

## Blackboard Built Its Mobile Video-Conferencing Tool For Trainers and Learners

Blackboard  
Best Advance in Mobile Learning Technology  
March 2018



### Company Background

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# Blackboard®

Company At-a-Glance	
Headquarters	1111 19 <sup>th</sup> St. NW, Washington, DC, 20036
Year Founded	1997
Revenue	N/A
Employees	N/A
Global Scale (Regions that you operate in or provide services to)	North America, South America, EMEA, APAC
Customers/Output, etc. (Key customers and services offered)	N/A
Industry	Education/training technology
Stock Symbol	Click here to enter text.
Website	<a href="http://www.Blackboard.com/business">www.Blackboard.com/business</a>

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## Value Proposition

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The Blackboard app gives learners the information they want, the connections they crave, and the personalization they demand, all on the go. It allows professionals to stay connected to their learning environments, no matter where they are — meeting the needs of today's mobile workforce. The app's modern, user-centric, intuitive design makes it easy for any learner to quickly react to immediate needs and maintain active communication anytime, anywhere.

## Product or Program Innovation

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### **Simplicity of technology:**

The Blackboard app was built to complement Blackboard Learn, a robust LMS with great breadth and depth of functionality. The Blackboard app makes it easy for professionals to stay connected to their learning environments, no matter where they are, and was specifically designed to facilitate key tasks learners want and need to complete on the go. The app's simplified workflows are designed for smaller screens, focused on improved optimization and speed for the most commonly performed tasks and mobile activities, like quickly accessing content, completing courses and connecting with colleagues using Collaborate, a video conferencing tool built directly into the app. The app also leverages native mobile features like push notifications to surface key information to learners.

### **Advanced functionality:**

The Blackboard app includes Blackboard Collaborate, a synchronous web-conferencing solution for high-quality virtual meetings. Facilitators or trainers can share files and video while interacting with the class, and participants can engage using a variety of different features right within the app. Users can set their status to *Away*, share video or voice, raise their hand, use the chat feature, share files and content, use whiteboard drawing tools or join breakout groups set by the moderator to complete smaller projects.

The Blackboard app was also built to be accessible for all users, regardless of age, ability or situation. It works with accessibility features built into iOS, Android and Windows devices, making the content available for people with physical, visual or hearing impairments. Accessibility features include screen reader functionality, zoom, color filters and visual settings, and accessible navigation tools (like Bluetooth or external hardware).

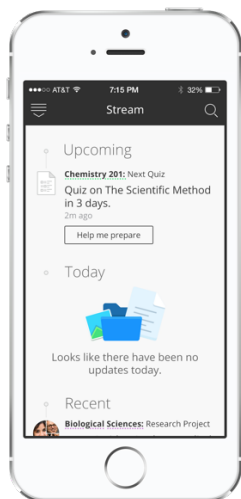


## Unique Differentiators

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**Activity Stream:** The activity stream provides learners with an up-to-the-minute list of important course activity including new content, announcements and grades in the Blackboard app. The activity stream automatically prioritizes the items to help learners focus on the tasks that they want to take care of right away. Learners can tap an item directly from the stream to open it and begin working. The stream will surface important items like organization alerts, course announcements, due dates and overdue assignments, grades and more.

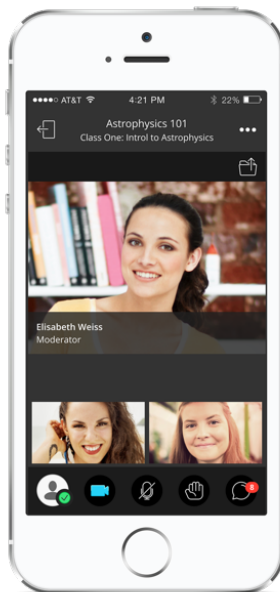
**Figure 1: Activity Stream**



Source: Blackboard 2018

**Collaborate:** The Blackboard app includes Blackboard Collaborate, a synchronous web conferencing solution for high-quality virtual meetings. Facilitators or trainers can share files and video while interacting with the class and participants can engage using a variety of different features right within the app. Users can set their status to *Away*, share video or voice, raise their hand, use the chat feature, share files and content, use whiteboard drawing tools or join breakout groups set by the moderator to complete smaller projects.

Figure 2: Collaborate



Source: Blackboard 2018

## Measurable Results

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### Benefits of Mobile Learning:

- **Quickly get information into the hands of employees:** Employees today are extremely mobile and many travel frequently for work. This makes onsite face-to-face meetings and training more difficult. Mobile learning allows employees to quickly and easily disseminate materials at a moment's notice.
- **Save time:** Mobile learning can reduce the amount of time needed to dedicate to training by **up to 50 percent**.
  - Employees can choose to learn when and where they want to, without needing to wait for someone to deliver the material.
- **Drive employee engagement:** Mobile allows employees to participate in discussions or meetings and engage with coworkers no matter where they are.
  - When employee engagement increases, there is a corresponding increase in employee retention by up to 87%.
  - Employees are not at their desk roughly 50 to 60 percent of the scheduled workday.
- **Enhance accessibility:** Mobile delivery of content can help ensure that content is accessible to different types of learners.
- **Boost employee performance:** Making content more accessible, digestible and flexible helps increase skills and knowledge and boosts employee performance.



## About Brandon Hall Group

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Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

### Inspiring a Better Workplace Experience

Our mission: Empower excellence in organizations around the world through our research and tools each and every day. At the core of our offerings is a Membership Program that combines research, benchmarking and unlimited access to data and analysts. The Membership Program offers insights and best practices to enable executives and practitioners to make the right decisions about people, processes, and systems, coalesced with analyst advisory services which aim to put the research into action in a way that is practical and efficient.

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- Annual HCM Conference

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- Client Associate
- Monthly Meetings

## Strategic Consulting Offers Expert Solution Development

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- Maturity Model
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- Organization & Governance

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- Architecture Design
- Systems Evaluation

### **DEVELOPMENT & INTEGRATION**

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- Assessment
- Survey
- Process Integration

For more information, contact us at [success@brandonhall.com](mailto:success@brandonhall.com).