



# Delivering on Quality Expectations for eLearning

## eLearning Strategic Planning

To ensure the long-term success and efficiency of eLearning programs, institutions need a strategic operational plan for developing, growing, and supporting these programs at scale.

**Today, eLearning courses and programs are as important to colleges and universities as traditional, face-to-face programs, sometimes more. Yet many institutions are not organizationally prepared to meet the challenges that come with growing eLearning programs or developing new ones. Faculty and administrator alike are not always comfortable with delivering courses online. Legacy technology systems and staffing gaps can make supporting effective eLearning programs difficult.**

To ensure the long-term success and efficiency of eLearning programs, institutions need a strategic operational plan for developing, growing, and supporting these programs at scale. Blackboard eLearning Strategic Planning assists institutions by reviewing key resources, policies, processes, and technologies to determine current knowledge and capacity for delivering eLearning, as well as what is needed to accomplish the institution's eLearning goals, from both organizational and strategic perspectives. The result is an operational plan that takes the institution from vision to delivery, ensuring organizational readiness, faculty preparedness, and delivery excellence. The plan helps the institution deliver on student expectations along with a quality program development process that drives enrollments.

### A typical eLearning Strategic Planning engagement includes:



**Analysis** of the current state of the institution's eLearning activities, identifying areas of good practice as well as areas for improvement



**Framework and actionable strategy** to address gaps and capitalize on opportunities to achieve the institutions eLearning objectives that are aligned with strategic, long term goals



**Roadmap and recommended phases** comprised of activities, benchmarks and initiatives that the institution can leverage to enhance and grow their eLearning initiatives

Blackboard's eLearning Strategy serves institutions, regardless of LMS and other technology infrastructures by providing advisement and support in strategic, operational and technology phases of building your online program. As a result of eLearning Strategy service, the institutions will have a:



**Comprehensive Strategy** – Drawing on our team of experts with over 175 years of experience in higher education, Blackboard Enterprise Consulting can help you create a successful eLearning program plan. Our processes involve your senior leaders and key staff in all stakeholder areas - academic, administrative, and technology – to build a powerful road map for your eLearning offerings.



**Operational Execution** - To make your eLearning program a reality, we walk through step by step and identify policy and processes needed to build or enhance your eLearning program including:

- Program and Course Development
- Program Identification and Selections
- Recruiting & Enrollment
- Student Services
- Student Academic Support