Blackboard
BUSINESS & GOVERNMENT

Provide more value for your members by delivering effective and engaging online learning programs

It is more important than ever for associations to provide measurable value to their members in order to ensure retention and foster growth. Bringing professional development and certification online increases the value of membership by making training available to members anywhere in the world, on their schedule. It can also be a significant source of revenue.

To be successful, associations must have an easy-to-use and easy-to-manage online platform that enables them to create and deliver high-quality learning and certification programs.

Why Blackboard for associations

1. **A proven solution, designed for high impact:** Our all-encompassing learning ecosystem for training, virtual collaboration, certification and e-commerce allow you to engage your members and drive revenue.

2. **Endless flexibility and seamless integrations:** Blackboard can easily integrate with your existing AMS to enable comprehensive and seamless sharing of data so that you can engage in more informed strategic planning and reduce administration time and frustrations.

3. **SaaS deployment:** With SaaS deployment, updates are seamless so your learners and instructors don't have to be inconvenienced by downtime. The upside? Greater satisfaction for all and fewer headaches for you.

4. **Many ways to consistently reach your busy members:** With a dispersed member base a learning program that offers both online and mobile learning opportunities ensures that members have on-demand, anytime, anywhere access to your content.

5. **Round-the-clock support:** Our reliable support staff, services, and programs will help ensure you confidently make the most of your investment. And our 24/7 support for your technical teams, members, and staff will always be there for your every need. compliance and certification, leadership development, the employee experience, and more. Our solutions are flexible and ready to grow with you as your needs evolve.

All the components you need for success

State of the art **Member Learning Ecosystem** Powers the foundation for scalable and flexible learning that helps you monetize your educational offerings.

Cutting-edge HD video **virtual classroom** Enables synchronous and digital collaboration on the go, powers virtual instructor led training, and provides your communities an online environment to engage and share insights.

Comprehensive **registration and reporting** Manage and monetize the full lifecycle of learning and registration information from directly within the learning environment.

Beautifully designed **mobile apps and true responsive design** Enables anytime, anywhere learning including offline access and synchronous collaboration.

Accessibility Our three-part approach to accessibility helps you proactively create a learning environment that gives all members equal access.

Any **content**, anywhere—in seconds We're 100% SCORM compliant and our system empowers instructors to incorporate virtually any web resource—a YouTube video, PDF, HTML5 content—quickly and easily into the course.

Professional support with designing or redesigning courses Our team can help you build engaging courses that align with learner preferences or facilitate a seamless transition when converting face-to-face training programs into online or blended courses.

True **hosting** flexibility Supports your organization's preference on whether to host your learning solution in the public or private cloud, on its own systems, or a mix of the two.

Implementation & strategic services Promotes the success of your learning program when you engage our learning experts who can help guide your initiative from start to finish.

Take your learning program to the next level with a Blackboard partnership

Blackboard is a trusted partner in delivering impactful lifelong learning. With over 100 million learners and 20 years of experience in education, learning, and development, we've perfected the art of effective learning. We've helped over 1,600 corporate and government organizations around the world deliver and track outcomes-based learning that drives results in a measurable way. Our unified learning ecosystem of products and services provides a one-stop solution that powers learning programs that attract and retain your members.

To learn more about how Blackboard can help your association and see our solution in action visit **Blackboard.com/business**