

A Personalized Experience – What's Next for Education

Blackboard®
LET'S ADVANCE LEARNING

encoura®
Eduventures® Research

Today's Speakers



James Wiley
Eduventures Principal Analyst
ACT | NRCCUA



Bill Ballhaus
CEO & Chairman
Blackboard

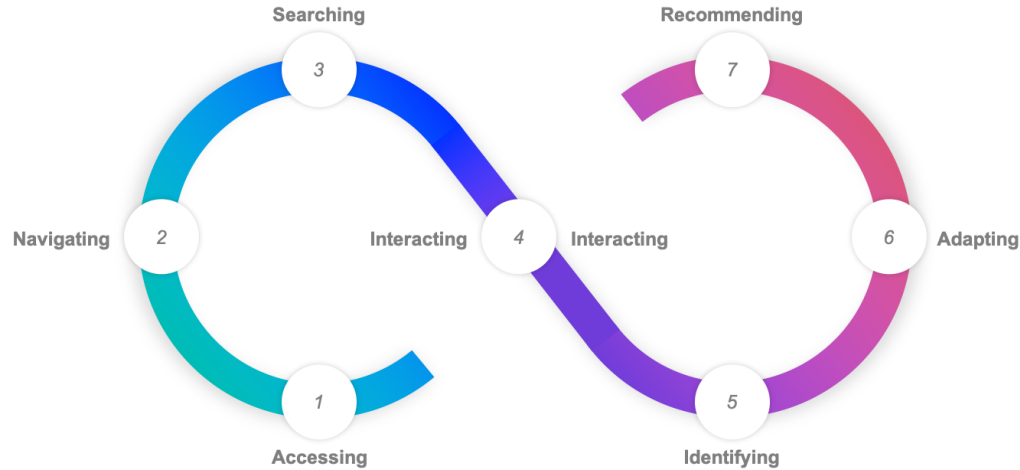
Why Is Personalization Important?

SUPPORTING THE STUDENT JOURNEY



What Does 'Personalization' Mean?

PROVIDING BIDIRECTIONALITY



1
How the user
accesses the
solution

2
How the user
navigates or
transverses the
solution

3
How the user
searches or finds
information within
the solution

4
How the user
interacts with the
solution

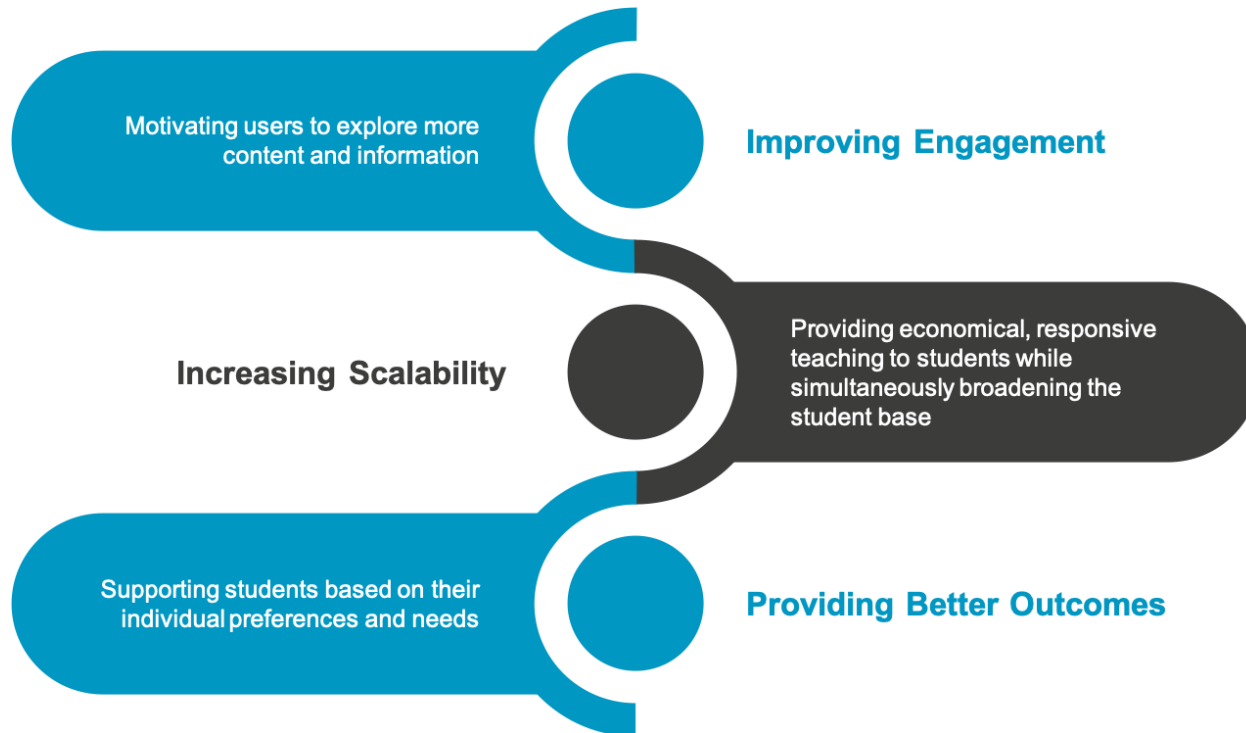
5
How the solution
identifies the user
and the user's
needs

