

# Blackboard Learn's New Global Learning Network for Social Learning

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Shenandoah University

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**BBWORLD® 2013**

# TODAY'S AGENDA



- **Introductions**
- **Overview of the Social Learning Tools**
- **University of Missouri's Implementation**
- **Shenandoah University's Implementation**
- **Q&A Session**

# INTRODUCTIONS



**Melissa Stange, PhD**

*Blackboard System Administrator  
Shenandoah University*



**Terry Patterson**

*LMS Application Administrator  
University of Missouri*



**Francesca Goneconti Monaco**

*Senior Product Marketing Manager  
Blackboard Learn*

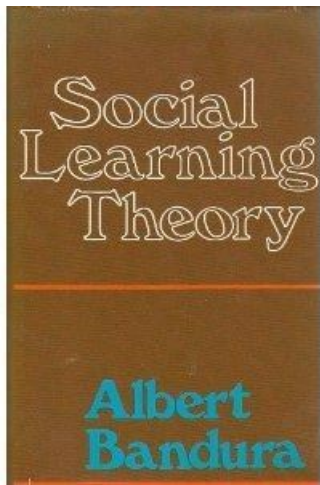
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# ALBERT BANDURA'S SOCIAL LEARNING THEORY



# DEFINING SOCIAL LEARNING TODAY

*“Learning that takes place at a wider scale than individual or group learning, up to a societal scale, through social interaction between peers”*

*“Informal interaction and sharing between peers in a network”*

*“Using the power of social interaction to improve learning impact”*

# LEARNERS LEARNING FROM EACH OTHER







# **Why is Social Learning Important Now?**

# Because Of the Expectations and Needs of Today's Active Learner



# SPEAK UP NATIONAL RESEARCH PROJECT

*“For today’s students in our highly connected, information intensive world, **learning is a 24/7 enterprise** and the traditional school day of 8 to 2:30 is only one small segment of their **personal learning experience.**”*

# SPEAK UP NATIONAL RESEARCH PROJECT

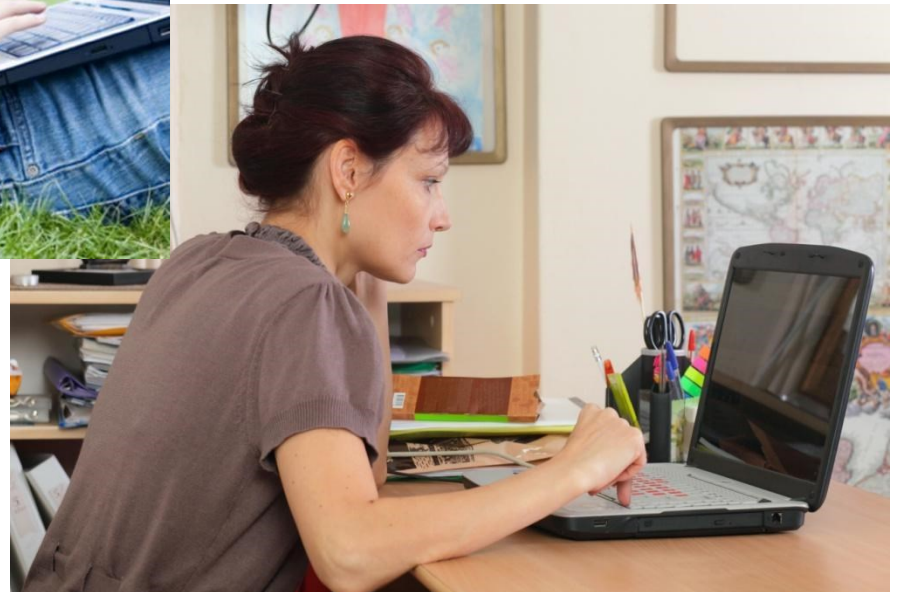
*“Today’s generation of students are **documentarians** with strong interests in **analyzing and sharing their experiences, insights, opinions and feelings** with their community in a highly timely manner.”*

*“They view the documentation and sharing process as components of a **larger personal learning experience**”*

