Dear Webinar Attendee:

Welcome and thank you for registering for the webinar, “Blackboard Crash Course: Keys to Creating More Engaging College Courses” scheduled for Thursday, October 1, 2009 at 1 pm ET. Please check your time zone for the correct local time.

The live webinar will be displayed on your computer as you listen to the audio portion from your telephone. You will connect to the web portion via Internet by clicking on the link provided in the email titled “IMPORTANT WEBINAR INFORMATION FOR REGISTRANTS.” You will connect to the audio portion via telephone using the following instructions.

WEBINAR INSTRUCTIONS

1. Please refer to the email titled “IMPORTANT WEBINAR INFORMATION FOR REGISTRANTS”.
2. 15 minutes before the webinar is scheduled to begin:
   a. Click on the “log-in link” to connect to the live, on-line web portion
   b. Dial into the audio portion via telephone. Refer to the email for your CUSTOMER PIN CODE and CONFERENCE PIN CODE

   DIAL-IN NUMBER: 888-267-3604

3. Please dial in to the audio portion no sooner than 15 minutes before the webinar is scheduled to begin. The four digit CONFERENCE CODE will not function until then.

4. Please dial in no later than 5 minutes before the webinar is scheduled to begin to avoid missing the beginning of the webinar.

5. When prompted by the automated attendant, press 1 to join conference as a participant.
6. When prompted by the automated attendant, enter your four-digit CONFERENCE ID followed by the # key as identified on the Confirmation and Instruction e-mail you received.
7. You will then be prompted for the six-digit CUSTOMER PIN CODE followed by the # key as identified on the Confirmation and Instruction e-mail you received.
   • After entering the pin codes you will then be placed on hold until the webinar begins.
   • For technical assistance during the webinar please press *0.
   • If you need assistance with dialing in prior to the webinar, please call Progressive Business Conferences at 800-964-6033 and speak with a customer service representative.
   • We recommend that you MUTE your speaker phone during the presentation, as background noise in your listening area can cause your phone to mute the presenter, causing you to miss part of the webinar.
Interactive Question and Answer Period During the 60-Minute Program

- The question and answer period of the conference will be interactive. We have scheduled the last 15 minutes of the program for this part of the session.
- The operator will make an announcement when the Q&A period is ready to begin. You will then be prompted to press *1 (one) on your touch-tone phone if you have a specific question for the speaker.
- When the time comes to ask your question we ask that you use the handset and not the speakerphone. This will ensure all attendees will be able to hear the question clearly.
- The operator will bring you onto the live audio conference, introduce your company, and prompt you to ask your question.
- If you decide you do not want to ask your question, please press the # key and you will be removed from the question queue.
- If you are not selected to have your question answered or have any additional questions, you may e-mail it to Higher Ed Hero Audio Conferences at questions@higheredheroinfo.com and we will forward it to the speaker.

Enclosed please find the following audio conference materials:

1. **Speaker Handouts** – “Blackboard Crash Course: Keys to Creating More Engaging College Courses” program materials.

2. **Video CD Discount** - This webinar will be recorded for your future use. You may purchase your own copy for just $99 (versus the $199 regular price). To reserve your Video CD, please complete the attached order form and return it to Progressive Business Conferences or call us toll free at 800-964-6033. Please note: It is a violation of copyright laws to record the program.

3. **Webinar Evaluation Form** – After participating in the Webinar, each participant is asked to complete the evaluation form and return it to Higher Ed Hero Conferences. We would very much appreciate your comments and suggestions for future programs.

Again, welcome and thank you for your enrollment. If you have any questions, please contact us at 800-964-6033.

Sincerely,

Jennifer Raimo
Conference Manager
Higher Ed Hero Audio Conferences
Blackboard Crash Course

Keys to Creating More Engaging College Courses

Presentation by Jason Rhode, Ph.D. | jrhode@niu.edu | www.niu.edu/~jrhode
Session Overview

• Blackboard Essentials
  – What you need to know before getting started
  – Customizing your course: layout & navigation

• Tips for Communicating via Blackboard
  – Announcements, Email, Messages, Chat, Discussion Board, Virtual Classroom, Digital Drop Box

• Tips for Assessing Student Learning Using Blackboard
  – Assignment Manager, Tests, Quizzes, Surveys
  – Posting grades and feedback
What is Blackboard?