6
How the solution
adapts to the user
and the user's
needs

7
How the solution
recommends or
suggests
information to the
user

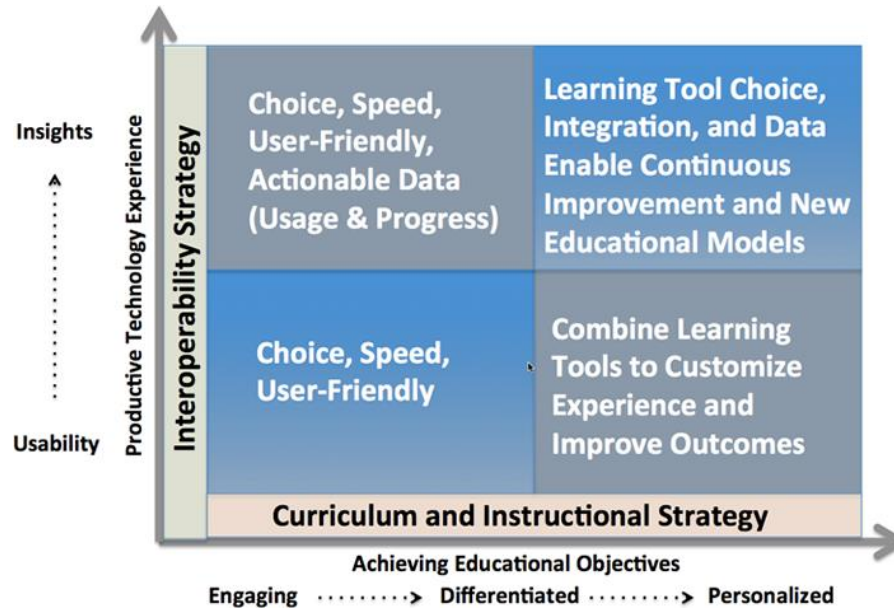
How Might Personalization Help?

BENEFITTING TEACHING AND LEARNING



How Might We Provide Personalization?

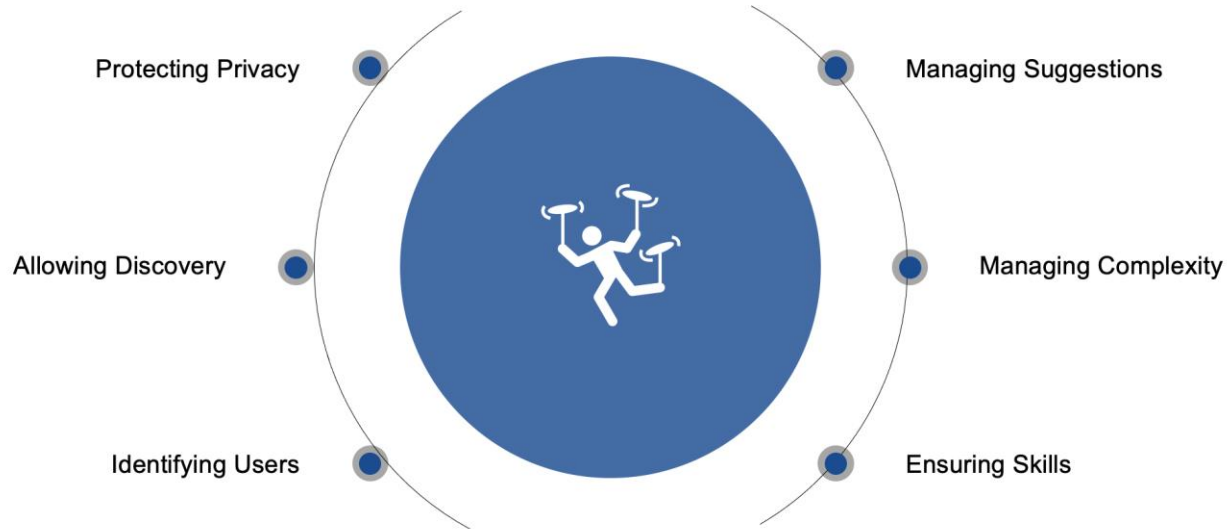
LEVERAGING AN ECOSYSTEM



Educause: The ecosystem maturity model

What Are The Challenges of Personalization?

ENSURING EFFECTIVE PERSONALIZATION





Delivering
Personalized
Experiences
to Advance
Learning



Blackboard is a leading EdTech company, serving higher education, K-12, corporate and government clients in every region of the world.

We connect a deep understanding of education with the power of technology to continuously push the boundaries of learning.

