

# The LMS for easier teaching and better learning



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Blackboard is outpacing the market to deliver engaging, insightful, and personalized learning experiences.

**Blackboard** 

It's time to take another look at Blackboard® LMS. For four straight years, we've released more features than Canvas, D2L, and Moodle, including hundreds of capabilities suggested by our global user community.

Leading  
Institutions  
are choosing  
Blackboard LMS  
for:

Inline insights on  
learner progression

Engaging **content**  
and **activity** design

Market-leading  
**generative AI**  
capabilities

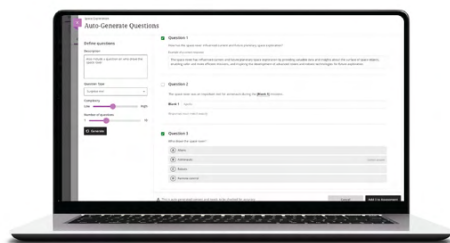
Enhanced **assessment**  
and **grading** workflows

**Inclusive and**  
**personalized**  
learning paths

Quality of **partnership**  
and **collaborative**  
**product development**

# The undisputed leader in generative AI innovation

Blackboard LMS leverages generative AI to make learning more efficient and effective. Powered by Microsoft Azure OpenAI, our award-winning AI capabilities save instructors time and allow learners to shine.



## Blackboard LMS: AI Design Assistant

FIRST TO MARKET!

Inspire instructors with suggestions for course structure, test questions, images, grading rubrics, and authentic assessment tasks.

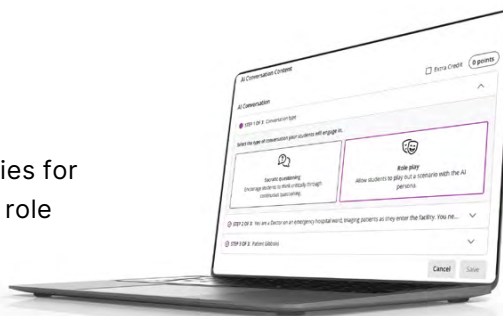
96%

of instructors report that the AI Design Assistant saves them time

## Blackboard LMS: AI Conversation

FIRST TO MARKET!

Provide engaging and thought-provoking activities for learners—including a Socratic conversation and role play—with close oversight from the instructor.



CAMPUS TECHNOLOGY  
2024

Platinum  
Winner

AI-Based Tool

## Award-winning technology

The AI Conversation tool was named a Platinum Winner in the AI-Based Tool category in Campus Technology's 2024 Product of the Year awards.

“ AI Design Assistant has taken a task which might have taken me a full day down to a few minutes. This has given me more time in the classroom with my students and allows me to give them the experience that I would like them to have.”

—Dr. Steven Montagu-Cairns, Associate Professor in Law, University of Leeds



Read the case study at  
[blackboard.com/leeds](https://blackboard.com/leeds)



# Easy and engaging content creation

Forget static, one-dimensional course content. Blackboard LMS helps instructors design classes that gain students' attention and drive learning outcomes.

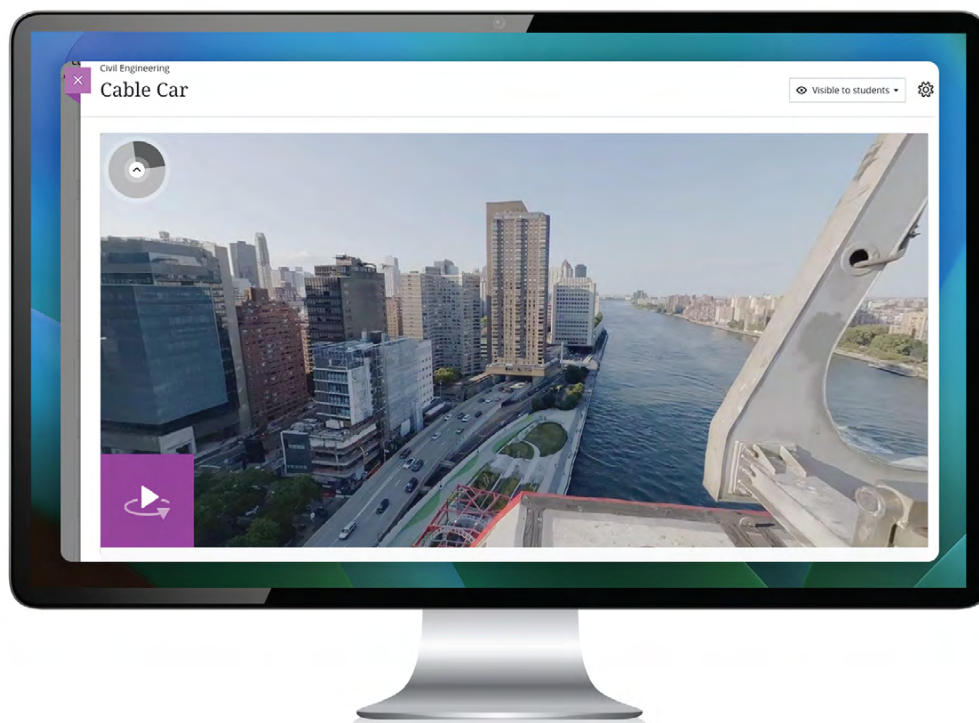


## Blackboard LMS: Content Designer NEW!

Streamline the process of creating visually appealing and informative documents within the LMS, including text, images, video, knowledge checks, and more. The intuitive interface allows the instructor to quickly tweak and optimize the page design.

