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

Our clients represent
over 90 countries

20+
Years of Experience

Most Comprehensive Solution Suite

Unmatched Partner Ecosystem

100M
Users

THIS WAY
THAT WAY
ANOTHER WAY
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

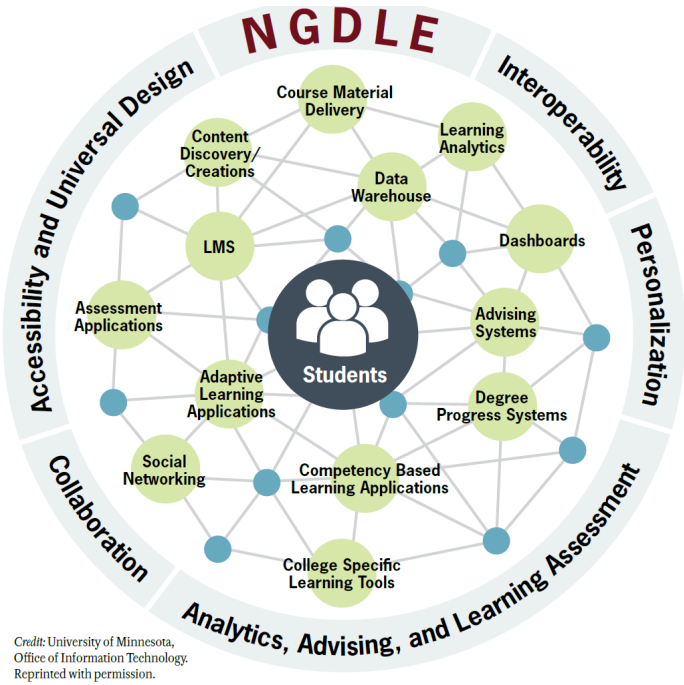
According to a recent Gartner Research Paper

"Globally, there is an emergent but growing focus on the student experience, and an emphasis on personalizing that experience."

EDUCAUSE | LEARNING INITIATIVE

The Next Generation Digital Learning Environment

A Report on Research



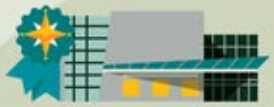
Credit: University of Minnesota, Office of Information Technology. Reprinted with permission.

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

SMART CAMPUS

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

REDUCE BARRIERS

STUDENT ACCESS

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.

REDESIGN INITIATION EXPERIENCE

DRIVE CONSISTENT ADVISING, MENTORSHIP, & COACHING

STUDENT VOICE

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

PROVIDE 24/7 SERVICE

BUILD A FOUNDATION

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

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

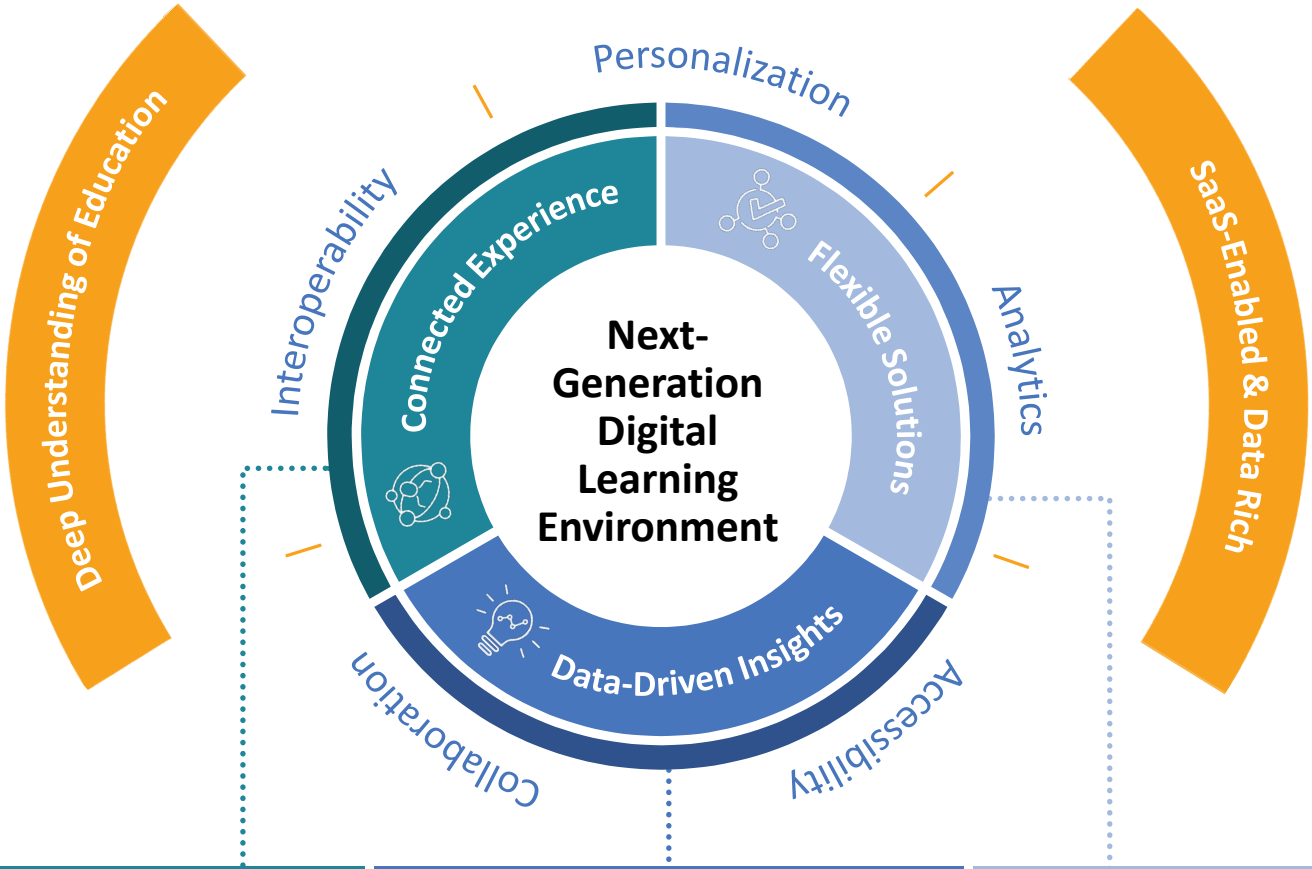
A partnership between Mason faculty & staff, working in tandem for common goals & collaborating to overcome obstacles.

