

Blackboard

# Learning System



## ADVANCING TEACHING AND LEARNING WITH TECHNOLOGY

The focus of educational technology has shifted from improving the efficiency of administration to inspiring pedagogical innovation and improving the learning experience. In today's environment, institutions are under increasing pressure to demonstrate educational outcomes, to tailor instruction to meet the specific learning needs of different students and to foster active learning. Effective use of technology is a key means of addressing these challenges.

The goal of many forward-thinking institutions is to establish a **Networked Learning Environment™** (NLE), in which any student or teacher can view instructional content, collaborate with educators, evaluate academic performance and access any learning resource at any time in order to achieve their educational objectives. Building a NLE enables institutions to realize important benefits such as student-centered learning, greater instructor efficiency, anytime anywhere access, improved evaluation and outcomes management and access to high quality learning content.

To achieve the promise of the NLE and to improve learning outcomes, institutions around the world are using the **Blackboard Learning System™** to:

- Create powerful learning content, using a variety of different web-based tools.
- Bring world class publisher content into the e-Learning experience.
- Develop custom learning paths for individuals or groups.
- Facilitate student participation, communication and collaboration using tools that enable synchronous and asynchronous interaction.
- Evaluate students' work using a rich set of assessment capabilities.

Learn.

*"The Blackboard Learning System has proven to be an excellent solution for Duke University. Our faculty, despite widely varying experience with computers, has picked up the development of course Web sites quickly and easily. Instructors have really been impressed by Blackboard's unparalleled ease-of-use and wide breadth of functionality. This has all made a world of difference for our students."*

—Melissa Mills  
Associate Dean of  
Arts and Sciences for Computing  
Duke University



Blackboard

*Anytime, Anywhere Access to  
Education at RUOnline*

*RUOnline, the distance education program launched by Roosevelt University in 2001 has attracted a diverse group of students and has become highly profitable for the university. Roosevelt selected the Blackboard Learning System as the key enabling technology for RUOnline. The use of Blackboard spurred pedagogical advances in teaching and learning and has enabled the university to increase its commitment to student centered learning. According to Charles Middleton, President at Roosevelt University, "Blackboard helps us as we build a reputation of excellence for RUOnline."*

*Instruction.*

*Communication.*

*Assessment.*



Blackboard

## ENHANCING TEACHING AND IMPROVING LEARNING OUTCOMES

The Blackboard Learning System is designed for institutions dedicated to teaching and learning. Blackboard® technology and resources power the online, Web-enhanced, and hybrid education programs at more than 2,000 academic institutions. Whether a research university, community college, high school, or virtual MBA program, the Blackboard Learning System offers a proven solution to meet an institution's needs.

Instructors teach using different pedagogical styles—and students learn at different paces and in myriad ways. The Blackboard Learning System provides a platform upon which instructors can teach using any theory or model for teaching because it is open, flexible, and centered on enhancing student achievement. Whether an instructor opts to use problem-based learning or the case study method, Blackboard provides web-based capabilities to achieve these teaching goals.

In today's environment, many students are under increased pressure to achieve educational objectives at the same time as meeting professional and family responsibilities. Student-centered learning is a powerful way for educational institutions to retain busy students and to ensure that they are achieving their objectives. The Blackboard Learning System provides a rich set of capabilities that enable instructors to create custom learning paths for students.

Demonstrating that students have achieved specific learning outcomes is a priority for educational institutions. Especially in the education field, professional certification requirements are driving a need to demonstrate student outcomes. Student evaluation and outcomes management is facilitated by the Blackboard Learning System's assessment and performance evaluation capabilities.

Intuitive and easy-to-use, the Blackboard Learning System provides a full spectrum of capabilities in three key areas: **Instruction**, **Communication** and **Assessment**.

## INSTRUCTION

The Blackboard Learning System has powerful capabilities for managing courses and for tailoring instruction in order to meet student needs.



**Course Management** capabilities focus on effective creation and set-up of courses as well as tools for semester-to-semester migration and archiving.



**Content Authoring** features include a WYSIWYG (What You See Is What You Get) editing tool that provides a rich text editing interface similar to a word processor.



**Adaptive Release** means instructors can create custom learning paths by determining when students can access content items, discussions, assessments, assignments or other learning activities.



