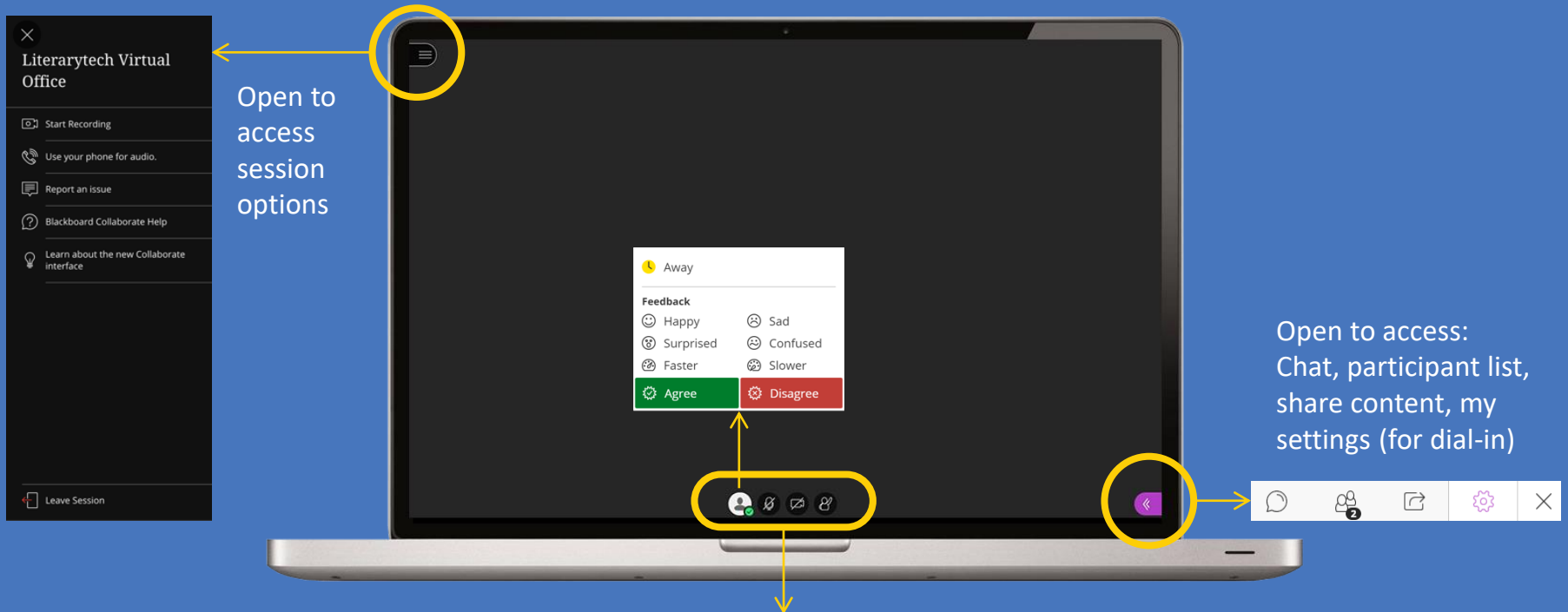


# Welcome to Blackboard Collaborate. We will begin the session shortly.



Click the silhouette to add a picture | Click the check mark to indicate status | Turn on audio or video | Raise your hand

**Blackboard**

# Cohort: Blackboard Learn with the Ultra Experience

Intro to the Ultra Experience & SaaS Deployment  
September 2018



# Your Cohort Team



**Jasmine Banks**  
Client Success



**Wade Fields**  
Product Management



**Jason Hardin**  
Product Management



**Brent Mundy**  
Product Management



**Brad Evans**  
Product Management



**Francesca Monaco**  
Product Marketing

| Session  | Key Topics   |
|--|--|
| <i>Week 1</i> <b>Orientation/Introduction to the Cohort &amp; Path to the Ultra Experience</b>       | <ul style="list-style-type: none"> <li>• Cohort overview, introductions, format, and curriculum</li> <li>• Suggested path to the Ultra experience</li> </ul>           |
| <i>Today</i> <b>Introduction to the SaaS Deployment for Learn and the Ultra Experience for Learn</b> | <ul style="list-style-type: none"> <li>• Ultra overview and key terms</li> <li>• SaaS overview and benefits</li> <li>• How to make the move to SaaS</li> </ul>         |
| <i>Week 3</i> <b>Ultra Base Navigation Deep Dive</b>   | <ul style="list-style-type: none"> <li>• Experience outside of courses: New Navigation, Activity Stream, Calendar, Profile, Targeted Notifications, etc.</li> </ul>    |
| <i>Week 4</i> <b>Ultra Course View Deep Dive: Designing an Ultra Course &amp; Course Conversion</b>  | <ul style="list-style-type: none"> <li>• Our design approach, overview of the Ultra Course View, creating content, and course conversion</li> </ul>                    |
| <i>Week 5</i> <b>Ultra Course View Deep Dive: Assessment &amp; Grading</b>                           | <ul style="list-style-type: none"> <li>• Assignments, Tests, Goal Alignment, Rubrics, Gradebook, and more</li> </ul>   |
| <i>Week 6</i> <b>Ultra Course View Deep Dive: Course Communication</b>                               | <ul style="list-style-type: none"> <li>• Discussions, Conversations, Messages, and more</li> </ul>   |
| <i>Week 7</i> <b>Learning Analytics &amp; Integrations</b>   | <ul style="list-style-type: none"> <li>• Learning analytics included in the Ultra experience</li> <li>• Supporting existing and developing new integrations</li> </ul> |
| <i>Week 8</i> <b>The Ultra Roadmap, Your Path Forward, &amp; Cohort Closing</b>                      | <ul style="list-style-type: none"> <li>• The Learn roadmap for the Ultra experience</li> <li>• Conducting an Ultra pilot and other next steps</li> </ul>               |

# — Today

Intro to Ultra & Defining the Terms

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Intro to SaaS

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Why SaaS

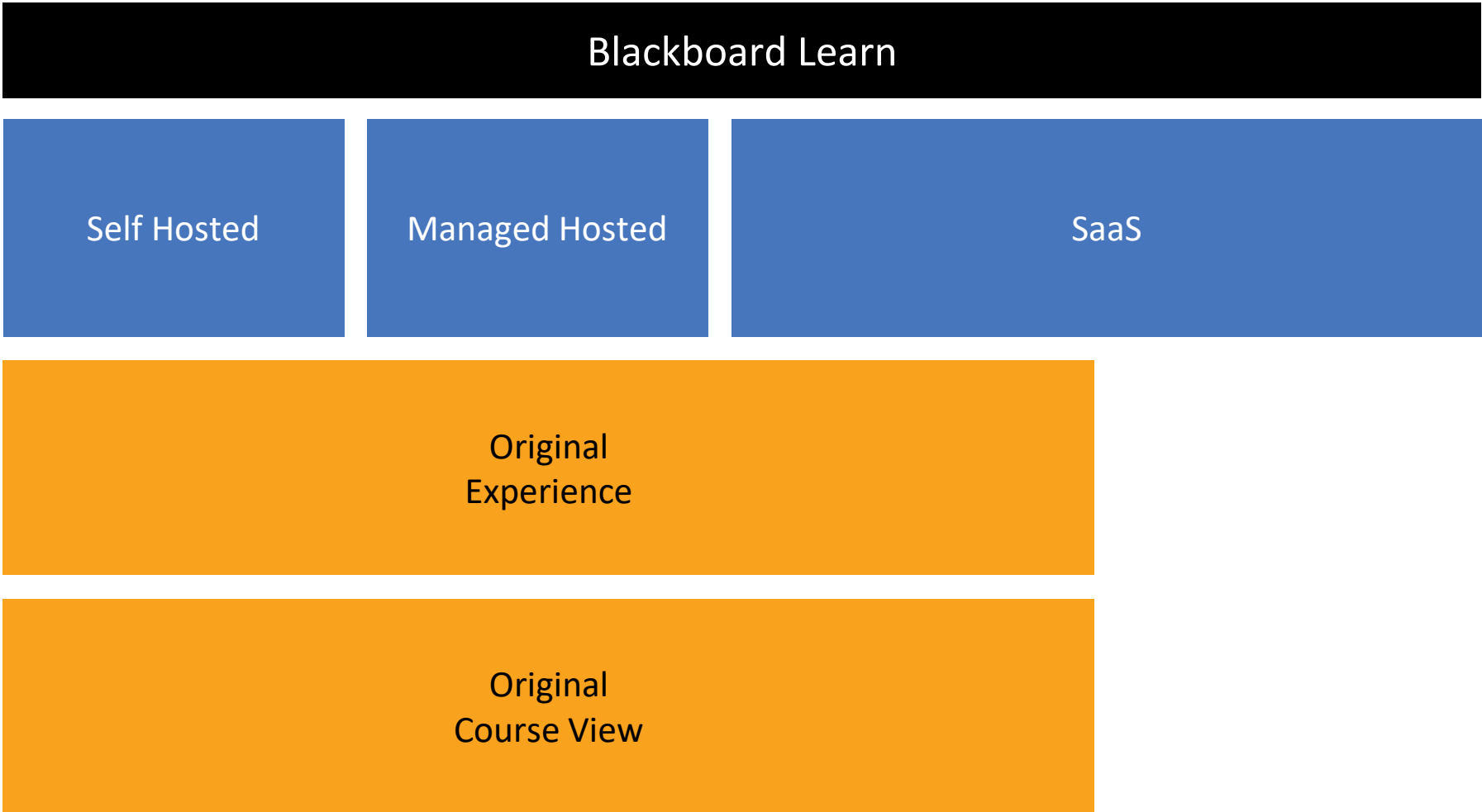
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How to Move to SaaS

