The “Campus for the Future”, TODAY!

Juan R. Alegret
RVP Europe
Blackboard
Our Qualifications

Blackboard delivers connected, insightful digital learning environments.

#1 Global Education Software Provider

Best-in-Class Technology

90%+ Retention Rates

20+ Years of Experience

Most Comprehensive Solution Suite

Unmatched Partner Ecosystem

100M Users

Our clients represent over 90 countries
CAMPUS FOR THE FUTURE
STUDENT EXPECTATIONS
Student Expectations

“Students are leading, for the first time ever, the changes in Education”.

Xavier Prats Monné
Director-General Education and Culture – European Commission – 2014-15

According to a recent Gartner Research Paper

“Globally, there is an emergent but growing focus on the student experience, and an emphasis on personalizing that experience.”
BUILDING THE IDEAL STUDENT EXPERIENCE

The paths of this roadmap represent the future of an evolving institution grounded in the fundamental values of what students want and need.

STUDENT CARE

All students should encounter proactive, coordinated and nurturing interactions and services in every part of the institution, beginning with their very first interactions and extending through their entire Mason journey.

ENABLE & REINFORCE RELATIONSHIP-DRIVEN PRACTICE

Students should be active contributors to the evolving vision and expression of the collective Mason experience.

SMART CAMPUS

All students should experience a harmony of people, processes, and technologies in a transparent, responsive environment.

REDUCE BARRIERS

All students should feel part of an inclusive community of learners, educators and innovators who share in unified, holistic practices and experiences regardless of time, location or mode of learning.

PROVIDE 24/7 SERVICE

REDESIGN INITIATION EXPERIENCE

These five ideals not only drive prioritization for new programs, technology, & services but are also the foundation on which the roadmap is built.

BUILD A FOUNDATION

ACCESS
A network of programs, staff, & facilities that removes friction & improves transparency.

INCLUSION
A shared language & approach for celebrating different perspectives & infusing them into the process of learning.

FLEXIBILITY
A system that seamlessly updates and adapts to unique student needs.

TEAMWORK
A partnership between Mason faculty & staff, working in tandem for common goals & collaborating to overcome obstacles.

TRUST
A feedback mechanism for interactions & decisions that delivers on expectations & earns credibility.

GEORGE MASON UNIVERSITY
Blackboard Approach: An Integrated Environment
Next-Generation Digital Learning Environment

- **Deep Understanding of Education**
- **Interoperability**
- **Connected Experience**
- **Flexible Solutions**
- **Analytics**
- **SaaS-Enabled & Data Rich**
- **Data-Driven Insights**
- **Accessibility**

**Provide comprehensive student-success solutions through connected, flexible experiences.**

**Deliver data-driven insights that lead to action, increased quality & innovation.**

**Engage with a community of educators and ecosystem of partners for exponential value.**
UNIVERSAL DESIGN
Accessibility refers to the design of products, devices, services, or environments for people who experience disabilities. The concept of accessible design and practice of accessible development ensures both "direct access" (i.e. unassisted) and "indirect access" meaning compatibility with a person's assistive technology. Universal Design refers to broad-spectrum ideas meant to produce buildings, products and environments that are usable to the greatest extent possible by everyone, regardless of their age, ability, or status in life.

Equality  Equity  Accessibility  Universal Design

Source: Wikipedia and Decoder
The European Legal Framework

**UN Convention of the Rights with People with Disabilities**

Article 9: obliges to take appropriate measures to ensure access for persons with disabilities, on equal basis with others, to inter alia information and communication technologies, including the internet.

- **European Disability Strategy 2010-2020**
- **EC European Accessibility Act 2015/0278**
  - proposal to make products and services more accessible.
- **Directive (EU) 2016/2012**
  - Better access to the websites and mobile applications of public services.

**EU Country Legislation based on the EU Directive, at least. Penalties may apply.**

**Calendar**

- **Sep 2018.** Mandatory for All Websites, excluding Intranets and Extranets
- **Sep 2019.** Mandatory for all Websites, including New or Updated Intranets and Extranets
- **Sep 2020.** Mandatory for All Websites without exceptions

**EN 301 549 V2.1.2 (2018-08)**

Accessibility requirements for ICT products and services.

Equivalent to **W3C WCAG 2.1 Recommendation**
Where are we in Europe? What about the content?

According to the HE Institution

Is there an available program of curricular adaptations to students with disabilities?

Yes: 88.0%
N/R: 4.0%
No: 8.0%

According to the Students

Areas in which students with disabilities have perceived accessibility barriers?

<table>
<thead>
<tr>
<th>Area</th>
<th>Face 2 face</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the Classroom</td>
<td>52.3%</td>
</tr>
<tr>
<td>Materials offered by the professor</td>
<td>36.3%</td>
</tr>
<tr>
<td>Common Spaces</td>
<td>36.0%</td>
</tr>
<tr>
<td>Transportation</td>
<td>27.4%</td>
</tr>
<tr>
<td>Auditorium</td>
<td>25.2%</td>
</tr>
</tbody>
</table>

Source: IV Estudio “Universidad y Discapacidad”. Fundación Universia – May 2019
Blackboard’s Proposal: Ally (For LMS and Websites)

Analysis and creation of more Accessible Content through Machine Learning

Provide to the User Alternative Formats and Translated Version

Table 1: Captured Data Statistics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Total</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
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</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>561,454</td>
<td>5</td>
<td>8,459</td>
<td>5,907</td>
</tr>
<tr>
<td>Unique Page Views</td>
<td>218,745</td>
<td>0</td>
<td>20,756</td>
<td>2,451</td>
</tr>
<tr>
<td>Google Searches</td>
<td>39,863</td>
<td>0</td>
<td>818</td>
<td>97</td>
</tr>
<tr>
<td>Bing Searches</td>
<td>48</td>
<td>0</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Yahoo Searches</td>
<td>83</td>
<td>0</td>
<td>20</td>
<td>4</td>
</tr>
<tr>
<td>Wikipedia Pages</td>
<td>1,724</td>
<td>0</td>
<td>525</td>
<td>35</td>
</tr>
</tbody>
</table>

Table 2: Extracted terms from the AlterEgo website and the Wikipedia page about Mallorca

<table>
<thead>
<tr>
<th>Term</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcudia</td>
<td>majorca</td>
</tr>
<tr>
<td>Majorca</td>
<td>Alcudia</td>
</tr>
<tr>
<td>Mallorca</td>
<td>Mallorca</td>
</tr>
<tr>
<td>Majorca</td>
<td>Mallorca</td>
</tr>
<tr>
<td>Mallorca</td>
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<td>Palma</td>
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<td>Mallorca</td>
</tr>
<tr>
<td>Palma</td>
<td>Palma</td>
</tr>
</tbody>
</table>

Figure 1: User Profile Generation Steps and Workflow

PDF

Personalizing Web Search using Long Term Browsing History

Download alternative formats

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5%

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How to make PDFs tagged

Institutional Report

Accessibility score

Total courses: 514
Total files uploaded: 192,327
Overall accessibility score: 75%

Accessibility issues

1. PDF documents: The PDF is a scanned document

Blackboard
Thank you!

Visit us in our Exhibition
Stand #27

Attend the Session “Effective Professional Development in Digital Teaching Learning”
Wednesday at 12:00 in R2