



# SHAPING THE FUTURE OF EDUCATION

**Smart Strategy, Smarter Learning**

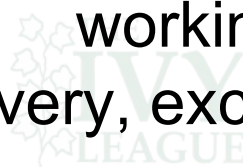
Chad J Kainz

Principal Strategist, Blackboard Consulting & Technology Services

**Blackboard®**



**PEOPLE + PROCESS + TECHNOLOGY**  
working in harmony to support the  
discovery, exchange and application of knowledge





6.8

billion mobile  
subscribers on  
Earth

ITU/United Nations  
October 2013

**Blackboard**



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billion mobile  
subscribers on  
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ITU/United Nations  
October 2013

62

% of mobile phone  
users in the UAE  
have a smart  
phone

Google Mobile & Social Ads Research  
May 2012



40

% mobile  
broadband  
growth per year  
since 2007

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% mobile  
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since 2007

ITU/United Nations  
October 2013

84

% of social media  
traffic in the UAE is  
dominated by  
Facebook

Dubai Chronicle  
March 2014

## Sheikh Mohammad outlines Dubai's smart city strategy

Fibre optic networks and high-speed wireless internet will form the backbone of smart Dubai

Technology News



HH Sheikh Mohammed has announced details of Dubai's smart city plans.

Published: 6 March 2014 - 11 a.m.

By: Mark Sutton

HH Sheikh Mohammad bin Rashid Al Maktoum, Vice President of the UAE and Prime Minister and Ruler of Dubai, has revealed the strategy behind plans to transform the emirate into a Smart City.

The strategy features six key pillars and 100 initiatives covering transport, communications, infrastructure, electricity, economic services and urban planning.

Under the strategy, 1,000 government services will go smart in the next three years, news agency WAM reported.

Sheikh Mohammed, also vice president and prime minister of the UAE, said the "gigantic project" aims to touch the life of every citizen in the country.

### Related Headlines

#### TECHNOLOGY NEWS

Former NSN chief Rajeev Suri named as Nokia CEO

Samsung, Apple smartphone shares eroded by China competitors

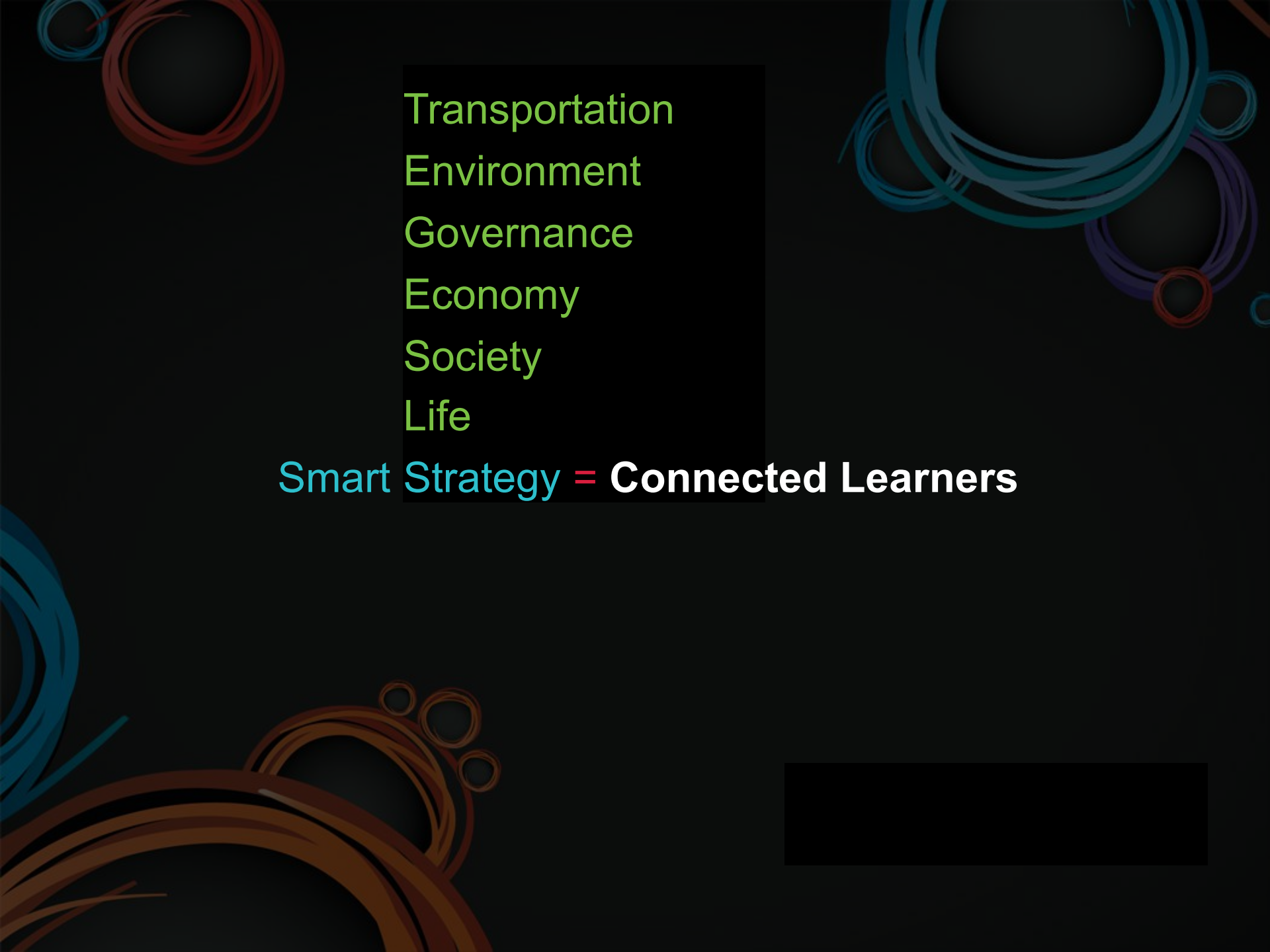
Alpha Data upgrades infrastructure for United Printing and Publishing