# Intro to Ultra & Defining the Terms

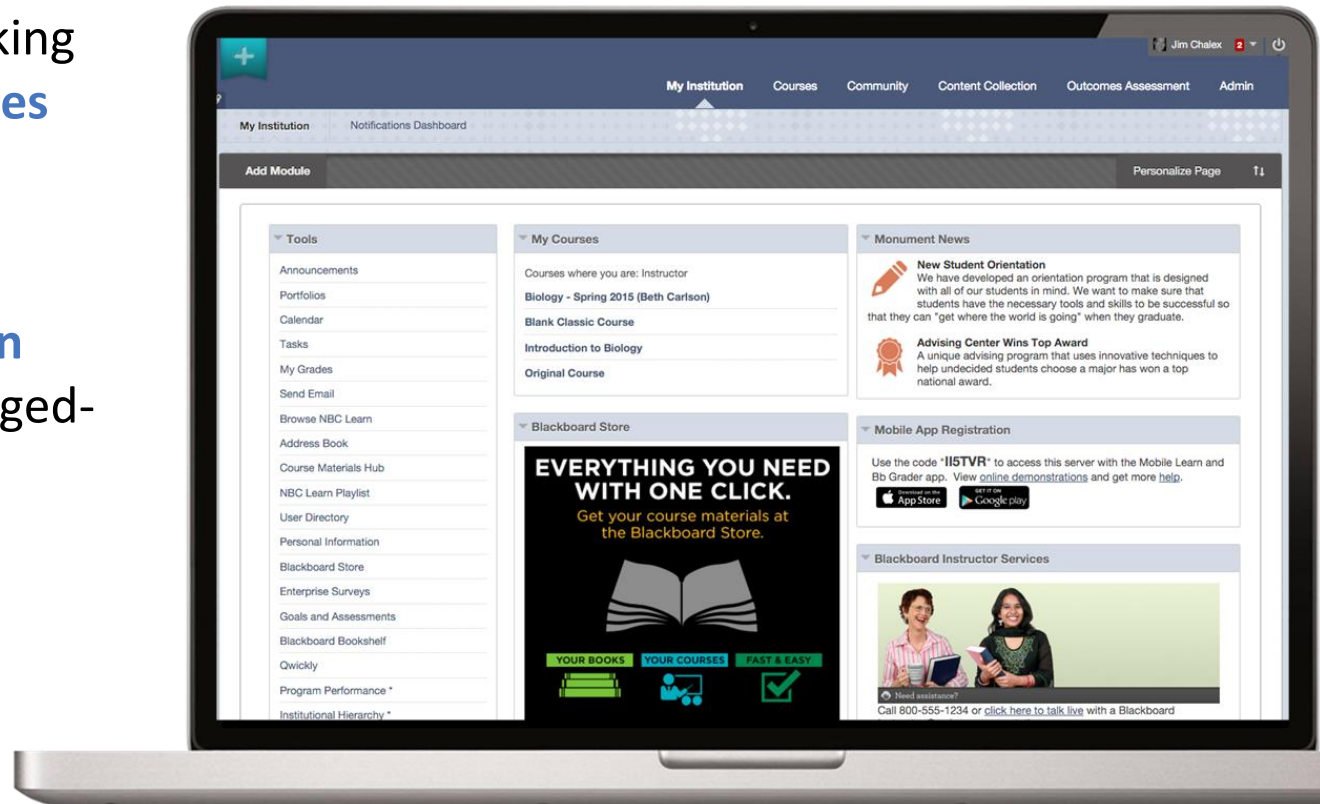


# Blackboard Learn



# The Original Experience

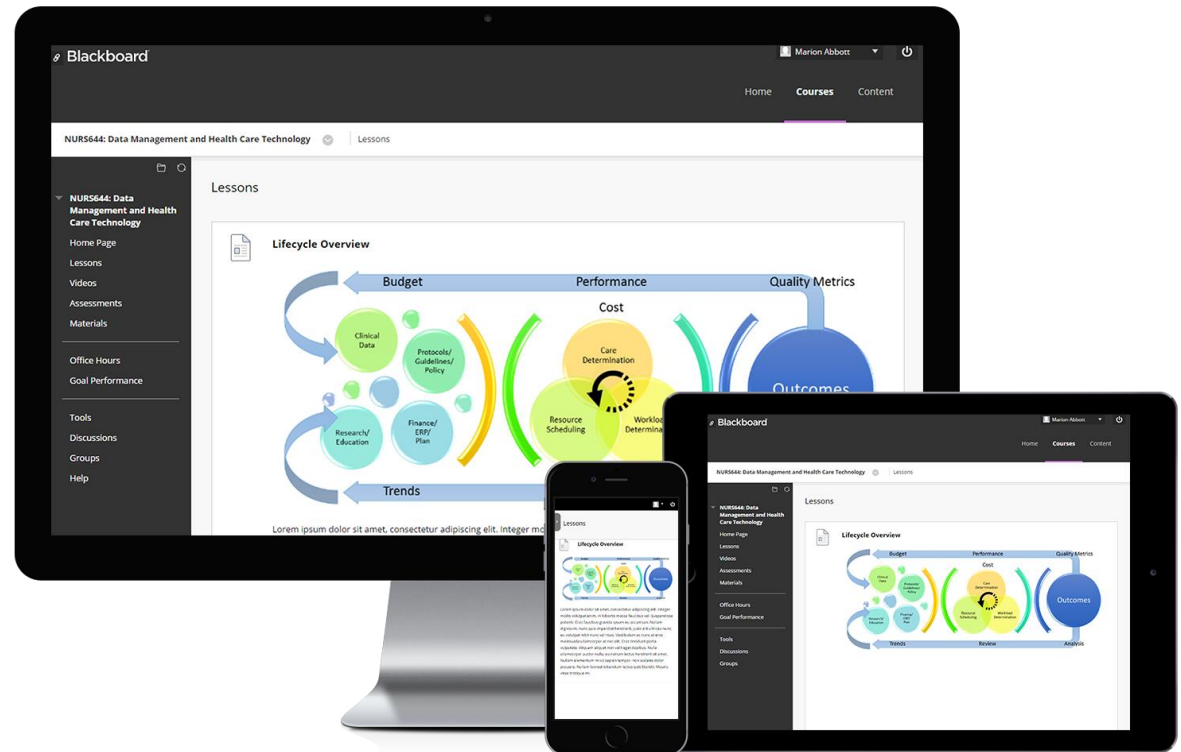
- What your faculty and students **use today**
- Easy to spot by looking for **tabs and modules**
- Available for **all deployments of Blackboard Learn** (Self-Hosted, Managed-Hosted, SaaS)



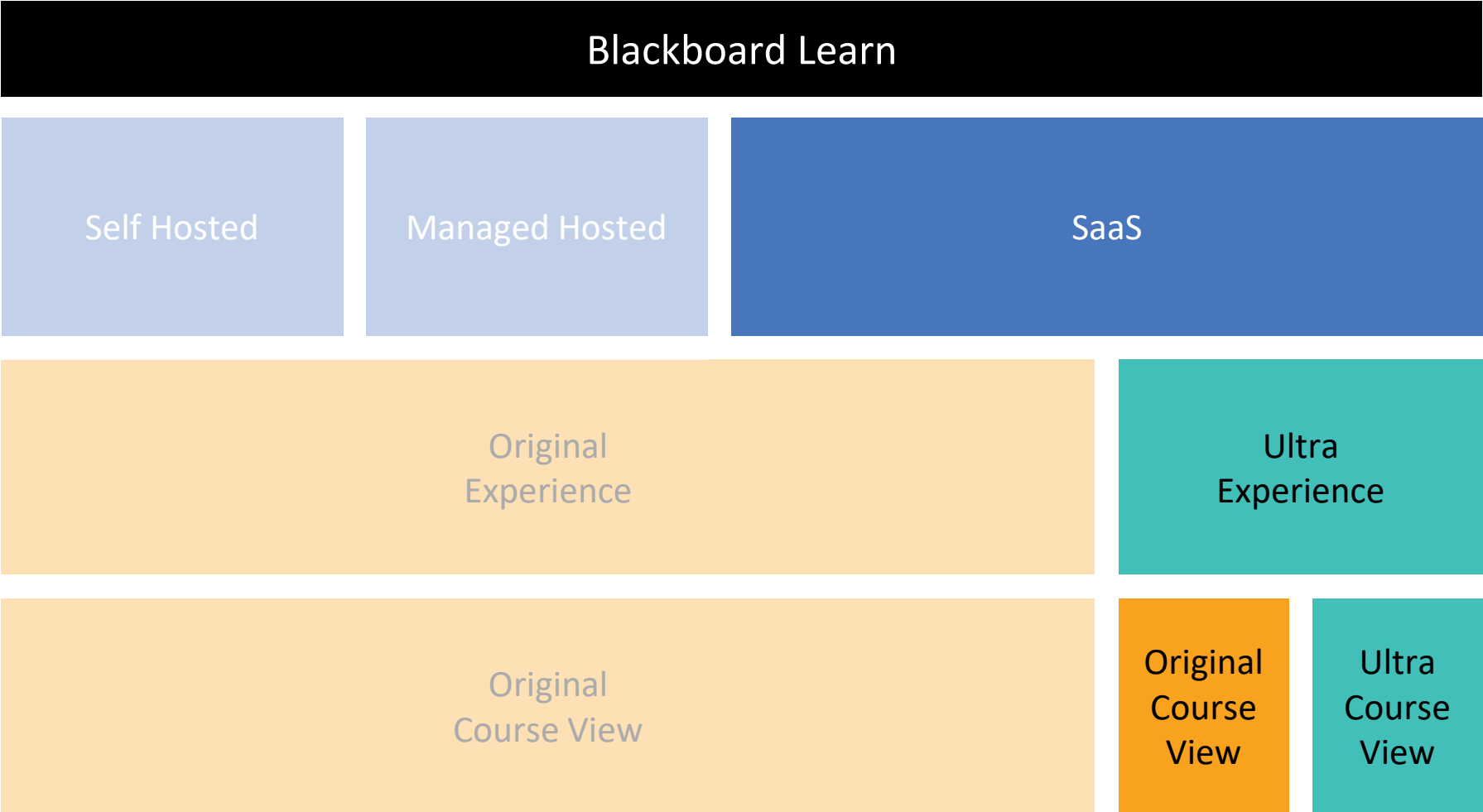


# Learn 2016 Theme for the Original Experience

- Incorporates elements from the Ultra design language – **colors, fonts, and spacing** – for greater consistency between Learn, Collaborate, and our mobile apps
- Greater **responsiveness to improve the mobile experience**