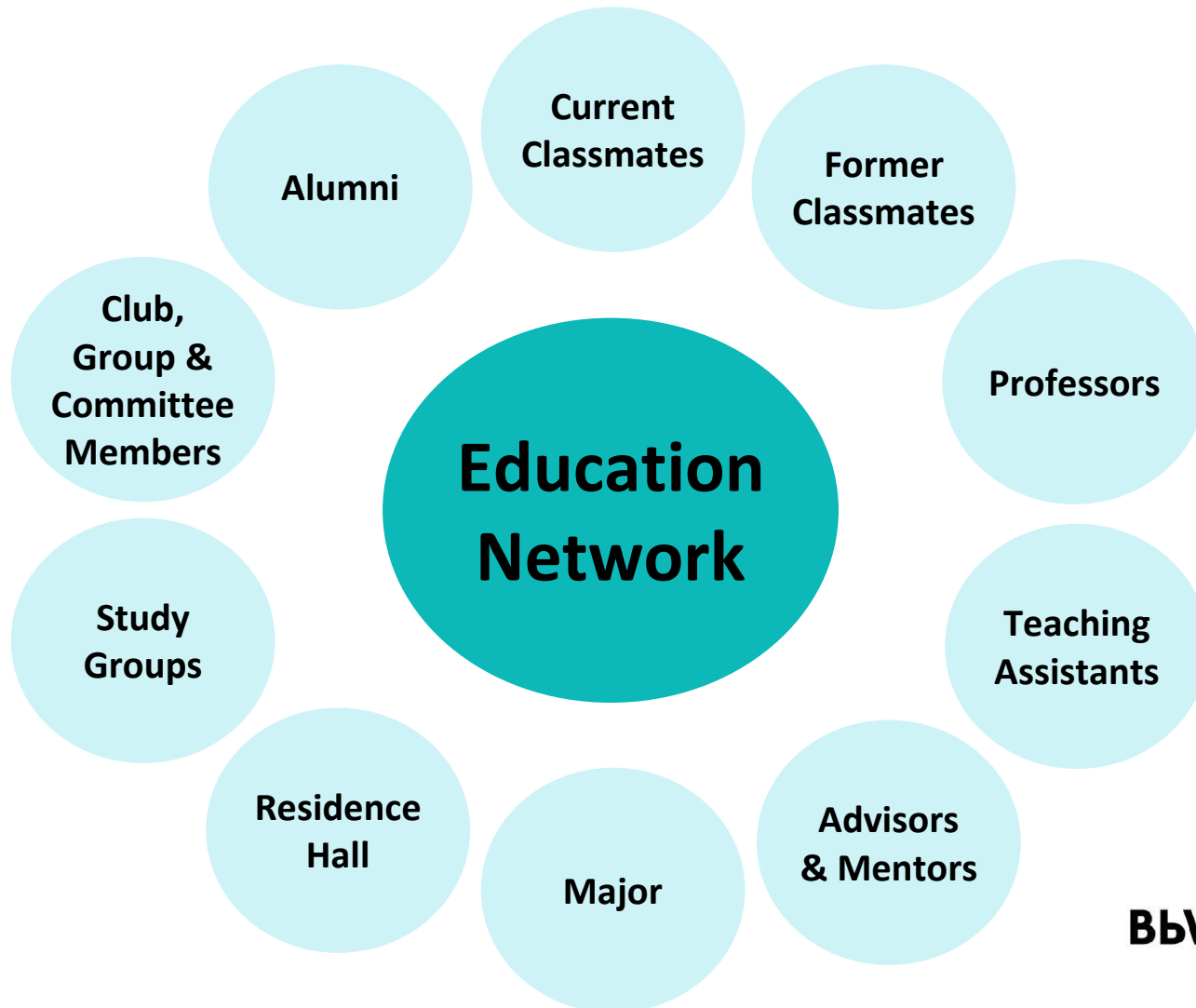
# Want the Education Experience to Mirror What They Experience Outside of Education