## Blackboard LMS: Video Studio NEW!

Empower instructors to easily create, upload, and share engaging video content without the need for external tools or licenses—and without worry over storage or streaming limits. Support for 360° video enables immersive, real-world learning tasks.



# A tailored learning experience for every student

Modern learners are looking for flexibility. With Blackboard LMS, instructors can create learning environments that are welcoming to all, promoting diversity and student success.



## Platform-wide accessibility insights BLACKBOARD LMS EXCLUSIVE!

Obtain inline insights, along with tools to create alternative formats, so the instructor always has visibility on how to make content more accessible for learners.

## Native badges and micro-credentials NEW!

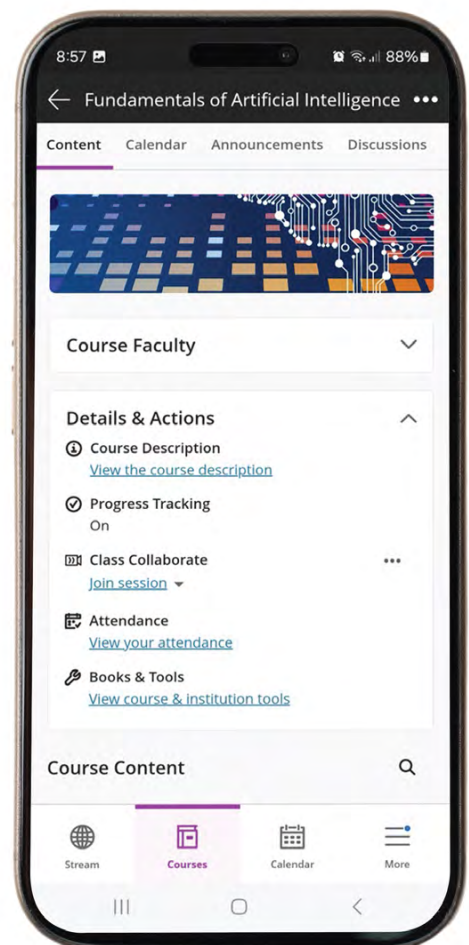
Build motivation among learners and allow institutions to embrace competency-based instruction.

## Mobile application

Support asynchronous learning and ensure that all users have the same great learning experience from any location and on any device.

## Mastery Gradebook NEW!

Display student results in terms of the competencies they've attained, allowing instructors to focus on the areas students need to develop to later succeed in the workforce.



# Assessment workflows that drive student outcomes

Blackboard LMS provides assessment types that promote real-world skills for learners, with inline feedback from instructors to accelerate their growth.



## AI-powered authentic assessments

FIRST TO MARKET!

Combine ethical AI with Bloom's Taxonomy to create personalized, authentic assessment tasks, spanning journals, discussions, and assignments.

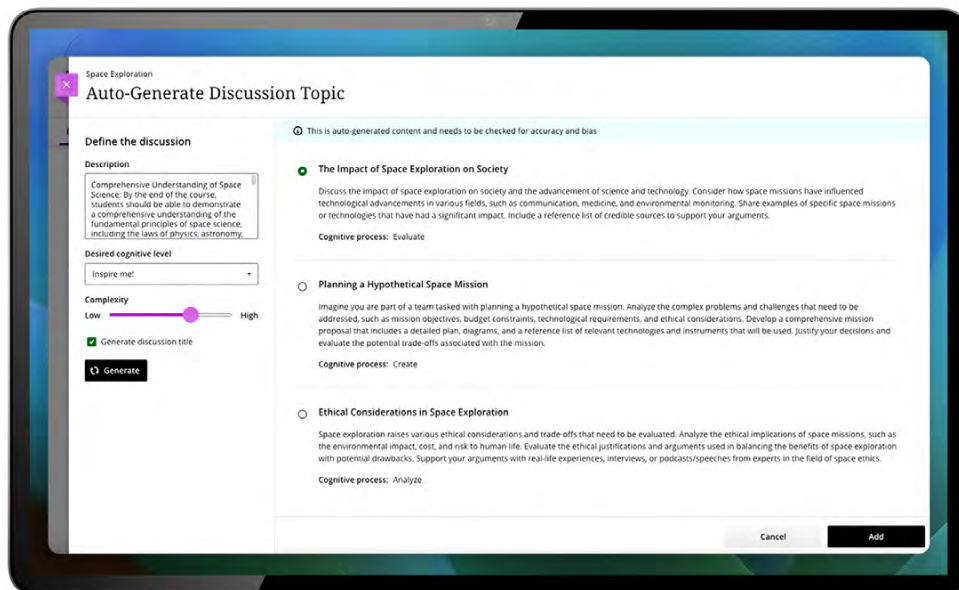
## Flexible Grading interface

Make grading more efficient for instructors and facilitate detailed, multi-media feedback directly to learners.