# Blackboard Learn



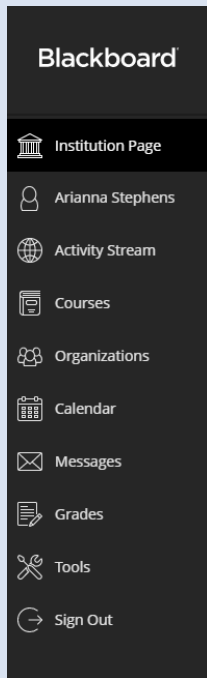
# The Ultra Experience



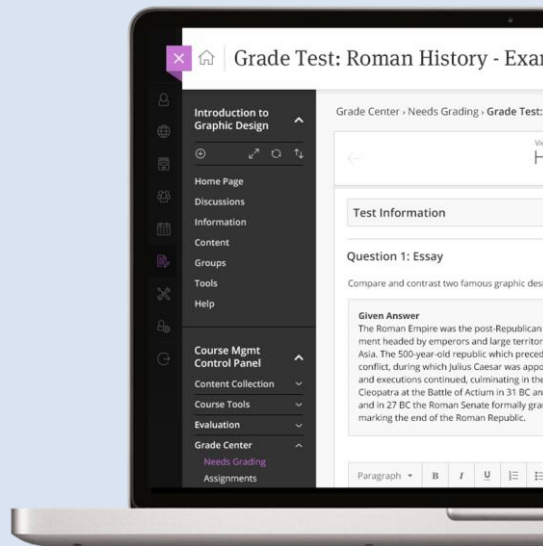
- A new user experience that is **modern, intuitive, and efficient**
- Characterized by **simple yet powerful tools & workflows** and an **accessible, fully responsive design**
- **Consistent and connected** across our teaching and learning products: Learn, Collaborate, and mobile apps

# The Ultra Experience: Components

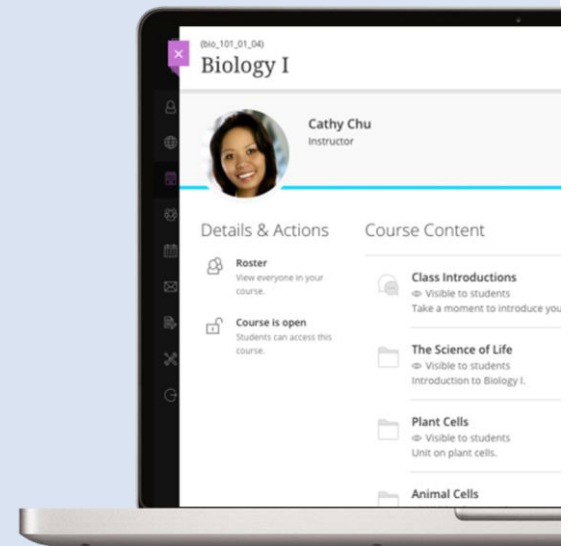
Ultra  
Base Navigation



Original Course View  
(default)



Ultra Course View  
(optional)

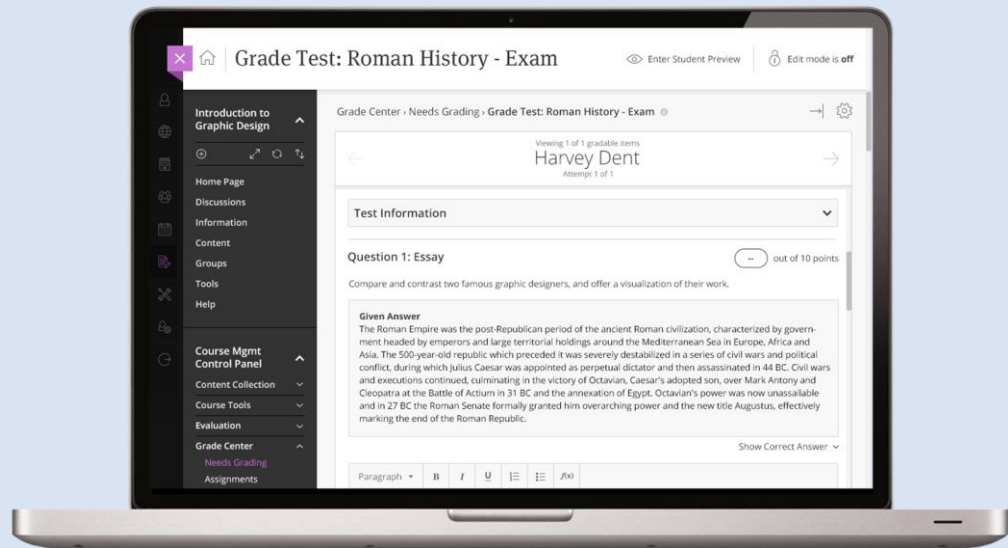
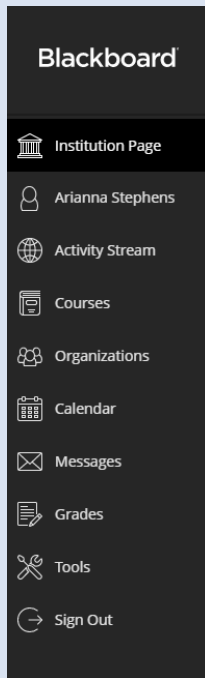


# The Ultra Experience: Turning on the New Navigation

Ultra  
Base Navigation



Original Course View  
(default)

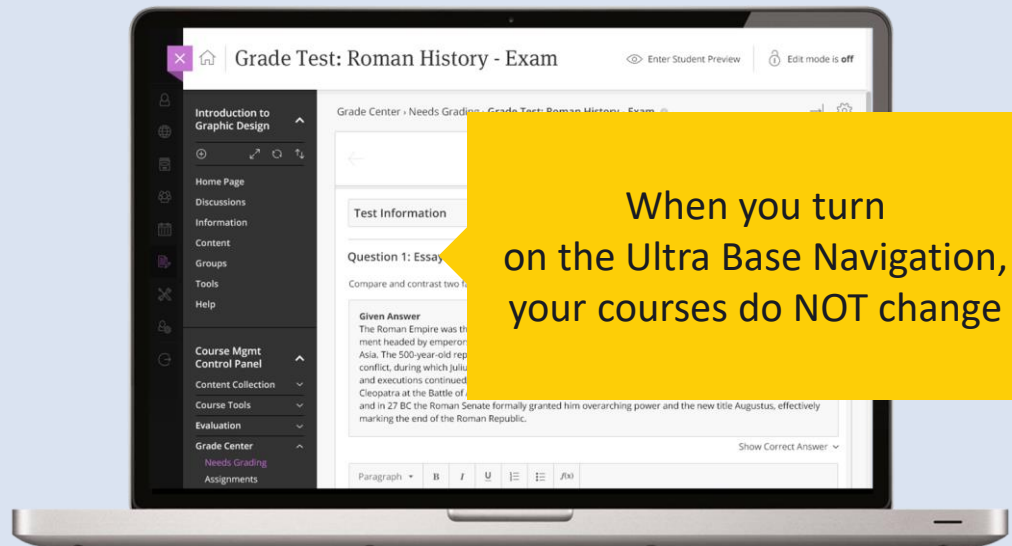
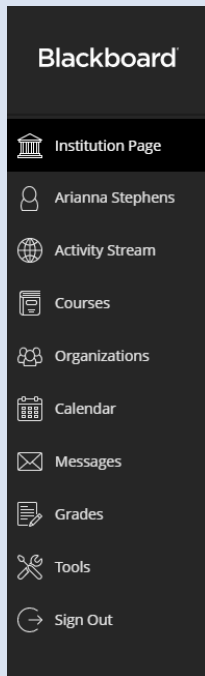


# The Ultra Experience: Turning on the New Navigation

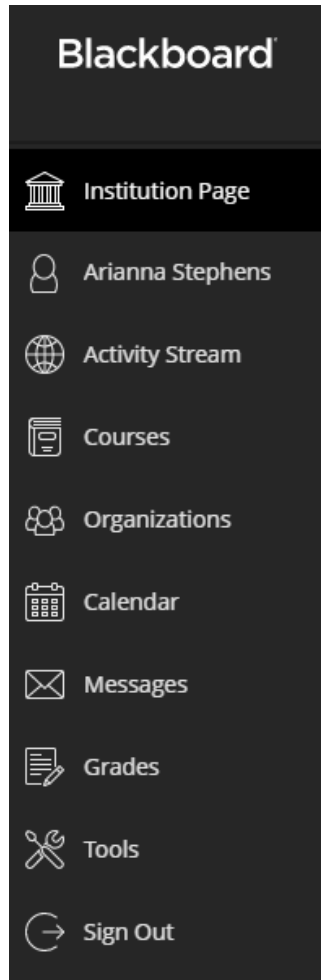
Ultra  
Base Navigation



Original Course View  
(default)