• Course Management System (CMS) / Learning Management System (LMS)
• Suite of tools for managing the teaching and learning process
• Numerous versions of Blackboard and WebCT, all considered “Blackboard”

While Blackboard Learn versions 8 and 9 will be demonstrated, principles can be applied to any version
Why Blackboard?

- Provide consistent format and structure for content delivery
- Communicate efficiently and effectively with students
- Teach in a secure online environment
- Incorporate wide range of media and online learning objects into teaching
- Reuse and repurpose instructional content, increasing efficiency while saving time
Questions to Consider

• Why use Blackboard?
• What is your purpose?
  – Course information
  – Assignment submission
  – Grades
  – Collaboration
  – ???

The purpose for the Blackboard course will direct the rest of the development process
Tips: Organizing Your Course Content

• Break your course content into manageable chunks
• Replicate the folder structure on your computer in Blackboard
• Place all resources, assignments, etc. for a given unit in the same folder
• Make content available matching course schedule (e.g. manual availability, adaptive release)
Demo: Course Construction

- Customize course navigation
- Create course content structure
- Add file
- Add embedded content
  - Text, image, video
- Add external link

These steps will be demonstrated in Blackboard version 9. Sample courses will be previewed in Blackboard versions 8 and 9.
Tips: Communicating Effectively

• Post all class-wide news as announcements and email to all students
• Post due dates in Blackboard calendar
• Create discussion forum for students to ask questions; subscribe yourself to the forum
• Conduct online office hour using synchronous chat or virtual classroom
Demo: Communication Tips

• Create announcement & email to students
• Enable subscription to Q&A forum
• Create forum for graded discussion
• Grade discussion forum

These steps will be demonstrated in Blackboard version 8, but the same features are available in Blackboard version 9.
Online Assessment & Grading

• Collect assignments electronically using the Assignment Manager
• Gather anonymous feedback from students using the Survey Manager
• Conduct online tests and quizzes using the Test Manager
Tips: Conducting Online Assessments

- Avoid high-stakes testing
- Assume students will have access to course texts and other reference materials
- Set time limit for assessments
- Randomize questions
- Use question pools whenever possible
- Only make assessments available for a brief period of time
Grade Center New Features

- Edit scores directly in cells
- Create calculated columns
- View Grade Center statistics
- Provide feedback on all student scores
- Create customized “Smart Views”
- Print/run Grade Center reports
- Displace score and percent for the same item
- Freeze columns (scroll and still see student names)
- Automatically drop the lowest grade
- Email students from the Grade Center
Demo: Grade Center Demo

- Add category
- Add a new column
- Add a calculated column
- Reorder columns
- Freeze columns
- Add scores
- Add comments

- Hide columns
- Create Smart View
- Email students
- Configure grading scheme
- Print reports
- Drop the lowest grade

*These steps will be demonstrated in Blackboard version 9 Grade Center, but steps and functionality are identical to Blackboard version 8.*
Questions & Answers

• What additional questions do you have?
Jason Rhode
jrhode@niu.edu (email)
twitter.com/jrhode (twitter)
jasonrhodephd.com (blog)
www.niu.edu/~jrhode (web)
815.209.9783 (phone)
Webinar Evaluation to be Filled Out by Each Attendee: (#2209)
“Blackboard Crash Course: Keys to Creating More Engaging College Courses”
Thursday, October 1, 2009 – 1:00 PM ET

Please take a moment to fill out this evaluation form and return it to Higher Ed Hero Conferences via fax (215-689-3435) or mail. Your comments will help us make future audio conferences even more valuable. If you would like your comments to remain anonymous, do not fill out the contact information below.

