflects the priorities, values, and vision of your organization.

Mobile has the potential to encourage active participation in teaching and learning, enrich campus life, increase reach, and connect communities in today's increasingly always on and always connected world. For organizations like yours, an effective mobile strategy can:

▸ **Strengthen your reputation with alumni, donors, and communities**

▸ **Enhance student engagement, success and education quality**

▸ **Increase access, enrollment, retention and graduation rates**

▸ **Connect students, instructors, and staff to key services anytime, anywhere**

An effective mobile strategy is more than just software and hardware; it includes the people, processes, and programs that best ensure success. We can help you define and shape your long-term vision, execute against your priorities, and build your capability.

Getting There

We draw upon our expertise as educators and technologists in education to develop a plan unique to your organization in six Mobile Strategy Effective Practice Areas. Our approach not only concentrates on developing a mobile strategy for the present, but it also focuses developing your capability to vision, plan, implement, and perform into the future.

We started with just an idea, and worked with Blackboard all the way from conceptualizing to creating and implementing in a very quick timeframe.

Michael Casdorph
Director of Instructional Support and Education Design, Georgia Health Sciences University

PERFORM · VISION · PLAN · IMPLEMENT

Mobile Strategy & Planning

Mobile Technology & Architecture

Mobile Delivery

Learning & Education

Campus & Work Life

Community Engagement

Mobile Strategy Effective Practice Areas

Mobile Technology & Architecture
- Mobile Systems & Technology
- Contingency & Sustainability Planning
- Mobile Infrastructure & Services
- Software Development Strategy
- Integration Strategy

Learning & Education
- Learner & Educator Engagement
- Curricular Alignment & Planning
- Educational Technology Support
- Educational Alignment
- Scholarly Networking
- Awareness Planning

Mobile Strategy & Planning
- Vision & Goals
- Executive Leadership
- Governance & Stakeholder Involvement
- Partnership Development
- Assessment Planning & Evaluation Program Design
- Marketing & Adoption Planning

Campus & Work Life
- Staff Engagement
- Campus Services Engagement
- Administrative Engagement
- Campus Life Alignment
- Notification
- Social/Academic Networking
- Awareness Planning

Mobile Delivery
- Mobile Services Support
- Mobile Services Lifecycle
- Service Monitoring
- Utilization & Adoption Monitoring
- Quality Assurance

Community Engagement
- Alumni Engagement
- Community Engagement
- Recruiting
- "Town & Gown" Relationship Building
- Programmatic Alignment
- Social Networking
- Awareness Planning

The six Mobile Strategy Effective Practice Areas, which are rooted in comprehensive rubrics, enable us to help you take a holistic view of mobile and explore deeper issues around organizational and programmatic alignment, operational and technical capacity, and service definition and design. In doing so, we work with you to shape a strategy that is appropriate and unique to the needs of your organization today, and provide a framework for tomorrow.

Your Starting Point: A Strategic Review

A Strategic Review looks across all of the Mobile Strategy Effective Practice Areas within a structured engagement that integrates literature and material reviews, self-assessment, interviews, and participatory working sessions into phasing and a framework appropriate for the organization. As part of a Strategic Review, we:

▶ **Assess the enterprise for mobile capabilities**
▶ **Evaluate the infrastructure and systems for web services for mobile integration**
▶ **Review other mobile initiatives and how they roll into a cohesive Mobile Strategy**

These findings are incorporated into a final analysis and a set of recommendations that are delivered in an executive summary report, which you can use to advance your mobile goals and objectives.

An effective strategy requires a partner who can take your entire campus from zero to Mobile. With the Blackboard Mobile™ Learn and Blackboard Mobile™ Central platforms and Blackboard Mobile Strategy Consulting, you have a dedicated team with an expertise in developing and executing mobile strategies for education.

To learn more about how Blackboard can help you define an effective Mobile strategy, visit www.blackboard.com/mobilestrategy. Or, if you are already a Blackboard client, contact your Blackboard Account Representative.

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