150M+ users

in

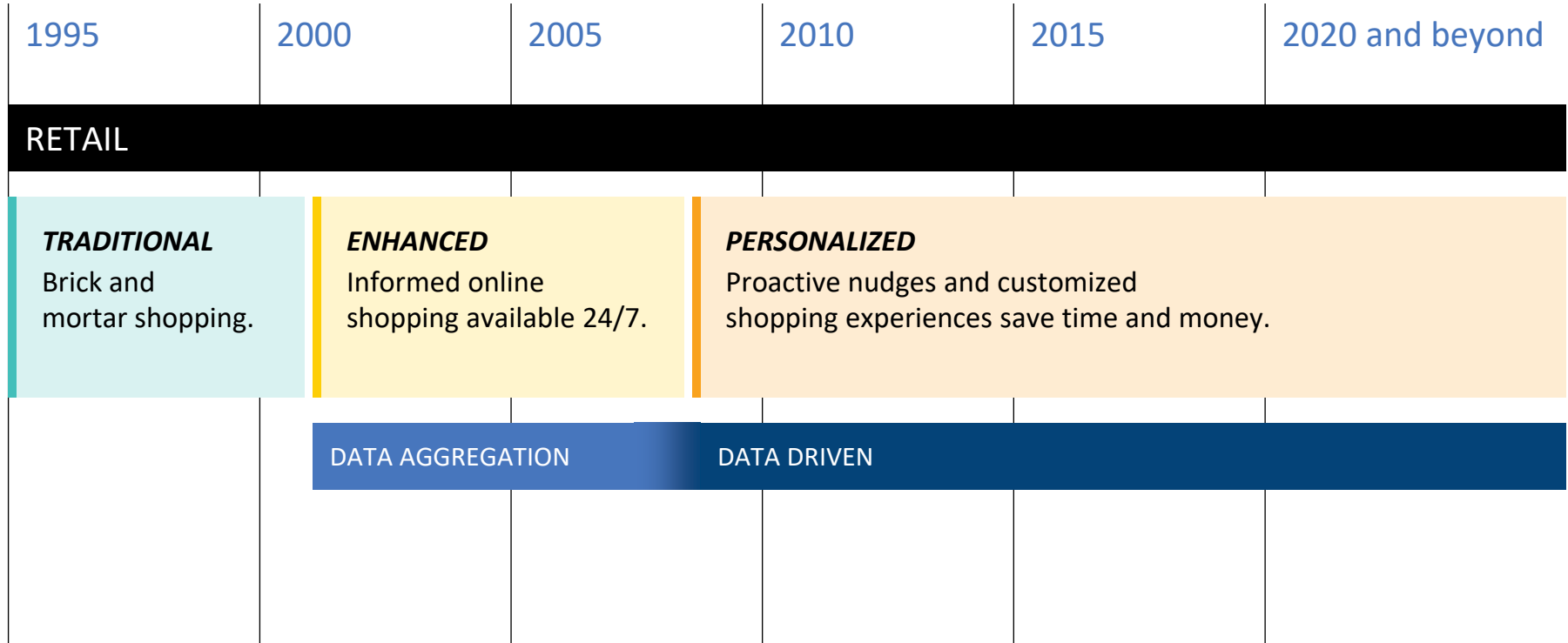
80+ countries

learn and communicate
with Blackboard tools.