**Want to be able to easily connect  
with their education community online**



# EDUCATION HAS A DIFFERENT NETWORK



# DESIRE TO KEEP NETWORKS SEPARATE





# EDUCAUSE STUDY OF UNDERGRAD STUDENTS & INFORMATION TECH 2012

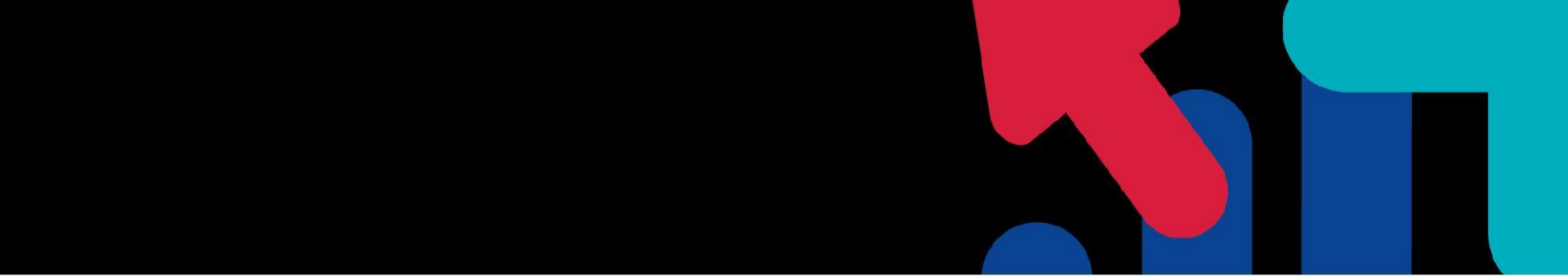
60%

of students say it's important to have an online forum to communicate with other students

60%

of students say they want to keep academic and social lives separate

**EDUCAUSE 2012 Conclusion & Recommendation:** Students want to connect with one another through social networks but are cautious of mixing academic and social lives. Provide students with networking opportunities that support their academic work but that are one step removed from faculty oversight or involvement.



# **What are the Social Learning Tools in Blackboard Learn?**

# SOCIAL LEARNING IN BLACKBOARD LEARN



## global learning network

**Blackboard Learn users  
learning from each other**

# How is this different from existing networking sites?



= **Social**



= **Professional**



= **Learning**



***Identity  
within the  
online  
learning  
environment***

# PROFILES

**Terry Patterson**  
MU Blackboard Administrator & Bb Catalyst Award Winner. I enjoy photography, video games, & cooking.  
[Edit My Blackboard Profile](#)

**Network**  
Followers  
Following

**Share Something...**

**Francesca Monaco**  
Blackboard Learn  
Senior Product Marketing Manager for Blackboard Learn, TV junkie, food enthusiast, figure skater and scuba diver when possible

**Francesca Monaco**  
Working on my BbWorld pr to Vegas!

**Francesca Monaco**  
Excited to be working on th

**Melissa Stange, PhD**  
Everything  
I am the Bb System Administrator at Shenandoah University and an Adjunct IST faculty member at Lord Fairfax Community College in Virginia.  
Follow - Request Pending  
[Send Message](#)  
[Block](#) [Report](#)  
Melissa Stange, PhD is not following you.  
**Contact Information**  
[mstange94@su.edu](mailto:mstange94@su.edu)

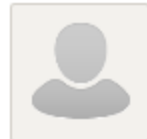
***Ability to  
discover your  
learning  
network  
online***



# PEOPLE

## CourseSites by Blackboard Directory (1962)

Everyone who is sharing their profile at CourseSites by Blackboard.



Krystle Lavertu



Uliya Razumova



Fabio Gama



Siobhan Champ-Blackwell



MOOCs @ SchARR



Ileana Estevez



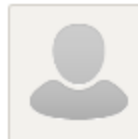
Daniele Farci



Jonathan Ahlbrand



Dr Michelle Holdsworth



Maria Jose Gois Paixao



E Braaksma



Bernie Kirkey



Abraham López Amenyro



Shawn Westerlund



Becky Lopanez

[View More](#)



## People

[All Profiles](#)

[My Learning Network](#)

### INSTITUTIONS

▶ [Blackboard Community Team](#)

▼ [CourseSites by Blackboard](#)

[CourseSites by Blackboard Directory](#)

[DevCon 2013 Hackathon \(devcon-2013-hackathon\)](#)

[Community and Content Cohort - Spring 2013 \(CommunityandContentCohort\\_S\)](#)


[Training the Masses on a Shoestring Budget \(shoestringbudget\)](#)

[\\*Blackboard Connections User Group Community \(Blackboard\\_Connections\)](#)

[Universal Design and Accessibility for Online](#)