TRUST

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

GEORGE MASON UNIVERSITY

Blackboard Approach: An Integrated Environment



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 and Universal Design for Learning

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

Blackboard

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

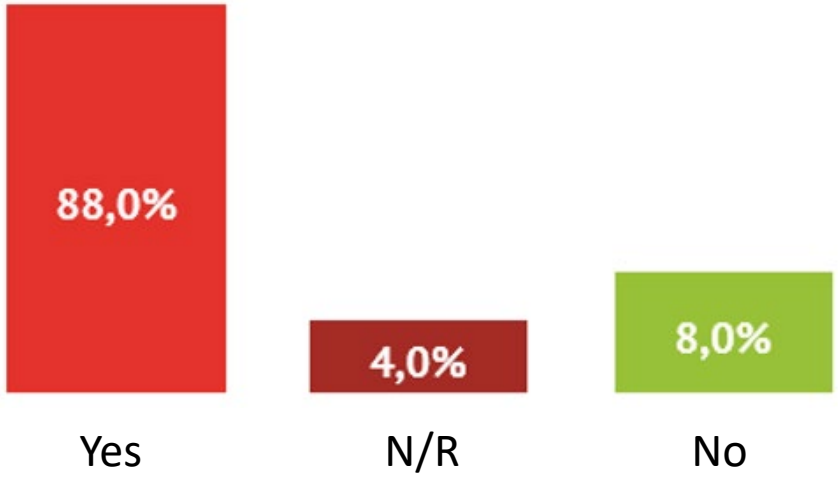
- Sep 2018. Mandatory for All Websites, excluding Intranets and Extranets
- Sep 2019. Mandatory for all Websites, including New or Updated Intranets and Extranets
- Sep 2020. Mandatory for All Websites without exceptions

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?



According to the Students

Areas in which students with disabilities have perceived accessibility barriers?

	Face 2 face
In the Classroom	52,3%
Materials offered by the professor	36,3%
Common Spaces	36,0%
Transportation	27,4%
Auditorium	25,2%