Xerox launches update for Mobile Print Cloud

Weird gadgets - a few tech gimmicks

*...the "gigantic project" aims to touch the life of every citizen in the country.*





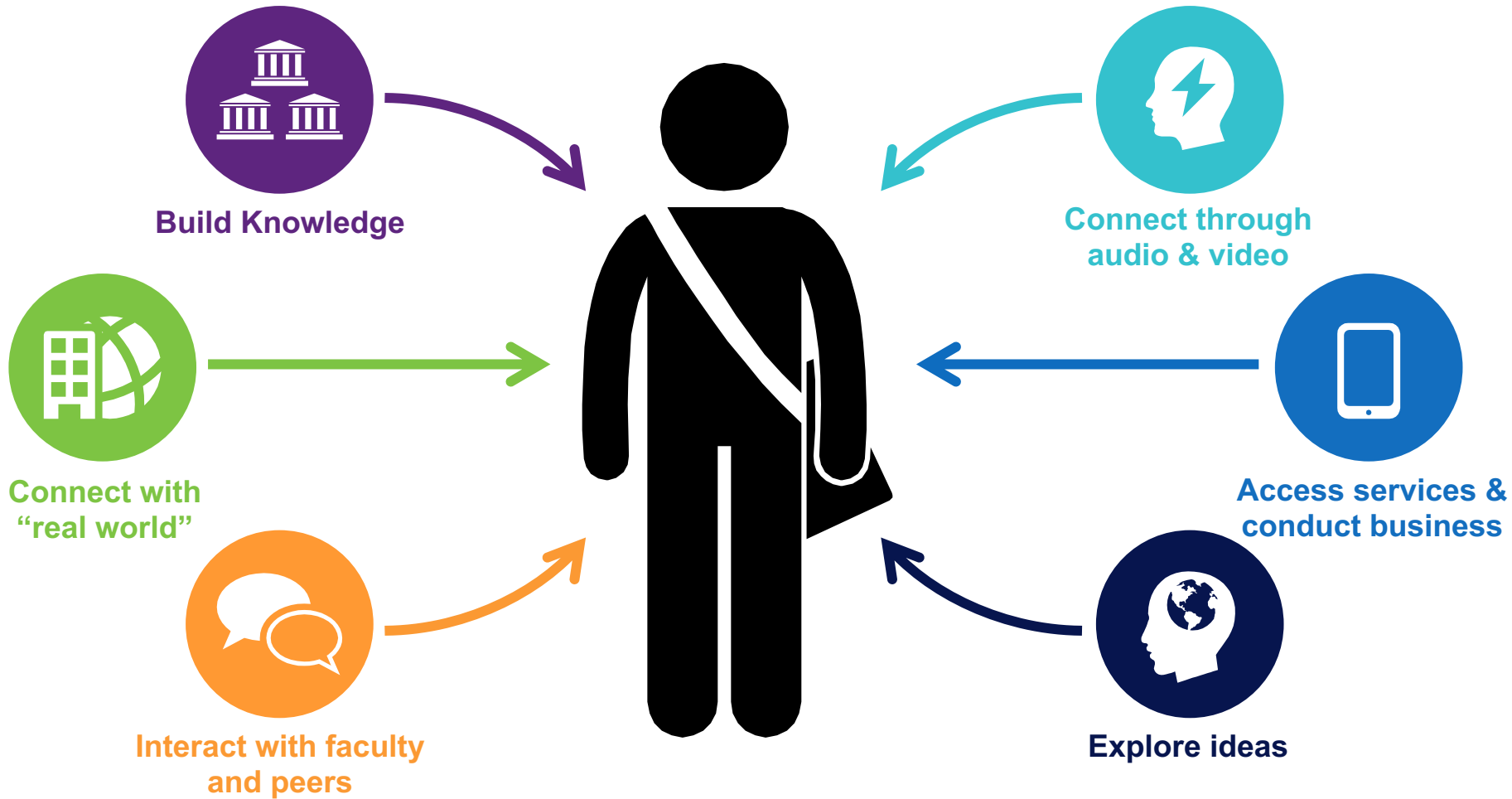
Transportation  
Environment  
Governance  
Economy  
Society  
Life

