

## With our Digital Teaching and Learning Certification Program, you'll achieve:



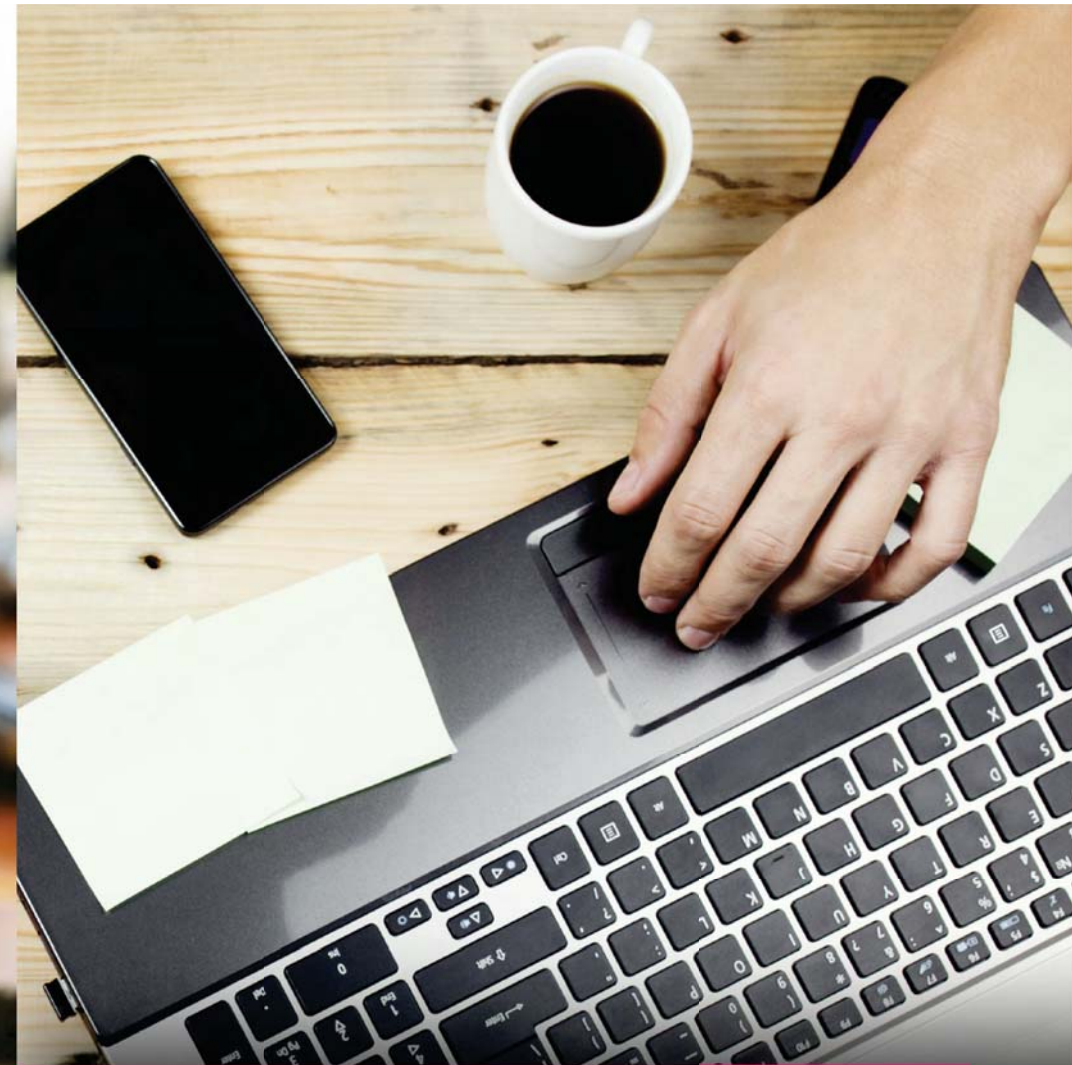
- Closer compliance with agreed teaching standards
- Greater consistency of the teaching and learning experience
- Higher confidence in the way your staff use technology
- Wider adoption of learning technologies
- Higher returns on your investment
- Better quality of academic instruction

For more information visit  
<http://go.blackboard.com/eteacher>  
or email us at [askus@blackboard.com](mailto:askus@blackboard.com)



