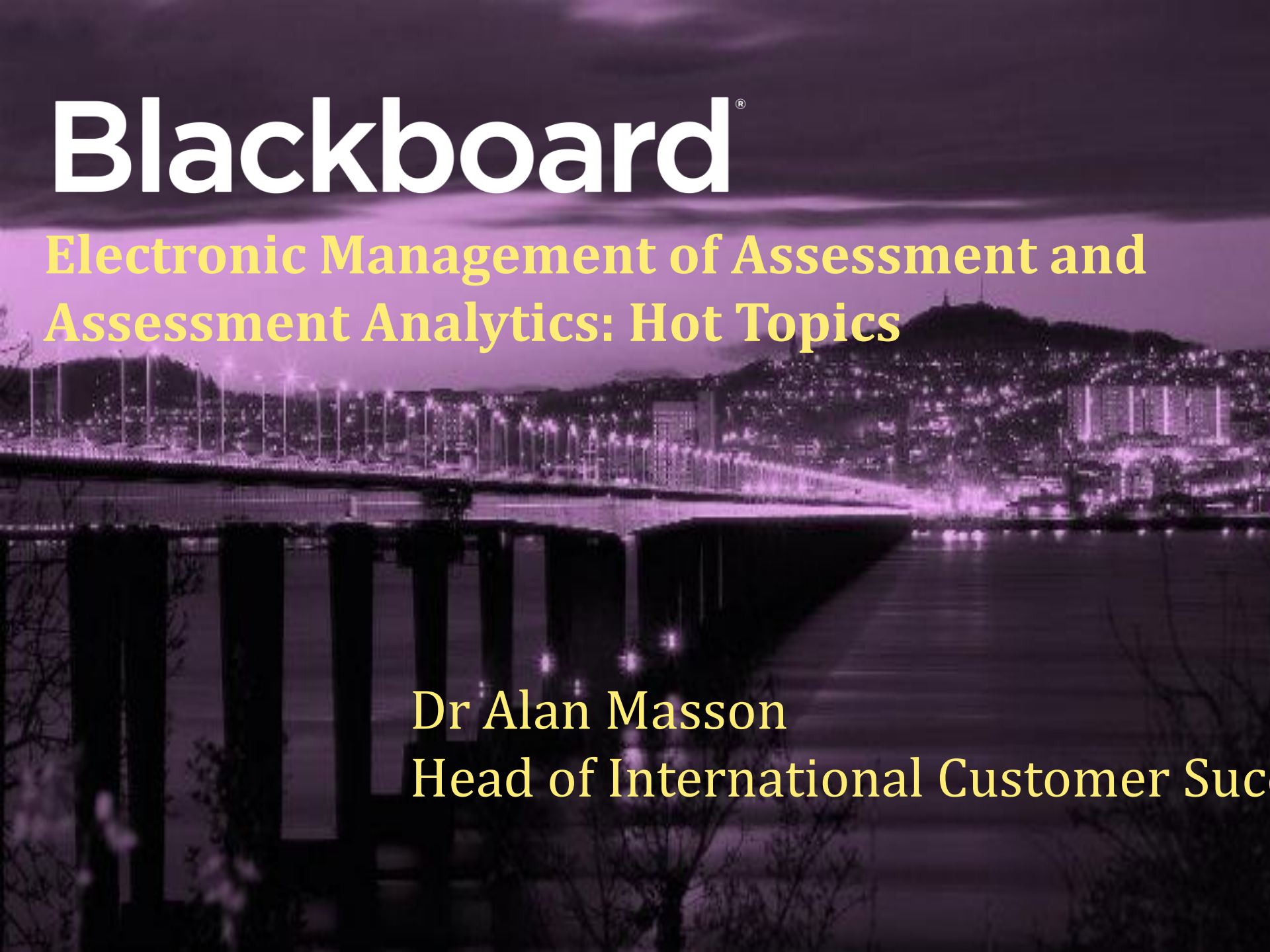


The background of the slide is a photograph of a city at night. In the foreground, a long bridge with many vertical support pillars extends from the left towards the center. The city lights are visible in the background, including a prominent hill with a building on top. The overall color palette is dark with some yellow and white highlights from the city lights.

Blackboard[®]

Electronic Management of Assessment and Assessment Analytics: Hot Topics

Dr Alan Masson

Head of International Customer Suc

Blackboard Overview – Our Products and Services

Blackboard
learn™


moodlerooms™

Blackboard
mobile™

Blackboard
store™

Education Services
by Blackboard™

 MOSAIC

Blackboard
connect™

Blackboard
xpLor™

Blackboard
engage™

Blackboard
transact™

Blackboard
collaborate™

myEdu™

Blackboard
analytics™

Blackboard

Blackboard – International overview



146 OF TOP **200** WORLD'S LEADING
ACADEMIC INSTITUTIONS WORK
WITH BLACKBOARD*

International Data Centres in
Holland, Germany, Singapore,
Australia, Brazil and N America

SERVE **19,000+** CLIENTS
IN **100** COUNTRIES

DEPLOY **WIDE RANGE** OF
INSITUITIONS FROM NICHE TO
NATIONAL

3,000

HE Institutions in
North America

1,900

International
Institutions

12,300

K-12 Schools
And Districts

1,800

Corporate And
Government Orgs

* Source: 2014 THE University ranking

Importance of e-Assessment

- Core part of institutional business processes
- Subject of institutional policies and internal / external audit
- Focus for institutional review and enhancement
- Assessment underpins the education process

Implications of these factors

- Integration between SIS systems and Blackboard
- Realisation of key assessment policies: Multiple markers, blind marking, mark moderation, plagiarism checking
- Data analytics for data driven review / enhancement (all levels)
- First and foremost – deliver the best possible learning experience!

Join me to.....

Hear what drives innovation at Blackboard and how we have used

- Inter-operability Standards
- Vendor Partnerships
- International market requirements
- Close customer and stakeholder engagement

to identify, develop and deliver new enhancements in the management of e-assessment

.....and learn about our responses to these trends

- **Grades Journey:** our new Standards based Blackboard – SIS assessment integration solution
- Our **Blackboard Analytics** solution
- How we have **integrated double marking, blind marking, grade moderation and plagiarism checking** into our Learn assignment tool
- And some of the emerging **assessment and feedback trends and debates** we are seeing