**Syllabus Builder** enables instructors to upload an existing syllabus or use the built-in creation functionality to easily design and develop their own syllabus and lesson plans.



**Learning Units** allow instructors to create sequenced lessons and control student navigation through those lessons.



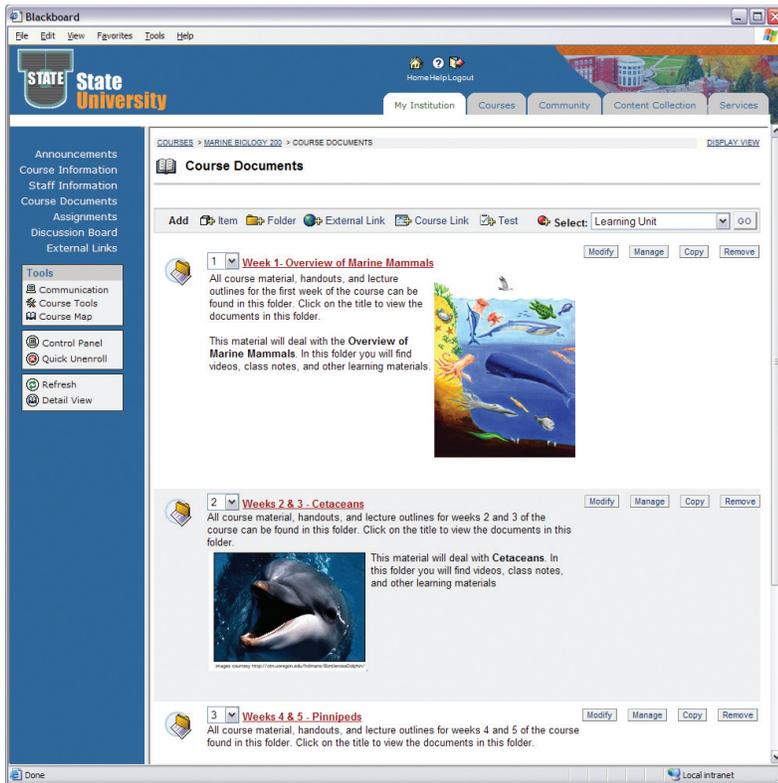
**Course Cartridges®** are created by all major publishers with pre-packaged content and course materials in the Blackboard format. Course Cartridges include materials such as additional readings, updated information, multimedia and question pools.



**Teaching and Learning Tools** enable instructors to create rich term definition lists (Glossary) as well as clearly communicate their Staff Information. They also provide students with additional tools such as The Electric Blackboard®.



**Personal Information Management** capabilities give students and instructors tools to better manage their work including a Calendar, Tasks and Blackboard Messages (course-based email).



Easily create effective learning content.

## COMMUNICATION

Communication capabilities allow students and faculty to discuss issues online, to schedule collaborative sessions and to form groups that enable teamwork across geographic boundaries.



**Discussion Board** enables threaded, asynchronous discussions. Instructors can use multiple forums around different topics and embed these into appropriate content areas.



**Group Projects** support peer collaboration. Instructors can use this tool to form multiple groups of students. Each group can be given its own file exchange area, Discussion Board, Virtual Classroom and a Group e-mail tool to send messages to all group members.



**Virtual Classroom / Collaboration Tool** supports live, synchronous interaction, through both a text-based Chat environment, as well as a full Virtual Classroom.

## ASSESSMENT

Assessment capabilities give instructors industry-leading tools to evaluate student learning. These features increase instructor efficiency in evaluating student performance.



**Assessments and Surveys** allow instructors to deliver online, automatically-scored assessments and surveys. They can create assessments from scratch or draw upon personal, institutional, or commercially available "test banks" of questions. Varied question types (e.g., True / False, Multiple Choice, Calculated) can be used.