# Ultra Base Navigation

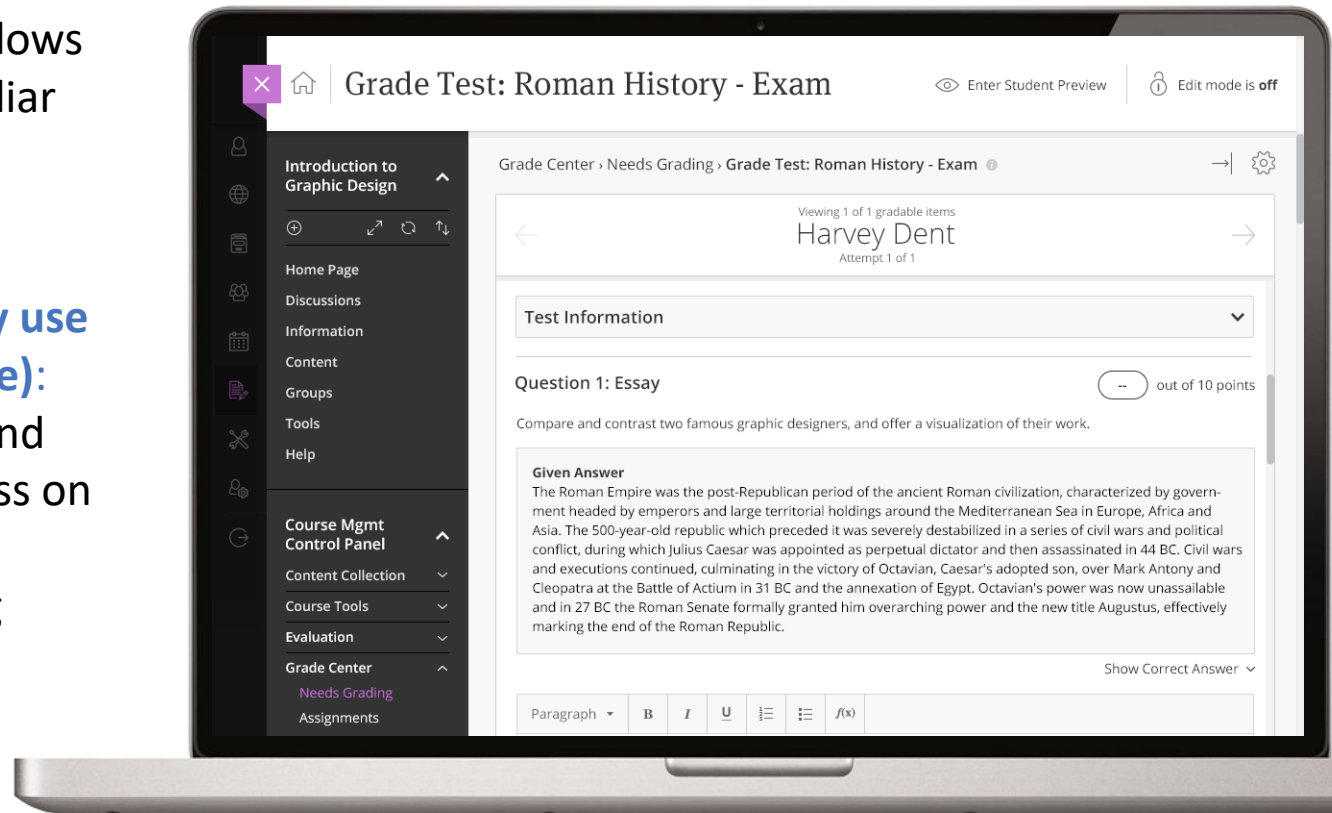


Modern, intuitive navigation that provides quick access to the most critical information from across all courses.

- **Institution Page:** Check out important campus information and helpful links / resources
- **Profile:** Set up and make changes to your online persona and settings
- **Activity Stream:** See up-to-the-minute action for all of your courses and organizations
- **Courses:** Navigate to past, present, and future courses
- **Organizations:** Access the organizations that you are a member of or lead
- **Calendar:** View all course, organization, institution, and personal events and due dates
- **Messages:** View and send messages for all of your courses
- **Grades:** Check your grades or see what needs grading across all your courses
- **Tools:** Access functions that are outside of courses (e.g., portfolios, the Content Collection)

# Original Course View (default)

- **Same Original Course faculty and students use today:** No changes to the features or workflows they are already familiar with today
- **Updated look & feel (if you do not already use the Learn 2016 theme):** Modern look & feel and greater responsiveness on mobile devices, while preserving all existing content and features





# Updated Look & Feel for Original Courses

Updated look and feel =  
Modern colors, fonts, and spacing

The screenshot displays a course interface. On the left is a dark sidebar with a navigation menu. The main area shows a test titled 'Grade Test: Roman History - Exam' with a score of 10/10. The test content includes an essay question and a multiple-choice question. A teal callout box points to the essay question, and an orange callout box points to the sidebar.

**Grade Test: Roman History - Exam** | Enter Student Preview | Edit mode is off

Grade Center > Needs Grading > Grade Test: Roman History - Exam

Viewing 1 of 1 gradable items  
**Harvey Dent**  
Attempt 1 of 1

Test Information

Question 1: Essay (10/10 out of 10 points)

Compare and contrast two famous graphic designers, and offer a visualization of their work.

**Given Answer**  
The Roman Empire was the post-Republican period of the ancient Roman civilization, characterized by government headed by emperors and large territorial holdings around the Mediterranean Sea in Europe, Africa and Asia. The 500-year-old republic which preceded it was severely destabilized in a series of civil wars and political conflict, during which Julius Caesar was appointed as perpetual dictator and then assassinated in 44 BC. Civil wars and executions continued, culminating in the victory of Octavian, the adopted son of Julius Caesar, over Mark Antony, and the subsequent marriages of Octavian and Cleopatra at the Battle of Actium in 31 BC and the end of the Roman Republic. In 27 BC the Roman Senate formally granted the name of Augustus to Octavian, marking the end of the Roman Republic.

Paragraph | B | I | U | | | | |

Add your response feedback here

Question 2: Multiple Choice (10/10 out of 10 points)

Selected the individual designer who created the printing press

is (B) Bear. Show other options

Notes for Attempt

B | I | U | | | | f(x)

earner here

Exit Submit

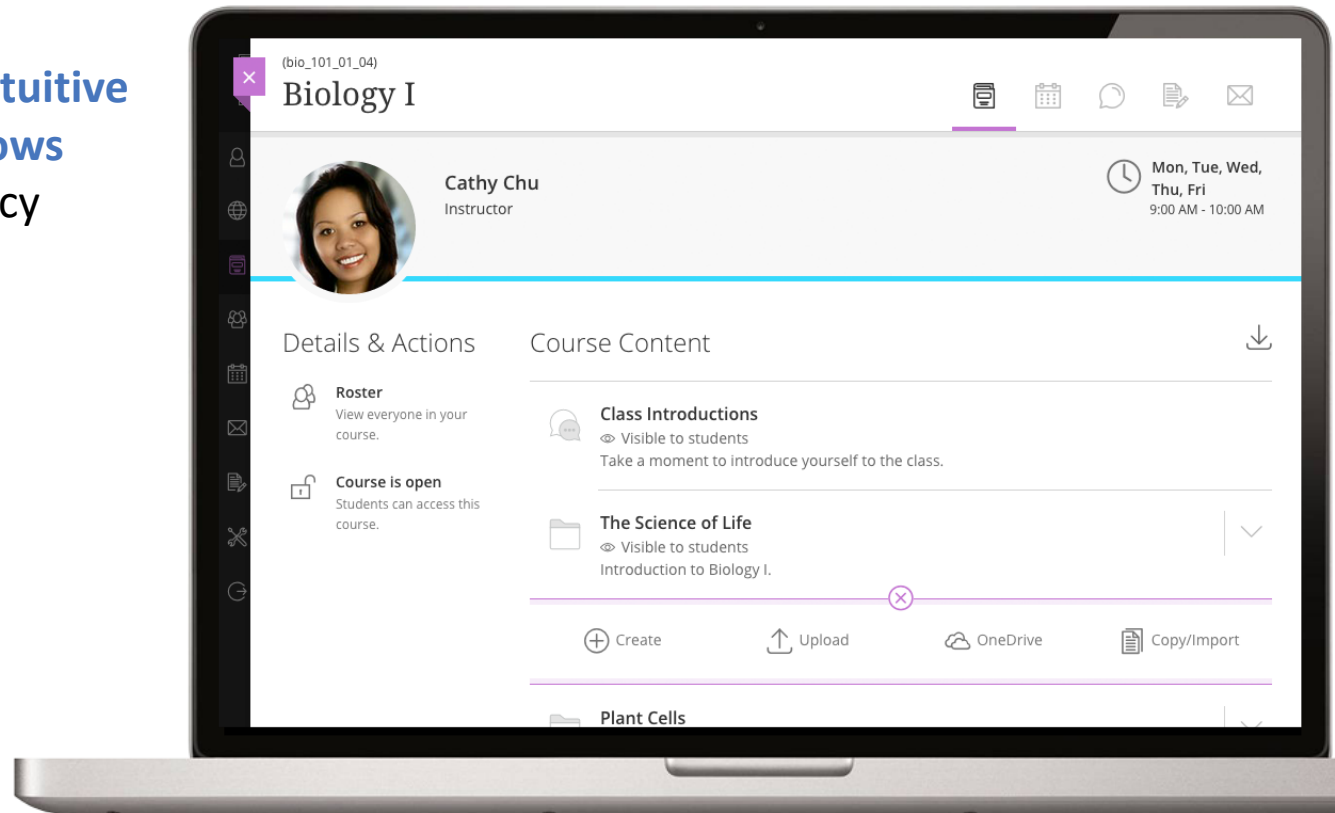
**No change to the course content or functionality**