***Ability to  
connect,  
communicate,  
& collaborate  
with your  
learning  
network***


# SPACES


The screenshot displays a Blackboard Space interface. On the left is a dark sidebar with navigation icons: a user profile, a home icon with 'Bb', a message icon, a clock, an upload icon with a red '3' notification, a calendar, a smiley face, a speech bubble, and a network icon. The main content area features a header with a stylized logo of a person and a computer monitor, the title 'The System BbAdministrator Space', and the subtitle 'Blackboard Community Team - Shared Interest'. Below the header is a description: 'A private space for Blackboard System Administrators to connect with their peers.' and an 'Edit Space' button. Underneath are links for 'Report', 'Leave', and 'Delete'. The 'Space Membership' section is titled 'Managers' and shows a grid of 12 small profile pictures. On the right side of the interface is a text input field labeled 'Share Something...'. Below this are four posts from members: Lise Petersen, Schelly Gardner, Chris Boon, and Helen Keier, each with a profile picture and a text message.

Share Something...

 **Lise Petersen**  
Hello All :-)  
Thanks Lisa, for creating this space!

 **Schelly Gardner**  
Wonderful idea Lisa, thanks for the invite!

 **Chris Boon**  
The joy of the cloud spaces - putting faces to lots of names I've seen on the mailing li webinars...

 **Helen Keier**  
Anyone else going to BbWorld? Packed vet? :)

# MESSAGES



## Messages

Compose



**Christopher Borales**

Jul 10, 2013 - 11:34 AM

Thanks Chris, I think your edits make sense. Let's meet at 11am on Tuesday. I'll book us a room.



**Mike Lovell** **Lauren Krznaric**

Jul 10, 2013 - 11:15 AM

Hey - Let's do it. Grab some time on my calendar; everything should be up to date. Thanks!

Reply Delete



**Alvin Wong**

Mar 20, 2013 - 8:22 AM

Hi Alvin - I just want to follow up on the question you posted in the Discussion Board re. linking profiles, as Lauren t...

Reply Delete

## Christopher Borales ↔ You

Delete



**You** said:

Jul 10, 2013 - 11:00 AM

Hi Chris - Here's a link to our latest presentation slides: [https://files.blackboard.com/xythoswfs/webui/\\_xy-e264257\\_1-t\\_fiO1aXzQ](https://files.blackboard.com/xythoswfs/webui/_xy-e264257_1-t_fiO1aXzQ)

Let me know if you have any comments or edits.

Also, let's set up a time to run through the presentation before our session. What's your availability like on Tuesday?

Thanks!



**Christopher Borales** said:

Jul 10, 2013 - 11:18 AM

Hey Francesca - I think the slides are looking really good. I just made a few edits to the ones I'll be covering. Are you free to meet sometime between 10am and noon on Tuesday?

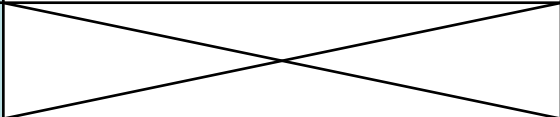
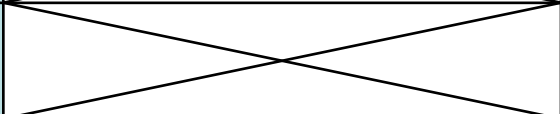


**You** said:

Jul 10, 2013 - 11:34 AM

Thanks Chris, I think your edits make sense. Let's meet at 11am on Tuesday. I'll book us a room.

# CLOUD PROFILES & TOOLS vs. SOCIAL PROFILES & TOOLS

Feature	<u>CLOUD</u> Profiles & Tools	<u>SOCIAL</u> Profiles & Tools
<b>Profile</b>	<p><b>Available</b> Basic Profile Card Only</p>	<p><b>Profile Card Enhanced &amp; Full Profile Added</b> Profile wall and ability to network ("Follow" &amp; Message Others)</p>
<b>People</b>	<p><b>Available</b> Ability to view / search your Institution</p>	<p><b>Enhanced</b> Ability to view / search and network with your Institution &amp; the Global Learning Network ("Follow" &amp; Message Others)</p>
<b>Spaces</b>		<p><b>Available</b></p>
<b>Messages</b>		<p><b>Available</b></p>