Smart Strategy = Connected Learners

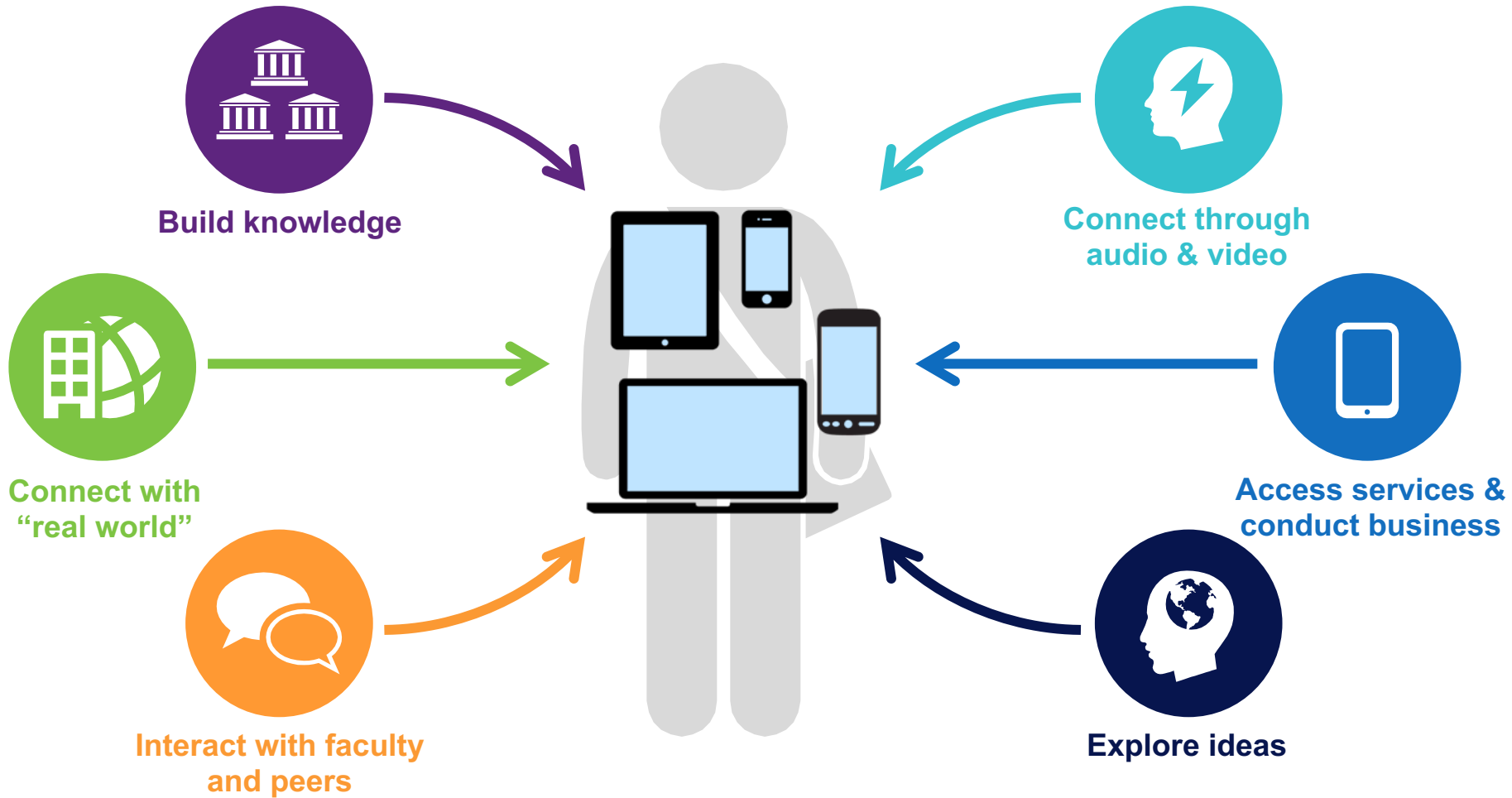




# Technology Serves Learners in Multiple Ways



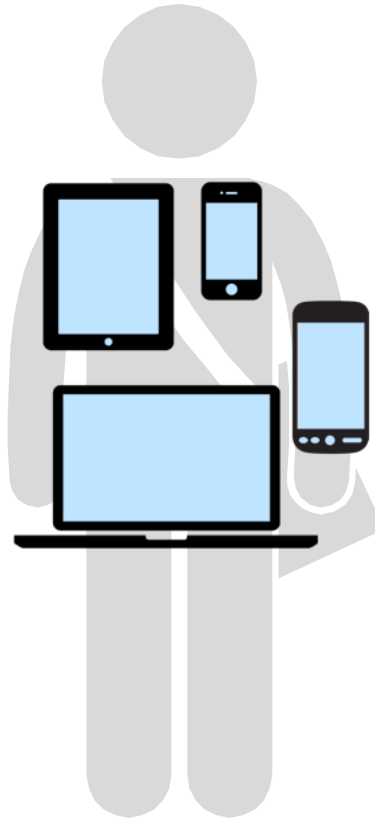
# Technology Enables Smart Access



# For Connected Learners

**Mobile has evolved** from a discretionary