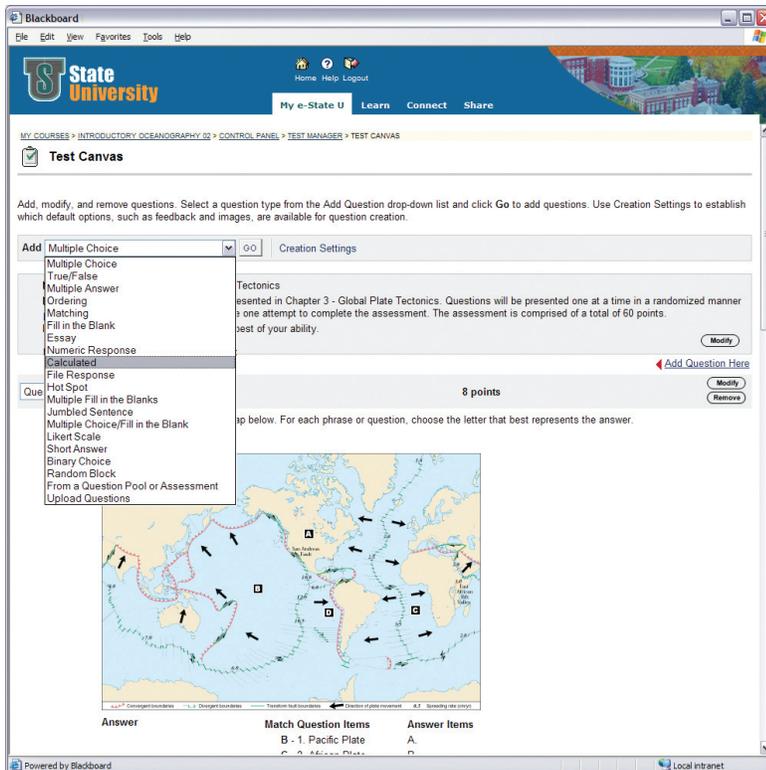
**Assignments** allow instructors to create assignment items through which students can submit their response directly into the Gradebook for easy management and tracking.



**Gradebook** stores student performance results, including support for custom grading scales, grade weighting, item analysis and multiple gradebook views.



**Reporting and Performance Dashboard** provides a view of student progress and indicates whether students have reviewed specific content items. It also enables usage data to be viewed for an entire course.



Develop powerful assessments.



## ADMINISTRATION

The Blackboard Learning System includes core capabilities that encompass enterprise scalability, multi-language support, and an open architecture that facilitates extending the system and integrating it with other applications.



### Enterprise Scalability:

The Blackboard platform has a proven ability to scale to hundreds of thousands of active users.



### Multi-language Support:

The Blackboard software learning environment supports most European languages and multi-byte character sets such as Japanese and Chinese.



### Standards:

Compliance and interoperability with industry standards (including IMS, SIF, SCORM, and NLN) is a fundamental capability of Blackboard's software products.



### Blackboard Building Blocks (Open APIs):

Our open architecture initiative, the **Blackboard Building Blocks**<sup>®</sup> architecture, provides a public, free software development kit (SDK) that documents Application Programming Interfaces (APIs). Clients and independent software vendors use the Building Blocks technology to create new functionality on top of the Blackboard platform or to integrate external systems with Blackboard products.



### System Integration:

Blackboard's data and system integration capabilities, enabled through the Blackboard Building Blocks architecture, allows institutions to integrate student information systems, authentication systems and other campus back-office systems with the Blackboard platform.

*To learn more about how Blackboard can help you power your Networked Learning Environment, visit our website at [www.blackboard.com](http://www.blackboard.com)*

The Blackboard Learning System is part of the **Blackboard Academic Suite**<sup>™</sup>, a comprehensive family of integrated applications for teaching, learning, community-building and knowledge-sharing. Comprised of the **Blackboard Learning System**<sup>™</sup>, **Blackboard Content System**<sup>™</sup> and **Blackboard Community System**<sup>™</sup>, the Blackboard Academic Suite provides institutions with a consistent and familiar user environment on a single technology platform.



Blackboard

Copyright © 2004. Blackboard Inc. All rights reserved.  
Blackboard, the Blackboard logo and Blackboard product names are either registered trademarks or trademarks of Blackboard Inc.

[www.blackboard.com](http://www.blackboard.com)

Worldwide Headquarters  
1899 L Street, NW 5th Floor  
Washington, DC 20036  
1-800-424-9299, ext. 4  
+1 202-463-4860, ext. 4