A Personalized Experience – What’s Next for Education
Today’s Speakers

James Wiley
Eduventures Principal Analyst
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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

- Motivating users to explore more content and information
  - Improving Engagement
- Providing economical, responsive teaching to students while simultaneously broadening the student base
  - Increasing Scalability
- Supporting students based on their individual preferences and needs
  - Providing Better Outcomes
How Might We Provide Personalization?

LEVERAGING AN ECOSYSTEM

Educause: The ecosystem maturity model
What Are The Challenges of Personalization?

ENSURING EFFECTIVE PERSONALIZATION

- Protecting Privacy
- Allowing Discovery
- Identifying Users
- Managing Suggestions
- Managing Complexity
- Ensuring Skills
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.
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

1995: TRADITIONAL
Brick and mortar shopping.

2000: ENHANCED
Informed online shopping available 24/7.

2005: PERSONALIZED
Proactive nudges and customized shopping experiences save time and money.

2010: DATA AGGREGATION

2015: DATA DRIVEN

2020 and beyond
## The Journey to Personalization

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<td>Scheduled programming.</td>
<td>Media on various devices available on demand.</td>
<td>Tailored recommendations, niche content and customized experiences delight audiences.</td>
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The Journey to Personalization


**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 AGGREGATION**

**DATA DRIVEN**
The Journey to Personalization

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<td><strong>EDUCATION</strong></td>
<td><strong>Millenials begin to enter university</strong></td>
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<td><strong>Gen Z enters college</strong></td>
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**TRADITIONAL**
Learners obtain degrees through in-person, full-time programs.

**ENHANCED**
Learners access education anytime, anywhere and exercise ROI analysis over program choice.

**PERSONALIZED**
Educators and institutions provide learners with experiences that empower individual success.

**DATA AGGREGATION**

**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.
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.