



Blackboard



## Boost engagement and make life simpler for your membership organizations

Whether your organization handles dozens of clients or thousands, two challenges remain the same: **attracting and retaining members by delivering outstanding services and growing your revenues.** With Blackboard's help, the two dovetail perfectly. We've worked with membership organizations for over 20 years, helping to deliver tailored courses to their members. We can even provide a one-stop e-commerce solution: members simply log in to have access to all their services.

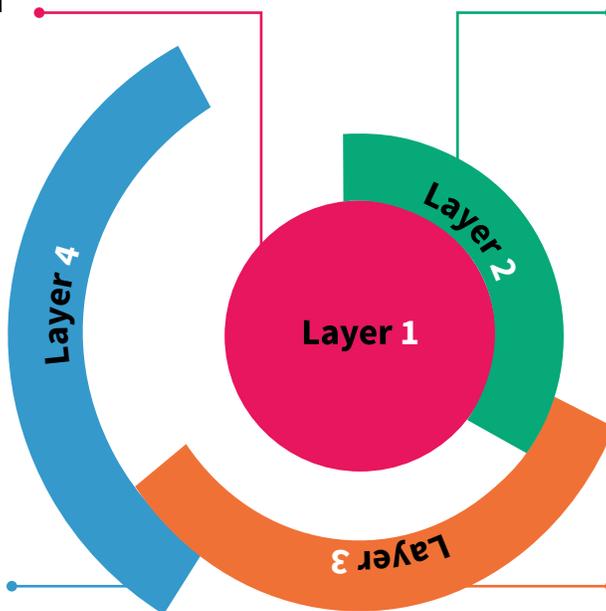
### More than a membership platform

#### The membership platform

Our membership platform lies at the heart of everything we do, with an emphasis on ease of use and customization: we'll work with the systems you already use. And we're not just limited to learning; we can provide access to all your assets, from courses to videos to PDFs.

#### A great user experience

All of this would be pointless if we didn't offer an amazing experience for users. But, thanks to our decades of experience delivering courses to millions of learners around the world, our tools are second to none—just like our customer support.



#### A payment gateway

We can handle every step of the payment process via our payment gateway. Once membership is ratified, members sign in and we deliver certification.

#### White labeling

If you have bigger clients, they may want to deliver their own branded training based on your platform. We make this simple, even extending to separate, branded domains.

*“It’s intuitive, it’s easy to use, and a lot of our learners are already familiar with Blackboard because they used it in their schools.”*

**Ann Gambaro**

Director of Content Development for Mortgage Bankers Association

## WHAT MAKES BLACKBOARD PERFECT FOR MEMBERSHIP ORGANIZATIONS

### E-commerce

If you want to package learning into the services you provide (for example, if you also want to provide access to a digital library), then we have years of experience making this work. Our payment gateway can connect to any service and adapt based on your business model.

### Any content, anywhere—in seconds

Although we're 100% compliant with SCORM, virtually any web resource can be integrated into the course. Want to add a YouTube video? A PDF? HTML5 content? It's both quick and easy.

### Seamless user experience

No one beats us for usability. After all, with a foundation in education, we service millions of the world's most demanding consumers: learners.

### Learning for everyone

This isn't just about talent management: Blackboard creates a learning and development environment for all your members' staff.

### Any device, anywhere

Blackboard creates a flexible learning and development environment for all your members' employees, regardless of where they are and how they want to learn.

### Local support

To help get the best possible return from your investment, our local experts will help you create custom content tailored to your needs.

### Amazing analytics

We care deeply about engagement in training and helping people increase their skills. Our analytics tools mean your members can spot and support anyone who's disengaged or falling behind.

### All languages covered

If you need to support multiple languages, perhaps spread over many countries, our international experience means you can deliver the same content to everyone.

### Unrivalled assessment tools

We bring the assessment power of the world's best universities to your membership platform, giving you and your members a genuine and actionable set of results.

### Live collaboration

The modern learner loves to collaborate with fellow learners and trainers. Real-time collaboration, **no software required**, and lots of bonus features such as a digital whiteboard, polling and breakout rooms.

## MEET THE MODERN LEARNER

### On-demand

People unlock their phones up to **9 times every hour**. We provide on-demand learning whenever learners want it.

### Undertrained

1% of a typical workweek is all that employees have to focus on training and development. **The CEO of AT&T believes it should be five to ten hours.**

### Collaborative

80% of workforce learning happens via on-the-job interactions with peers and managers. Blackboard provides **real-time collaboration** with both trainers and fellow employees.

### Empowered

**Only 38%** of workers say they have **opportunities for learning and growth** at their workplace. They want more options: we give them control over their pace of learning.

### Untethered

1 in 3 Americans own a smartphone, tablet and PC. Blackboard's **intuitive interfaces** work just as well whichever device you choose.

### 24-hour support

Workers snack on courses whenever they want. Blackboard proves **24 x 7 x 365 support** via a helpdesk for both you and your employees.

## CONTACT US

To see how Blackboard can help your employees learn, not check the boxes, call **1.800.424.9299** today or visit:

[blackboard.com/business](https://blackboard.com/business)

### Blackboard.com

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