

# STUDENT OUTCOMES: THE OUTCOMES THAT MATTER

**With students more connected than ever before, colleges and universities must find new ways to teach, connect, and change the way education is delivered and experienced.**

**Modern institutions of higher education have much at stake. Today's students graduate into a dramatically different world than the one their parents faced. The economy is global; the workplace more diverse. There's serious competition for jobs, and careers are more likely to include a series of different work experiences than a lifetime with the same company. Driven by technology, the pace of change keeps accelerating.**

“ Through Blackboard, faculty members share resources so students come to class prepared for rich dialogue and a collaborative experience. It's flipping the classroom. Blackboard also saves faculty time on grading, assignments, and distributing materials. This is time they then can spend on things they are passionate about—like teaching. ”

**JASON RHODE**  
Assistant Director  
Faculty Development and  
Instructional Design Center  
Northern Illinois University

## Challenge

**Colleges and universities need to find new ways to stay current and relevant.**

The pressure is on for colleges and universities to equip their students with the skills they'll need to thrive in today's ever-evolving workforce.

These skills include the ability to collaborate “without borders”, working both in person and virtually with a diversity of colleagues. The ability to draw on and quickly evaluate a huge amount of information and content. The ability to generate content, transferring their information sharing practices from the personal to the academic and professional. Creativity, fluent communication, problem solving, a global perspective—mastering these skills requires an academic experience that results in solid learning outcomes.

In order to prepare our students for success, their academic experience must help them develop their never ending commitment to learning. Today's classrooms extend from formal instruction in physical and virtual spaces, through asynchronous learning that can occur anytime, anywhere, to the ad hoc learning that occurs through the real-time exchange of ideas.

In today's marketplace for education, students also look for outcomes beyond learning. As “active consumers” in all aspects of their lives, they're open to options well beyond traditional on-campus degree programs, and they are thinking beyond those first four years towards their lifelong academic careers. To attract and retain students, colleges and universities need to adopt new ways to accommodate them through blended learning, virtual learning, a wired campus and a wired institutional mindset.



“ As of our most recent survey in March, almost all students have a smartphone. Within the next year, all of them likely will. It’s the one item they carry with them. They wake up and check their phones. They can now check their courses, check announcements, and know what’s going on with their classes for the day. They can also access maps, events, library, video and news. TU Delft students are up to date with what they need. ”

**WILLEM VAN VALKENBURG**  
E-Learning Consultant

## Solution

### **Technology that promotes engagement, connection, and immediacy.**

Blackboard’s experience enables us to understand just how important technological aptitude is for success in today’s marketplace, for both students and academic institutions.

Technology has become a way of life for today’s students, with most being sent to college equipped with an average of 7 different digital devices. They claim they’re always on, and they mean it: 75% sleep with their cell phones at their sides. With learning management systems, digital course content, and blended learning, technology powers operational aspects of today’s colleges and universities, as well.

### **How does technology improve student outcomes?**

**Engagement:** Forget the one-way lecture. Today’s students expect to be actively engaged in the learning process—or you risk losing them. Incorporating new and engaging media helps students learn better, in a traditional classroom setting, an online course on their own time, or a real-time virtual class. Using multiple ways to communicate also enables institutions to meet the needs of each student and their unique learning preferences, however they learn best.

**Connection:** Collaborating on projects and assignments, learning informally from their peers, meeting with faculty during office hours—students have always developed vibrant communities. Today, these communities often meet online, and the online skills developed will help students succeed in the global workplace. Higher education also needs ways to share valuable content, connecting students to core information and providing faculty with proven and authenticated content that can enhance and possibly improve their approach to teaching.

**Immediacy:** In both their social and academic lives, students expect to know what’s going on in real time. They want to check on course schedules, find and connect with classmates, get quick responses from their instructors or from student services when they have a question, review assignments, and see their grades. And do so whether they’re sitting in front of a computer in their dorm room, or using a mobile device on the go. Faculty and administrators are also interested in on-demand access to information about student learning at the course, program, and institution level—information that has traditionally been available only through a painstaking manual process.

With technology that promotes these three initiatives, colleges and universities will be able to achieve the student and institutional outcomes that they’re looking for.

## Result

### Improved Communication & Immediacy, Superior Student Engagement

When it comes to ensuring student success, no technology provider has more years of experience or as many powerful online teaching and learning tools than Blackboard. Through our technology and services, we are committed to bringing people closer to the knowledge they seek and to the ways they can change their own education for the better. Our integrated platform suite includes:

## Blackboard learn<sup>+</sup>

Blackboard Learn is a foundational learning management system. Through Learn, faculty members post—and students access—engaging course content, test schedules, class announcements, student assessments, and grade books. Learn is also Blackboard’s forum for delivering self-paced, asynchronous online classes. As an environment for testing and assessment, Learn plays a key role in the measurement of learning outcomes, so critical in today’s results-driven environment. With Learn, instructors can access information on student performance in real time and recalibrate their classes as required. Similarly, program directors and administrators can immediately tap into data sources as they become available, enabling them to respond quickly to emerging needs.

## Blackboard collaborate<sup>»</sup>

Blackboard Collaborate is a live, highly engaging platform designed for synchronous online classes, web and video conferencing, meetings, and help in an educational setting. Within Collaborate, informal meetings and collaboration are enabled through enterprise instant messaging. Voice authoring capabilities enhance student engagement by adding voice commentary and instruction to the asynchronous elements of online learning.

