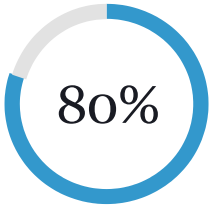


Blackboard

Supporting Polish Higher Education in an age of digital transformation and cultural changes.

AI2020.pl
Warsaw, February 9th 2018

Experience and insight makes us a trusted partner



of world's leading academic institutions work with Blackboard*

Serve 19,000+ customers in 100 countries reaching 100 million users



The largest teaching and learning company in the world with an extensive set of clients spanning all industries globally

3,000
HE Institutions in North America

1,900
International institutions

12,300
K-12 schools and districts

1,800
Corporate and government orgs



Company roots in education since 1997

**Percentage of Top 50 Times Higher Education Reputation Ranking 2014, 71 out of 100 QS 2016*

Unparalleled reach and lasting customer relationships

North American Higher education institutions

Top tier institutions

Princeton University · Texas A&M University · Johns Hopkins University · Cornell University · USC

Largest online providers

Arizona State University · UMassOnline University of Massachusetts · University of Phoenix

Largest 2- & 4- year publics

Virginia's Community Colleges · Michigan State University · The City University of New York · SUNY · Ivy Tech Community College

K-12 schools & districts

Largest & most progressive districts

Brevard Public Schools · Chicago Public Schools · FCPS Fairfax County Public Schools · Mooresville

Most innovative virtual schools

Florida VirtualSchool · Idaho Digital Learning

Leading consortia & depts. of education

GPA Global Personalized Academics

International Education Customers

Leading institutions

CCI de France · LSE London School of Economics and Political Science · ie Business School · IESE · FU Berlin · Nanyang Technological University · City University of Hong Kong · Bocconi Università Commerciale Luigi Bocconi · HEC Paris

Global and Country wide partnerships

SENA Más trabajo · Laureate Education Inc

Corporations & government agencies

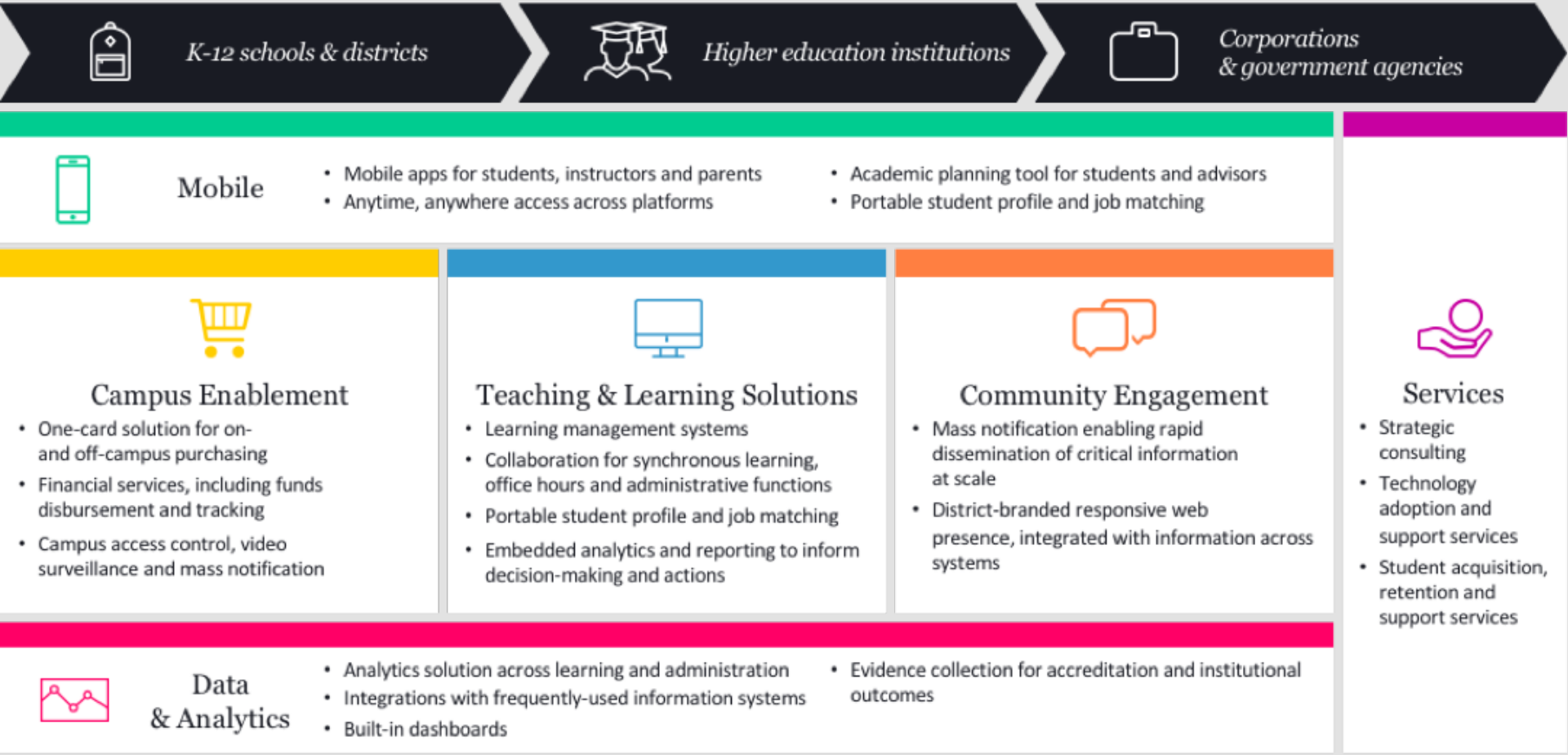
World's leading global corporations

ConocoPhillips · Shell · Allstate · Santander · Boeing

Marquee defense universities

Progressive city and state governments

Blackboard has market leading capabilities that address the full array of institutional needs