entertainment and niche communication vehicle to a **utility and lifestyle platform** of necessity and convenience.

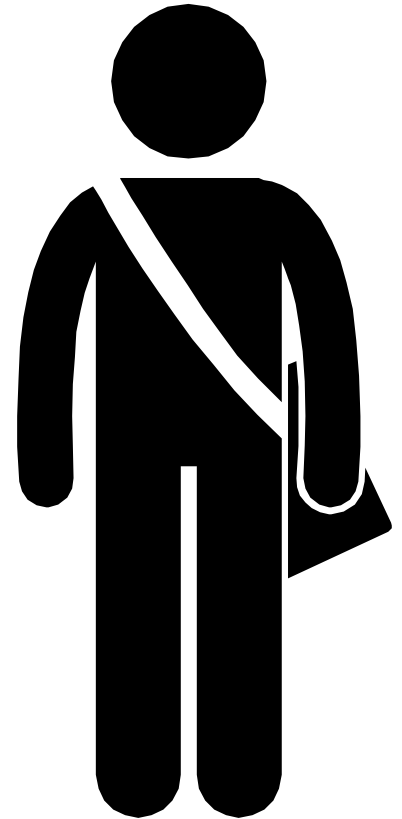
Bar, Aaron. "Study: Mobile Internet Necessity, Not Luxury." *Online Media Daily*. MediaPost News. February 19, 2009.



