

The background is black with several large, overlapping, rounded shapes in various colors: purple, green, blue, orange, and red. The shapes are abstract and do not form recognizable letters or symbols.

You + Your LMS - Is It Time to Talk about Adoption

Kristine Duncan + Chad Kainz
Education Services by Blackboard

ABOUT KRISTINE

KRISTINE DUNCAN

Sr. Manager - Consulting
Education Services by Blackboard
kristine.duncan@blackboard.com

I have been at Blackboard for 5 years

12 years as an implementation
consultant and consulting leader

My backyard is certified as a
bird sanctuary!



ABOUT MY ROLE/TEAM



Functional Consulting

- Made up of 16 senior level education consultants
- We help organizations use their learning technology investments
- Combined 50 years of higher education, K12, and professional education experience



AWESOME!

ABOUT CHAD

CHAD KAINZ

Solution Director – Consulting
Education Services by Blackboard
chad.kainz@blackboard.com

Been at Blackboard for nearly 3 years, and was a customer of Blackboard since the days of CourseInfo 2.0 (1999).

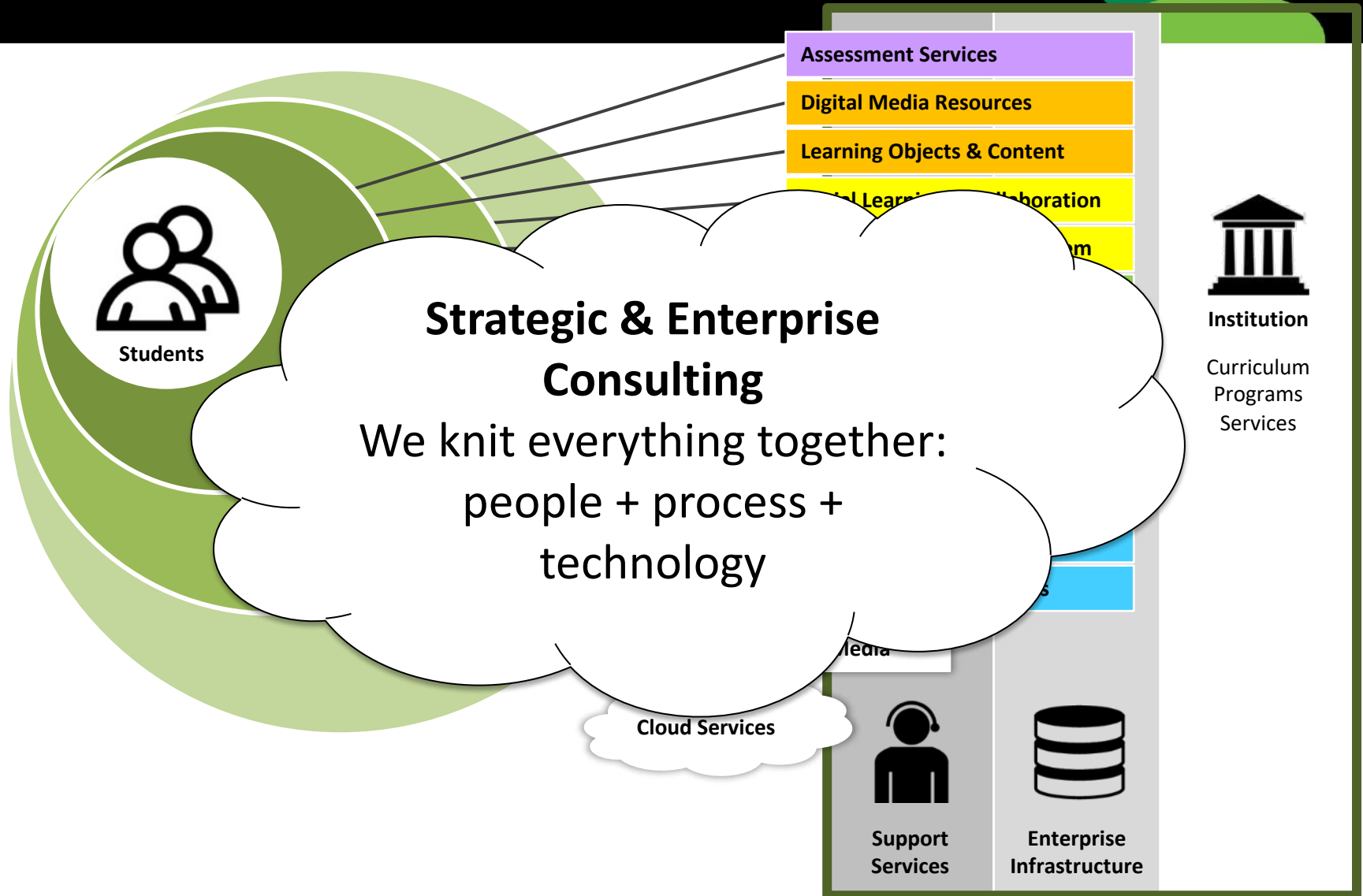
Prior to Blackboard, spent 18 years in higher education including technology leadership at the University of Chicago and support for the launch and growth of the SLATE Users' Group.

