

Blackboard®

News Release

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Blackboard Shows Sustained Momentum in Brazil

More than 1.3 million users across more than 230 institutions leverage cutting-edge solutions to achieve educational success

SÃO PAULO, 28 July 2017 – Blackboard Inc. today reported the continued momentum of its operations in Brazil, currently serving more than 230 institutions across the country. The company, which is locally represented by Grupo A Educação, now improves the teaching and learning experience of more than 1.3 million users, providing an unmatched portfolio of solutions that make online and distance learning easier, more engaging and streamlined. Today’s announcement further illustrates the great momentum the company is seeing around the world.

In the last 12 months, a number of leading educational institutions in Brazil have implemented Blackboard solutions to deliver a more engaging, personalized, collaborative and streamlined teaching and learning experience, with the overall goal of driving student success. New partnerships include:

- Unigranrio, a leading higher education institution in the Brazilian state of Rio de Janeiro. Unigranrio signed a partnership with Blackboard to optimize its undergraduate courses currently delivered through distance learning. The university has also launched a hybrid approach and is looking to increase the number of subjects available online to 20 percent, the maximum allowed by the Brazilian Ministry of Education for traditional face-to-face courses.
- São Leopoldo Mandic, the first among all Brazilian health science colleges and one of the top ten Higher Education Institutions according to the General Index of Courses (IGC) of the Ministry of Education. It selected Blackboard Learn as its learning management system (LMS) for its friendly interface and ease of use for both teachers and students. The solution will be used mainly as a support for face-to-face classes.

Institutions are also recognising Blackboard’s unique position as a market driving company with an unmatched portfolio that can provide a holistic answer to their varied requirements. Based on the outstanding results achieved and with the aim of further capitalizing on their successful implementations, educational institutions representing over 60 Brazilian universities have extended their existing partnerships with Blackboard, including Laureate Brazil.

Laureate Brazil, Laureate’s network of Brazilian institutions, has been working with Blackboard since 2015 to replace the LMS of all 12 universities. The adoption of

Blackboard Learn as the common platform has enhanced the teaching and learning experience of around 250,000 students and teachers. It has also enabled the creation of a unified Shared Service Center for the centralized management of all online, distance and blended learning activities across institutions, facilitating the production and distribution of course content.

“This is a very exciting moment for Blackboard, both in Brazil and around the world,” said Lee Blakemore, President of Blackboard International. “Brazil, like many other countries, is facing pressing challenges in education and institutions need a solid partner in change, with solutions and services that meet their specific needs. We are proud that so many universities have selected Blackboard to empower their teachers and students and help them achieve educational success.”

About Blackboard

Our mission is to partner with the global education community to enable learner and institutional success, leveraging innovative technologies and services. With an unmatched understanding of the world of the learner, the most comprehensive student-success solutions, and the greatest capacity for innovation, Blackboard is education’s partner in change.