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

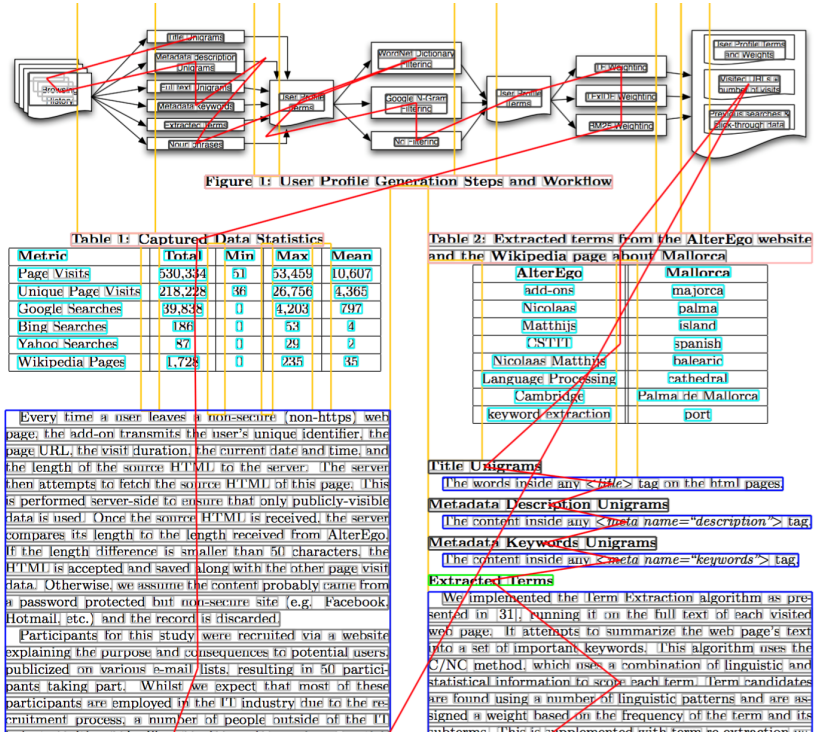


Figure 1: User Profile Generation Steps and Workflow

Table 1: Captured Data Statistics

Metric	Total	Min	Max	Mean
Page Visits	530,334	51	53,459	10,607
Unique Page Visits	218,228	36	26,756	4,365
Google Searches	39,838	0	4,203	797
Bing Searches	186	0	53	4
Yahoo Searches	87	0	29	2
Wikipedia Pages	1,728	0	235	35

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

AlterEgo	Mallorca
add-ons	majorca
Nicolaas	palma
Matthijs	island
CSTTI	spanish
Nicolaas Matthijs	balearic
Language Processing	cathedral
Cambridge	Palma de Mallorca
keyword extraction	port

Every time a user leaves a non-secure (non-https) web page, the add-on transmits the user's unique identifier, the page URL, the visit duration, the current date and time, and the length of the source HTML to the server. The server then attempts to fetch the source HTML of this page. This is performed server-side to ensure that only publicly-visible data is used. Once the source HTML is received, the server compares its length to the length received from AlterEgo. If the length difference is smaller than 50 characters, the HTML is accepted and saved along with the other page visit data. Otherwise, we assume the content probably came from a password protected but non-secure site (e.g. Facebook, Hotmail, etc.) and the record is discarded.

Participants for this study were recruited via a website explaining the purpose and consequences to potential users, publicized on various e-mail lists, resulting in 50 participants taking part. Whilst we expect that most of these participants are employed in the IT industry due to the recruitment process, a number of people outside of the IT

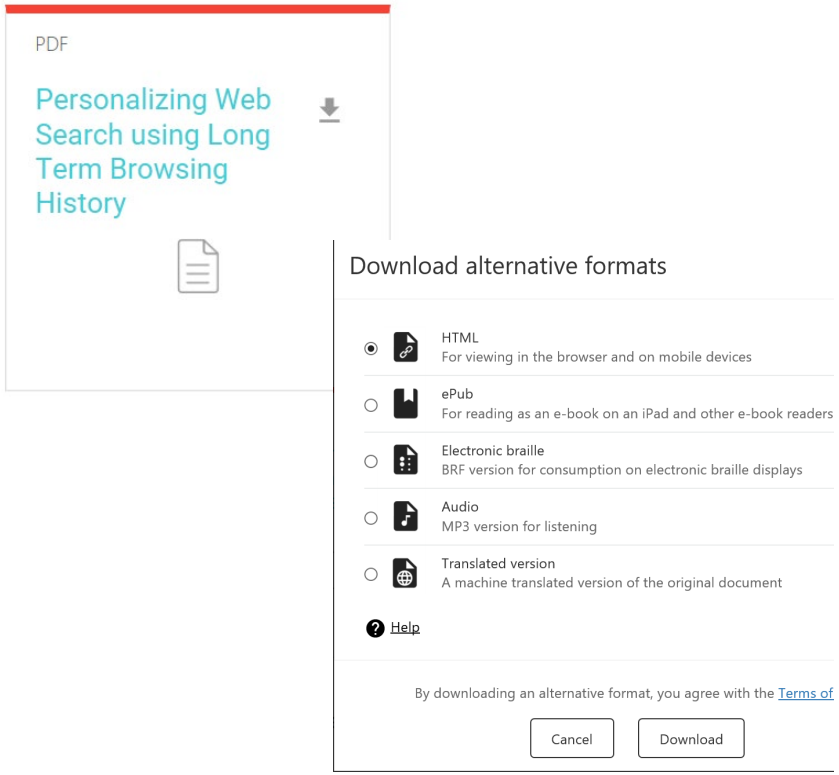
Title Unigrams
The words inside any <*title*> tag on the html pages.

