

# Blackboard®

ENGAGEMENT SERVICES

## Blackboard Strategic Consulting



In most cases a one size fits all engagement strategy will only reach the hearts and minds of a small proportion of users

When an institution decides to adopt learning technology, it does so with bespoke eLearning goals in mind. Improved academic outcomes, increased student retention and an expanded online learning programme are just some of the goals an institution may want to achieve.

In many cases, institutions find that technology is not being adopted as rapidly as they had anticipated, and, that they are not achieving their bespoke eLearning goals as rapidly as they had hoped. Through our work with thousands of colleges and universities worldwide, Blackboard has found that applying a tailored, targeted and segmented approach to engagement better supports the institutions overarching e-learning policy and enables greater success for reaching their e-learning goals, objectives and institutional targets.



*Even the greatest, most powerful teaching and learning solutions in the world cannot, and will not, make a difference for an institution if its user community does not understand how to use them. Blackboard Engagement Services support to maximise institutions adoption of learning technologies with a focus on the bespoke user community who are central to eLearning success.*

## Blackboard Engagement Service: tailoring your engagement strategy to your bespoke user community



Blackboard's Engagement Service provides institutions with a formal strategy that arms them with a broad, yet detailed picture of their bespoke user community. Once the user community is better understood, the institution can then develop appropriate, tailored and targeted learning pathways that consider the behavior, motivation, awareness and technical capability of differing types of users amongst their community.

The service primarily assists the institution to segment their user base into distinct user groups, answering critical questions that include:

- who are the users
- how each targeted group currently engages with technology
- what behaviour they exhibit toward technology adoption
- what motivates them to adopt technology
- what their current technology capabilities are

Via a series of discovery workshops, both policy and adoption targets can be tailored to better suit the diverse and bespoke user groups. Detailed learning pathways will be developed for each user group that are designed with distinct approaches to engagement.

Blackboard engagement services focuses on many aspects of Change Management and User Engagement best practice such as; instructional delivery style, levels of training, and strategic communications.



### Service packages that meet your institution's needs

The Engagement Service is a comprehensive suite of strategic planning, best practice and practical, hands-on design and delivery of effective, targeted learner pathways and change management techniques.

*Blackboard Engagement Service is available in English, French, and Spanish.*



#### Review Package

The introduction to engagement delivers a bespoke recommendations report based on the engagement improvement targets, as well as handover of the segmentation toolkit, that arms institutions with the basic know-how to begin their own user engagement programme.



#### Design Package

The inclusive package combines user engagement best practice, handover and delivery of the segmentation toolkit, development of an institution-wide community engagement strategy and activity plan that delivers targeted and segmented user pathways with supporting communication strategies.



#### Custom Delivery Programme

The inclusive package combines user engagement best practice, handover and delivery of the segmentation toolkit, development of an institution-wide community engagement strategy and activity plan that delivers targeted and segmented user pathways with supporting communication strategies.



### A Strategic Services Portfolio for today's complex and rapidly changing academic environment

Strategic Services, which are available in multiple languages, help institutions take advantage of opportunities where learning technology can improve the overall student experience and make a significant positive impact. We partner with our clients to develop strategic plans, business cases, change management, and organisational models, and assist them through solution delivery and continuous improvement initiatives.



### Blackboard: Technology Success. Student Success. Institutional Success.

Whether working with a new client or an existing client, whether the solutions being deployed are from Blackboard or from another provider, Blackboard's team draws on its long experience and expertise in higher education and global technologies to help ensure technology is optimised to create a student experience that translates into student and institutional success.

For more information, email us at [AskUs@blackboard.com](mailto:AskUs@blackboard.com)

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