As a child, I drove a GP9 railroad locomotive.

AWESOME!



ABOUT MY ROLE/TEAM



WHAT WE ARE GOING TO DO TODAY

1. **Investigate** the Adoption Challenge
2. **Explore** Huang's model and barriers to adoption
3. **Translate** academic and institutional drivers into action
4. **Tour** of “next level” Blackboard features
5. **Empower** you to increase adoption at your institution

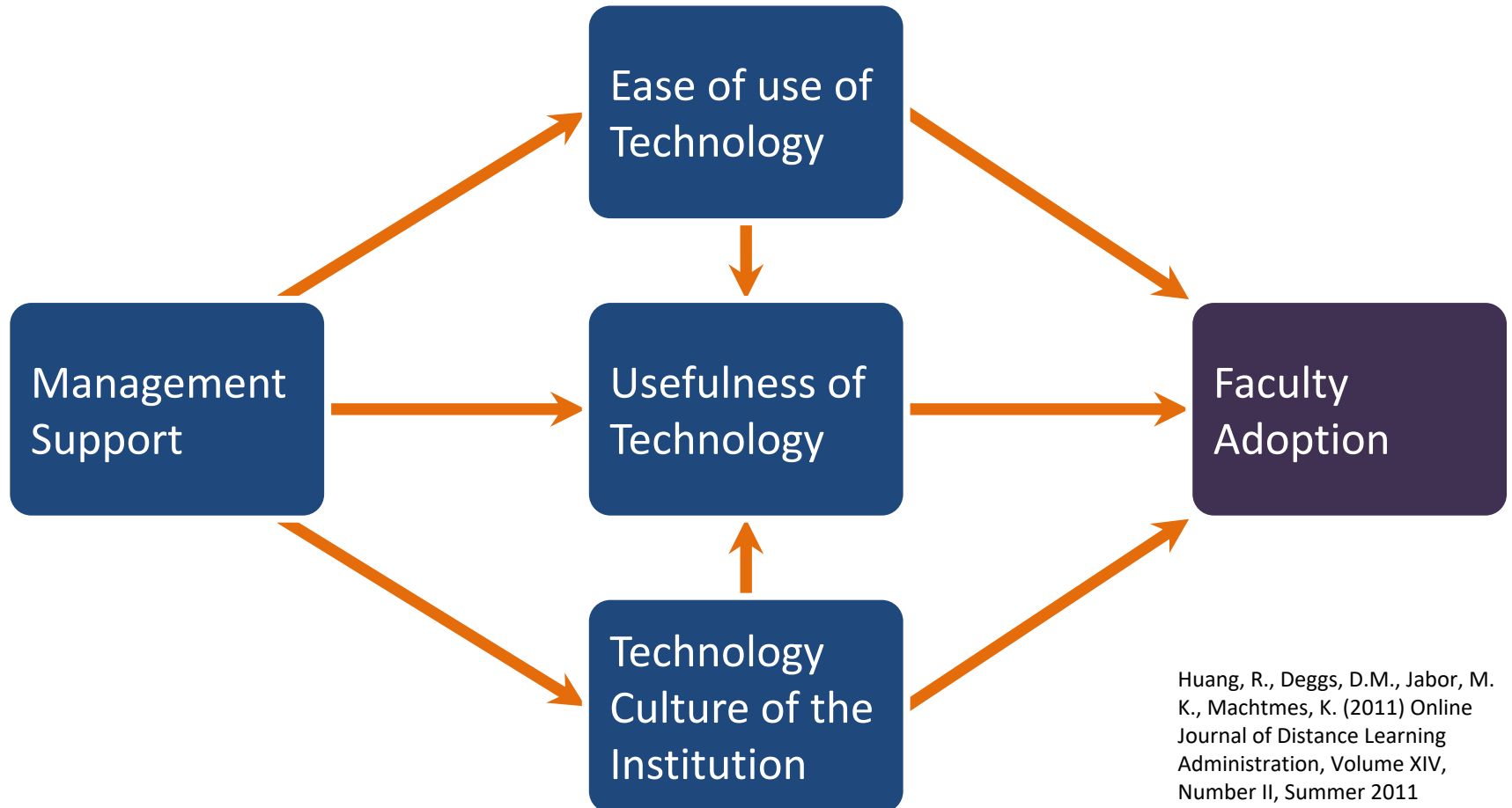
OUR CHALLENGE



Adoption of *any* technology is not confined to a curve of power users and laggards.

Learning technology adoption, including LMS adoption, should be **purposeful** and driven by a **strategy** and one or more **actionable plans**.

HUANG'S ADOPTION MODEL



Huang, R., Deggs, D.M., Jabor, M. K., Machtmes, K. (2011) Online Journal of Distance Learning Administration, Volume XIV, Number II, Summer 2011

