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?

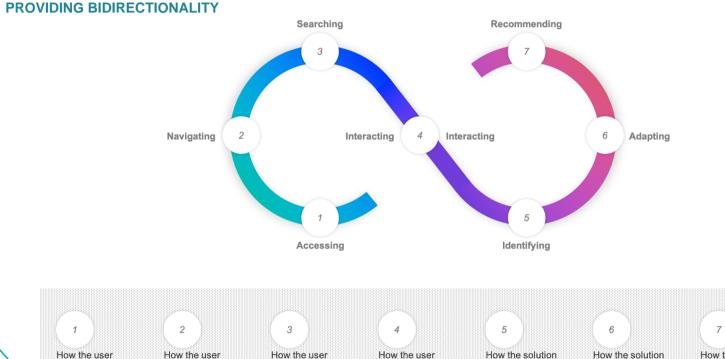
accesses the

solution

navigates or

solution

transverses the



interacts with the

solution

identifies the user

and the user's

needs

adapts to the user

and the user's

needs

searches or finds

information within

the solution

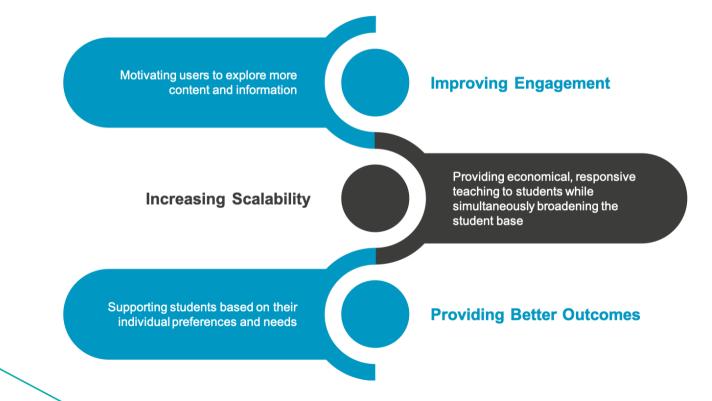
How the solution recommends or suggests information to the user

4



How Might Personalization Help?

BENEFITTING TEACHING AND LEARNING

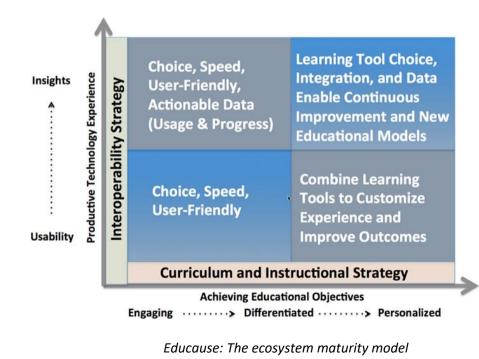


5



How Might We Provide Personalization?

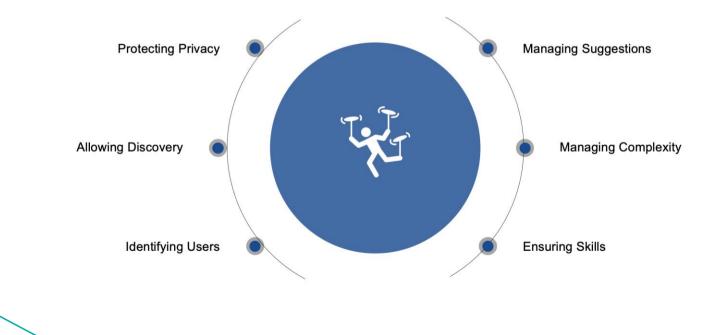
LEVERAGING AN ECOSYSTEM





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.

1995	ETAIL TRADITIONAL Brick and Informed online		2005		2010	2015	2020 and beyond
RETAIL							
TRADITIONAL Brick and mortar shopping.				PERSONALIZED Proactive nudges and customized shopping experiences save time and money.			
	DATA AGGREGATION		TION	DAT	A DRIVEN		

1995	2000	2005	2010		2015	2020 and beyond	
ENTERTAINM	ENT						
TRADITIONAL Scheduled programming.		ENHANCED Media on various devices available on demand.			PERSONALIZED Tailored recommendations, niche content and customized experiences delight audiences.		
	DATA AGGREGATIC	N		D/	ATA DRIVEN		

1995	2000	2005	2010	2015		2020 and beyond
HEALTH CARE						
TRADITIONAL In-person appointments with physician.		ENHANCED Patient access to medical and health data.		PERSONALIZED Patients join their own care team, armed with data-informed insights.		
			DATA AGGREGATIO	N	DATA DR	IVEN

1995	2000 Millennials begin to enter university	2005 Millennials begin to enter workforce	2010	2015 Gen Z enters college	2020 and beyond <i>Gen Z enters workforce</i>
EDUCATION					
TRADITIONAL Learners obtain degrees through in-person, full-time programs.		ENHANCED Learners access ed ROI analysis over p	ucation anytime, anyw program choice.	vhere and exercise	PERSONALIZED Educators and institutions provide learners with experiences that empower individual success.
		DATA AGGREGATIO	N		DATA DRIVEN

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.



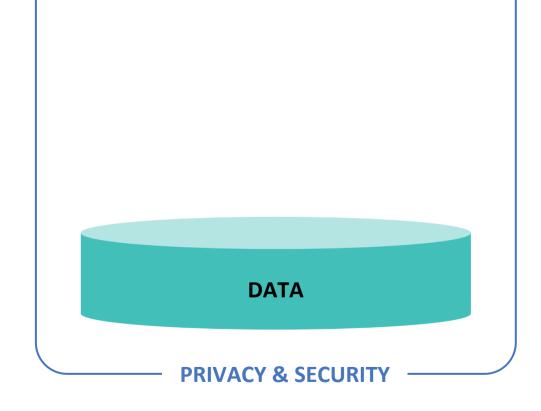
56% increase

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

BLACKBOARD CAPABILITIES

Third-party and client-built integrations

DATA

PRIVACY & SECURITY

Learning Experience Ecosystem

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

PERSONALIZED EXPERIENCES

BLACKBOARD CAPABILITIES

Third-party and client-built integrations

DATA

PRIVACY & SECURITY

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

Blackboard[®] Let's Advance Learning



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