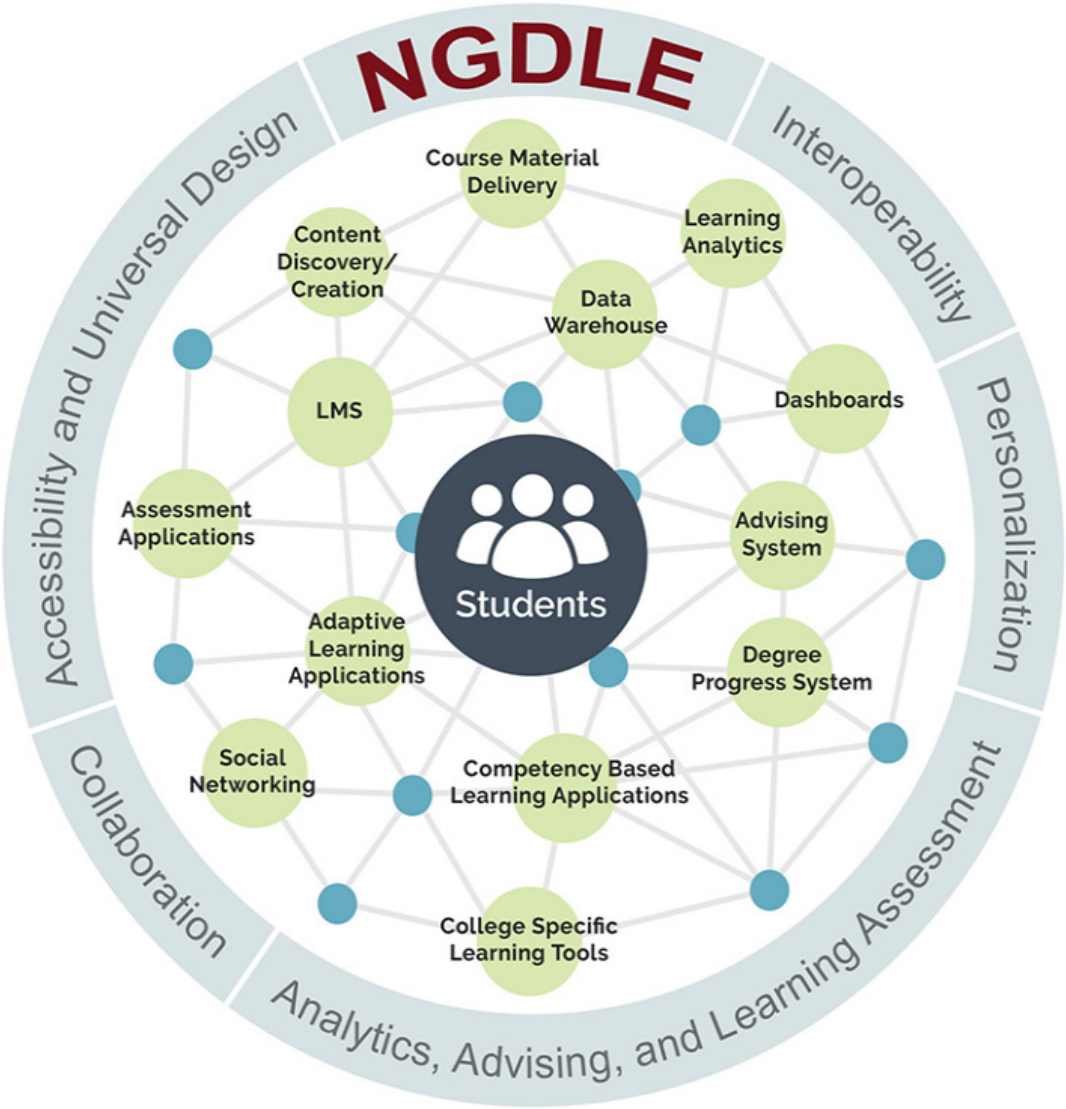
Multiple delivery methods: SaaS, managed hosting, on-premise

The broadest partner Ecosystem



Blackboard is your partner in change





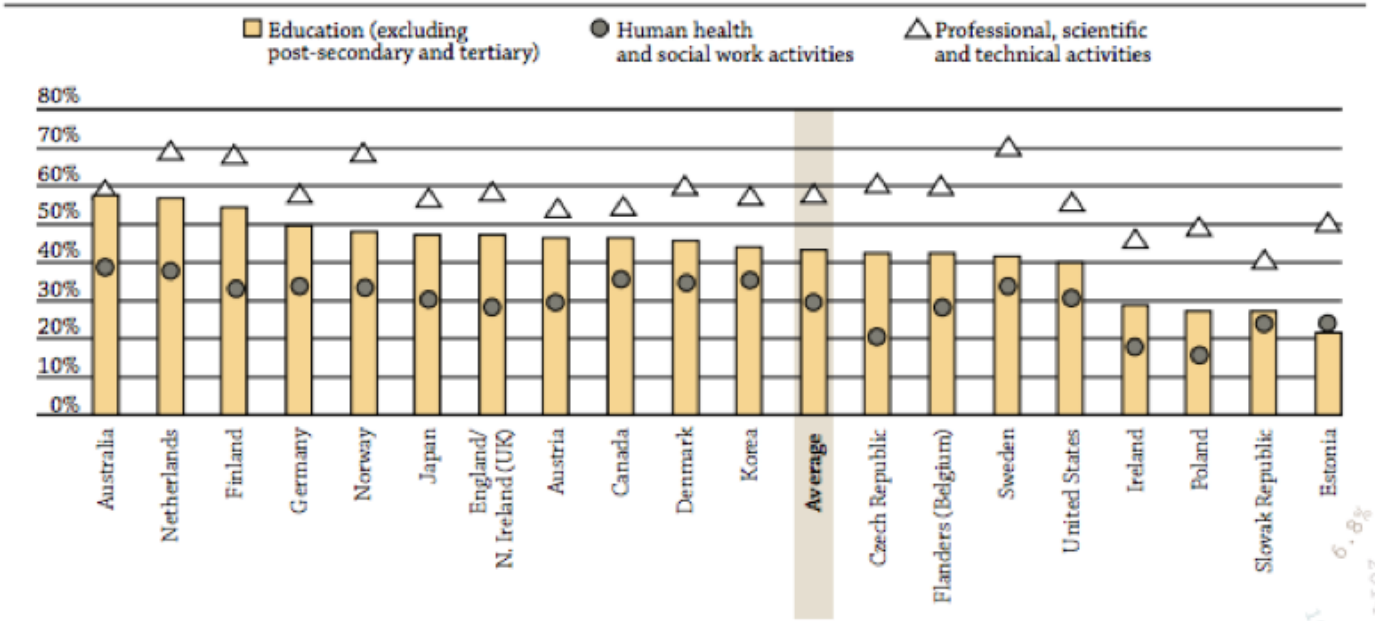
https://er.educause.edu/articles/2017/7/the-ngdle-we-are-the-architects
https://library.educause.edu/~/media/files/library/2015/4/eli3035-pdf.pdf