# SOCIAL LEARNING IN BLACKBOARD LEARN

- ✓ Enables students and educators to identify, connect, and communicate with their global learning network
- ✓ Fosters informal learning to complement more formal learning experiences
- ✓ Extends the learning experience beyond the classroom
- ✓ Drives student engagement and connectedness, and ultimately retention



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# ABOUT UNIVERSITY OF MISSOURI

- Total Enrollment - 34,748
  - Undergraduate - 26,996
  - Graduate - 6,481
  - Professional - 1,271
- Blackboard 9.1 SP11 w/ Community
- 1 LMS Application Admin, 4 Support Staff, 6 - 8 Graduate Students
- Blackboard Learn, Connect, & Transact



**BbWORLD® 2013**

# **MU** INTEREST IN SOCIAL LEARNING

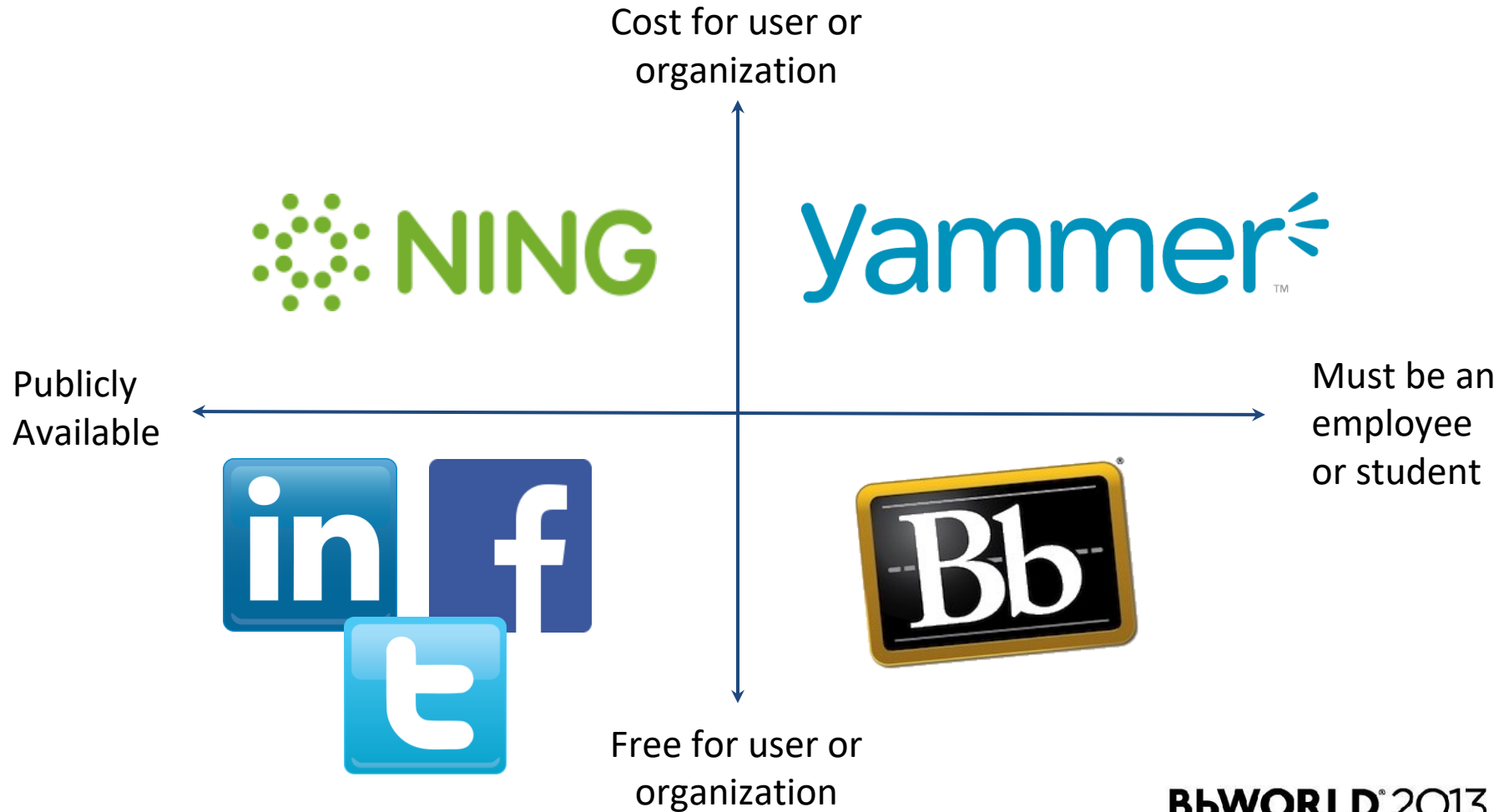
**A Spring 2013 survey of faculty, shows a majority (~60+%) want to learn how to add social learning into their classes.**

