



# Strategic Services

As the world's leading provider of education technology, Blackboard is uniquely placed to help institutions deliver their strategy. We support you every step of the way, whether that's honing your vision, setting strategic goals, providing people on the ground, or anything else you need to deliver transformational results. And here's a surprise: we're totally product agnostic.

*Review. Plan. Design. Deliver. If we had to boil Blackboard's Strategic Services down to four words, it would be those.*

## Strategy

## Execution

## Outcome

### Strategic Review

We work with the world's best institutions, helping them transform learning through technology, and use this knowledge to build recommendations based on your unique situation.

- Create high-level strategic report
- Identify key areas of focus
- Phased actionable approach

### Strategic Planning

We've delivered over 5,000 individual projects, so we know exactly how to break a plan into work streams, timescales and deliverables to achieve the end goal.

- Specific recommendations to plan for change
- Identify goals and resources
- Create milestones, phases and timelines

### Strategic Design

What are the steps needed to deliver the strategic plan? What's the process workflow? How can we mitigate against problems? What will the end product look like?

- Tangible and practical designs
- Workflows, structures, processes and products
- Enable delivery of strategic change

### Strategic Delivery

We'll provide an experienced person to deliver, drive and mentor the change in your institution. They'll help you motivate and educate staff so you achieve your project goals.

- Execute changes identified
- Implement new workflows, structures and processes
- Achieve strategic goals

**5,000+**

Individual projects

**1,500+**

Clients served

**300+**

Years of expertise

**30+**

International partners

Blackboard Strategic Services has trained tens of thousands of people to get the most from their Blackboard systems. One thing motivates us: helping you derive the maximum benefit possible from your investment. That means consultants who understand your problems, because they've worked in education before they worked for us.

**Blackboard**

# Institutions we've helped

*We've delivered projects for over 1,500 different institutions around the globe. Here's just a handful.*

## Cardiff University, Wales

Developed a strategy and programme plan to support its Education Portfolio, an ambitious programme of transformation

## Curtin University, Australia

Delivered a business case and project plan to transform their institution, including retention and digital assessment

## Aarhus University, Denmark

Transformed learning to meet students' high expectations and moved to a single institutional LMS

## University of Leicester, England

Moved from a bottom-up, opt-in adoption to a strategic, systematic use of technology (E-learning 2.0)

## Karabak University, Kenya

Transitioned from a traditional bricks-and-mortar university into the digital domain to grow student numbers

As we've said, each institution offers a unique set of challenges, but here are a number of common themes.

### Learning Technology Strategy

Our multi-year strategic plan would promote educational effectiveness, efficiency growth, innovation and sustainability.

### Academic Adoption

It's all very well supplying great technology; tutors must want to embrace it. We'll identify best practices and recommend areas to improve.

### Academic Engagement

We'll create an outreach plan determined by the characteristics of your staff, and help engage everyone from students to course designers.

### Online Assessment and Feedback

We'll provide and deliver an overarching strategic plan for online assessment and feedback, from running digital exams to assessment protocols.

### Learning Data Analytics

We'll create mechanisms for identifying, reporting and tracking learning data. Discover how learning analytics can impact curriculum design.

### Student Retention/Throughput

We'll deliver tools that identify individual students at risk of failing, and also advise on approaches that can lift a whole cohort's performance.

### Online Programmes

We'll help you deliver fully online or blended learning, from new procedures to support online students to a deep analysis of your curriculum design.

### Student Journey/Data Lifecycle

Starting from where you are now, we'll help create best practices for capturing the whole student journey, including data collection, storage and access.

### In-House Project and Change Management

We provide an in-house project and change management team that will help you deliver on every recommendation, every milestone, every goal.