Welcome To
The Future

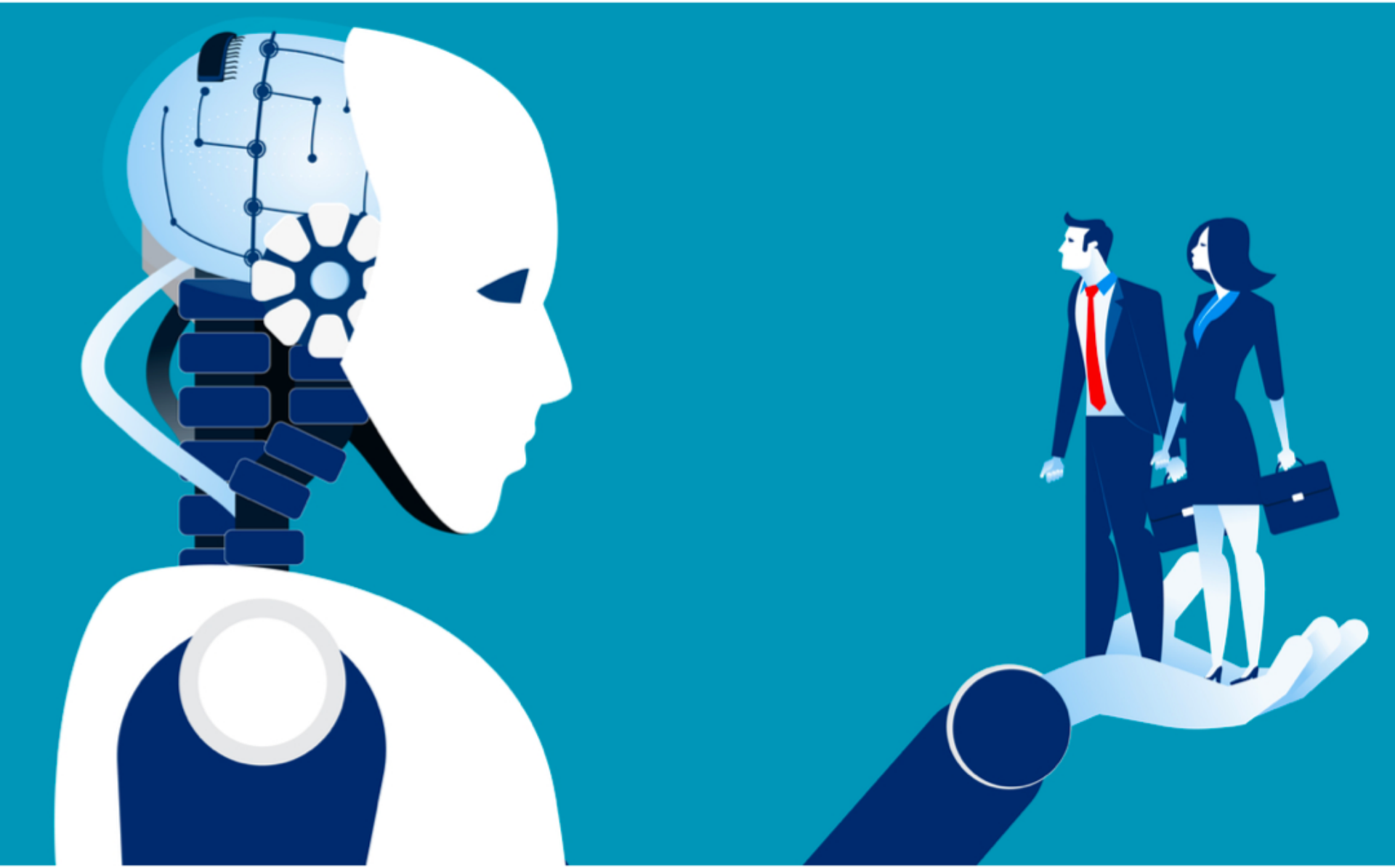

SOCCER

Are we ready for the future?