Certified by  
**Blackboard**

Copyright © 2017. Blackboard Inc. All rights reserved. Blackboard, the Blackboard logo, BbWorld, Blackboard Learn, Blackboard Transact, Blackboard Connect, Blackboard Mobile, Blackboard Collaborate, Blackboard Analytics, Blackboard Engage, Edline, the Edline logo, the Blackboard Outcomes System, Behind the Blackboard, and Connect-ED are trademarks or registered trademarks of Blackboard Inc. or its subsidiaries in the United States and/or other countries. Blackboard products and services may be covered by one or more of the following U.S. Patents: 8,265,968; 7,493,396; 7,558,853; 6,816,878; 8,150,925



**eTeacher**  
the Digital Teaching and  
Learning Certification Program

Certified by  
**Blackboard**



## Helping your teachers reach their full potential

### Delivering on your investment in learning technology

Today's students have high expectations. They rightly demand an engaging learning experience that helps them improve and prepares them for successful careers.

You've invested in the hardware, software and systems that they expect to be part of their learning journey. But are you confident that your academic staff are equipped to use technology to its full potential?

To attract and retain students – and to maximise their chances of success – your instructors must be both compelling subject experts and masters of technology.

This is why we're offering a certification program to build their digital expertise.

## Introducing eTeacher, Blackboard's Digital Teaching and Learning Certification Program

### Professional Development for today's teachers

Blackboard's Digital Teaching and Learning Program comprises three intensive weeks of face-to-face training. It gives your faculty the technical skills and knowledge they need to teach in today's education environment.



## Course modules at a glance

### Progressive and flexible

The program's courses can be taken over an 18-month period to suit your institution and staff. Each course builds on the learnings of the previous week and culminates in an exam.

Course week	A	B	C
Course focus	Fundamentals	Practice	Excellence
Sample modules	<ul style="list-style-type: none"> <li>Introduction to Digital Teaching</li> <li>Assessment &amp; Feedback</li> <li>Web and Video Conferencing</li> </ul>	<ul style="list-style-type: none"> <li>Creating learning content</li> <li>Facilitating Group Work Online</li> <li>Assignments, Tests and Rubrics</li> </ul>	<ul style="list-style-type: none"> <li>Personalised Learning</li> <li>Exemplary Online Course Design</li> <li>Designing for the Mobile User</li> </ul>
Certification	Associate	Practitioner	Specialist

CERTIFIED EXPERTS

Blackboard

Successful participants receive a certificate marking their achievement and those who complete all three are designated 'certified experts'.

However, the training is also flexible enough to accommodate people with different levels of knowledge. Participants can enter the program at different levels by securing recognition for existing skill and knowledge through their successful completion of the relevant certification exam(s).

## “Faculty development for online instruction enhances student success...”

Academic Senate for California Community Colleges

“...training does indeed help instructors improve the quality of online courses that they teach ...”

Internet Learning, Volume 4 Issue 1, Spring 2015



### Maintain standards, extract value

The program enables you to establish and *maintain a standard of excellence* for blended and online teaching.

This in turn *enhances the student experience, increases student satisfaction and raises your academic reputation*. In short, you see tangible returns for your investment in learning technology.

### Proven education partnerships

By working with Blackboard, higher education institutions around the world have achieved remarkable results, for example:

- 20% increase in *student retention rate* within 3 years<sup>1</sup>
- 32% increase in *graduation rate* over 7 years<sup>2</sup>
- Higher *grades and pass rate*<sup>3</sup>

Digital Teaching and Learning Certification Program is the latest example of this partnership approach. It provides vital expertise to the teachers whose performance today will shape your future.

### Training delivery to meet your needs

Blackboard understands that a single delivery model does not work for everyone. That is why training can be delivered **face to face, blended or fully on line**.

In addition, our training professional will also deliver these courses in local language.

<sup>1</sup>20% improvement in retention rates (69% to 83%), CPCC, USA

<sup>2</sup>32% increase in number of students graduating, MNPS Virtual School

<sup>3</sup>Improved grade point averages from C to B; increased pass rate from 50% to 80%, Aarhus

The program content is aligned with UNESCO ICT Standards



ICT in Education