Metadata Description Unigrams
The content inside any <*meta name="description"*> tag.

Metadata Keywords Unigrams
The content inside any <*meta name="keywords"*> tag.

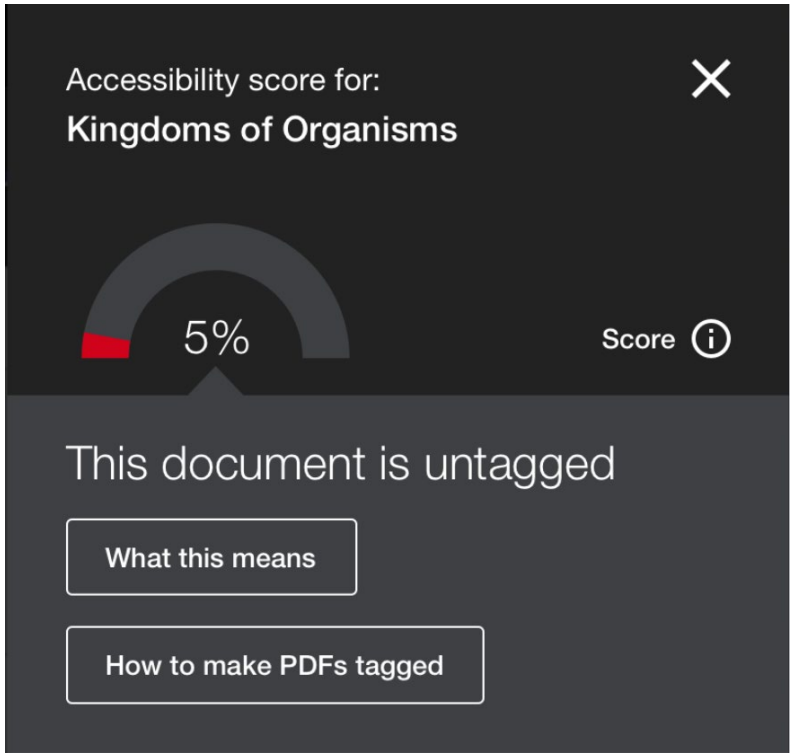
Extracted Terms
We implemented the Term Extraction algorithm as presented in [31], running it on the full text of each visited web page. It attempts to summarize the web page's text into a set of important keywords. This algorithm uses the C/NC method, which uses a combination of linguistic and statistical information to score each term. Term candidates are found using a number of linguistic patterns and are assigned a weight based on the frequency of the term and its