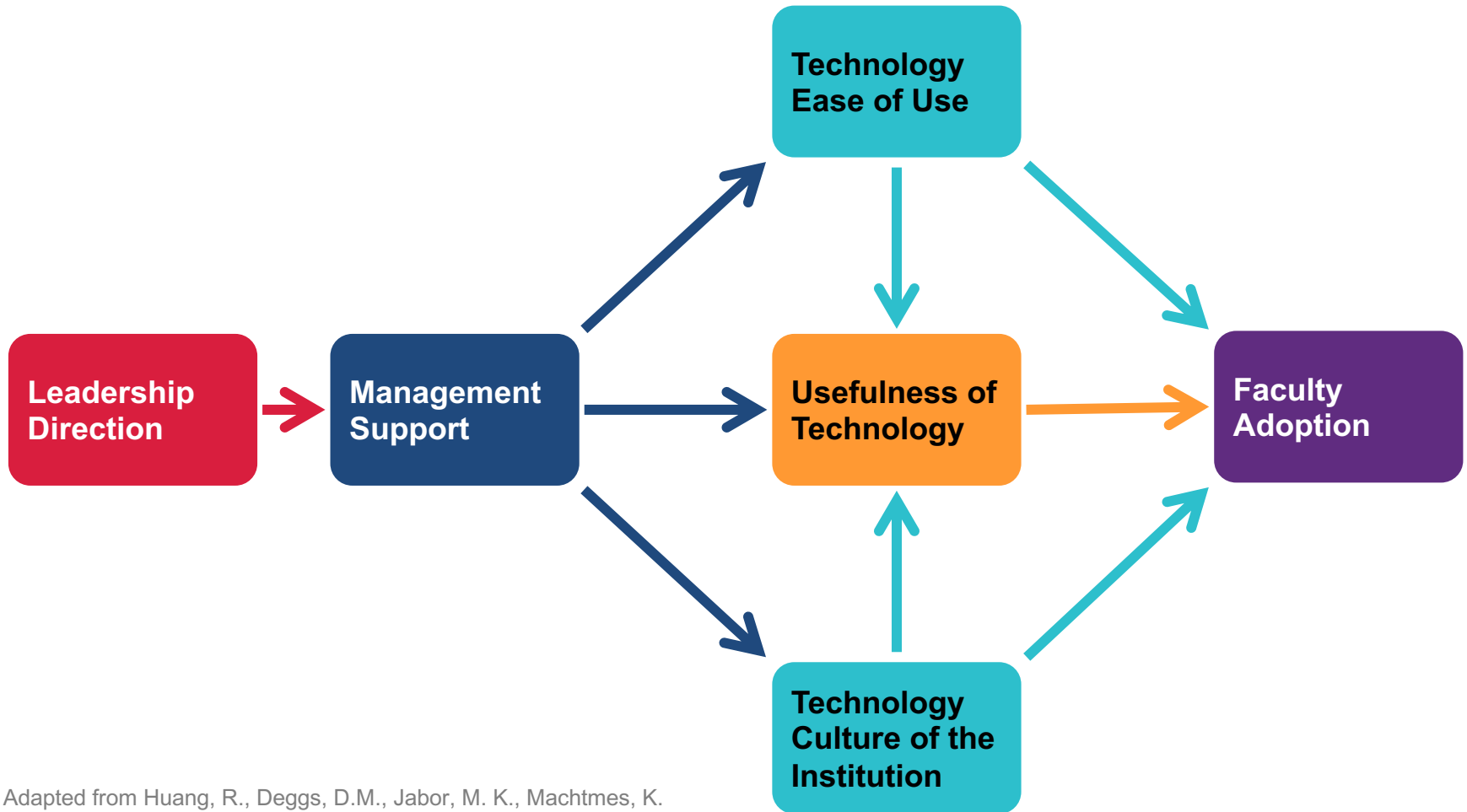
|                               |                  |                            |
|-------------------------------|------------------|----------------------------|
| Review what happened in class | Learn on the go  | Contact an instructor      |
| Find learning resources       | Locate a lecture | Connect with a study group |
| Schedule a special event      | Seek Assistance  | Share with another student |

# What Role Does Technology Play?

Enabler  
Expectation  
Option  
Necessity  
Fun  
Function  
Capability  
Gateway  
Distraction  
Experiment  
Excess  
Nuisance  
Technology  
Gadget