**No change to the course structure**

Note: The new look and feel only applies  
if you aren't currently using the Learn 2016 theme

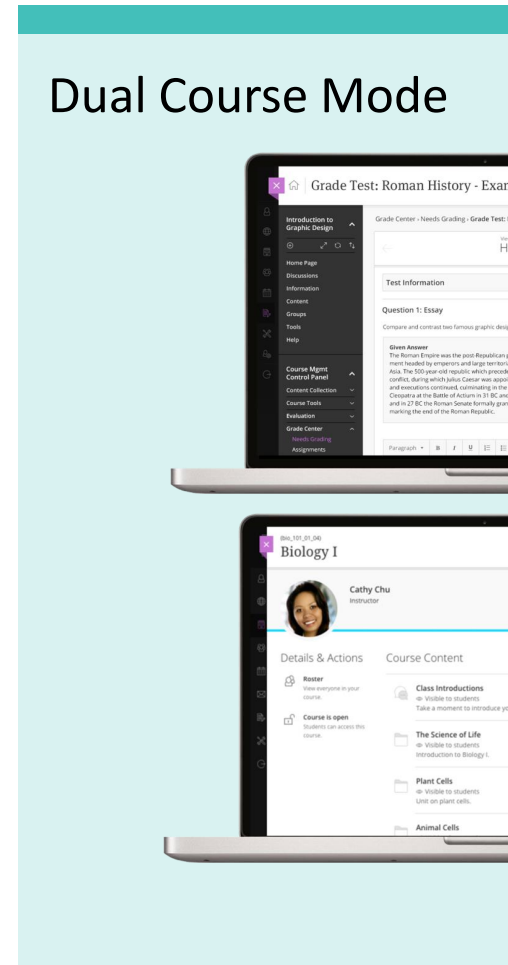
# Ultra Course View (optional)

- **Optional course view** when you turn on the Ultra experience
- **Streamlined, more intuitive interface and workflows** for maximum efficiency
- **Fully responsive** for use on any device
- Regularly adding new capabilities



# The Dual Course Mode

- When you enable the Ultra experience, there are **two course types to choose from**:
  - Original Course View
  - Ultra Course View
- **YOU decide** which instructors, departments, and/or programs use each course type
- Thus, you can use **a mix of both course types → the dual course mode**
- Or, you can use just one course type for everyone – the choice is yours!



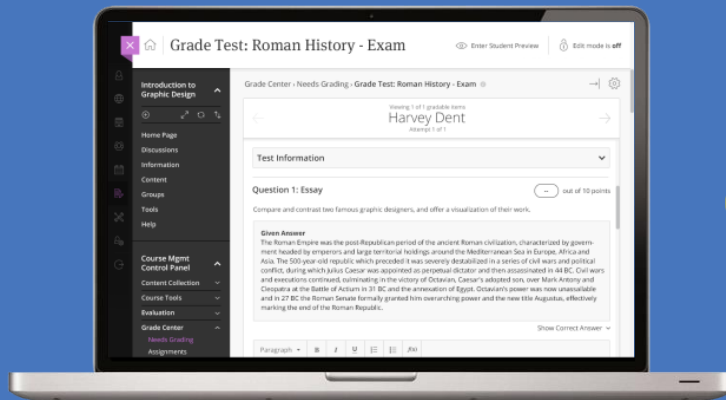
# Granular control for rolling out Ultra courses

Institution / Admin can control who gets what course type:

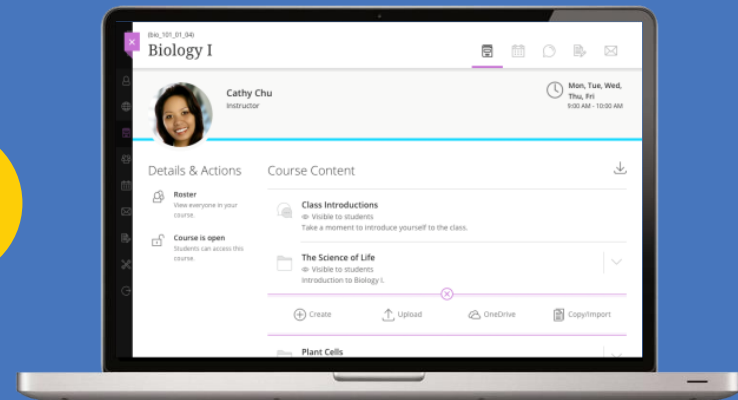
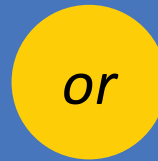
Specific  
instructors

Department(s)  
or program(s)

School(s)  
or entire institution



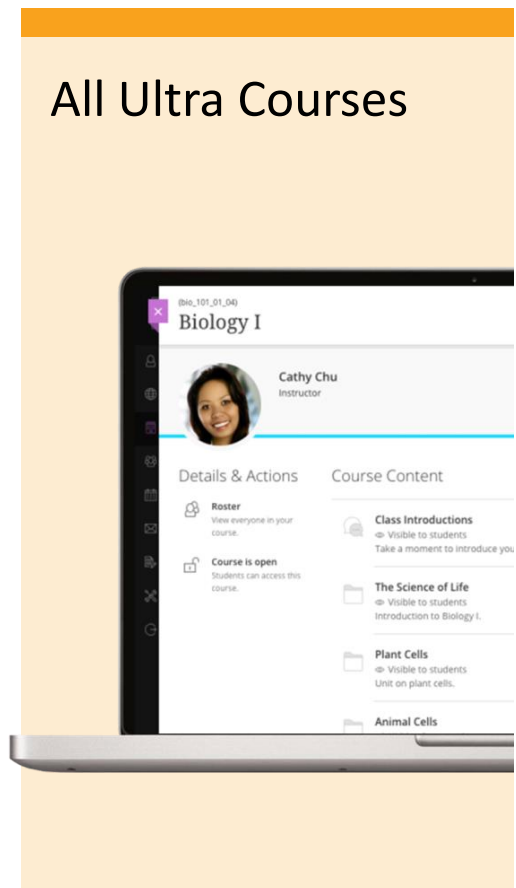
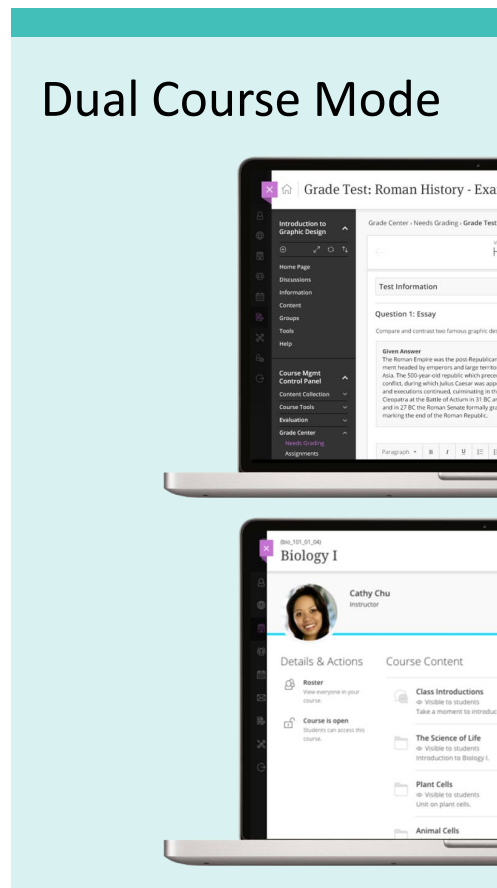
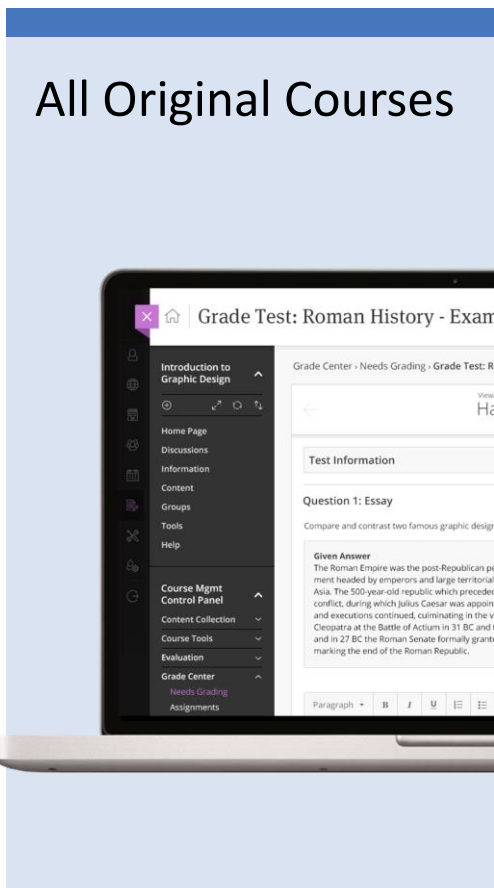
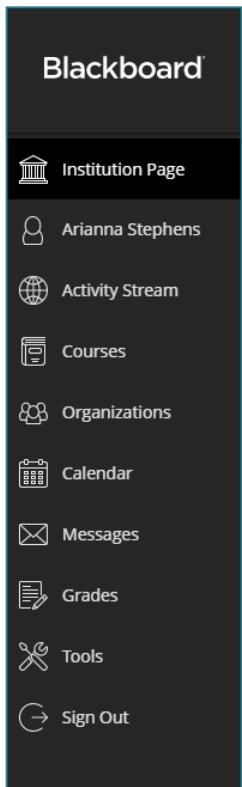
*Original*