Figure 1. **Percentage of adults with good ICT and problem-solving skills, by selected industry (2012)**
Survey of Adult Skills, 25-64 year-olds



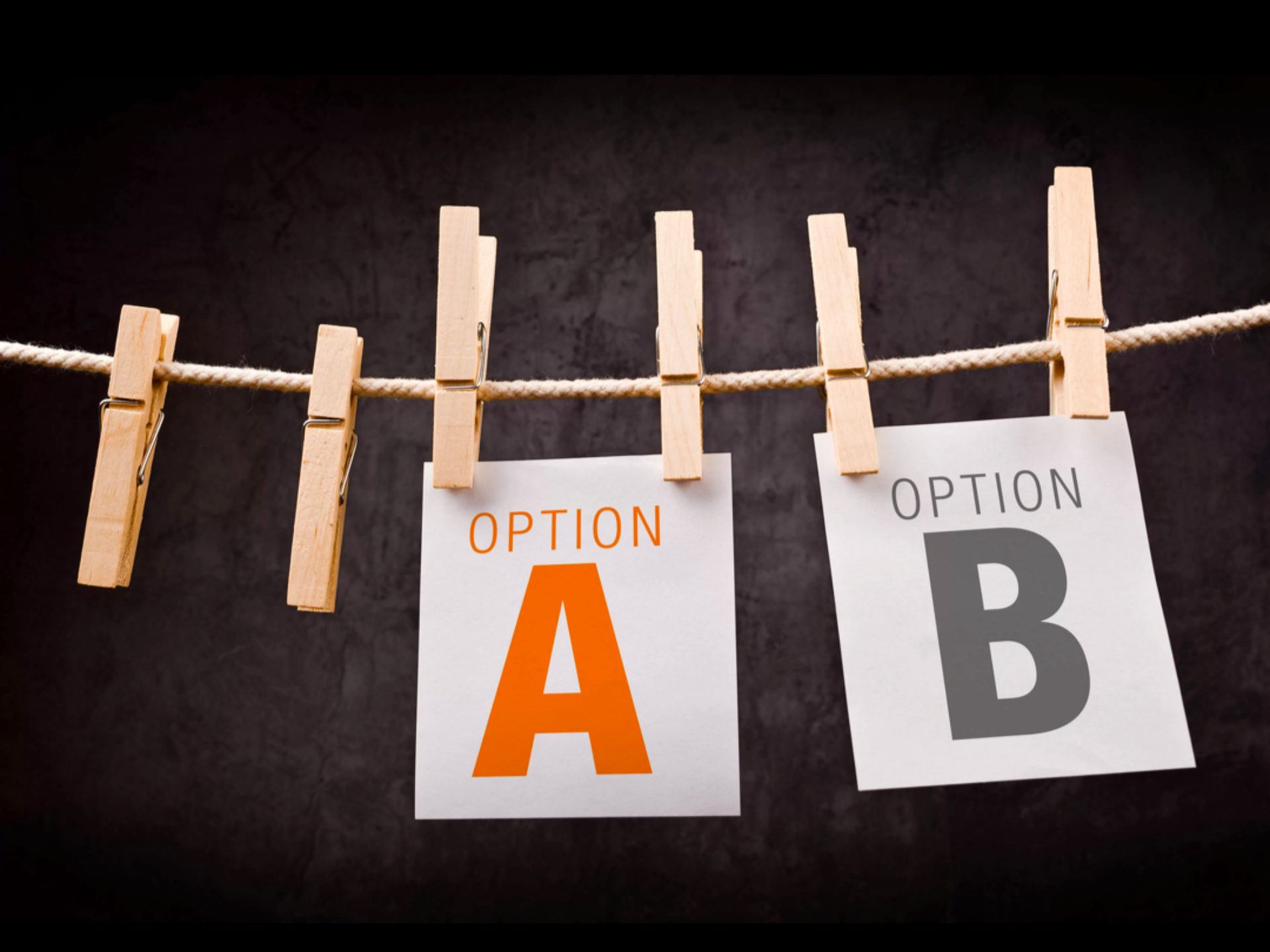
Source: OECD Education database, *www.oecd.org/site/piaac/publicdataandanalysis.htm.*



Let’s focus on the core challenges

Student Success	Demonstrating institutional value through both academic achievement and employability.
Student Retention	Understanding and satisfying student needs.
Accessibility	Creating inclusive learning experiences for all students.
Educational Integrity	Maintaining high academic standards, rigor, and brand reputation as well as promoting academic honor.
Educator Empowerment	Enabling consistency, quality, and creativity in instruction.