# What is the Value of Technology to Faculty?



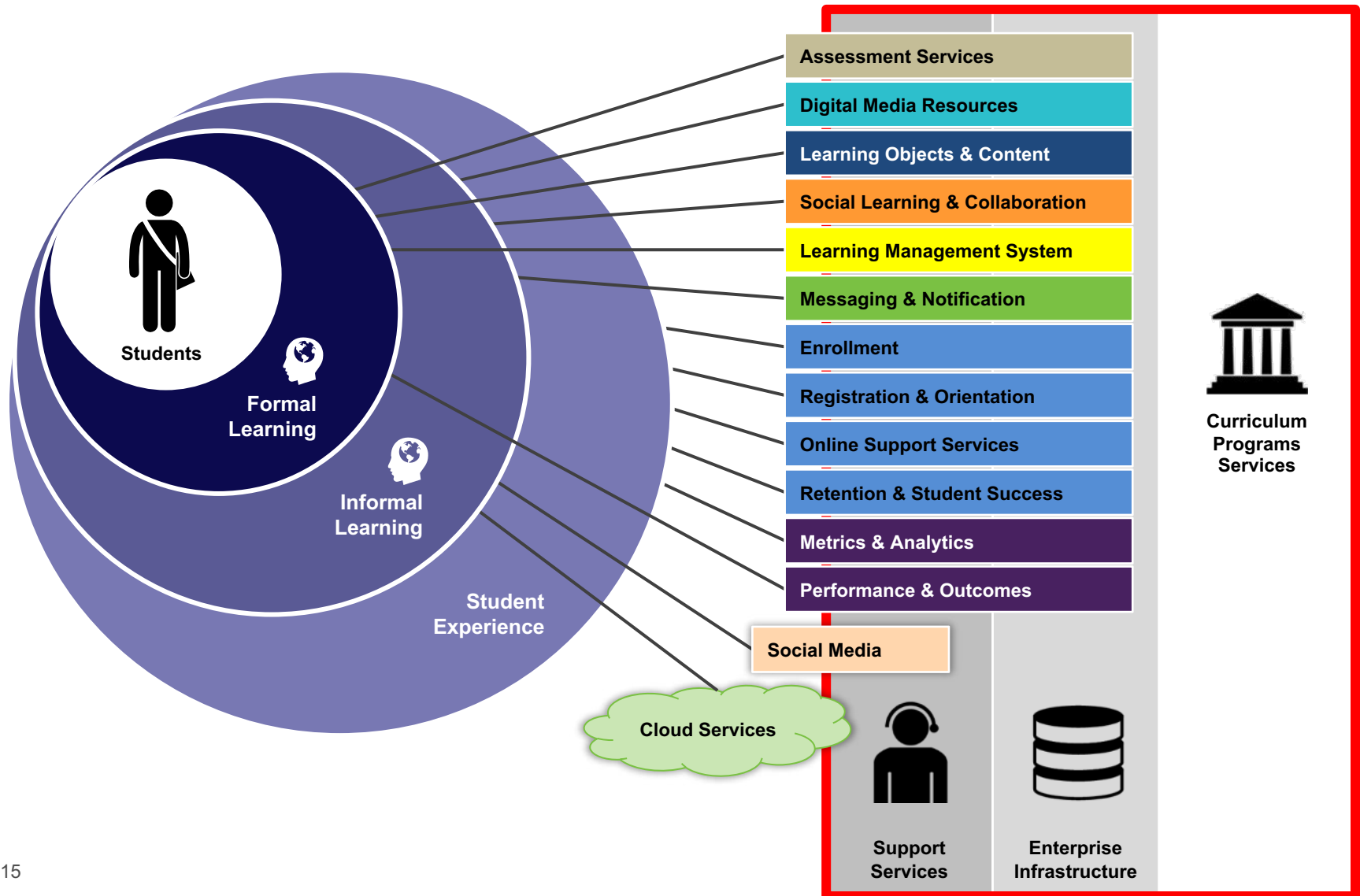
Adapted from Huang, R., Deggs, D.M., Jabor, M. K., Machtmes, K. (2011) Online Journal of Distance Learning Administration, Volume XIV, Number II, Summer 2011