## Blackboard mobile<sup>»</sup>

Blackboard Mobile Learn enables students and faculty to access course content and class information in an engaging and intuitive way on a range of mobile devices, including Android, BlackBerry, and iPhone iOS.

## HOW CAN WE HELP YOU GET THE RESULTS YOU WANT?

### ENGAGEMENT:

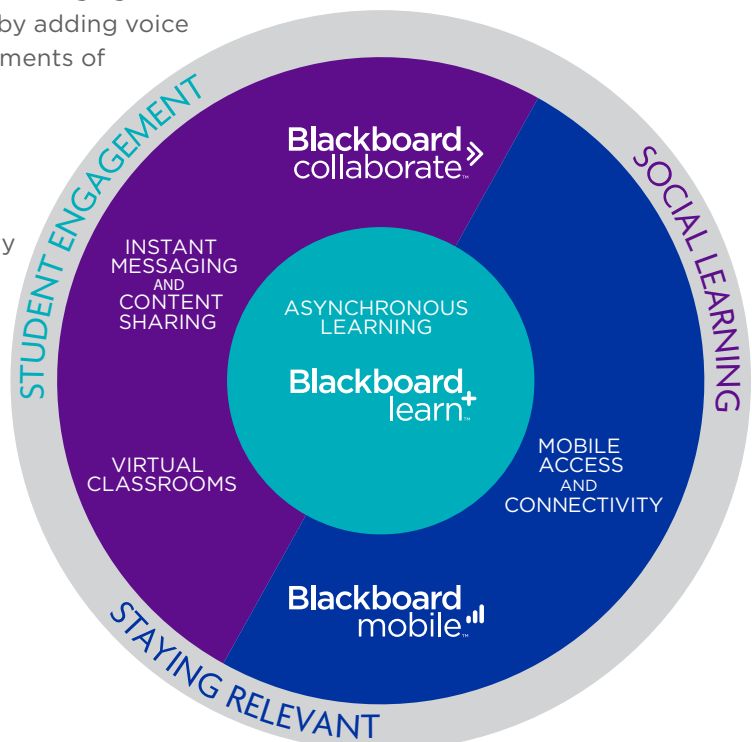
- **Vibrant online communities**
- **Live interaction with people—student to student, faculty to student, and more**
- **Anytime, anywhere voice discussions and feedback**
- **Rich interactive course content and comprehensive class archives**

### CONNECTION:

- **Course related notifications sent directly to mobile devices**
- **Presence, instant messaging, and instant meetings**
- **Mobile access to blogs and journals**

### IMMEDIACY:

- **24x7 access to digital course content and class recordings**
- **Online office hours**
- **Online student services**



“ **Blackboard Collaborate, coupled with our Blackboard Learn course management system and other software, is transforming the way we do business. It allows us to greatly enhance the flexibility we can offer students and improves the interaction and collaboration of faculty to students, and students to students, both in and outside of the classroom. ”**

**ALLEN TAYLOR**  
Chief Technology Officer,  
Marshall University

## Digital Content

Content is at the heart of any learning system. Blackboard closely integrates with many of the leading sources of effective digital content: McGraw-Hill Connect and SIMNet, Barnes & Noble Nook Study, Follett Café Scribe eBook, and NBC Learn Archive on Demand. We even offer xpLor, our own rich content depository for authoring and discovering unique course content. These and other repositories enable faculty to enhance their courses with the rich and engaging digital content—like news videos, photography, lecture clips, articles, e-texts and more—that today’s always-on students demand.

## Blackboard Brings It All Together

Achieving student and institutional outcomes is not a matter of “new technology goes here.” Disparate products, implemented separately, can prove cumbersome for end users—students, faculty, administrators—and IT alike. Through deep and broad integration across all technology elements, we offer a convenient, seamless experience for today’s “digital natives”, increasing student success; optimized workflows for faculty and administrators for greater efficiency; and a unified management environment for IT. Overall, an improved educational experience for everyone.

Thoughtful and thorough planning is fundamental to the success of any systems implementation. Our professional services providers all come from educational backgrounds. They apply their experience and Blackboard-proven practices to helping colleges and universities define the outcomes they’re looking for, and choose and deploy the technology solutions that will enable them to achieve those outcomes.

## Achieving Relevant Outcomes

When it comes to achieving the student and institutional outcomes that are essential to higher education of today, technology is critical. And no vendor is better equipped to deliver this than Blackboard. We offer a comprehensive learning platform that, combined with our deep expertise in education, helps colleges and universities deliver learning that’s engaging, personal, and meaningful. As a result, learning outcomes are improved, and institutions are able to reach their goals for student attraction and retention.

Working with a single vendor offers the support, integration, and development that you want. And because our solutions are based on deep experience and practices that have been tested and proven, colleges and universities that choose Blackboard have the confidence of knowing that they’re working with an industry leader committed to shaping the future of education with big ideas. •

Learn more about [Blackboard Learn](#), [Blackboard Collaborate](#), and [Blackboard Mobile](#) at [blackboard.com](http://blackboard.com) or by calling **800.424.9299**