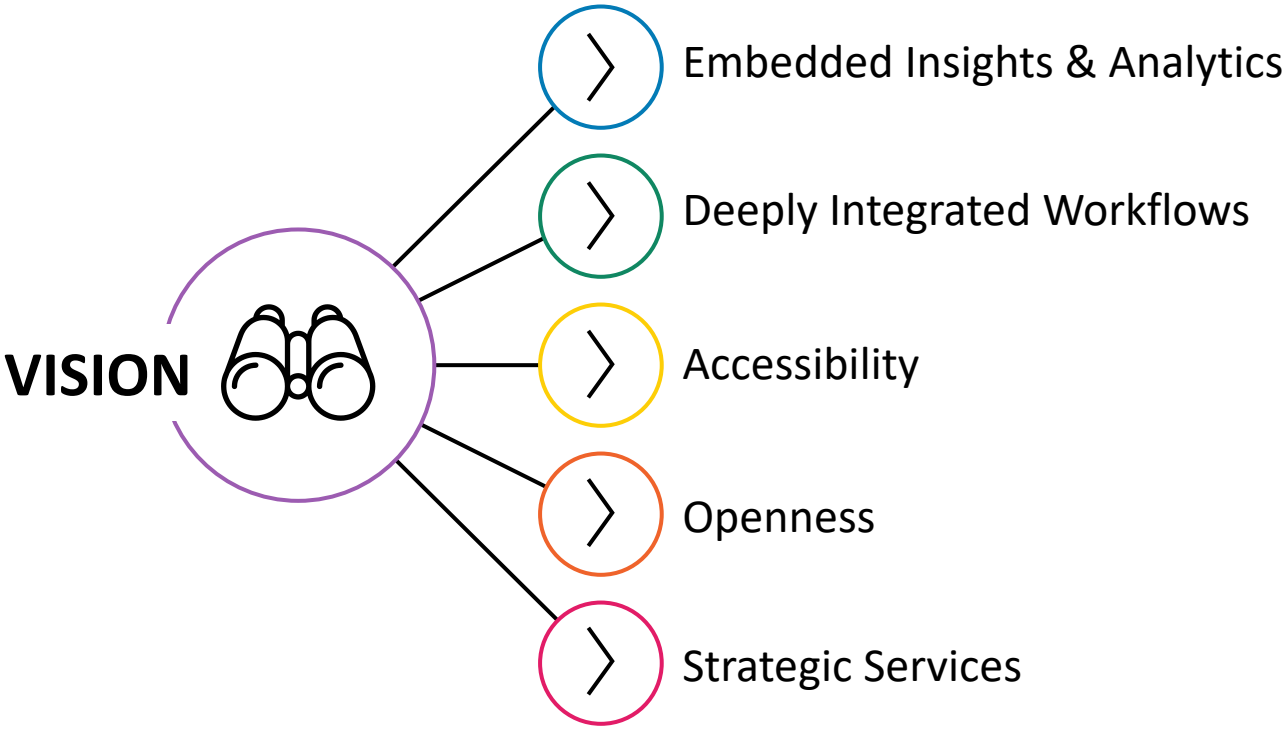



OPTION
A
OPTION
B





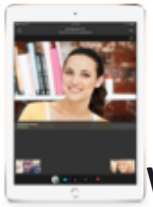

Increase Adoption
Improve Student Outcomes
Increase Retention
Optimize Administration
Design, Develop and Evaluate Effective Programs
Enhance the Learning Experience
SUCCESS


VISION
Embedded Insights & Analytics
Deeply Integrated Workflows
Accessibility
Openness
Strategic Services

