



Academic Technology Planning Services

Updating technology is a time-consuming, complex task. Problems during a transition to updated or new technology can lead to lack of adoption and difficulty during subsequent change management, which creates an ongoing problem with unhappy users and constant change requests.

Blackboard's Academic Technology Planning Service (ATP) helps clients with the initial rollout of new products and with planning for ongoing adoption of current technology. Our consultants help clients:

Discussion and development of stakeholder use cases for the purpose of:

- Planned feature/ functionality releases
- Marketing and communication planning
- Change Management planning



Adjust to the look and feel of new releases,



Align with overall institutional educational technology objectives



Plan for ongoing change management associated with continuous delivery



Incorporate use case based best practices



The Blackboard Academic Technology Planning Service provides the necessary goal setting, subject matter expertise, planning, and change management to ensure the successful implementation or wider adoption of Blackboard teaching and learning technologies. Whether new to Blackboard or seeking to increase impact and learner experience, this service helps to ensure a smooth and well-organized path for change management leading to deeper adoption and higher student engagement.

The Data Driven ATP measures adoption of specific features such as course content, assessment usage, announcements, and more to drive ongoing adoption and ROI of your LMS. It also includes data on mobile usage and historical usage trends, which is not accessible through alternative solutions.

Academic Technology Planning is available in basic or data driven versions. Through a series of discussions and planning sessions with critical stakeholders, ATP includes:

- A thorough review of currently implemented educational technologies as well as the vision, mission, and goals for those technologies as they relate to student experience, instructor adoption, and institution brand.
- Facilitated workshops that include:
 - Comprehensive stakeholder analysis to identify key individuals and groups benefiting from planned changes
 - Identification of potential risks or challenges introduced by planned changes; and development of mitigation strategies
 - Project Phase definition
 - Training
- Development of a task-based, actionable project plan that:
 - Incorporates the identified goals, objectives, and timelines
 - Accounts for future growth and is scalable
 - Plans for long-term adoption of educational technologies
 - Clearly identifies critical milestones and project success criteria and measures
 - Includes tasks associated with change management, training, and roll out

Take the Next Step

Both versions of Academic Technology Planning available in stand-alone or recurring plans. The stand-alone plan offers a one-time consult including stakeholder interviews and development of a project plan. It is best used when only minimal change management is required as part of the transition.

The recurring plan is an expanded service that features two sessions, timed throughout the first year based on the institutional calendar and the planned adoption timeline. These form the foundation of an ongoing cycle of continuous improvement in future years and allow you to revisit plans, assess progress, and drive adoption.

Contact your Blackboard Sales Representative to schedule a time to discuss these services and next steps.

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