

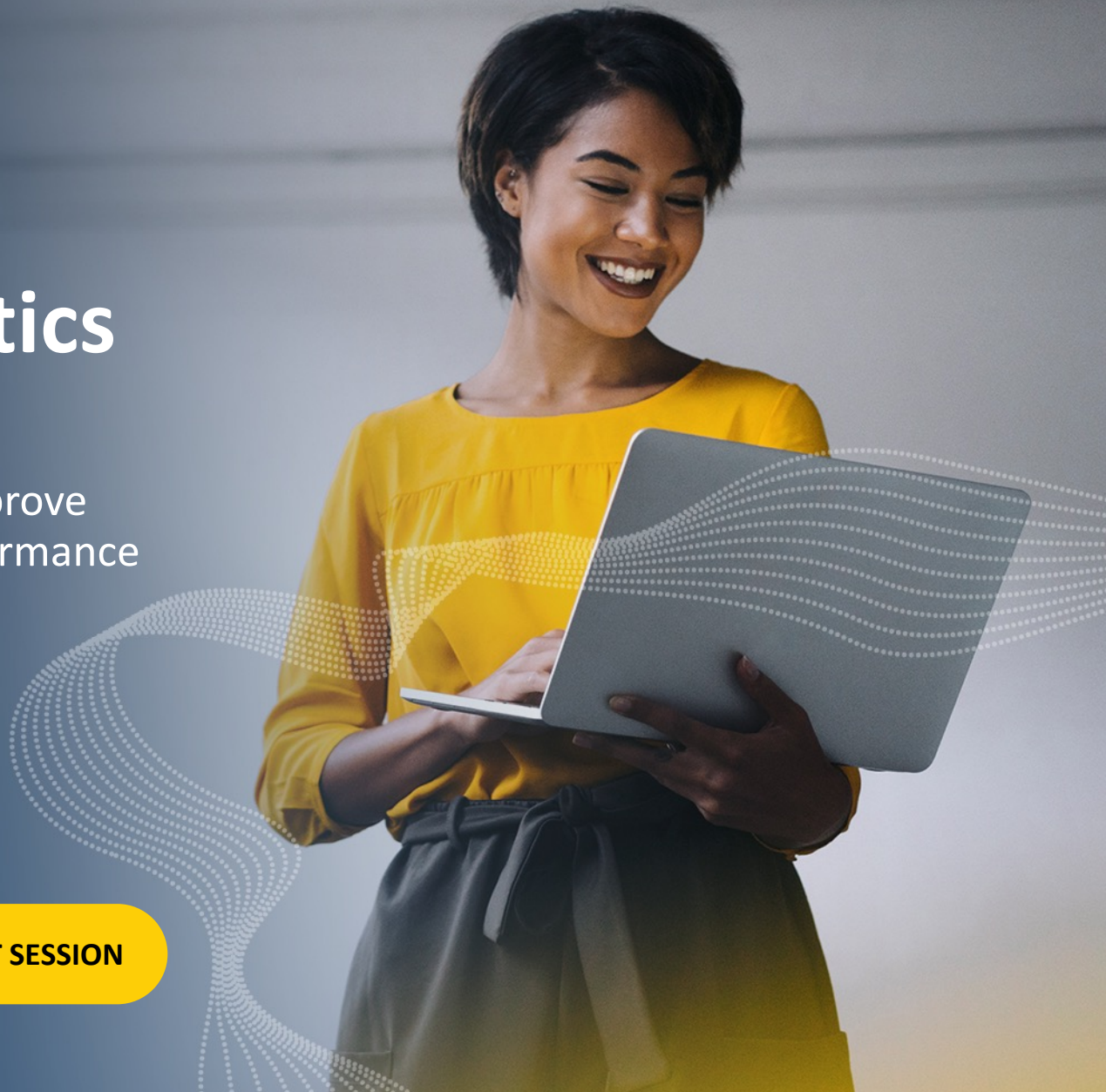


Learning Analytics Series

Understanding Analytics to improve student engagement and performance

Blackboard
NOW PART OF ANTHOLOGY

[BOOK NEXT SESSION](#)