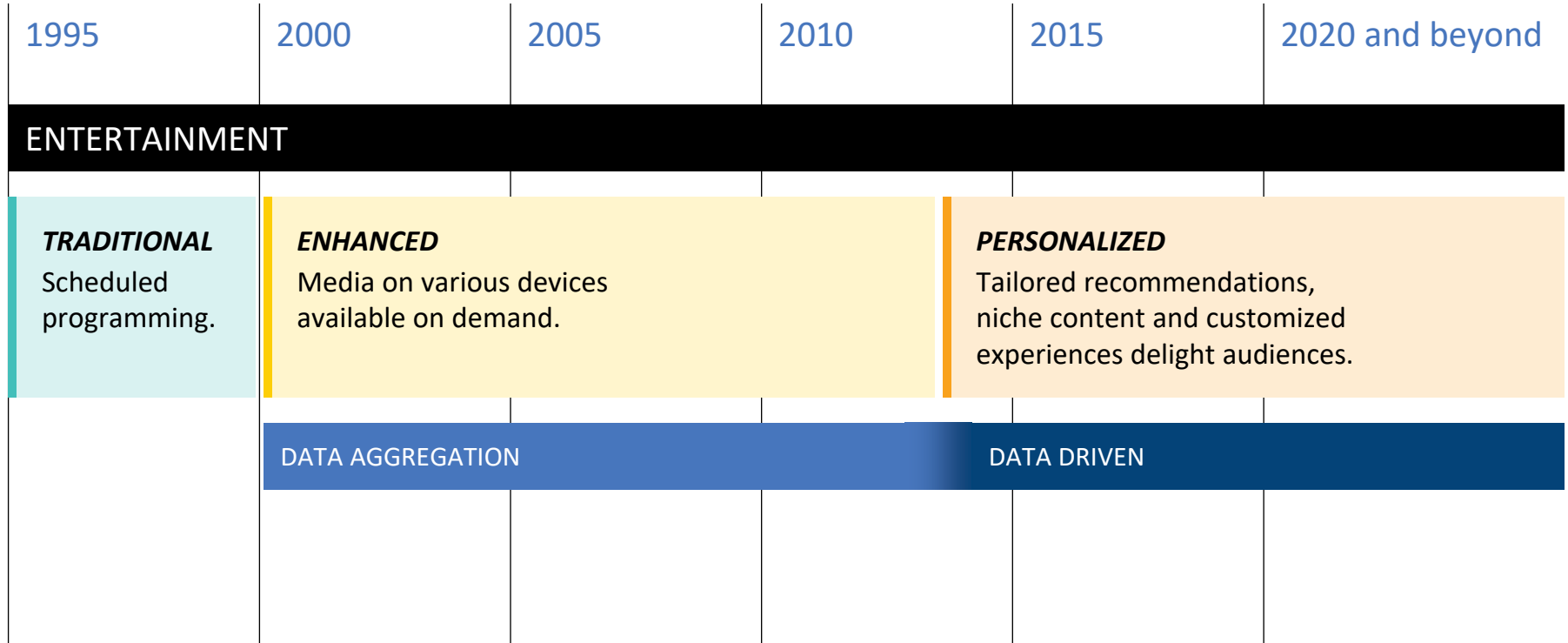
OUR MISSION

Blackboard's mission is to advance learning together with the world's education community, so that all learners, educators and institutions can realize their goals today and prepare for tomorrow.