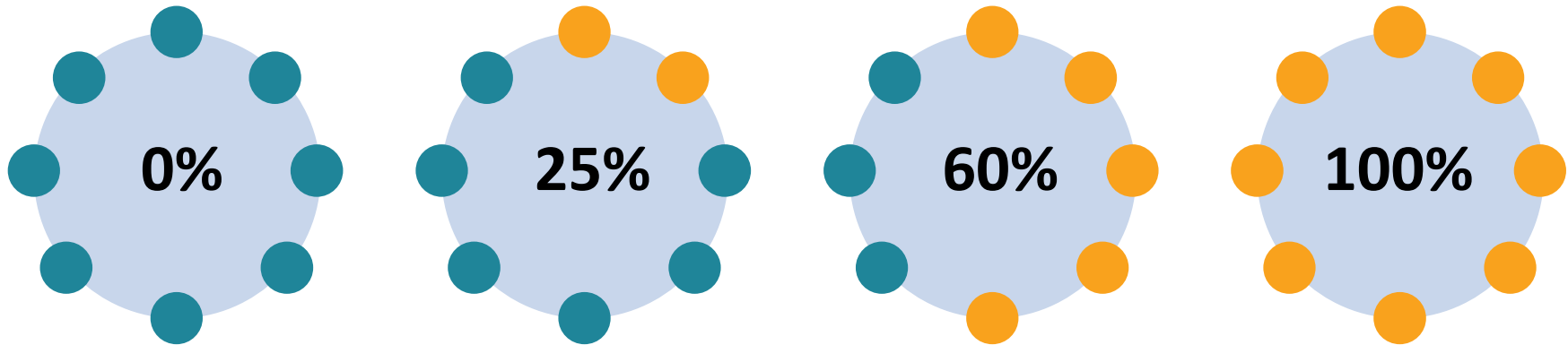
*Ultra*

# Flexibility to change at your own pace

*Turn on the Ultra Base Navigation and choose:*



# Flexibility to change at your own pace



Ultra Base Navigation on  
with all Original Courses  
(no Ultra Courses)

Specific programs,  
departments, or instructors  
using Ultra Courses

Entire institution using  
all Ultra Courses

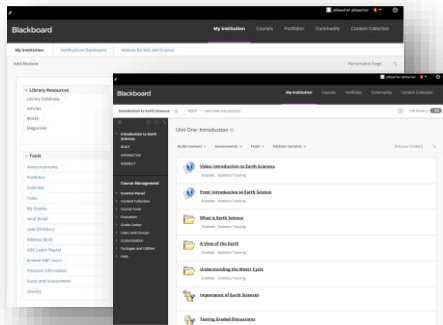
● = Original Courses      ● = Ultra Courses

# What Is the Path to the Ultra Experience?

Transition to SaaS deployment  
(can keep the Original experience)



FIRST MILESTONE

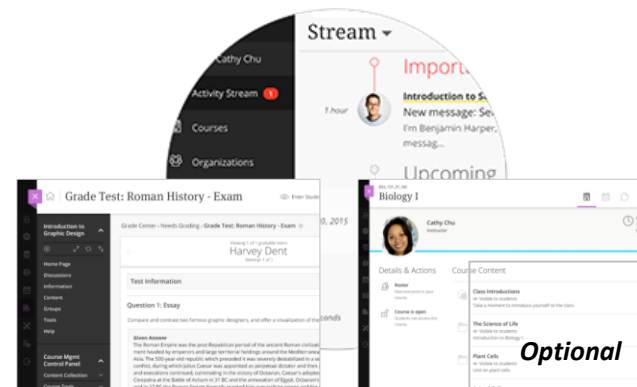


No change  
to the user interface

Enable the Ultra experience



SECOND MILESTONE



New navigation, same Original Courses,  
and new (optional) Ultra Courses

*Note: These two milestones can take place at the same time or sequentially*

# What is the SaaS deployment for Learn?





# Blackboard Learn: SaaS Deployment

Blackboard Learn delivered on a modern cloud computing technology stack



The largest and most established integration ecosystem (commercial and community built)



Single version, continuously updated, as well as a flexible deployment option



The Original experience familiar to your students and instructors from Learn 9.1



Option to enable the Ultra experience that provides a modern, intuitive, fully responsive user interface



Two tiers (Plus and Advantage) to support different levels of service and customization



## In Summary...



**The power of the  
Original experience**

+



**Cloud  
architecture**

+



**Ultra experience  
(optional)**

**Learn SaaS**

# What Are the Two Tiers of SaaS?

## Plus

- ✓ Both the Original & Ultra experiences
- ✓ Continuous delivery of features and functionality
- ✓ Flexible Deployment Option for the Original experience
- ✓ Full Building Block support
- ✓ Full LTI, web services, and new REST API
- ✓ Test instance included

## Advantage

- ✓ Both the Original & Ultra experiences
- ✓ Continuous delivery of features and functionality
- ✓ Flexible Deployment Option for the Original experience
- ✓ Full Building Block support
- ✓ Full LTI, web services, and new REST API
- ✓ Test instance included
- ✓ **Staging instance included**
- ✓ **Service Delivery Management**
- ✓ **Direct Data Access (OpenDB/ASR)**

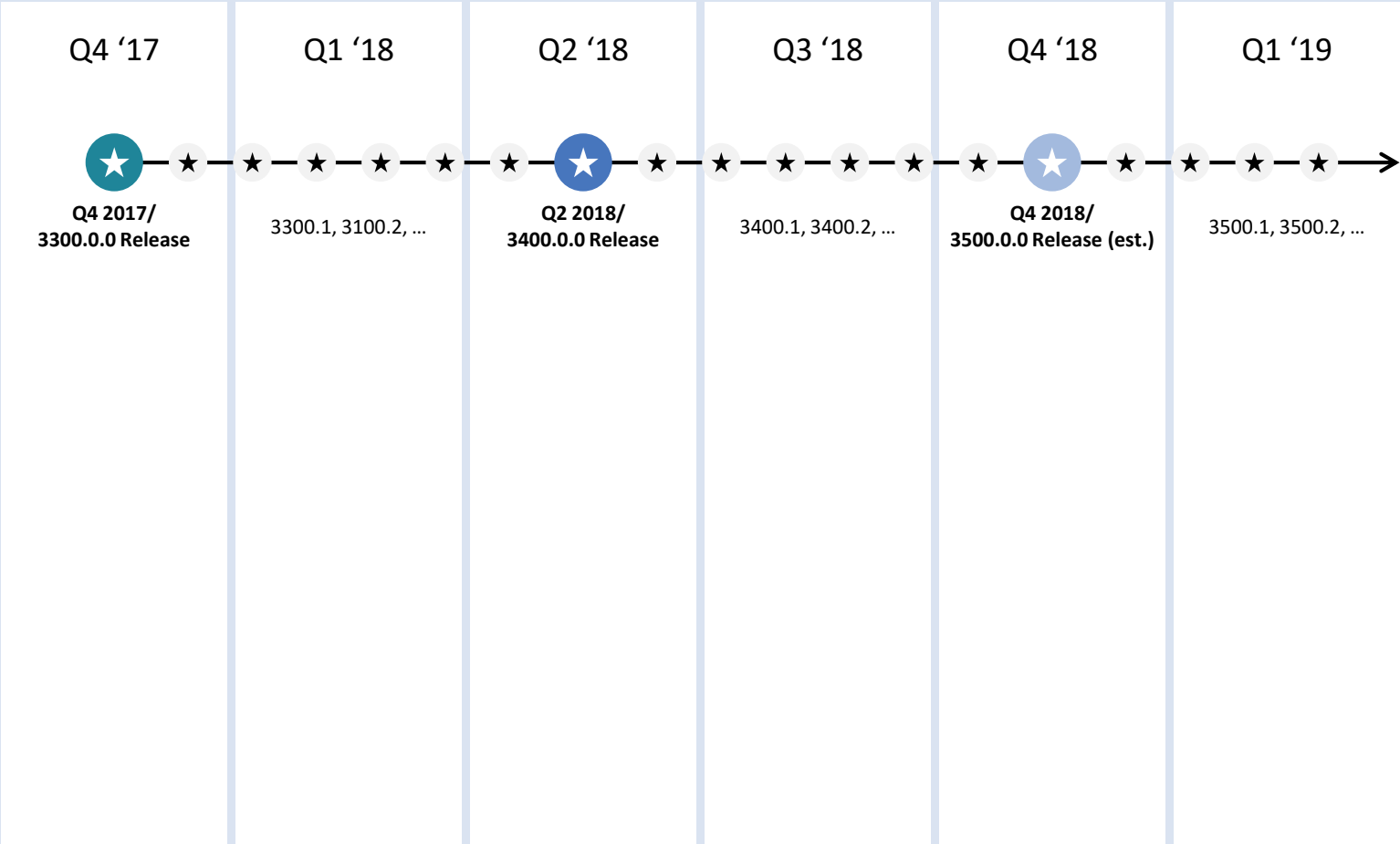
# What is Continuous Delivery?