THE SHIFT FROM eLEARNING TO eLIVING

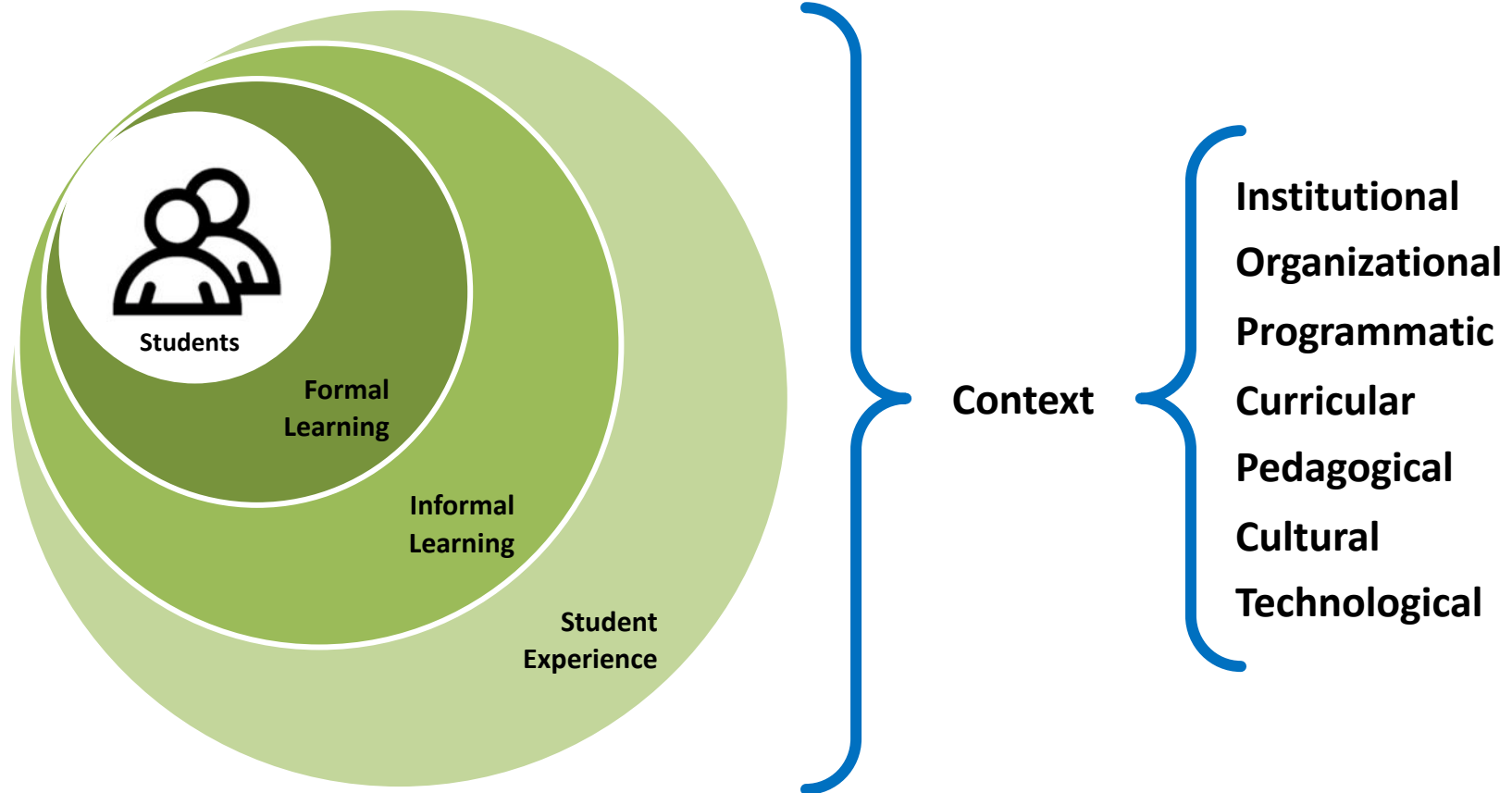


BBWORLD 2013

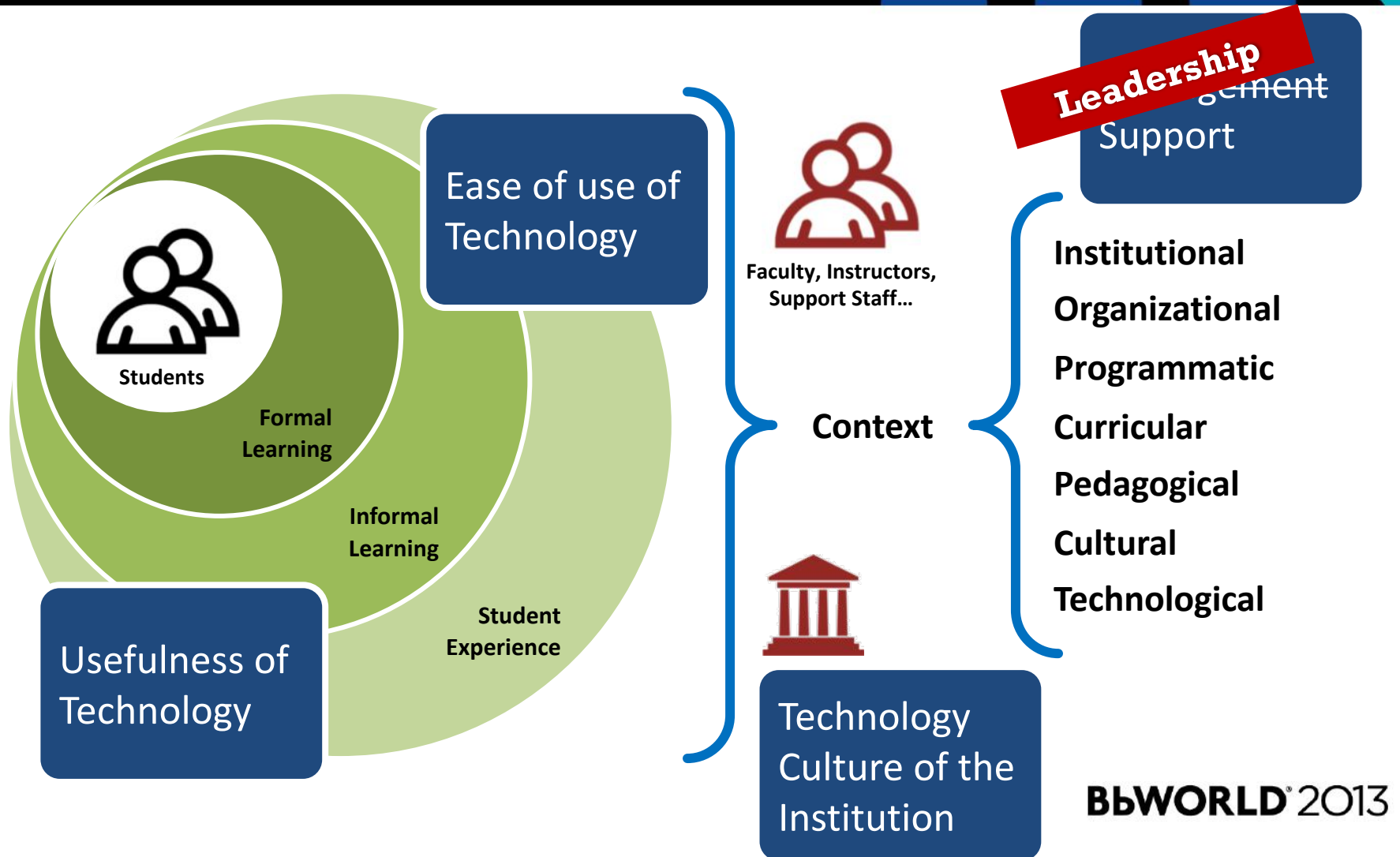
BARRIERS TO ADOPTION



CONTEXT FOR ADOPTION



CONTEXT INTO ACTION



BLACKBOARD LEARN ADOPTION “TOOLKIT”

Assessment Tools

- Goals
- Enterprise Surveys

Cloud Tools

- Calendar
- My Blackboard

Retention Center



ASSESSMENT TOOLS



Goals and Alignments

- Core product functionality
- K12 & Higher Ed/For-Profit
- Report against performance
- Qualitative & Quantitative data

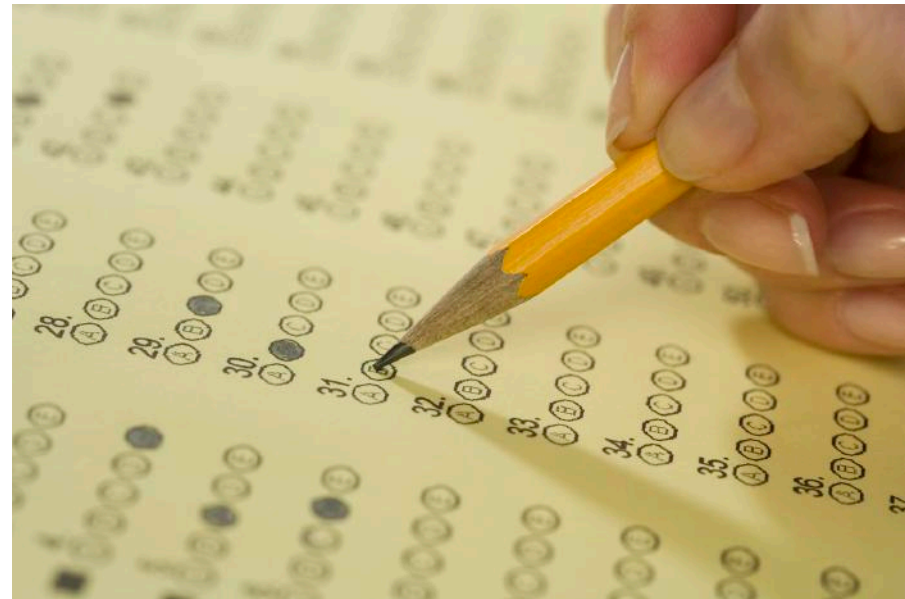


ASSESSMENT TOOLS



Enterprise Surveys

- Automate Course Surveys
- Assess instructor performance
- Gather key survey data



CLOUD TOOLS



Calendar

- Due Dates
- iCal integration
- Productivity Tools



CLOUD TOOLS

My Blackboard

- **Meets** the social learning community demands of students
- **Provides** updates in “timeline/stream” format students are accustomed to
- **Creates** collaborative opportunities for non-traditional student populations



RETENTION CENTER



Extends the capabilities of an early warning system

Provides:

- Easy, at-a-glance risk reports
- High impact drill down reports
- Actionable, in-line screens to track student progress



DO THIS NEXT

Establish a clear vision and mission for learning technology including the LMS.

Identify strong executive sponsorship and appropriate governance.

Develop an intentional plan for learning technology adoption.

Articulate clear LMS usage guidelines and quality standards for courses and curriculum.

Keep up-to-date with technology, look forward, and take cues from consumer trends.

Understand the educational culture of your students and instructors, and find ways to tap into the potential within your organization.

THANK YOU!



EasySoft
BOOTH 606

KRISTINE DUNCAN

kristine.duncan@blackboard.com

CHAD KAINZ

chad.kainz@blackboard.com

Don't forget to fill out your session evaluation:

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