A broader Teaching & Learning solution



Third parties
And publishers



Webconferece



Accesibility

safeassign by Blackboard

Plagiarism
detection

Integrations, APIS
and frameworks



LMS



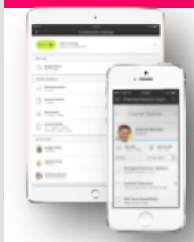


Consulting

Services



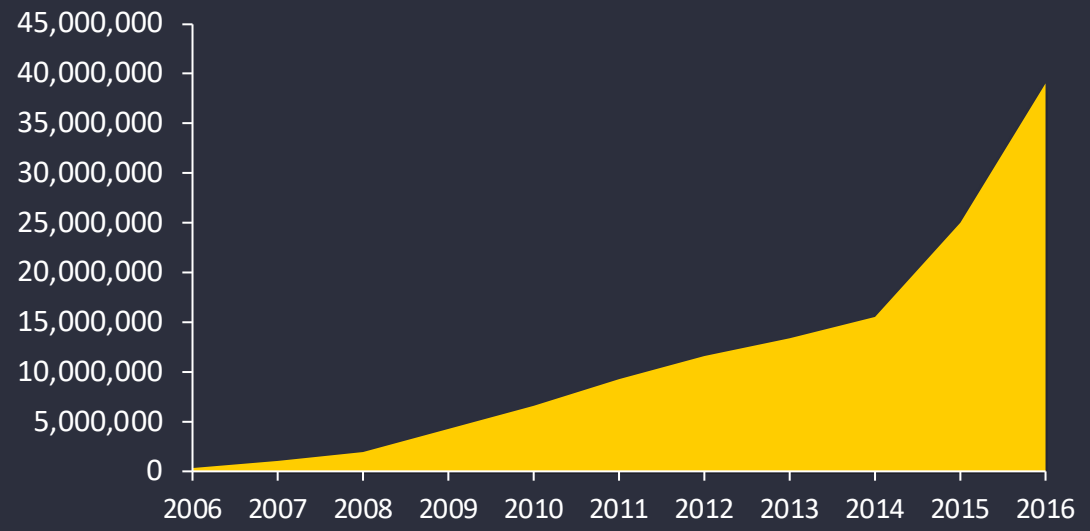
Analytics



Mobile apps

Example: Integrated anti-plagiarism

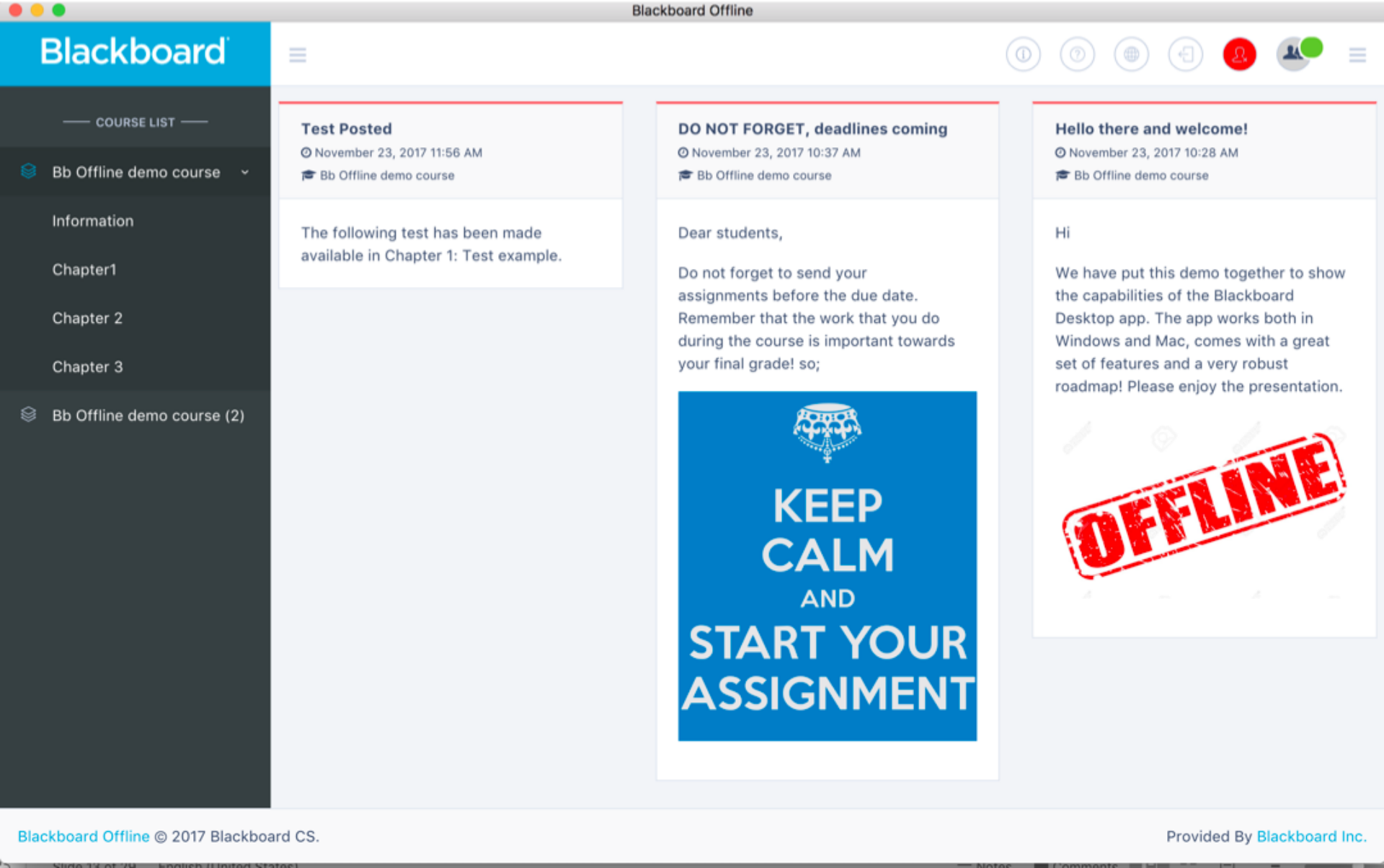
Total Submissions Per Year



In 2016, we processed 39 million assignments through SafeAssign!

That's a **56%** increase over 2015.

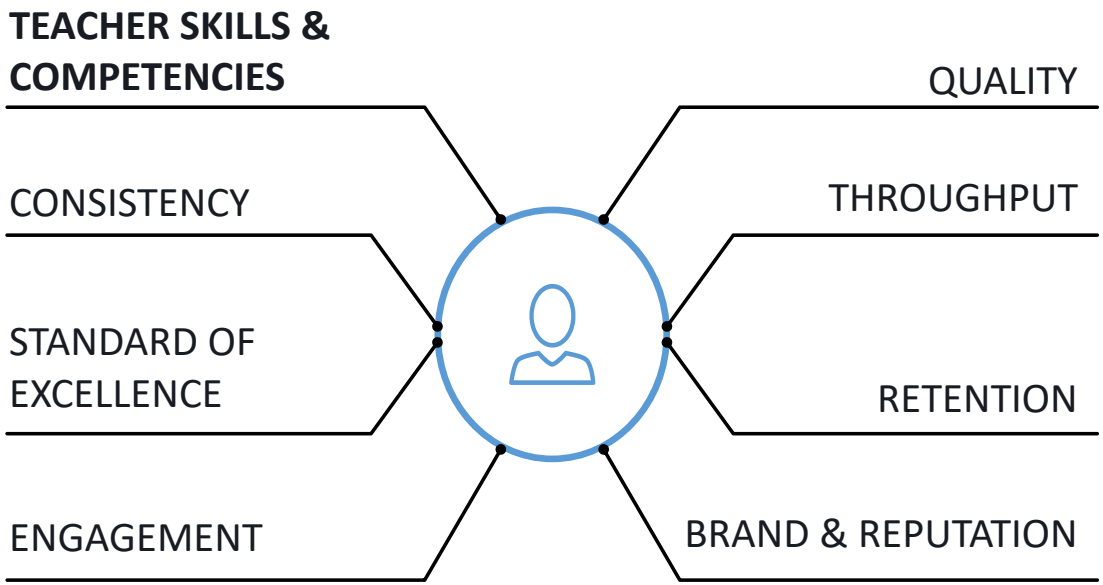
Example: Offline capabilities



A complete campus enablement solution



We understand your goal: to help your students succeed





Universidad Mayor (Chile)
22,000 students, 14 locations in Chile, founded in 1989

Challenge

How to increase effective use of technology in a new consolidated Educational model, ***incorporating new methodologies to support learning and maintains a high quality academic offer.***

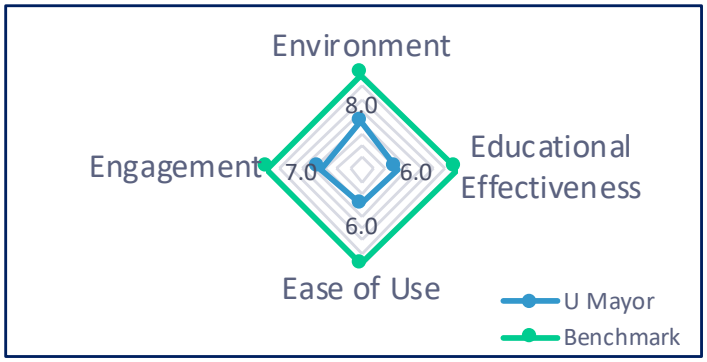
Academic Adoption Services

- Analysis of current situation against institutional targets
- Academic Adoption Blueprint & Operational Plan
- Academic Adoption Dashboard