**Most don't know how or where to start this type of engagement.**





# MU SOCIAL LANDSCAPE



## Plan

- Research opportunities
- Impact of current or upcoming projects
- Find early adopters (departments, programs, etc.)
- Discovery of issues, questions, and impact on current staff



# PLAN, POLICY, PROCEDURES, & IMPLEMENT

## Policy

- Find and fill gaps in current policies
- Create new policies to fill in the gaps
- Clear policy and where information is stored with affected parties on-campus

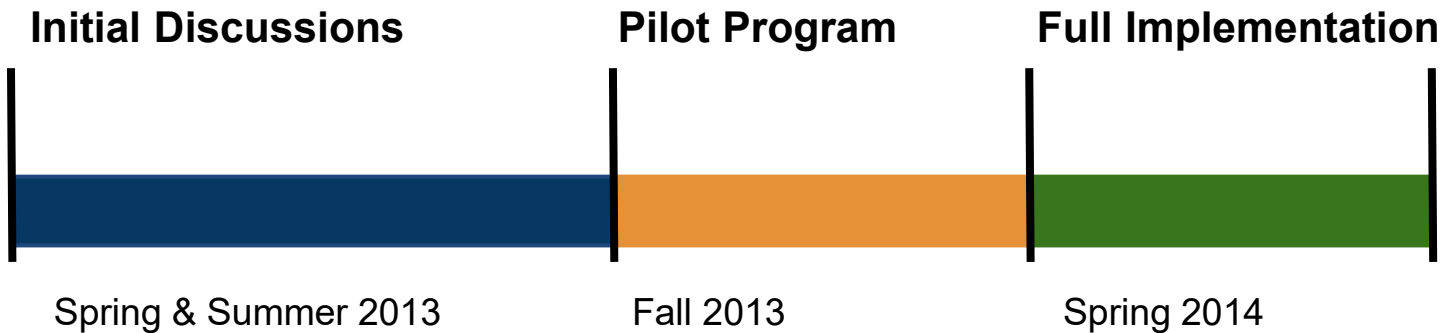
## Procedures

- Develop procedures to apply policy changes
- Who implements / manages the procedures



# PLAN, POLICY, PROCEDURES, & IMPLEMENT

## Implement



# TODAY'S AGENDA

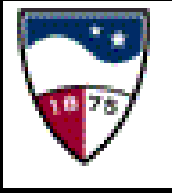


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# ABOUT SHENANDOAH UNIVERSITY

- Methodist affiliated private university in Virginia
- FTE: ~4,000
  - ~58% Undergraduate Students
  - ~42% Graduate Students
- Blackboard 9.1 SP13 w/ Community
- Run 4 instances of Learn
- 1 Bb Administrator, 1 faculty support/trainer, 1 student/staff support/trainer
- Blackboard Learn, Connect, Mobile, & Transact





# PLAN, POLICY, PROCEDURES, & IMPLEMENT

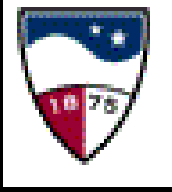
## Plan

- Webinar, Cohort, BIE, ListSers
- Known issue handling
- Educate - Social Media vs. Social Learning

## Policy

- Usage, Intellectual Property, Harassment, Social Accountability & Responsibility
- FERPA directory information