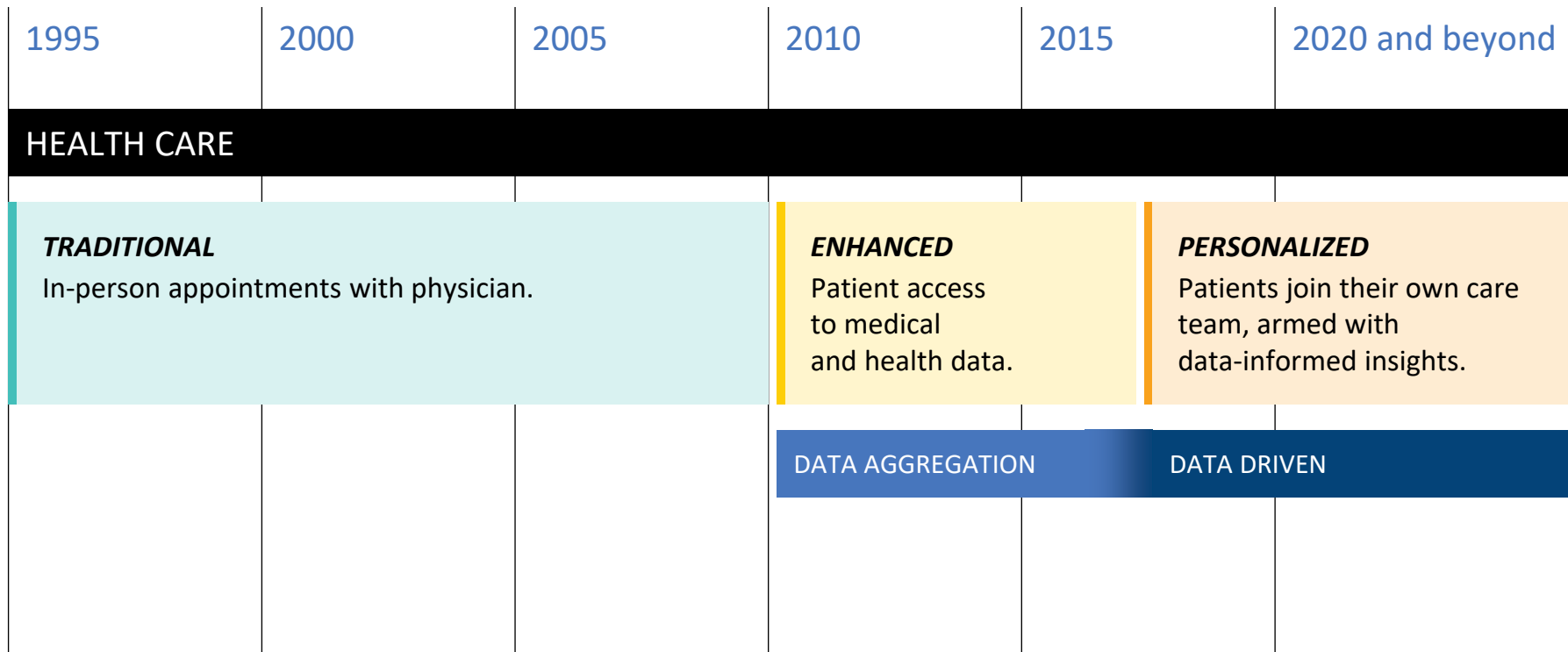
The Journey to Personalization



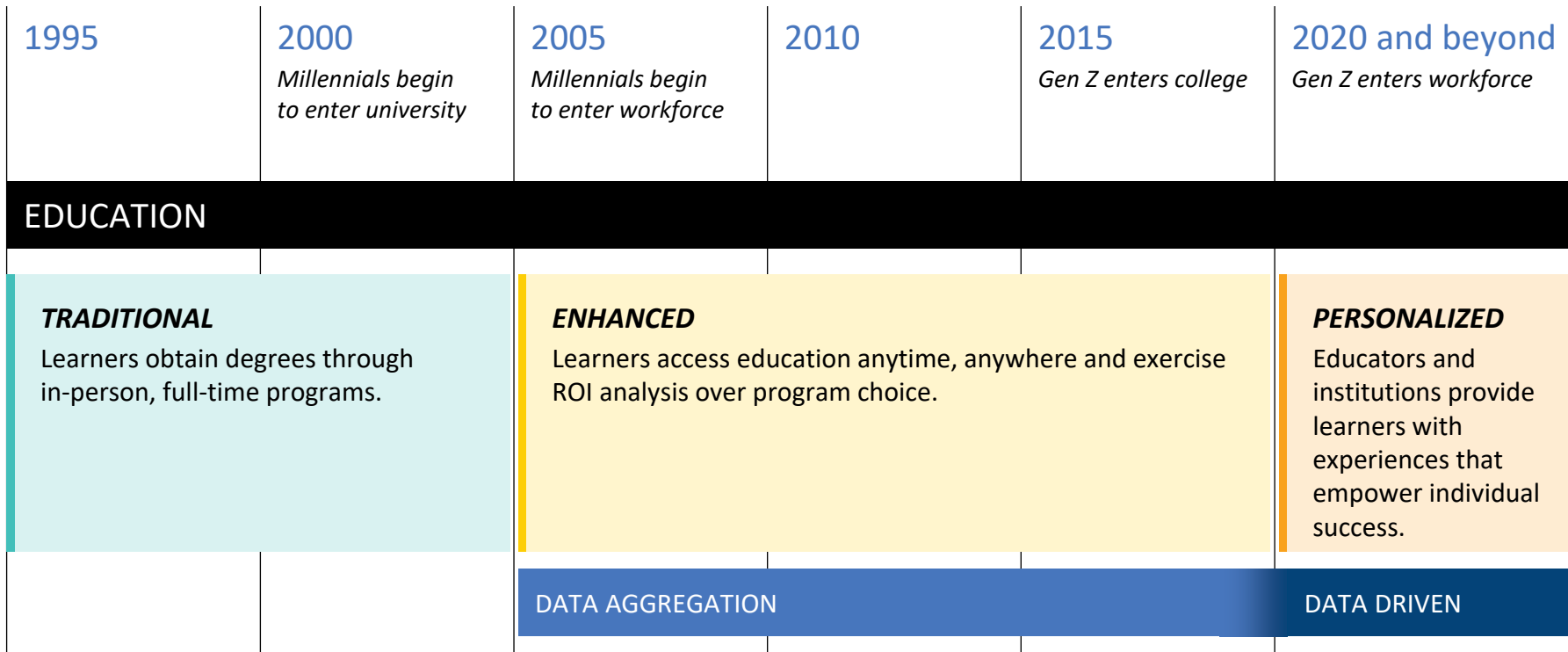
The Journey to Personalization



The Journey to Personalization



The Journey to Personalization



Education Is at an Inflection Point

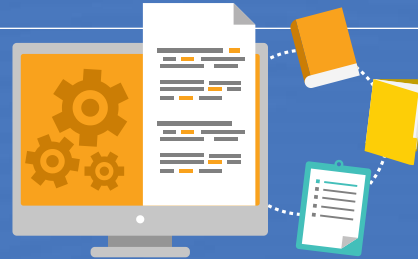
The COVID-19 pandemic has sparked the global adoption of digital tools across the student journey.



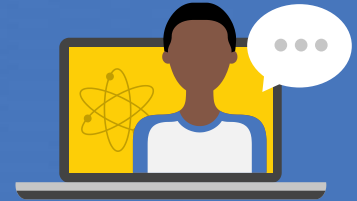
3,600% increase
in daily virtual classroom use.



25 billion
weekly interactions
in Blackboard Learn SaaS.



1.5 million
monthly downloads
of alternative content.