Institutional Targets by 2020

- 20% Teaching hours online
- +62% First year retention in online programs
- +70% nationally/5% internationally accredited programs

Institutional Maturity for Adoption in 2016



Universidad Mayor (Chile)
22,000 students, 14 locations in Chile, founded in 1989

Priority for Year 1

- Migrate 100% courses to Bb
- Stablish the baseline: governance, policies & standards
- Robust & reliable infrastructure
- Effective & available support

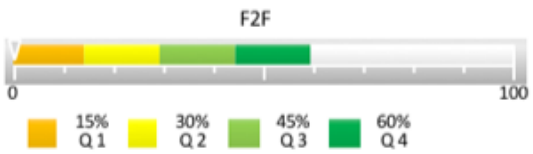
Main Barriers

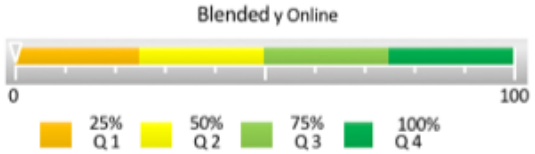
- Technology infrastructure
- Faculty training
- Technical, functional and pedagogical support
- Lack of institutional standards, policies and procedures
- Lack of recognition and rewarding

Academic Adoption Dashboard – Year 1

Diffusion measures	F2F	Blended	Online
% active courses in Blackboard	60%	100%	100%
Faculty Login/month	1	4	10
Student Login/month	1	4	10

Depth measures	F2F	Blended	Online
Avg # Discussion Boards /course	1	2	2
Avg # Surveys/ course	1	2	2
Avg # Activities/ course	1	2	4
Avg # Evaluations / course	0	1	2
Avg # Blogs / course	0	1	1





King Faisal University (Saudi Arabia)
34,000 students, founded in 1975

Challenge
How to increase effective use of technology across the campus.

To ensure that students' experience of learning technology is systemic and sustainable

Academic Adoption Services

- Analysis of current situation against institutional targets
- Academic Adoption Blueprint & Operational Plan
- Academic Adoption Dashboard

King Faisal University focus for adoption

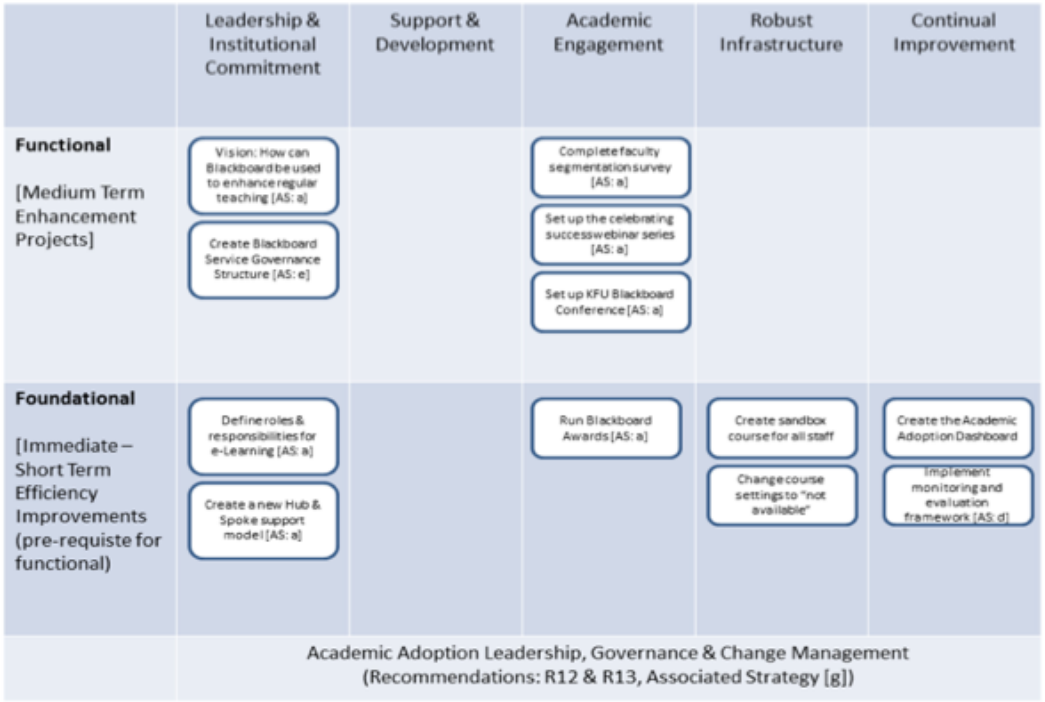
- ✓ **Breadth of Adoption:** Increase the adoption (use) of Blackboard on regular taught courses
- ✓ **Depth of Adoption:** Increase the innovative use of Blackboard on regular taught courses through increasing the adoption of specific tools associated with feedback rich learning
- ✓ **Quality of Adoption:** Increase the number of academic who have undergone some staff development by the Deanship of e-Learning on the using Blackboard within their teaching and assessment models

King Faisal University (Saudi Arabia)
34,000 students, founded in 1975

Develop Policy and Toolkits for

- Academic Affairs Management & Administration
- **Advanced Faculty Development**
- Course Design Strategy
- Tracking, Reporting & Big Data Strategy
- Policy for Roadmap of using technology in education & continual improvement
- Policy for Assessment and Feedback
- Communication & Change Management Strategy

enhancement





Blackboard Learn na Uniwersytecie w Białymstoku





- **„Nowoczesne i efektywne kształcenie we współpracy z przedsiębiorcami”**
- Projekt nr UDA-POKL.04.01.01-00-368/08-00 współfinansowany przez Unię Europejską w ramach Europejskiego Funduszu Społecznego, Program Operacyjny Kapitał Ludzki, Priorytet IV, Działanie 4.1, Poddziałanie 4.1.1 Wzmocnienie potencjału dydaktycznego uczelni

- Dnia 27.05.2009 w Instytucie Informatyki Uniwersytetu w Białymstoku odbyła się prezentacja platform e-learningowych. W prezentacji uczestniczyli przedstawiciele 5 wydziałów, pracownicy Działu Systemów Komputerowych i Sieci Teleinformatycznych, studenci kierunku Informatyka.

