

Top Ten Best Practices for Promoting Adoption of Blackboard Collaborate

Blackboard collaborate 

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Now that you've implemented Blackboard Collaborate™ web conferencing, the issue becomes how to raise awareness, encourage use by faculty and students, and facilitate formal and grassroots efforts to increase its adoption rate. In this document, we share ten best practices for promoting the adoption of Blackboard Collaborate, so you can maximize your investment in this enabling technology.

1. Host Demonstrations and Introductory Sessions to Blackboard Collaborate

To build awareness, host demonstrations like "lunch and learns" on how Blackboard Collaborate can be used in classes as an effective teaching tool. Begin with an overview of Blackboard Collaborate and its benefits. Continue with demonstrations of key features and functionality. [Visit Recorded Demos.](#)

The key is to get your faculty and staff excited and motivated to experiment. You'll find that once they start using Blackboard Collaborate, many users go on to become champions of the technology.

2. Provide Training to All Faculty and Staff

The key to success with using Blackboard Collaborate is training, training, training! As faculty and staff learn more about the features in Blackboard Collaborate and how to use the environment, they'll be more comfortable with using it in their classes and meetings. You can host your own training sessions or leverage the training resources that Blackboard Collaborate provides. [Visit On-Demand Learning Center.](#)

Our Blackboard Collaborate [Learning Services](#) team is devoted to helping you achieve your educational goals. We know, first hand, the challenges, rewards, and possibilities of online learning and instruction. Our team is highly experienced and knowledgeable. They'll do everything they can to help you, including providing live online or onsite workshops, asynchronous learning modules, and user guides, as well as high-quality certification programs.

3. Sign Up for a Free Trial

Encourage all faculty and staff to sign up for their own [FREE trial](#) of Blackboard Collaborate for 30 days vRoom so they can begin experimenting with the virtual environment.

Once the free trial is completed, it transitions into a personal vRoom, with all the functionality of Blackboard Collaborate (except recording) for up to three users. It's a great way to learn about the features and practice with colleagues or family. Students can also use vRoom to practice their class presentations and collaborate in small groups.

4. Showcase Users of Blackboard Collaborate

Create opportunities for “show and tell,” showcasing how colleagues are using Blackboard Collaborate. Nothing works better than real-life examples to help encourage even the most reluctant “technophobes.” In fact, Blackboard Collaborate has been used successfully by those whose technology experience was limited to email and instant messaging. Encourage early or experienced users to encourage and inspire others.

At the University of Idaho, two Blackboard Collaborate champions drove system-wide adoption—and cost savings. [Read case study.](#)

5. Create a Faculty Sandbox

It’s sort of the online version of the teachers’ lounge. Create a 24x7 open Blackboard Collaborate session that faculty can drop into at any time to share lesson plans, learning experiences, collaborate on any topic. And since they are using Blackboard Collaborate, they’ll become more proficient.

Encourage faculty to create their own virtual offices as well, so they begin using Blackboard Collaborate more often. It’s a great way to increase the use of your available seats.

6. Maintain Ongoing Awareness

Make use of available discussion forums and blogs, or start new ones. Publish articles about Blackboard Collaborate in your organization’s online or print newsletter. Provide an opportunity to conduct “best practices” sessions and showcase specific applications of Blackboard Collaborate.

Publish information about ongoing Blackboard Collaborate webinars and promote attendance. [View webinar schedule.](#) You can also reference a wide variety of recorded sessions. [View archives.](#)

7. Build a Groundswell with Students

Expose as many students as possible to Blackboard Collaborate to create interest and excitement. As a result, they’ll suggest (or even demand) that their instructors start using the virtual classroom.

For example, host student orientations using Blackboard Collaborate or create open collaboration sessions that students can use for their team projects or study groups. You could also use Blackboard Collaborate for virtual days for prospective students like the University of Derby. [View case study.](#)

8. Leverage Professional Development Days

Incorporate Blackboard Collaborate into your professional development days. Provide faculty and staff with professional development credits.

Engage [Blackboard Collaborate Professional Services](#) to partner with your campus leaders to determine educational and administrative needs. Our Implementation Consultants work with faculty and support staff to develop use cases, align them to your institutional needs, and tailor deployment and training initiatives. And to make sure you get the best results possible, we repeatedly measure outcomes against pre-defined success metrics.

9. Strengthen Executive Support

Support at the executive level is critical to the implementation of Blackboard Collaborate technology. Create a presentation about how using live collaboration environments can create value to your organization with:

- Increased retention and completion rates
- Rapid return on investment
- Decreased travel costs and increase productivity

Create business cases to help grow the use of Blackboard Collaborate in other areas of the organization. For example:

- Many organizations have internal travel departments. By using Blackboard Collaborate, you can save money and time for busy administrators and faculty.
- Many organizations find that videoconferencing is an effective interview tool, particularly for initial screening interviews. Encourage users to host interviews through Blackboard Collaborate. It's a great way to show potential employees the power of web conferencing.

Our white papers can provide information you can use to build your own case for growing Blackboard Collaborate enterprise wide. [View white paper library.](#)

10. Request a Champion Tool Kit

It's a collection of tools you can use to help generate excitement and promote adoption of Blackboard Collaborate by the many stakeholders at your institution. You get video links, logos and graphics, door hangers and poster, social media recommendations, and more.

To get your Champion Tool Kit, [contact us](#) today.

What's Next?

Be sure to check out these Blackboard Collaborate resources:

- Learn more about key features and benefits of Blackboard Collaborate. [View recorded demos.](#)
- Visit our On-Demand Learning Center for the latest learning resources. [Learn more.](#)
- Read best practices white papers. [View white paper library.](#)
- Sign up for an informative customer or platform webinar. [View webinar schedule.](#)
- Leverage recordings of past Blackboard Collaborate webinars. [View archives.](#)
- See how other customers are benefiting from Blackboard Collaborate. [Read case studies.](#)