## Native plagiarism detection

BLACKBOARD LMS EXCLUSIVE!

Allow instructors to check the authenticity of student submissions as a native inclusion within the assessment process. Seamless integration with other anti-plagiarism software is also supported.



# Inline Insights to guide and support students

Blackboard LMS surfaces insights to all users as they navigate the LMS, providing clarity on progress and easy steps to take action where required.

“*It came down to data and using data-driven analytics to really help me make that connection with my students . . . With Blackboard LMS, it's really not very time-consuming at all. So much of it is so built into my workflow and what I would be doing anyway.*”

—Meagan Knoll, Senior Affiliate Faculty  
Grand Valley State University



Read the case study at  
[blackboard.com/gvsu-modernization](https://blackboard.com/gvsu-modernization)

## Progress tracking

Provide visible cues for both learner and instructor progress, offering milestones on the path to goals and allowing them to focus their attention on the most important tasks.

## Customizable notifications

Send prompts to users to alert them about important updates based on thresholds that the individual sets. This includes learner performance alerts for instructors, allowing them to intervene should any students face difficulty.

## Holistic student overview

Provide instructors with a full panorama of student progress, covering grades, attendance, and course engagement, with embedded communication tools to contact the learner where necessary.

## Platform and feature adoption insights

Allow administrators to analyze key workflows, understand how Blackboard LMS is being used by different cohorts, and take immediate action to simplify and improve the learning experience.

## Course evaluation

Discover which courses are getting maximum engagement from learners and which have opportunities for improvement, and provide valuable insights to administrators to enhance learning in the future.



# You can shape what comes next

Blackboard's different. Our Idea Exchange gives our global learning community direct access to the Blackboard Product Development team to suggest the changes they'd like to see in the product.

And it works. Every year we're releasing hundreds of features requested directly by users. A simple voting mechanism allows us to understand the capabilities that are most desired and focus our energy where there is the greatest potential to drive learner success.



“ My favorite thing about Blackboard is actually the engagement we get with the Product Development team. We have developed a really strong relationship with them, and I can actually point at features and pages within Blackboard LMS and say, ‘That was us!’ ”

—Toby Nutting, System Lead, James Cook University



To learn more about what our global learning network loves about Blackboard LMS, watch the video at [blackboard.com/todays-blackboard](https://blackboard.com/todays-blackboard)

# Changing your LMS has never been easier

We understand that changing learning technology can seem like a daunting endeavor. Rest assured, we have the expertise, processes, and resources in place to ensure a smooth transition to Blackboard LMS.



## Detailed transition plan

Lays out the full process to move to Blackboard LMS, complete with in-depth training for all stakeholders so you can hit the ground running.

## Adoption insights and communication

Understand how your users are interacting with the platform, and send tailored, in-app messages to further enhance their experience. Institutionwide communications can be used for major milestones during the migration process.

## Conversion and update of courses

Easily update your existing courses in bulk, and leverage our course design experts to tailor materials and get the most from all of Blackboard LMS unique features.

## Resources and best practices

From communication templates to checklists and timelines, we'll provide a ton of resources to make the move easy. You'll also have access to our global learning community, where you'll learn best practices from other institutions that've made the switch to Blackboard.

“ Blackboard’s integration team was amazing—highly responsive, professional, and committed to helping us overcome challenges. They listened to our needs, brought in the right experts, and provided invaluable guidance every step of the way. The Blackboard team was not only focused on ensuring a smooth transition but was also deeply invested in our success.”

—Mary Beth Scumaci, Director of Digital Learning, Trocaire College



Read the case study at [blackboard.com/trocaire-modernization](https://blackboard.com/trocaire-modernization)

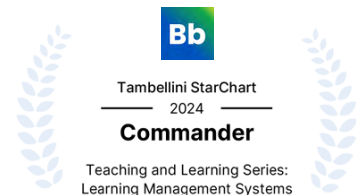
Leading institutions that are loving today's Blackboard LMS



Our approach is getting recognition



“ They are the market leaders for AI companies in the higher ed LMS space. They have the most comprehensive vision. ”



Ready to try Blackboard for yourself?  
Visit [blackboard.com/try](https://blackboard.com/try) to access a FREE, 30-day trial!

Explore everything Blackboard has to offer at  
[blackboard.com](https://blackboard.com)