## Continuous Delivery

- Software industry standard practice
- Agile Development Process
- Release Cadence for Bb: monthly
- Releases can contain fixes, enhancements, and new features
- Smaller releases, less code and change per release
- Default for all SaaS customers
- Required for the Ultra experience

# What is Continuous Delivery?

Continuous Delivery releases



Major Q2/Q4 release to CD and FDO customers



Monthly release to CD customers



End of Service for Q2/Q4 release for FDO customers

Current plans, subject to change

# What is Continuous Delivery vs. the Flexible Deployment Option?

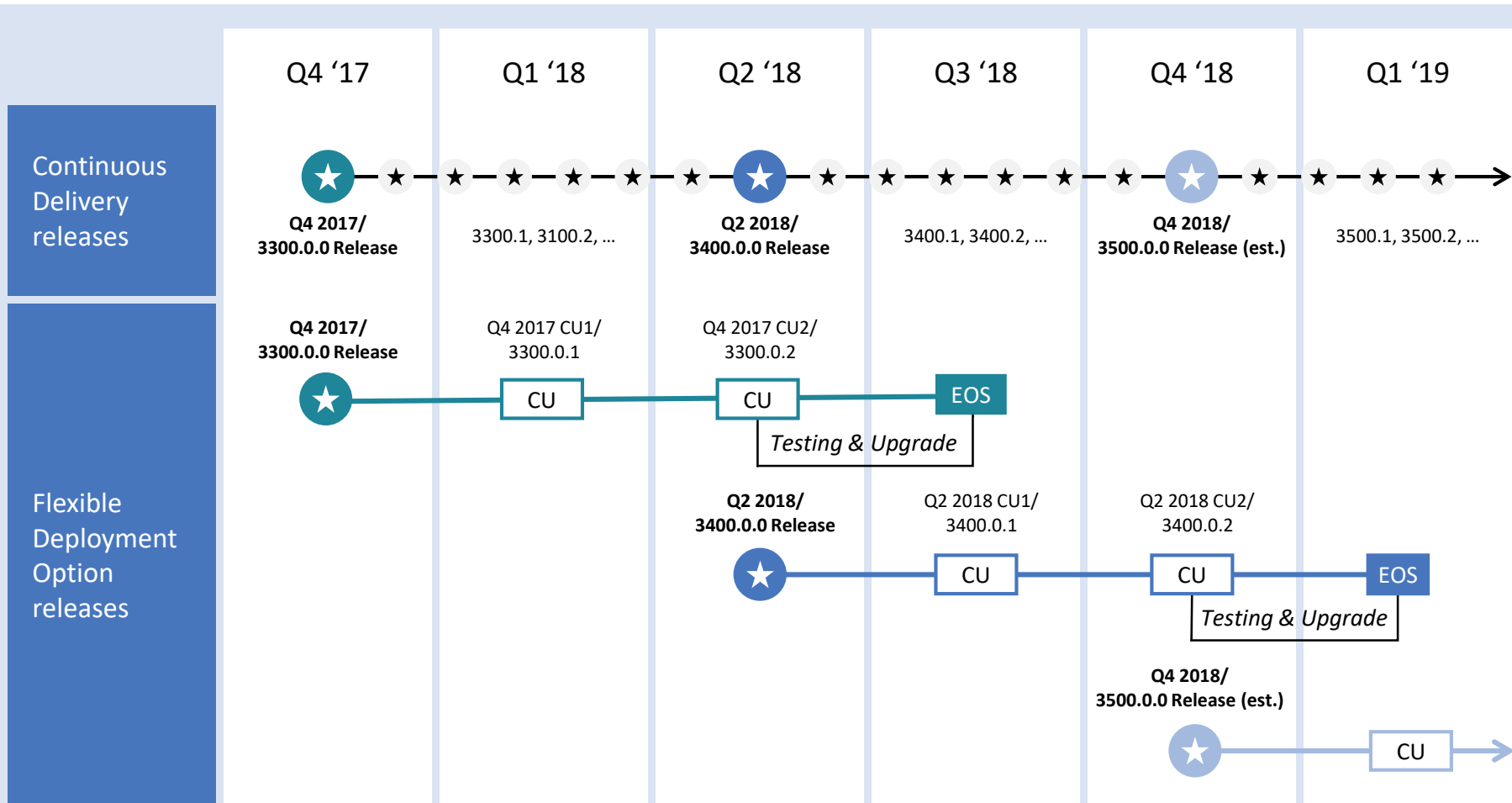
## Continuous Delivery

- Software industry standard practice
- Agile Development Process
- Release Cadence for Bb: monthly
- Releases can contain fixes, enhancements, and new features
- Smaller releases, less code and change per release
- Default for all SaaS customers
- Required for the Ultra experience

## Flexible Deployment Option

- Unique Blackboard offering
- Agile Development Process
- Release Cadence: Q2/Q4 releases, Cumulative Updates (CUs) every 3 months
- CUs contain fixes, enhancements only
- Q2/Q4 releases contain CUs + new features
- Larger releases, more code and change per release
- Optional only for customers using the Original experience (not available with the Ultra experience)

# What is Continuous Delivery vs. the Flexible Deployment Option?



Current plans, subject to change

★ Major Q2/Q4 release to CD and FDO customers

★ Monthly release to CD customers

EOS End of Service for Q2/Q4 release for FDO customers

# Will All of Our Existing Integrations Work with SaaS?

| Integration type         | Learn 9.1 / Self & Managed Hosting | Learn SaaS Original experience | Learn SaaS Ultra experience |
|--------------------------|------------------------------------|--------------------------------|-----------------------------|
| <b>Building Blocks</b>   | Yes                                | Yes <sup>1</sup>               | Yes <sup>2</sup>            |
| <b>SOAP Web Services</b> | Yes                                | Yes                            | No                          |
| <b>IMS LTI</b>           | Yes                                | Yes                            | Yes                         |
| <b>Partner Cloud</b>     | Yes                                | Yes                            | Yes                         |
| <b>REST API</b>          | Yes                                | Yes                            | Yes                         |

<sup>1</sup>Some Building Blocks may need to be updated to work in Learn SaaS.

<sup>2</sup>Building Blocks will work in Original Courses when the Ultra experience is enabled. Building Blocks that don't expose any interfaces outside of the Admin Panel will also continue to work when Ultra is enabled. All other Building Blocks must be placed in an LTI wrapper to work in Ultra Courses.



# What Is Direct Data Access and How Does It Relate to OpenDB?



- DDA uses a read replica (exact copy) of the Production database
- Read replicas are updated usually within minutes of production
- DDA uses the OpenDB schema
- Queries and reports developed for OpenDB will generally work with DDA
- Accessed securely via SSL and IP-restricted addresses

# Why move to SaaS deployment?

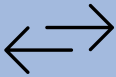


# What Are the Main Advantages of SaaS deployment?



Flexibility

Heavy use of virtualization and automation allows us to be fast with provisioning and deploy releases with zero scheduled downtime.



Scalability  
and elasticity

The cloud architecture can easily scale horizontally and vertically, and clusters expand elastically based on load and demand.



Resilience

End-to-end automation and comprehensive monitoring ensures quality and consistency, and enables self-healing environments.



Innovation  
and change  
management

Continuous delivery means updates are small and frequent providing new features, enhancements, and bug fixes faster and with less change management impact.



Big data

Manage large scale data sets with more speed & depth as well as longitudinally across time, surfacing data for learners, instructors, and administrators.

# How Will My Institution Benefit From Moving to SaaS?

## Enhanced quality

Fixes and maintenance more quickly

## Rapid innovation

Enhancements and features more quickly

## Improved experience

Zero downtime updates\*

## Easier change management

Smaller, continuous delivery updates

## Better support

Less variety of versions being supported

## Peace of mind

Experienced Bb staff managing operations

\*With SaaS deployment, the vast majority of updates are applied without service interruption. In the event that an update may require a service interruption, this will be communicated in advance.



# Elizabeth City State University

Kimberley N. Stevenson, Ed.D., Director of Distance Education and Teaching Excellence

*“Moving to SaaS was effortless; there was not much to it.”*

## Reasons for moving to SaaS

- **Demand for new features & consistent look & feel.** “Our faculty want access to the latest features and functionality.”
- **Eliminates downtime.** “There is no good time to take Learn down for upgrades.”



*“Integrating technology into education is core to our mission, so a major driver for moving to SaaS was Ultra – with its new look and functionality.”*



*“Eliminating downtime is a huge advantage of SaaS. As a Managed Hosting client, we would need to take the system down for upgrades and fixes – and we just couldn’t afford to do that any longer.”*

## Transition experience

- Moved from Learn Managed Hosting to Learn SaaS (continuous deployment), Ally & Collaborate in December 2017.
- “Moving to SaaS was effortless; there was not much to it.”
- “Our Service Delivery Manager (SDM) would regularly keep us informed, but Blackboard did most of the work.”



*“Having a consistent user experience across Learn, Collaborate and the apps is critical to improving our student and instructor experience.”*



*“There was pressure to move to a competitive LMS; but when we saw Ultra, we thought this is what we are looking for. Plus, we are well supported by Blackboard, feel that they understand us and are willing to work with us.”*



# Drexel University

Michael Shelmet, Associate Director of Instructional Technology



*“The benefits of SaaS are numerous: zero downtime, equal if not faster speeds, disaster recovery, and we are now always on the latest release.”*

## Reasons for moving to SaaS

- **Disaster recovery.** “Provide a more robust disaster recovery solution.”
- **Ultra experience.** “Our goal is to eventually be on Ultra; this is the path to get there.”

## Transition experience

- Moved from self-hosted to SaaS in December 2017.
- “The move to SaaS went much faster and smoother than ever expected. We had a couple of minor issues, but not a single major issue.”
- “I give the highest praise to our Blackboard team. Our Service Delivery Manager was always on point.”



