

CAPABILITIES FOR SUCCESSFUL ONLINE PROGRAMMES

Leaders of today's higher education institutions face a very different landscape than their predecessors. The days when budgets ran deep and student applicants were plentiful are a thing of the past. **Leaders are increasingly turning to online programme development as a pathway to address many of these issues.** Whereas the solution may be self-evident, the path forward may not be. That's where Blackboard comes in.

We have developed a strategic approach built around the key capabilities needed for a successful online programme, and we customise our solution to your needs. We then employ proprietary rubrics, benchmarks and self-assessments to drive the process, define the solutions, and gauge readiness to execute against these capabilities. **These services are organised into the five broad services areas of: Planning & Development, Courses & Curriculum, Enabling Technologies, Marketing & Recruiting, and Student Services.**

PLANNING & DEVELOPMENT: Provides the foundation for the whole online learning initiative—setting the strategy, goals, and metrics for success, defining the business, organisational, financial, and operational model necessary, and the policies by which the initiative will be managed and governed on an ongoing basis.

ENABLING TECHNOLOGIES: We help you deliver an engaging technology-enabled student experience. We believe that it is essential to build a differentiated, unique student experience not only for teaching & learning but also for all support services as well. Each student engagement is an opportunity to either strengthen or weaken student loyalty to the institution.

STUDENT SUPPORT: How students are engaged beyond the teaching and learning experience can have long-lasting impressions around a student's experience, loyalty, and ongoing support for their institution. We can help you ensure that students have the support and services they need every step of the way—from inquiry to graduation—and generate greater student success and satisfaction.

CURRICULUM & COURSES: Blackboard has developed effective, proven practices in online pedagogy from programme design to course delivery and support; we are prepared to assist you in developing and delivering the best possible online learning experience to maintain the academic quality and integrity of your brand.

MARKETING & RECRUITING: quality and growth in online programmes is driven by the efficient use of investment money to attract and bring students into the institution. Our services and support can scale your marketing results—from targeting and engaging the right prospective student segments, to creating messaging, implementing effective lead generation initiatives, to enacting proactive outreach that converts interest to applications.

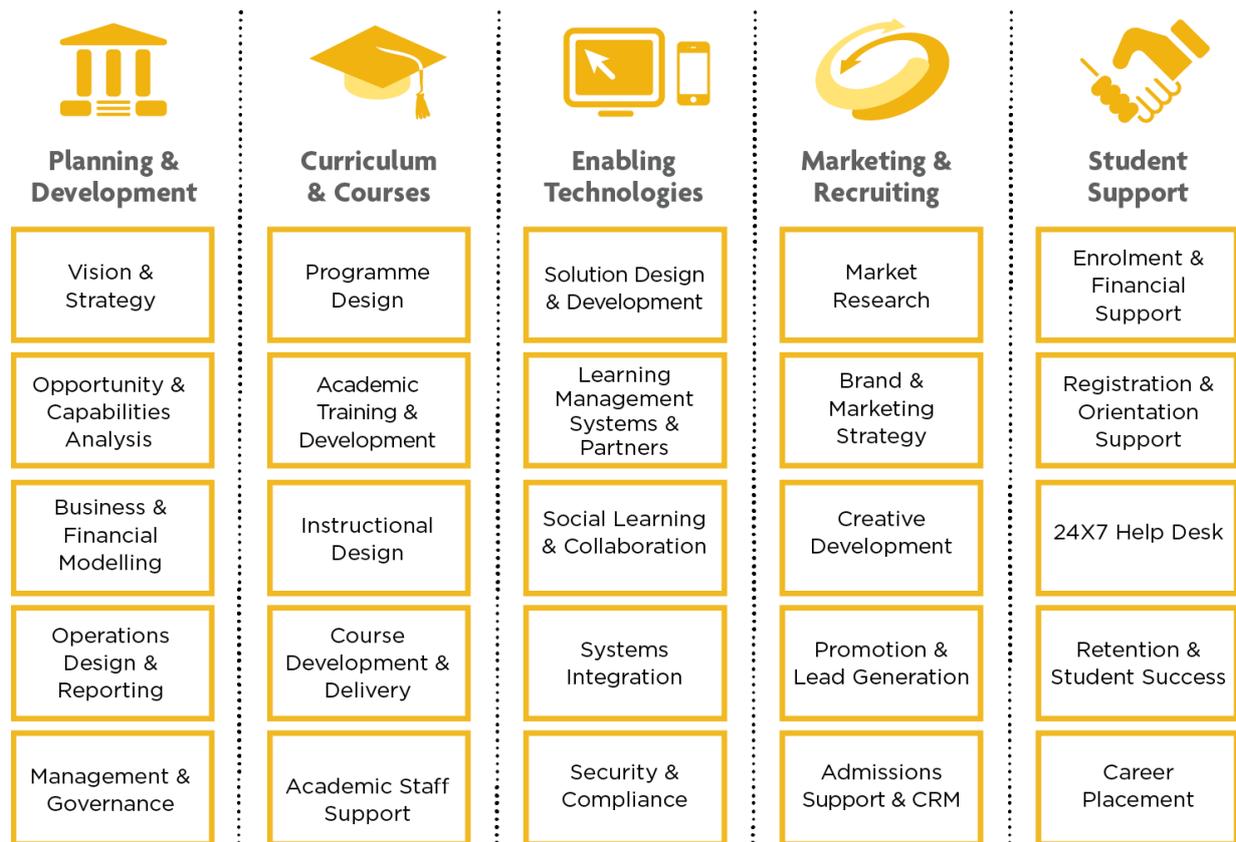
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To learn more about how Blackboard can help you go and grow online:

**Visit blackboard.com/opm
Email AskUs@blackboard.com
Contact your Blackboard Account
Manager**

Education Services
by Blackboard

Blackboard Online Programme Management™



Optimise Your Flexibility and Control

Blackboard's comprehensive Online Programme Management solutions are designed to maximise the flexibility and control offered to institutions in fulfilling their e-learning vision. While other providers offer a "one-size-fits-all" solution, Blackboard offers fully customisable solutions that address the unique vision, needs and timelines of each institution, solutions that are shaped by:

- **Flexibility** to choose any or all of the capabilities that you need and a commitment to provide what is needed, when it is needed and for as long as needed.
- **Institutional control** that retains a pathway to independent delivery.
- **A range of funding models** – revenue-share, fee for service, and hybrid – to address specific institutional needs.
- **Proven practices** from 3,000+ online learning solution client partnerships.
- **A deep portfolio of industry-leading platforms, services, partners.**
- **An open technology approach** allowing you to incorporate Blackboard's portfolio and/or other own institutional technologies.

Our approach allows you to dramatically increase the quality, scale, and economic impact of your online programmes—while reducing your institutional risks through a trusted partnership.

Blackboard International B.V. • Paleisstraat 1-5 • 1012 RB Amsterdam • The Netherlands

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