Effective educational management using the Blackboard platform

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This complexity includes rising expectations about the level and quality of interaction

I expect 24x7 on demand access to…

…class availability

….grades

…list of events on campus

…assignments and syllabi

…registration or financial status

…campus, local, and global news

…library resources

…placement office resources

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The trend is clear—communication has shifted toward mobile

"By Christmas 2011, smart phones will make up the majority of phones out in the marketplace"[1] −*Nielsen Company*

Adoption rates of mobile internet services are being driven by social networking (growing at 197% each year) and mobile applications (growing at 117% each year) [2] −*comScore*

In February 2009, social network usage exceeded Web-based e-mail usage for the first time, and the gap is growing [3] −*Nielsen Company*
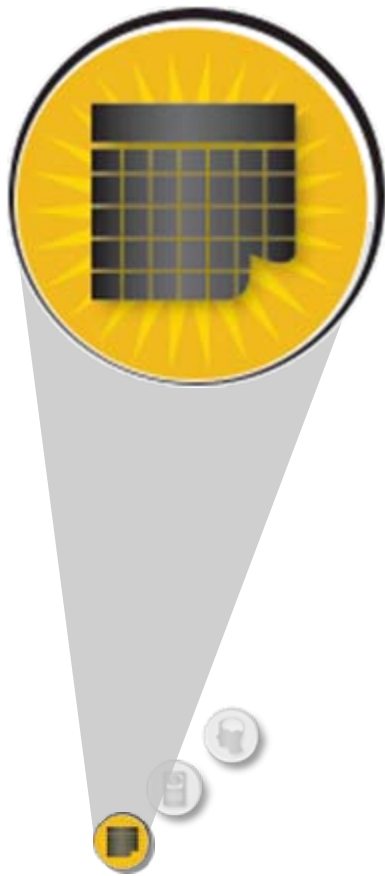
[1] The Nielsen Company at http://blog.nielsen.com/nielsenwire/consumer/smartphones-to-overtake-feature-phones-in-u-s-by-2011/
[2] comScore, *The Next Big Things: Mobile Internet & Applications – Gaining Momentum*
[3] The Nielsen Company, *The Global Online Media Landscape* report, April 2009

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Level 1: Event-Driven Engagement

Broadcast to entire body or select groups of students and constituents regarding an **upcoming event or deadline**
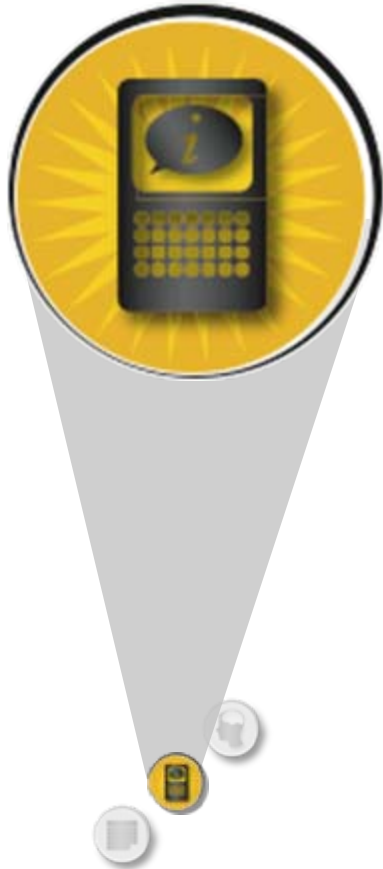
Examples:
- *Registration deadline is approaching*
- *"Welcome Freshmen!" message*
- *Campus events alert*
- *Athletic event parking restrictions*
- *Class drop deadline*

Characteristics:
- *1-way push*
- *Broad reach*
- *Somewhat frequent*
- *Semi-personalized*

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Level 2: On Demand Engagement

Request initiated by student or constituent for **specific information** at a **particular moment**

Examples:
- *Faculty contact information*
- *Career center office hours*
- *Book availability from the library*
- *Campus headlines and events*
- *Bus schedules*

Characteristics:
- *Bi-directional*
- *Initiated by requestor*
- *Accessible anytime, anywhere*
- *Personalized*

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Level 3: Needs Anticipated Engagement

Proactively providing **personalized** information or content to individuals or groups based on **known details**
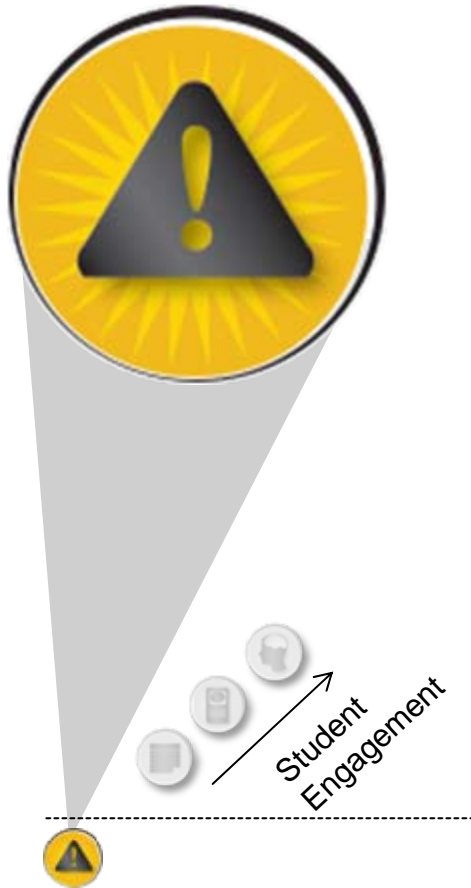
Examples:
- *Exemplary student is accepted to university; is sent scholarship apps customized to their qualifications*
- *Students who have not attended class for the first two weeks are informed of the drop deadline and reminded of school policy*