Contact Information for all participants:
Name: __________________________    Title: ____________________    Company ________________________
Phone: __________________________    Fax: _____________________   E-mail___________________________

1. Please rate Jason Rhode, the conference presenter, on a scale of 1-5 (1 poor, 5 excellent)?
   __ Preparation   __ Verbal Presentation  __ Question-and-Answer Session
   __ Expertise   __ Conference Materials
   Comments:______________________________________________________________________________________

2. Was the information presented during the conference useful for your current situation?
   Comments:______________________________________________________________________________________

3. How many people listened in on the conference from the phone line you dialed in from? ______________________

4. Did you face any technical difficulties prior to or during the conference? If yes, please explain:
   _________________________________________________________________________________________________

5. Why did you attend this Audio Conference?
   __ Topic of Interest  __ Invited/Instructed to Attend   __ Save Time vs. Physical Conference
   __ Speaker         __ Educational/Training Value of Topic  __ Participate with Colleagues
   __ Accreditation   __ Price/Value
   _______________________________________________________________________________________________

6. Do you have any suggestions for improvement? _______________________________________________________
   _______________________________________________________________________________________________

7. Which comment below best describes your experience:
   ☐ “Higher Ed Hero Conferences are a great way to get reliable, up-to-date information without leaving my office.”
   ☐ “The conference was precisely what I hoped it would be.”
   ☐ “I keep coming to Higher Ed Hero Conferences because I get a lot out of them.”
   ☐ “I like Higher Ed Hero Conferences because I can have my associates listen to them with me at no extra charge.”
   ☐ “I try to attend one Higher Ed Hero Conference a month because they keep me fresh and more effective.”
   ☐ “I attend many Higher Ed Hero Conferences because I find it is the most reliable source of regulatory and other
   information to help in my field.”
   Please write other comments that may better describe your experience:_____________________________________
   _______________________________________________________________________________________________

8. Based on your experience with this conference, how likely are you to attend a future PB Conference?
   (5 = very likely, 1 = not likely)      5         4           3         2  1

9. Please rate the following topics that we are considering for upcoming audio conferences (5=very interested, 1=not at all interested):
   ➢ Kindle Readers for Higher Ed: What You Need to Know about E-Texts on Campus  5   4   3   2   1
   ➢ How to Cut Costs With Email: Email Outsourcing Do’s & Don’ts for Colleges  5   4   3   2   1
   ➢ Dealing with Difficult Faculty: Tips & Tricks for College IT Support  5   4   3   2   1
   ➢ Google Apps for EDU: Google Calendar Tools & Tips for Colleges  5   4   3   2   1
   ➢ Building Engaging Learning Environments: Creating & Using Course Wikis  5   4   3   2   1

10. May we use your comments in future promotions? ____Yes _____No

Thank you for your evaluation and feedback!
Yes! I want to reserve my copy of the “Blackboard Crash Course: Keys to Creating More Engaging College Courses” #2209 audio conference at the special discounted price of only $99 (regularly $199). This price is for conference attendees only.

Payment information:

- Check enclosed for $______ (payable to Progressive Business Conferences)
- Please charge my credit card $______
  - Visa
  - Mastercard
  - AmEx
  - Discover

Account # _________________________
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City ________________________________
State ________________________________
Zip ________________________________
Telephone ( ____ ) _________________
Fax ( ____ ) ________________________
E-mail ________________________________
Customer Pin Code _________________________

To help us serve you better, please supply all requested information.

Rush this form to:
PBC, 384 Technology Drive,
Malvern, PA 19355

For fastest service, call:
800-964-6033 or fax:
215-689-3435
IMPORTANT WEBINAR INFORMATION

Dear Webinar Attendee:

We have received a number of inquiries about webinars and the permissibility of copying and distributing materials, recording the conference as well as conferencing of calls to other sites by our listeners. Here are the main questions we receive.

Q: How many people may listen for the $199 conference fee?
A: The $199 registration charge is a “per phone line” charge. You may have as many people as feasible gather around one phone and listen to the conference.

Q: May I photocopy, fax or email a copy of my attendee packet to one or more colleagues for the purpose of calling from another location?
A: No. Only one phone line per registration is permitted. The first party to use your unique confirmation code will be the only phone line connected to the webinar.

Q: May we tape the conference during the call.
A: No. Taping the conference and not purchasing the recording is an infringement on our copyright. However you may purchase the Webinar DVD at the special paid attendee discounted price of only $99 (regularly $199). This price is reduced for conference attendees only.

We trust that our audience of professionals such as you will respect our legal copyright “on the honor system.” But if we learn of willful violations, we may have to seek legal remedies. If you have questions about the legal use and distribution of our conference materials not answered here, please contact us at 800-964-6033.

Sincerely,

Jennifer Raimo
Conference Manager
Higher Ed Hero Audio Conferences