Smarter Learning | Learning Technology Ecosystem

Blackboard®

# Learning Technology Ecosystem

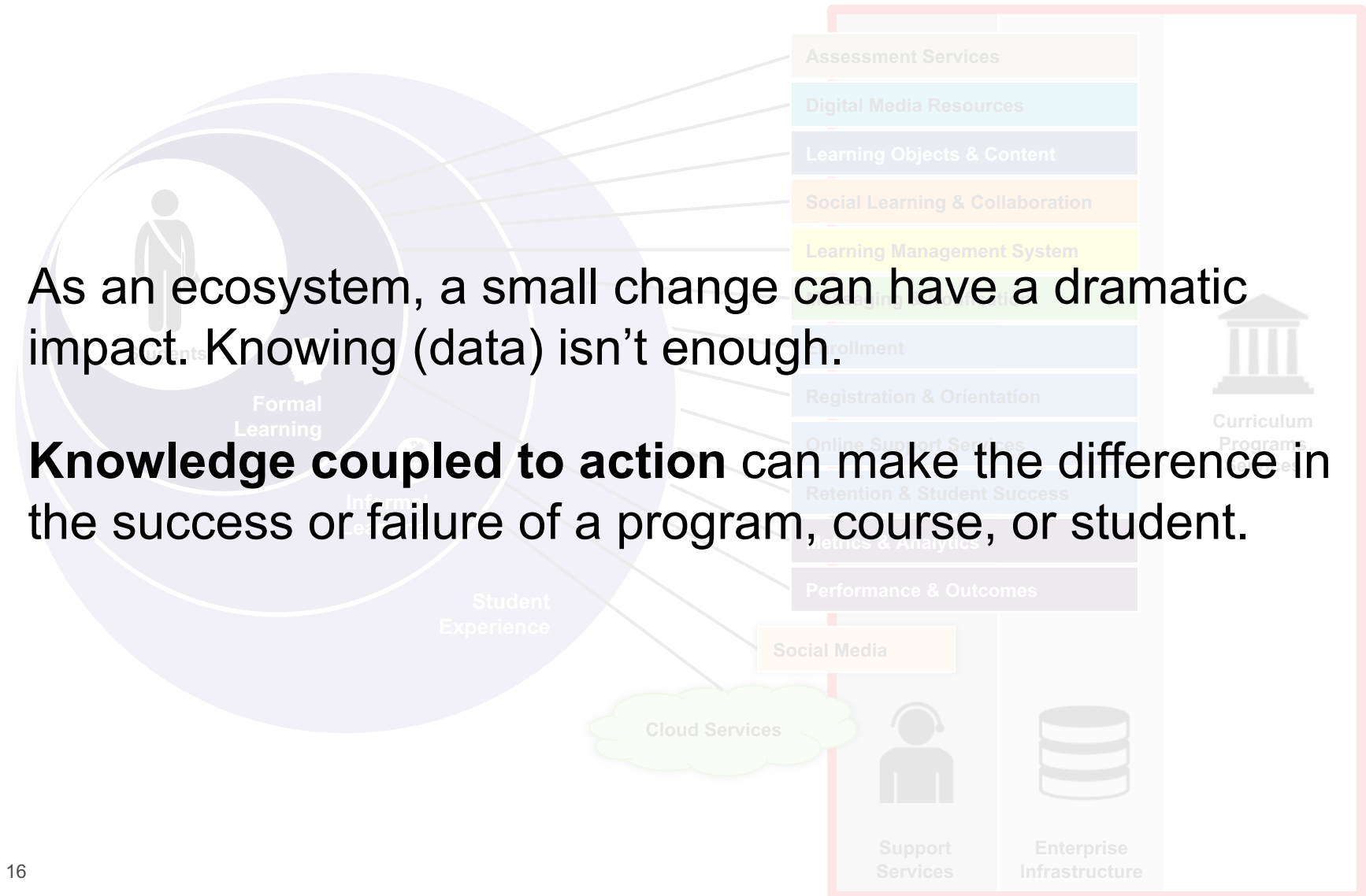




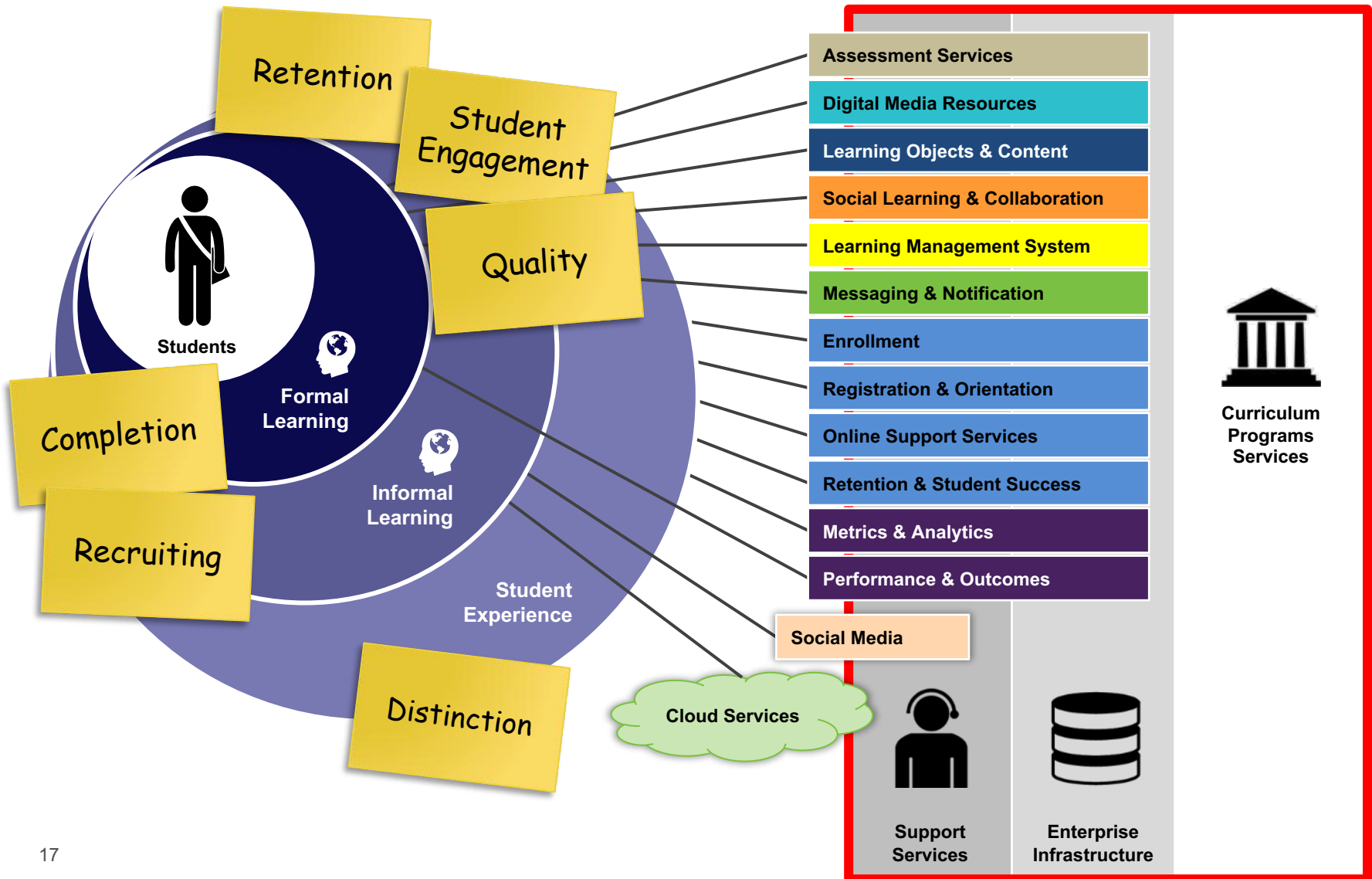
# Learning Technology Ecosystem

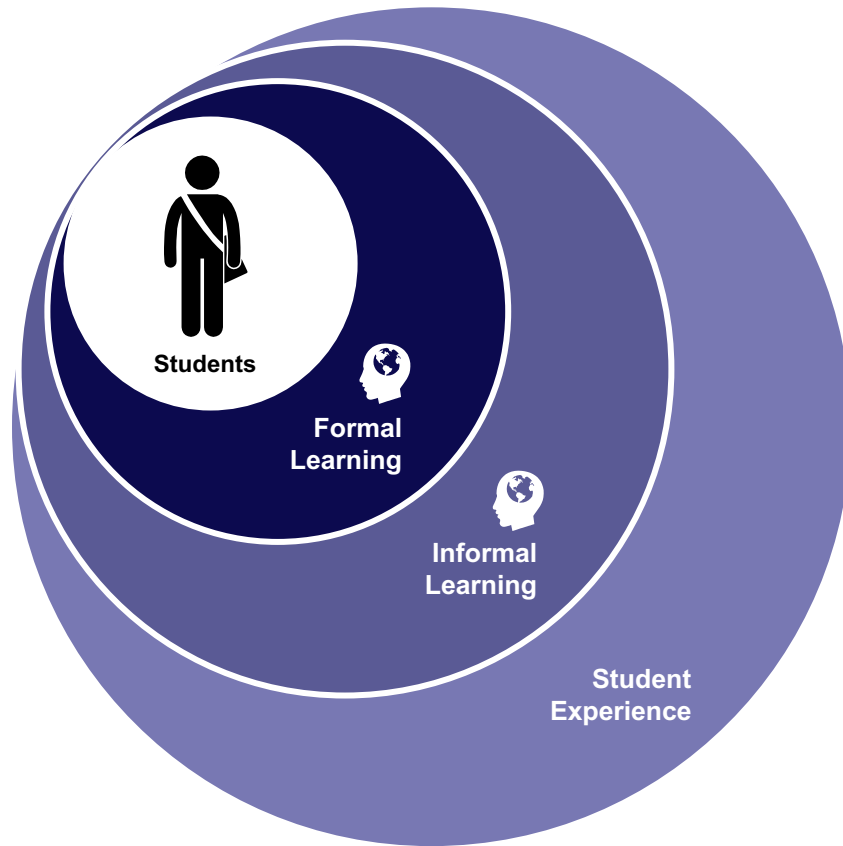
As an ecosystem, a small change can have a dramatic impact. Knowing (data) isn't enough.

**Knowledge coupled to action** can make the difference in the success or failure of a program, course, or student.



# Ecosystem Impact





Shape the context for how **people + process + technology** can come together to create a **smarter** city, country and **world**.



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