Characteristics:
- *1-way or 2-way*
- *Anytime, anywhere*
- *Triggered before needs are realized*
- *Highly personalized*
- *Technology helps to identify need and to distribute message*

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Sub-Level 1: Safety & Security… critical and informational, but not engaging

Broadcast to entire body or select groups of students and constituents regarding an issue that affects their **safety and security**

Examples:
- *Weather event*
- *Safety consideration*

Characteristics:
- *1-way push*
- *Infrequent*
- *Mass message, no personalization*

Student Engagement

Blackboard

Blackboard provides an integrated, student engagement-focused, technology solution

Blackboard Mobile Learn

Blackboard Learn

Blackboard Mobile Central

Multi-Modal Messaging

Use Case Examples of Student Engagement

Event-Driven

Quick Facts about LACC

- Student Enrollment: 19,748
- 54% of students are immigrants to the U.S.

Solution Background

- Began using the Blackboard Connect™ service for emergency notification only

- Quickly saw value of the Blackboard Connect ™ service as a way to reach diverse and distributed student base

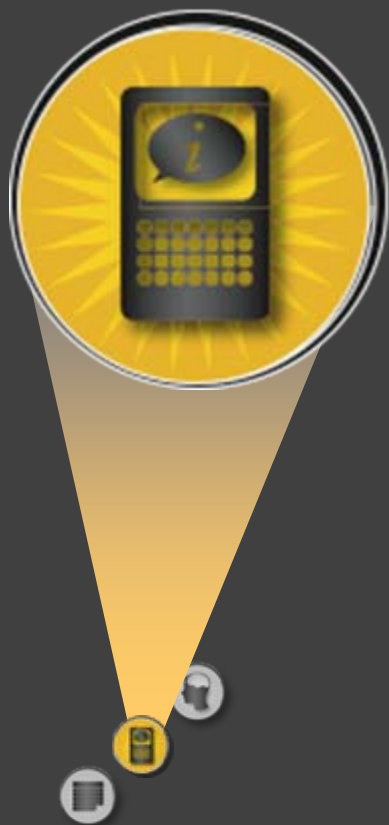- Currently send out 2 to 3 event-driven messages per month following their responsible messaging protocol

SETON HALL UNIVERSITY 1 8 5 6
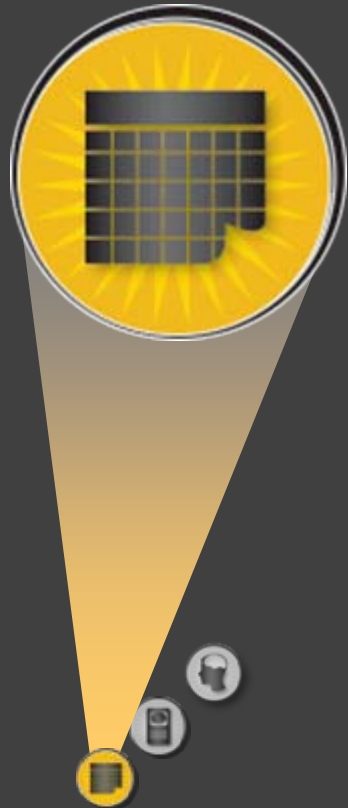
In Motion

USE CASE: *Mobile Application Suite*

Maps

Videos

Courses

Events

Library

Images

Athletics

Directory

Transit

Places

News

Student accesses iSHU application on their mobile device…

…providing on demand, 24x7 access to a suite of key school resources such as courses, the directory, maps, events, news

Needs Anticipated

Tomorrow UNIVERSITY

Quick Facts about Tomorrow U.

- Fictional school that could be anywhere, any size
- Keen interest in engaging students where they are, when they need it, with high value information

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Blackboard connect

Blackboard mobile

Blackboard learn+

Solution Background

- Innovative use of the Blackboard Connect™ service and the Blackboard Mobile™ platform to optimize location, reach, frequency, and personalization of communication

Tomorrow UNIVERSITY *In Motion*

USE CASE #1: *Job Search Services*

Student frets over job search struggles late in senior year…

…and gets a message from placement center announcing new position posting

"3 new recruiters announced relevant positions"

USE CASE #2: *Academic Support*

+4 scores under 50
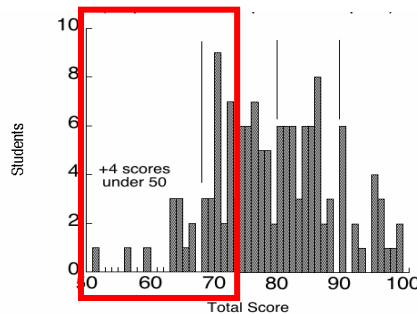
Class grades are posted….

Resources:
- Office hours
- Tutoring
- Student mentors

Low performers receive message with class standing and support resources

As the divide narrows, student engagement deepens and performance metrics climb

VP Alumni Relations
✓Better contact with more alumni
✓Higher level of giving across the board

Dean of Admissions
✓Improved quality of applicants
✓Higher acceptance rates from top candidates

Professor
✓More engaged classroom culture
✓Improved teacher satisfaction scores

Provost
✓Higher graduation rates
✓Improved academic quality
✓Ability to attract top faculty

Dean of Student Services
✓Improved etention rates
✓Higher student satisfaction scores

What does a fully engaged student experience and learning environment look like to you?

Blackboard Learn for Outcomes Assessment

- University accreditation

- Achieving the quality goals of the university

- Measuring quality:
  student educational,
  student engagement,
  course
  curriculum
  content
  faculty

Vision For Continuous Academic Improvement

Comprehensive Platform

It all comes down to

Thank You!

Harry Tubben