*“The move to SaaS went much faster and smoother than ever expected. We had a couple of minor issues, but not a single major issue”*



*“No one has said a bad word about our move to SaaS, and that’s amazing. Faculty concerns were alleviated and expectations set via frequent communication. We emailed faculty/staff, built a webpage, and hosted workshops.”*



*“We used to have the equivalent of 3 FTE managing Learn. These staff are now able to focus on other tasks for the university.”*



*“Thorough planning and testing all aspects – data migration, 3<sup>rd</sup> party integrations, authentication, etc. – in partnership with the Blackboard technical team was critical to our successful move to SaaS.”*

# How Many Learn clients Are Using SaaS?

> **424** clients using our SaaS delivery model in 25 countries

> **49** additional migrations underway

> **15** more evaluations and pilots

aws  competency



FedRAMP  
Tailored



# What Critical Factors Should I Be Considering When It Comes to Managing My Online Learning Environment?



## Physical and network security

Protect your infrastructure and the mission-critical information it contains



## Scalability

Enable and support growth



## Data security

Recover lost data and restore courses



## Operational readiness

Effectively and efficiently support the environment 24x7x365



## Redundancy

Mitigate risk related to single points of failure



## Monitoring and alerting

Detect issues as or before they happen and quickly alert the right resources



## Reliability

Sound architecture, performance engineering, robust root cause analysis and continuous improvement



## Change management

Enable beneficial changes to be made with minimum disruption



# How do I make the move to SaaS Deployment?



# What Does the Move to SaaS Deployment Entail?

## Prepare

### Plan for the transition

- Determine the right Learning Solution and SaaS tier to meet your institution's needs and future goals
- Identify best migration window and data migration approach (either course-based migration or full data migration)
- Define migration plan
- Test and verify integrations

## Production

### Execute data migration to SaaS

#### Migration Execution Steps:

1. Data (courses and content) preparation
2. Test migration and integration setup confirmation
3. Final migration and cutover

#### Two Migration Options:

- Course-Based Migration
- Full Database Migration

# What is the Difference Between Course-Based and Full Database Migration?

## Course-based migration

- Start with a fresh SaaS instance
- Selected courses brought over via archive/restore
- Limits migration downtime
- Configuration and settings are not brought across

**Advantage:**  
*Quicker & limits downtime*

## Full database migration

- Clone current database and file system
- Restore the information to a new SaaS instance
- Requires downtime (varies by institution size)
- Maintains existing data, configurations, settings

**Advantage:**  
*Greater fidelity*

## For both options, Blackboard provides:

- Project planning and management (level of service differs based on SaaS tier)
- Test migration
- Final production migration

# What is the Difference Between Course-Based and Full Database Migration?

## Production

Execute data migration to SaaS



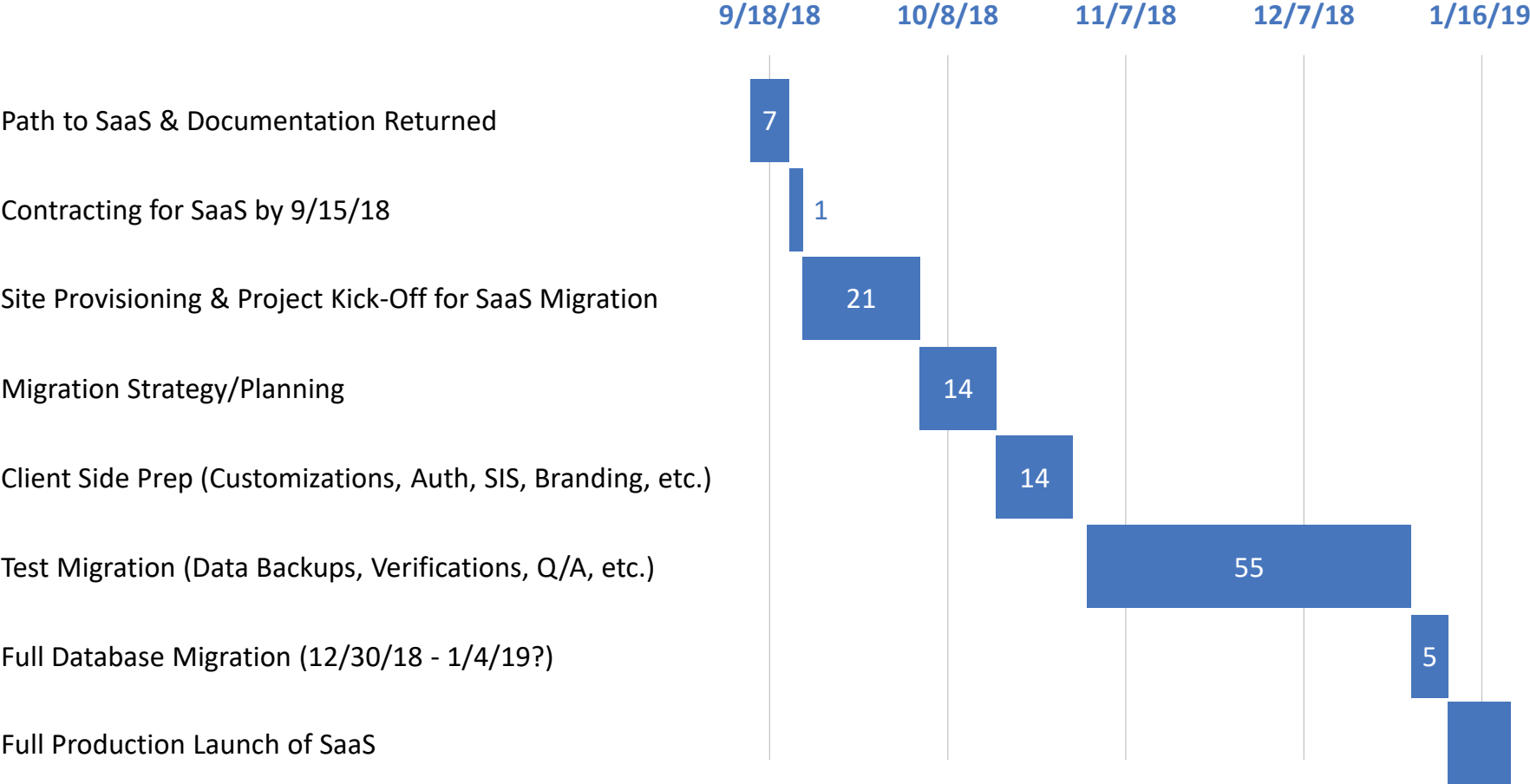
## Course-Based Migration:

- Prepare courses for migration, including test migration
- Migrate inactive, past, and future courses (i.e., those not currently live)
- Final cutover and migration of any live courses

## Full Database Migration:

- Prepare database and file system for migration
- Test migration
- Configuration, customization, and testing
- Final live cutover

# Do You Have an Example Project Plan?



# What Is Blackboard's Experience in Helping Institutions Make This Move?

**18**  
years

18 years experience migrating data via multiple methods: course-based and full data migrations

**100**  
migrations/year

Over the past 10 years, Blackboard has, on average, completed 100 migrations per year

**97%**  
on time

97% of SaaS migrations completed during Winter '17/18 break finished on time or early

# What Consulting and Training Services Are Available If I'd Like Additional Help?

## Academic technology planning

Align your migration plans with your overall institutional strategy. We work with you to uncover LMS usage and develop an effective plan for ongoing adoption. Included in Learning Essentials. Also available as a data-based and recurring service.

## Training program development

Ensure your instructors are up to speed on new features and are making the most of LMS functionality. We provide continually updated materials as a subscription service, and access to a community of peers who can share best practices. Included in Learning Essentials.

## Building Block evaluation

We can assist with evaluating your custom building blocks and provide in-depth guidance on how to refactor them or achieve your objectives through new architectures. This evaluation is offered at no additional charge for ICM covered building blocks.

## SIS framework mentoring & grades journey services

We provide 1:1 guidance on setting up SIS integrations, assisting you with configuration as well as best practices considerations.

# Does Moving To SaaS Deployment Mean Moving to the Ultra Experience?



SaaS

The diagram consists of a large blue rectangle on the left containing the text 'SaaS'. To its right is a smaller yellow rectangle containing the text 'Ultra experience'. The yellow rectangle is positioned such that it is partially contained within the blue rectangle, suggesting that SaaS is a prerequisite for the Ultra experience.

Ultra  
experience

NO.  
SaaS deployment is required  
to enable the Ultra experience,  
BUT...



SaaS

The diagram shows two separate boxes side-by-side. The left box is blue and contains the text 'SaaS'. The right box is yellow and contains the text 'Ultra experience'. A black circle with a white not-equal symbol ( $\neq$ ) is placed between the two boxes, indicating that SaaS is not equivalent to the Ultra experience.

Ultra  
experience

Moving to SaaS does NOT equal  
moving to the Ultra experience



# Key Takeaways & Next Steps



## Key Takeaways

- SaaS deployment benefits: Zero downtime updates, quick access to new capabilities, enhancements, and maintenance, scalability during periods of high usage, peace of mind and time back in your day
- You choose course-based or full database migration, with the Blackboard team guiding you each step of the way
- You choose either to keep the Original experience or enable the Ultra experience when you move to SaaS
- The Ultra experience consists of three components: Ultra Base Navigation, default Original Course View, and optional Ultra Course View
- You can turn on the Ultra Base Navigation and keep the same Original courses you have today → flexibility to take a gradual approach to change
- You choose when and how you want to roll out Ultra courses to meet the needs of your institution

# Questions?



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## Next Steps

- Sign up for the new CourseSites, if you haven't already, and invite your faculty to do so as well ([new.coursesites.com](http://new.coursesites.com))
- Get involved in the discussions on our Community Site group space
- Join us next week for an **Ultra Base Navigation Deep Dive**

**Blackboard<sup>®</sup>**

# Can I Enable the Ultra Experience and Use the Flexible Deployment Option?

At this time, the Ultra experience is only available with Continuous Delivery.

- The Ultra experience is constantly evolving, and benefits from the agile development practices of Continuous Delivery
- Delivering new capabilities faster than the Original experience, which already has greater depth of features and functions
- New product development inherently brings greater risk, which can be addressed more rapidly with Continuous Delivery

Ultimately, Continuous Delivery ensures educators and students always benefit from the latest and greatest experience and the highest quality environment.

# Why the Ultra experience?





Twenty years of learning





Simple *and* powerful tools



Designed for more devices





Accessible for all



A powerful core that's integrated



Embedded analytics for insight and action





Academic integrity





Open to integrate, to extend, to access your data



Learning 24/7/365 – always on, always updated





Embracing change... at *your* pace