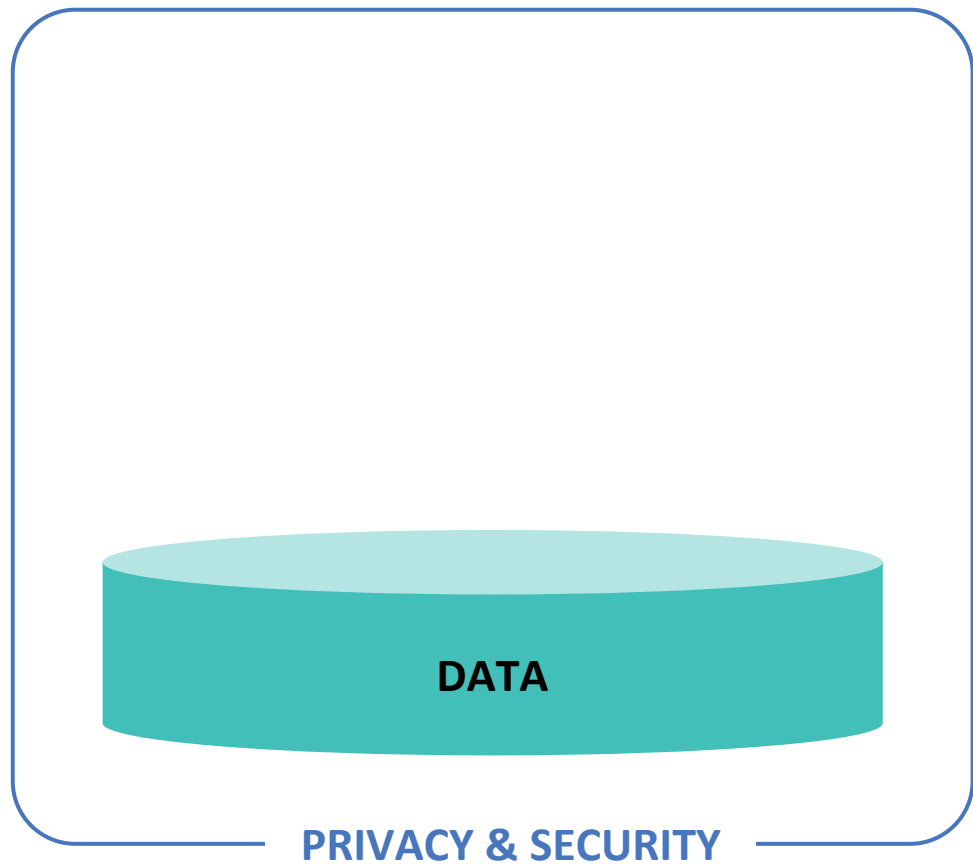


56% increase
in questions from students to
their institutions.