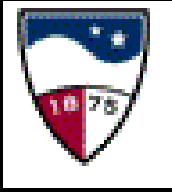
# PLAN, POLICY, PROCEDURES, & IMPLEMENT

## Procedure

- Procedure for handling reported information

## Implement

- Testing
- Town Halls & Email Alerts
- Bb Demos
- Turn on

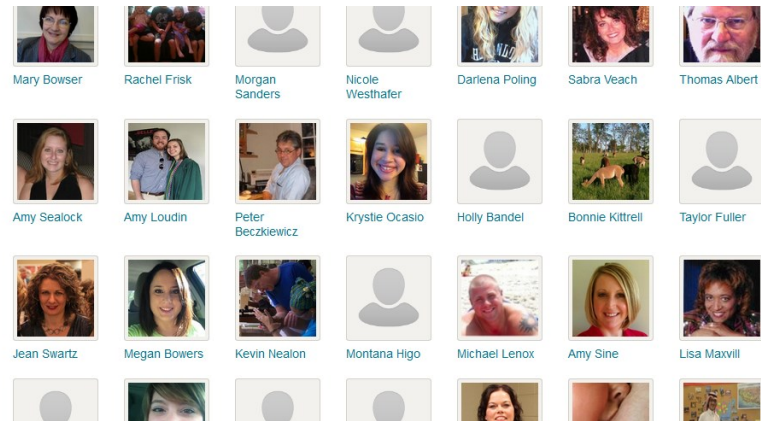


# SOCIAL FEEDBACK

***"This new Blackboard solves all the student and faculty issues to me. It is very straightforward, even more so than Desire2Learn"***

*- Demetrius Younger, SU Student*

Within the first ½ hour of social being turned on 75 people had accessed their profiles



# MY BLACKBOARD TAB

The screenshot displays the Blackboard user interface. At the top, a navigation bar contains several tabs: 'My Bb', 'Academics', 'Administrative', 'Community', 'Content Collection', and 'Internships'. A blue arrow points to the 'My Bb' tab. Below the navigation bar is a dark header with a cloud icon and the text 'BLACKBOARD CLOUD STAGING SERVER'. The main content area is divided into two sections. On the left is a sidebar with a 'People' icon and a list of navigation options: 'All Profiles', 'My Learning Network', 'INSTITUTIONS' (with sub-items: 'Shenandoah University Staging Server', 'Shenandoah University Beta Server', 'Shenandoah University Development'), and 'CONNECTIONS' (with sub-items: 'I'm Following', 'My Followers'). On the right is the 'My Learning Network' section, which displays a row of five user profile cards. The first card is a grey placeholder for 'George Hoffman'. The second is a grey placeholder for 'Test STUDENT'. The third is a real photo of 'George Hoffman'. The fourth is a grey placeholder for 'Melissa Stange - STUDENT'. The fifth is a grey placeholder for 'Myssi Stange'.

# HEADS-UP



- *LoginAs / Impersonate B2* – changes profile
- If turned off, Bb still has profile data on their cloud (but you can request to have it removed through Support)
- Spaces cannot be limited just to your institution
- No reporting for system admins, currently just cut & paste (but reporting is on the roadmap)
- Non-U.S. institutions may have legal constraints

# HELPFUL RESOURCES

## ✓ [help.blackboard.com](http://help.blackboard.com)

- Social Learning Tools FAQs
- Communication & Adoption Toolkit
  - Flyer, Postcard, Web Tiles, End-User Feature Guide, and more
- Protecting Your Reputation & Online ID



## ✓ **Videos on YouTube**

- Blackboard Learn Quick Hit: Social Learning Tools (Blackboard TV)
- There's More to Learn - A better Blackboard Learn starts now (Blackboard TV)
- Setting up Your Blackboard Social Profile

# SUGGESTED NEXT STEPS



- ❑ Turn on Social Profiles & Tools in TEST or setup profile within CourseSites
- ❑ Review policies & procedures
- ❑ Plan roll out and get Administration support
- ❑ Start publicizing and generate excitement

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# Questions?



# THANK YOU!



**Melissa Stange:** [mstange94@su.edu](mailto:mstange94@su.edu)

**Terry Patterson:** [pattersontl@missouri.edu](mailto:pattersontl@missouri.edu)

**Francesca Goneconti Monaco:** [francesca.goneconti@blackboard.com](mailto:francesca.goneconti@blackboard.com)

If you would like to provide feedback for this session,  
please email: **[BbWorldFeedback@blackboard.com](mailto:BbWorldFeedback@blackboard.com)**