Content

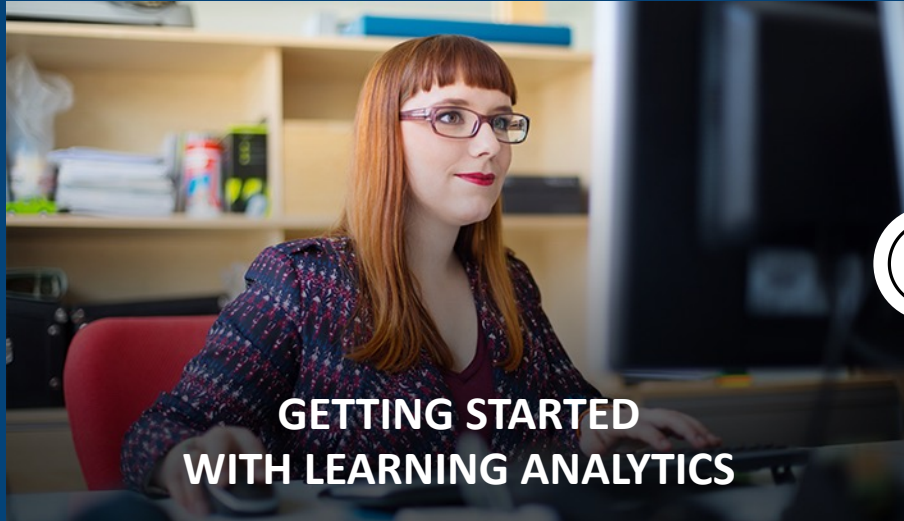
| | |
|---|----|
| The Learning Analytics Series at a Glance | 3 |
| Learning Outcomes | 5 |
| The Participant Experience | 6 |
| Who Is It For? | 7 |
| Meet the Experts | 8 |
| Syllabus | 9 |
| Achievements | 11 |
| Series Calendar | 12 |
| Testimonials | 13 |
| Helping Educators Around the World | 14 |
| Contact Us | 15 |

The Learning Analytics Series

At a glance

The Series – Using analytics to become a data-informed practitioner

The Blackboard Academy Learning Analytics Series guides educators and instructional designers on critical concepts for integrating data-informed practices into their day-to-day workflows. While the courses are platform agnostic, we review, discuss, and interact with core Blackboard Learn Analytics reports. These courses provide foundational concepts for creating a culture of data-informed action and explore the nuance of student engagement, course design, and learning outcome data.



**The courses are asynchronous and can be completed in any order or standalone. However, it is highly recommended to follow the series for a deeper understanding.*

The Learning Analytics Series

At a glance

COURSE 1

GETTING STARTED WITH LEARNING ANALYTICS

Platform Agnostic

- Pedagogy and practice
- Approaches of learning analytics
- Applying analytics in digital teaching

Certified Associate



COURSE 2

DATA-INFORMED TEACHING AND LEARNING

Platform Specific

- Data and tools available in the LMS
- Understanding KPIs and learning outcomes for learner success

Certified Practitioner



Learning Outcomes

Learners will:

- Demonstrate a fundamental understanding of the field of learning analytics and its relevance, value and constraints for educators
- Differentiate between different types of data analytics, their purpose and value for common themes of educator inquiry
- Articulate the fundamental mechanics of how Learning Analytics work
- Identify critical characteristics of Learning Analytics inquiries that lead to meaningful insights and actions for educators
- Consider concepts of data-architecture, data privacy and ethics, and change management as it relates to their campus/organization
- Develop an action plan for incorporating student engagement, course design, and learning outcomes data in their current employment
- Develop cultural awareness for data practices by participating in module discussions with a global cohort



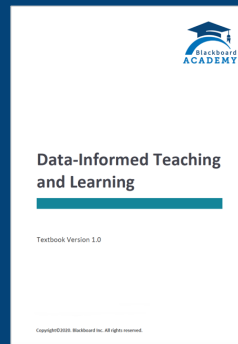
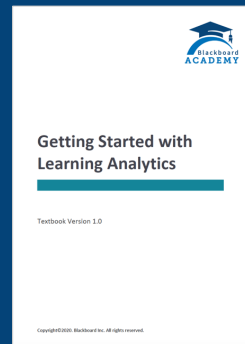
The Participant Experience

Access to digital resources and join the global Blackboard Academy

Learn from experts and other education practitioners from around the globe in an enriching environment where all share the same passion: teaching! Also, you'll become part of a worldwide community of educators and technology professionals to stay updated on the latest teaching practices and innovative trends.

What you'll get:

- Access to online course materials
- Hosting of examinations
- Printed or digital workbook for each course



Comprehensive Course & Workbook

Each course takes 40 hours of instruction and is offered online with a mix of synchronous and asynchronous activities.

Course workbooks are filled with up-to-date learning content and practical activities, all authored by Blackboard Consulting team of educational professionals.

Who Is It For?

This course series is designed for academics, education practitioners and instructional designers wishing to improve their analytics skills and learn the analytics tools available to deliver excellent learning experiences to their learners.



Meet the Team of Global Experts

Our Learning Analytics course facilitators

Our team of Blackboard Senior Consultants are accredited as facilitators, bringing a wealth of academic knowledge and experience to their delivery.



