



Blackboard



Develop an action plan aligned to institutional vision and goals

Workshop

## Learning Analytics Data Strategy

When it comes to strategic planning and overall institutional strategies around problems such as recruitment, retention and completion, the LMS is often overlooked as a valuable strategic resource. The Learning Analytics Data Strategy Workshop from Blackboard is designed to help institutions look beyond the expected online learning aspects and discuss how it can be used to address core challenges.



Articulate recommendations and KPIs

The Learning Analytics Data Strategy workshop will accelerate campus analytics adoption and provide important guidance to inform future investment, providing insight into how LMS data can be leveraged to optimize teaching and learning environments while also informing broader strategic initiatives.



Highlight areas of future opportunity

Leveraging the LMS investment into actionable knowledge across different departments within the institution that can

- Identify and mitigate systematic sources of inequity by student demographics, program of study, and instructional method
- Optimize instructional design patterns by department and course to increase accessibility and remove barriers to progression
- Understand how third-party tools are being used by faculty and students, and the value they provide in support of student engagement and performance
- Proactively intervene with students exhibiting signs of risk
- Streamline institutional reporting for accreditation, and track progress against institutional learning outcomes
- Provide opportunities to support the scholarship of teaching and learning in a way that increases student success, while raising institutional prestige through publications and opportunities for grant funding

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## HOW IT WORKS

This service will identify requirements around learning analytics and provide recommendations around data, reports, and technology implementation to achieve the desired future state. Key considerations explored in the engagement include:

- How does your institution currently convert learning data into actionable knowledge?
- What are your short-term learning data needs and longer-term data aspirations to provide key insights regarding the student experience?
- What challenges are experienced by your end users and how can analytics support them?
- What is the current gap between available data and your information needs?
- What are the reporting requirements from the learning and teaching and business perspectives?

Using the Blackboard Quality Learning Matrix™ as a guide, the workshop will focus helping institutions around these key areas and how best to utilize their LMS by implementing institutional strategies to achieve their goals.

BLACKBOARD QUALITY LEARNING MATRIX™ FOR HIGHER EDUCATION				
INSTITUTIONAL PLANNING	ACADEMIC PRACTICE	TECHNOLOGY ECOSYSTEM	RECRUITING & ENROLLMENT	STUDENT SUCCESS
Vision & Strategy	Curricular Design & Readiness	Platform Balance & Performance	Market Research & Segmentation	Financial Aid, Student Accounts, Registration
Management & Governance	Instructional Design & Course Development	Identities, Roles & Access	Brand Positioning	IT Help Desk
Program Development	Faculty Development & Support	Process & Data Integration	Marketing & Lead Generation	Risk Alerts, Intervention & Coaching
Business Model	Curricular & Instructional Innovation	Adoption & Usage	Enrollment Management	Pathway Planning & Course Scheduling
Analytics & KPIs	Assessment & Measurement	Operations & Service Delivery	Metrics & Reporting	Employer Connections

The **Learning Analytics Data Strategy Workshop** is designed to help institutions understand the data that is collected by their educational technology investments, and how this data can be leveraged both to improve teaching and learning and support strategic efforts to address core institutional challenges like enrollment, progression, retention, and graduation.

Working with the LMS experts at Blackboard, both short and long-term strategies to more fully utilize the LMS will be explored and how it can benefit the institution not only for the online learner but for all learners. By thinking about the learning management system and related technologies in terms of their relevance to broader challenges, institutions will gain increased value from investments they have already made.

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