  Prezentowane platformy:
  firma: **4 System**
  platforma: **WBT Serwer**
- firma: **Smart Education**
  platforma: **Blackboard**
- firma: **2 Business Consulting Group sp. z o.o.**
  platforma: **LMS for Sharepoint**

- Wybrano Blackboard Learn wersja 9.1 z podsystemami:
  - Blackboard Learn for Course Delivery;
  - Blackboard Learn Community Engagement
- Oprogramowanie: platforma Blackboard (moduł e-learningowy został sfinansowany z projektu, natomiast moduł społecznościowy ze środków Uniwersytetu)

„Nowoczesne i efektywne kształcenie we współpracy z przedsiębiorcami”

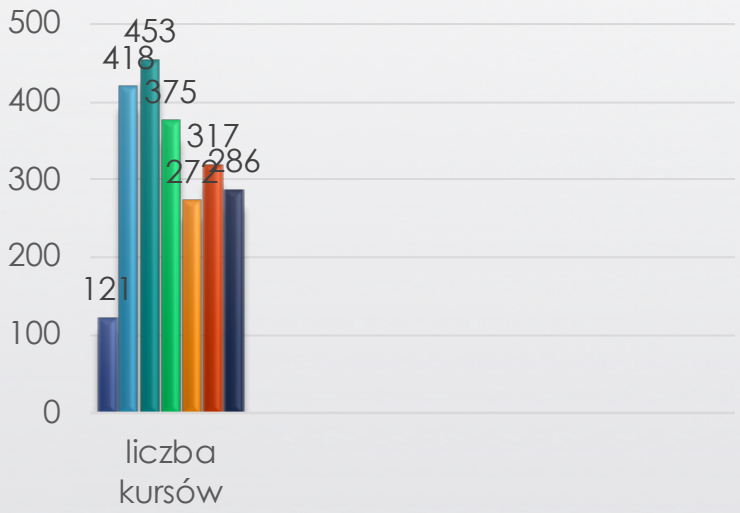
- Projekt trwał dwa i pół roku. Jego twórcami byli naukowcy z Wydziału Matematyki i Informatyki UwB: dr Anna Rybak - Instytut Informatyki (koordynator projektu); mgr inż. Michał Sidoruk - Dział Systemów Komputerowych i Sieci Teleinformatycznych (koordynator do spraw informatycznych); mgr inż. Wiesław Półjanowicz - Instytut Informatyki (koordynator do spraw kształcenia na odległość); mgr inż. Krzysztof Popowski - Instytut Informatyki (koordynator do spraw współpracy z przedsiębiorcami)
- W projekcie wzięło udział około sześciu tysięcy studentów UwB - stworzono dla nich samouczek poruszania się po platformie,
- W ramach projektu powstała dedykowana do obsługi kształcenia na odległość SEKCJA MULTIMEDIALNA, w skład której weszło trzech absolwentów Uniwersytetu w Białymstoku,
- W ramach projektu przeszkolono 300 nauczycieli akademickich (30 % pracowników dydaktycznych Uczelni) i 200 przedsiębiorców z regionu.

- Szkolenie nauczycieli akademickich polegało na zapoznaniu ich z obsługą platformy Blackboard. Kurs w pracowniach komputerowych, trwał 40 godzin (7 spotkań po 4 godziny lekcyjne oraz 12 godzin prac on-line). Nauczyciele przygotowywali materiały, umieszczali je na platformie i prowadzili kursy e-learningowe.
- Każdy uczestnik szkolenia posiadał dwa konta; na jednym był zapisany jako prowadzący, na drugim jako student.

https://blackboard.uwb.edu.pl/

- Po zakończeniu projektu, postanowiono przedłużyć licencję na użytkowanie platformy Blackboard na Uniwersytecie w Białymstoku.
- W dalszym ciągu są prowadzone szkolenia dla nauczycieli akademickich.
- Studenci zapisywani są na kursy e-learningowe na podstawie kont, które posiadają w systemie USOS. Oznacza to, że zapisywane są od razu całe utworzone w systemie USOS grupy zajęciowe. Oczywiście, każdy student posiada indywidualne konto w systemie.

Liczba kursów w okresie 2011-2018



- Liczba kursów przeprowadzonych na platformie Blackboard w latach 2011-2018 na Uniwersytecie w Białymstoku wynosi **2242**
  - 2011/2012- 121
  - 2012/2013- 418
  - 2013/2014- 453
  - 2014/2015- 375
  - 2015/2016- 272
  - 2016/2017- 317
  - 2017/2018- 286 (stan na dzień 12.01.2018)

Ankiety

- Zależy nam, aby zdalne kształcenie na naszej Uczelni było jak najbardziej efektywne, praktyczne i wygodne w stosowaniu. Dlatego też na platformie wśród nauczycieli i studentów są przeprowadzane ankiety na temat zdalnego nauczania i działania platformy.

Dziękuję za uwagę