Dr. Caroline Steel
Principal Strategic Consultant



Laura Little
Principal Educational Consultant



Andrew Miller
Principal Educational Consultant



Yvette Drager
Senior Educational Consultant





Syllabus: Learning Analytics Series

Course 1: Getting Started with Learning Analytics

MODULE 01

Introduction to Learning Analytics



- The Concept and Evolution of Learning Analytics
- Learning Analytics for Teachers
- Tensions in the Use of Learning Analytics

Study time: 60 mins

MODULE 02

Applying Learning Analytics to Common Themes of Teacher Inquiry



- Themes and Questions to Frame Teacher Inquiry
- Types of Learning Analytics and Their Application

Study time: 60 mins

MODULE 03

Mechanics of Learning Analytics



- Question-based Model of Learning Analytics
- Data Available for Use in the LMS
- How Systems Analyze the Collected Data
- Mechanics of the Learning Analytics Process

Study time: 60 mins

MODULE 04

Learning Analytics in Practice: Case Studies



- Learner Retention Case Studies
- Learning Design Case Studies
- Learner Performance and Achievement Case Studies
- What's Next?

Study time: 60 mins



Syllabus: Learning Analytics Series

Course 2: Data-Informed Teaching and Learning

MODULE 01

Learning Analytics Fundamentals



- Defining the Concept of Learning Analytics
- Approaches to Analytics
- Key Concepts and Terminology
- Ethical Implications of Learning Analytics

Study time: 60 mins

MODULE 02

LMS Engagement



- LMS Engagement Metrics
- Learner Engagement Data in Blackboard
- Interventions Based on Engagement Data

Study time: 60 mins

MODULE 03

Course Design



- Course Design Elements in Blackboard Learn
- Course Design Data
- Course Design Data in Blackboard

Study time: 60 mins

MODULE 04

Performance and Outcomes



- Key Performance Indicators for Learner Success
- Data Integrity in Performance Metrics
- Performance and Outcomes Data in Blackboard

Study time: 60 mins

ACHIEVEMENTS: Learning Analytics Series

- After successfully concluding and passing an examination at the end of each course, participants will be awarded with a Badgr certifying their achievements
- Upon passing, they are awarded a certificate by Blackboard
- The Learning Analytics courses are asynchronous and can be completed in any order or standalone. However, it is highly recommended to follow the series for a deeper understanding

COURSE 1



**GETTING STARTED
WITH LEARNING ANALYTICS**



COURSE 2



**DATA-INFORMED
TEACHING AND LEARNING**

Series Calendar 2022

Learning Analytics Global Cohorts

ENGLISH GLOBAL COHORTS

MONDAY

January
31

COURSE 2
Data-Informed
Teaching and Learning

MONDAY

February
7

COURSE 1
Getting Started with
Learning Analytics

MONDAY

March
28

COURSE 2
Data-Informed
Teaching and Learning

MONDAY

May
16

COURSE 1
Getting Started with
Learning Analytics

MONDAY

July
5

COURSE 2
Data-Informed
Teaching and Learning

MONDAY

August
22

COURSE 1
Getting Started with
Learning Analytics

MONDAY

October
3

COURSE 2
Data-Informed
Teaching and Learning

Testimonials

“The Data-Informed Teaching and Learning course provides educators with practical information for leveraging data to identify different indicators of learner engagement. Data has myriad applications for course design, learner outreach, and even assessment. This course introduces learning analytics best practices that are platform agnostic, while also interacting with specific reports within the Blackboard Data and Analytics portfolio.”

**Dr. Szymon
Machajewski**
Blackboard MVP

“I completed a course in Learning Analytics from Blackboard Academy! It was a great introduction to the principles in using data in the learning management system to gain a deeper understanding of student engagement with course content and assessments.”

**Bancha
Srikacha**
Manhattanville
College

“I just completed two great certifications! The first was a Blackboard Academy Course, Getting Started with Learning Analytics, with Laura Little as the instructor. The second was Mental Health First Aid USA Instructor Training led by Suzanne Clark and Derrick Sanders. The courses were very different from each other but I learned a lot and made some friends along the way. Gold stars for all.”

Leigh Clay
Indian River
State College

Blackboard Academy: Helping Educators Around the World

33,000+

participants
from **50+** countries
and **100+** institutions



20,000+

certifications
awarded



20+

courses and five
languages
available



6+

Learning Analytics
Series cohorts per year



98%

of participants feel
more digitally
confident



99%

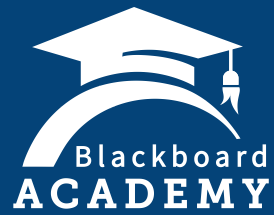
have integrated
technology tools
during teaching



98%

have reported student
engagement after implementing
digital teaching and learning
practices





Contact Us

Interested? We are here to help. Drop us a line for further course details or contact your Account Representative.

Bbacademy@blackboard.com

Join our **LinkedIn** community.

Learn more at
Blackboard.com/BlackboardAcademy