Provide to the User Alternative Formats and Translated Version

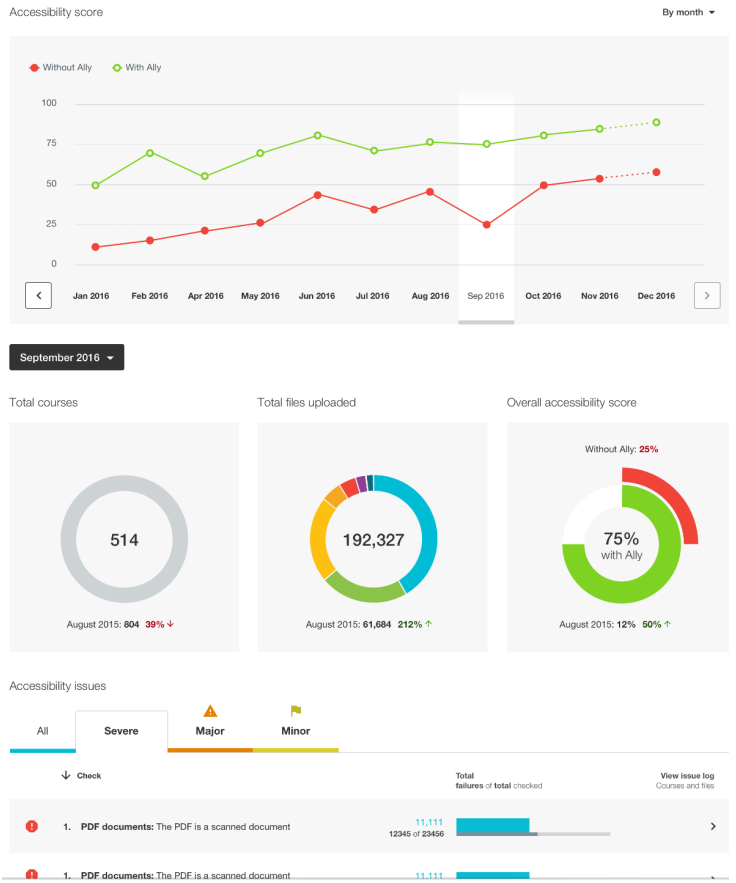


Other Ally Features

Instructor Feedback



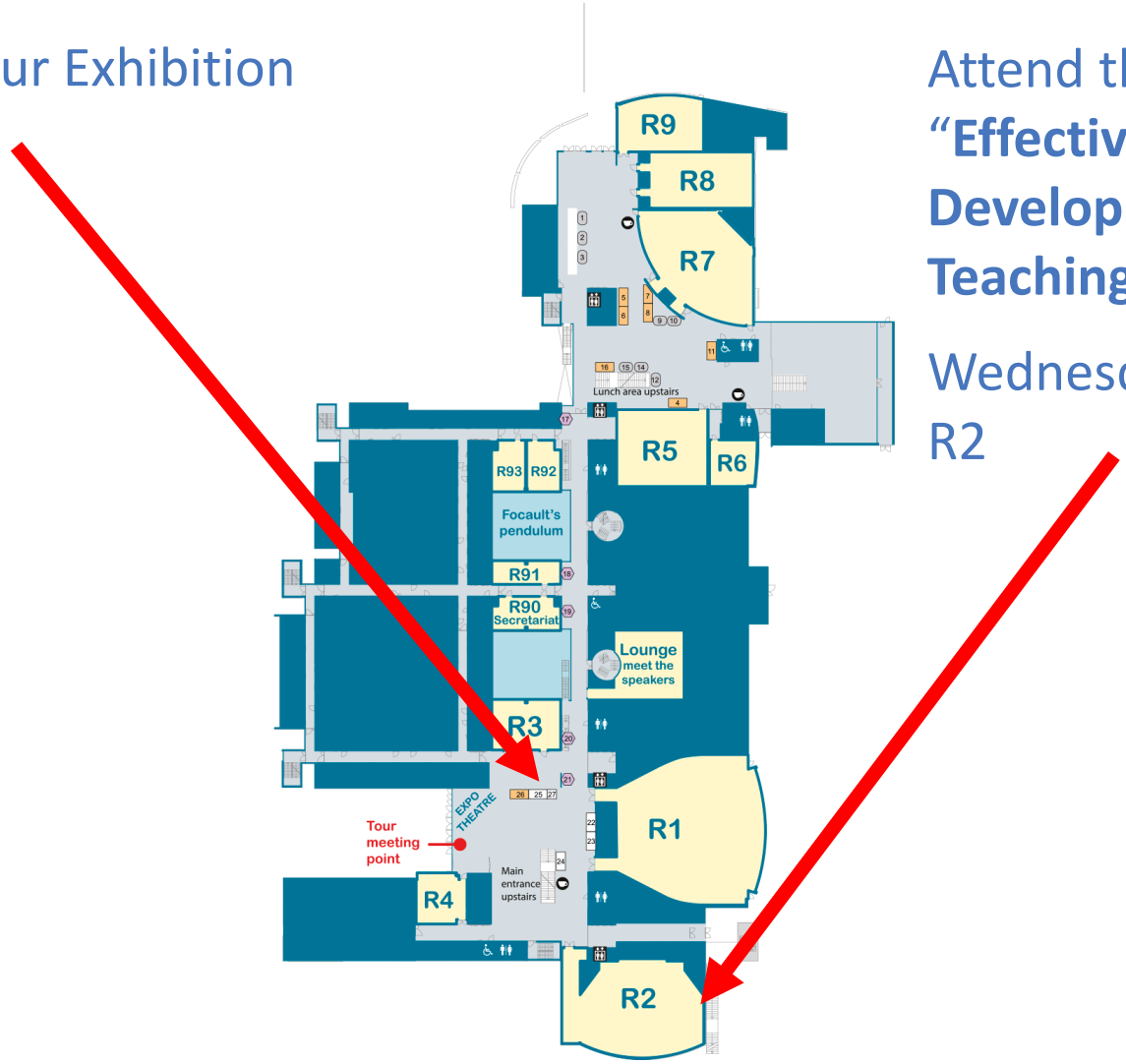
Institutional Report



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

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