**EDUCATION'S
JOURNEY IS UNIQUE.**

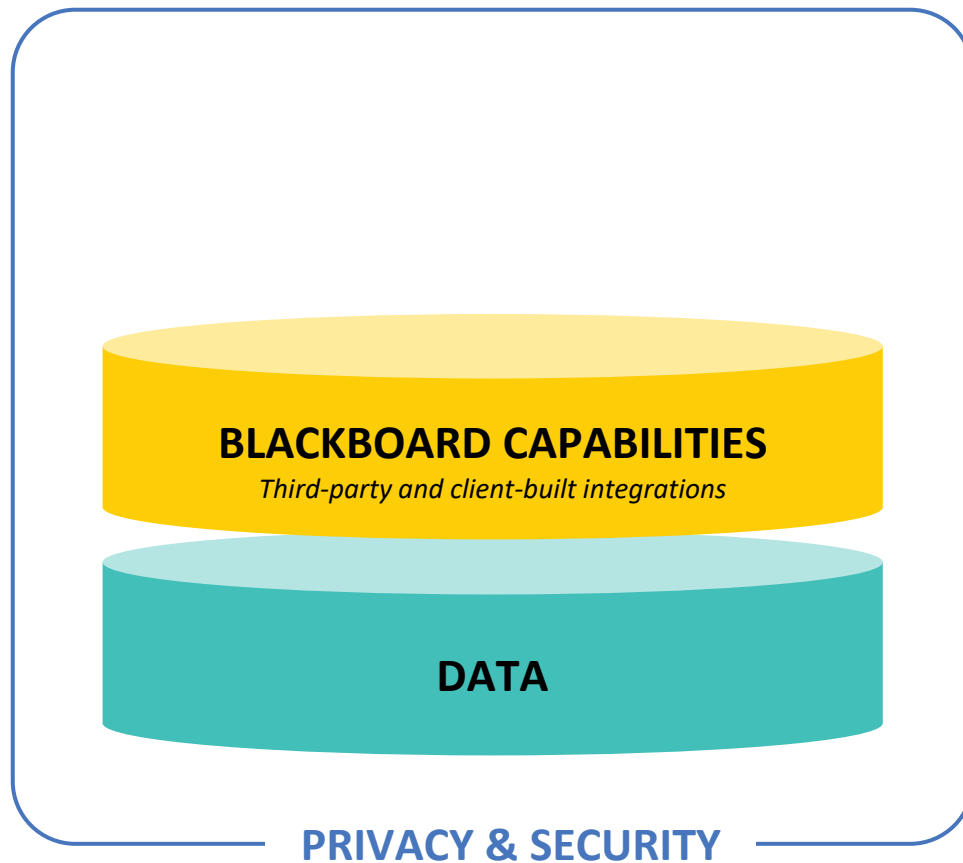
Learning Experience Ecosystem

*A holistic approach
for delivering personalized
experiences fueled by data.*



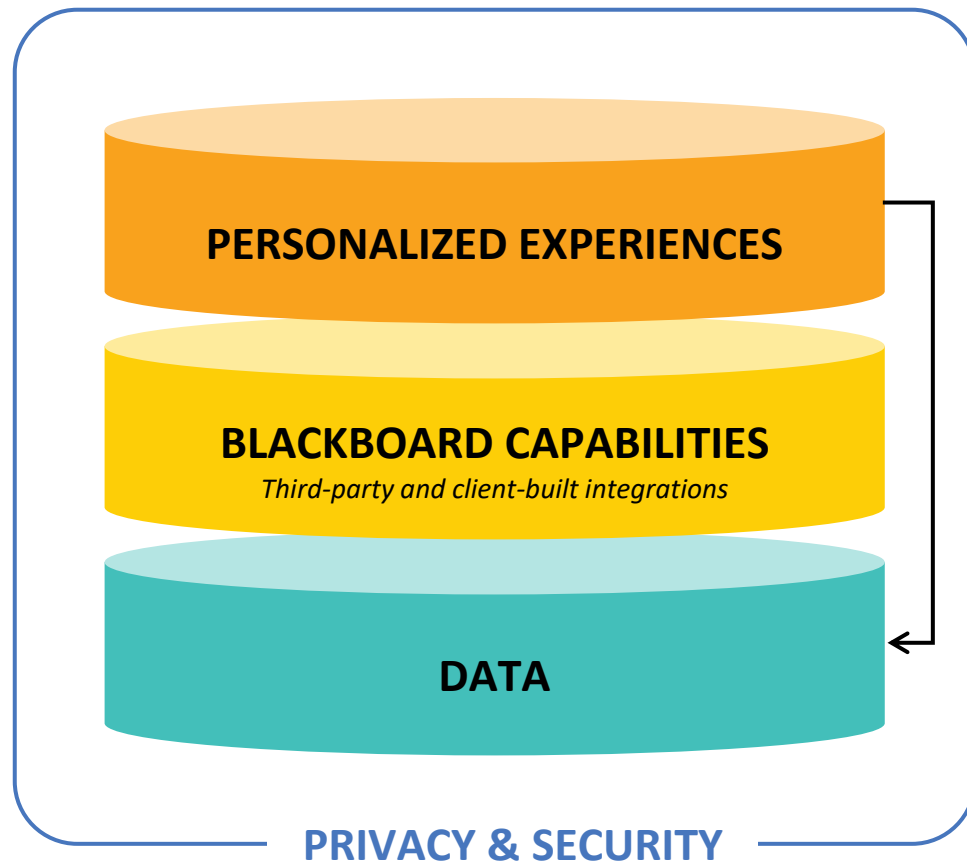
Learning Experience Ecosystem

- *Learning management*
- *Communication tools*
- *Virtual classroom*
- *Student success solutions*
- *Accessibility tools*
- *Analytics*
- *Chatbot*
- *Consulting solutions*

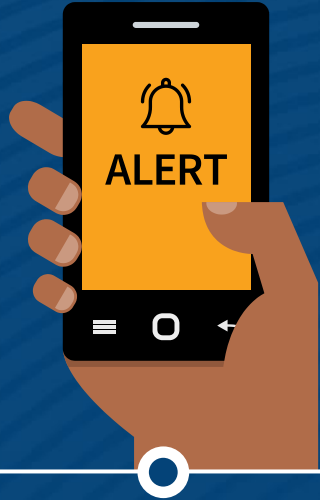


Learning Experience Ecosystem

The user experience makes personalization real for students, educators, instructors and parents.



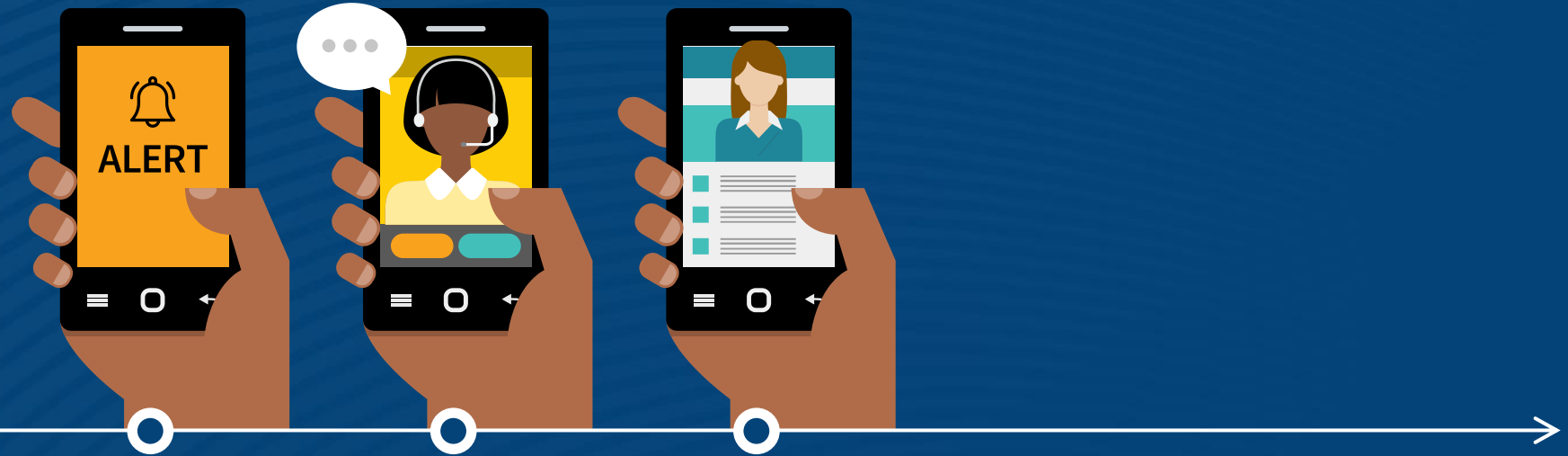
A Very Near Future



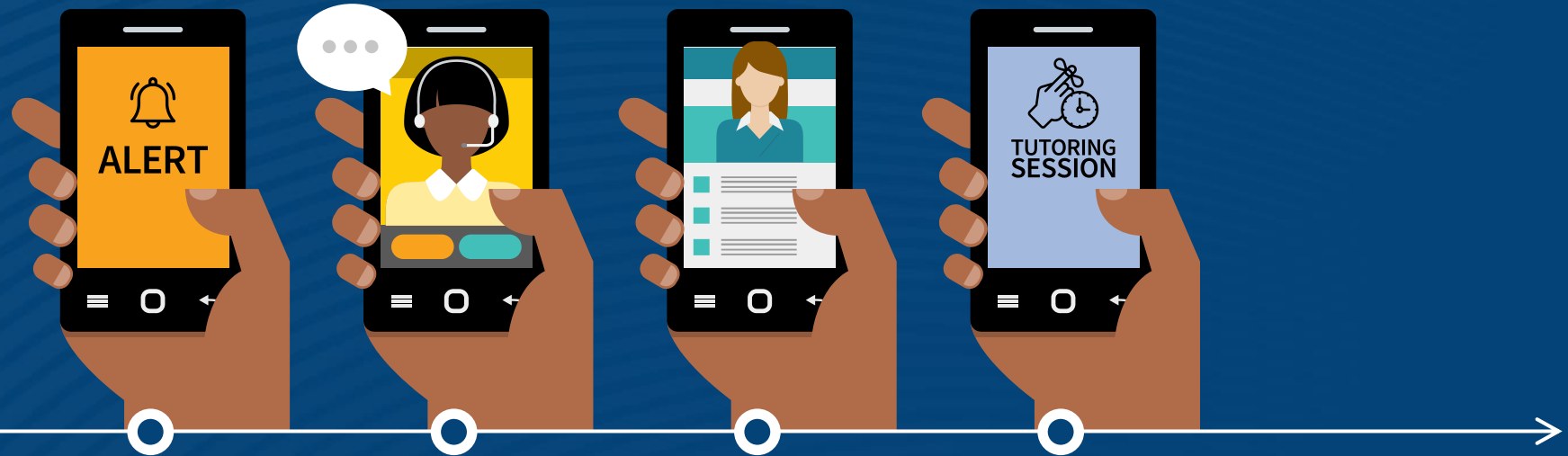
A Very Near Future



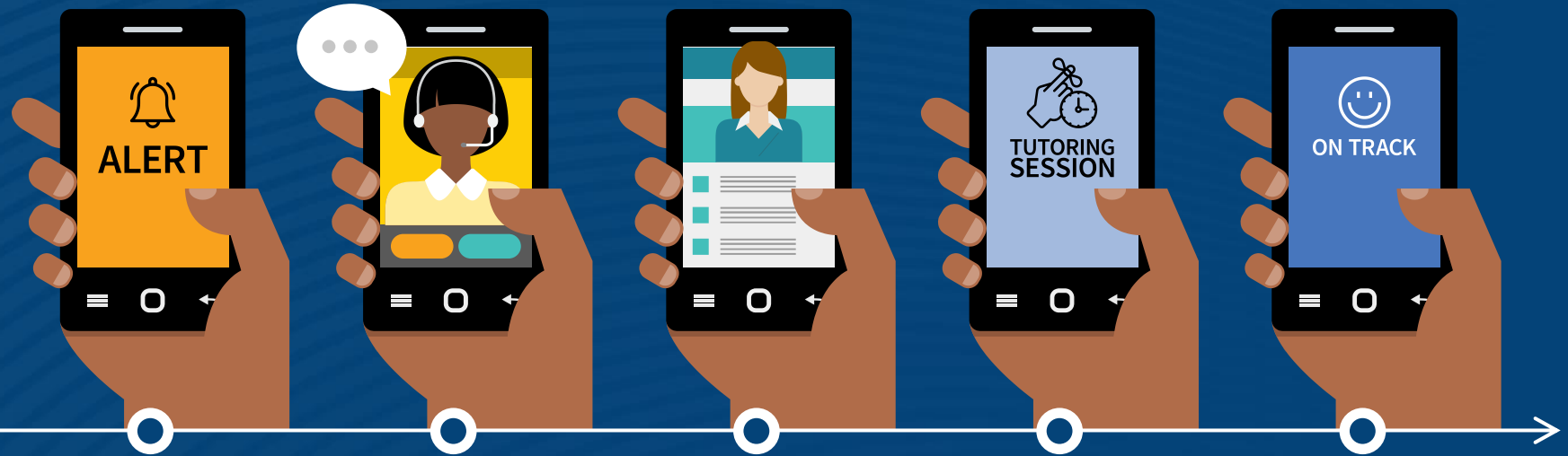
A Very Near Future



A Very Near Future



A Very Near Future



Blackboard is focused
on enabling personalized
experiences, fueled by data,
to advance learning so that all
learners, educators and
institutions can realize their goals.



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Q & A

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