

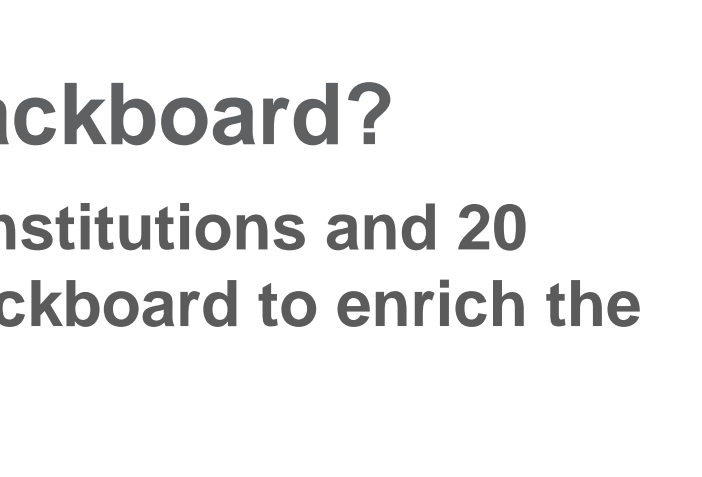
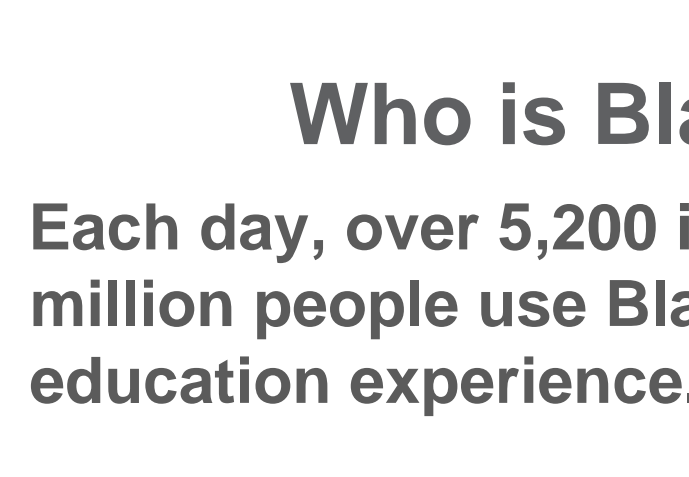


FCC Workshop: *Broadband, Online Learning & Job Creation*

Tim Hill

President, Professional
Education Division

August 26, 2009



Who is Blackboard?

Each day, over 5,200 institutions and 20 million people use Blackboard to enrich the education experience.

Born from
education
in 1997

1,000+ of us,
working with
5,200+ of you



20 million
users

Washington DC HQ,
9 global
offices across
4 continents

Extended by
2,500
developers
and partners





- An online continuous teaching and learning platform allows any institution to put their content, courses and communities online.

NG - Blackboard Academic Suite - Mozilla Firefox

File Edit View History Bookmarks Tools Help

file:///C:/Users/Michael/Desktop/NG%20-9/html/frameset_as_com.htm

My Places Home Help Logout

STATE UNIVERSITY State U Courses Community Content Portfolio Outcomes Connect Commerce Scholar Admin Panel

State U | interactive COURSE CATALOG

Welcome to State U Interactive, a gateway to resources for online learning at State University.

Add Bb Modules Add External Modules Refresh

New and Notable at State University

Astronomers share prize for discovery of dark energy
Two teams who upset everyone's ideas about how the universe works and its future will share the \$500,000 Gruber Cosmology Prize for discovering that 70 percent of the universe is nothing but a strange form of energy...

Ancient Chinese herb tested as epilepsy medicine
The ranks of epilepsy medications have expanded considerably in the past hundred years, due mostly to the addition of pharmaceutically derived compounds. Still, people with...

Double dose of good green news
One item: Thirty-three new affordable housing units renovated from a onetime utility switch house on Blackstone Street, near the Western Avenue Bridge...

In Other News...
> From reality TV to reality (really)
> Waistland: Barrett's book examines roots of public's hunger
> Jones named acting VP for Alumni Affairs and Development
> A moveable feast: Three houses cruise the avenue

Search Course Catalog

Name Contains GO

Blackboard Scholar

Prospective Students

State University will provide the ideal higher education through a campus experience that makes our institution unique. We can help you plan your future here, whether you are earning your first degree, planning for a graduate degree, or cultivating new professional skills.

Are you a prospective student's parent? We have [useful information](#) for you, too!

Helpful Links
> [Virtual Campus Tour](#)
> [Registrar's Office](#)

Alumni Association

Welcome, Alumni!

Your State University experience doesn't have to end at graduation. Make your class connections stronger, or build new ones, and get involved with the State University Alumni Association. For more info, please contact us at alumni@stateuniversity.edu ... we look forward to hearing from you!

Upcoming Events
> Saturday, January 26: Varsity Men's Basketball vs. Central State.
> Tuesday, January 29: Local young alumni happy hour.
> Monday, February 4: Monthly Alumni Career webinar series.

New York Times News

Stocks Slide Steeply Again in Europe
Worries That the Good Times Were Mostly a Mirage

Over 5,200 Clients Worldwide & 20 Million Users



Blackboard

ProEd

What is Professional Education?

- **ProEd** is the Blackboard Line of Business focused on educating adults and professionals.
 - Military DoD
 - Government
 - Career & Votech Colleges
 - Associations
 - Corporations



Blackboard
ProEd

Broadband, Online Learning & Job Creation

- Broadband and high-speed internet access are critical elements in making online education accessible and affordable for learners
- Online education, training, certification and reskilling is more affordable than traditional education and impacts income
- Improving the skills and education of a workforce drives economic growth and stability
- Improving one's lot in life . . . Some real life examples



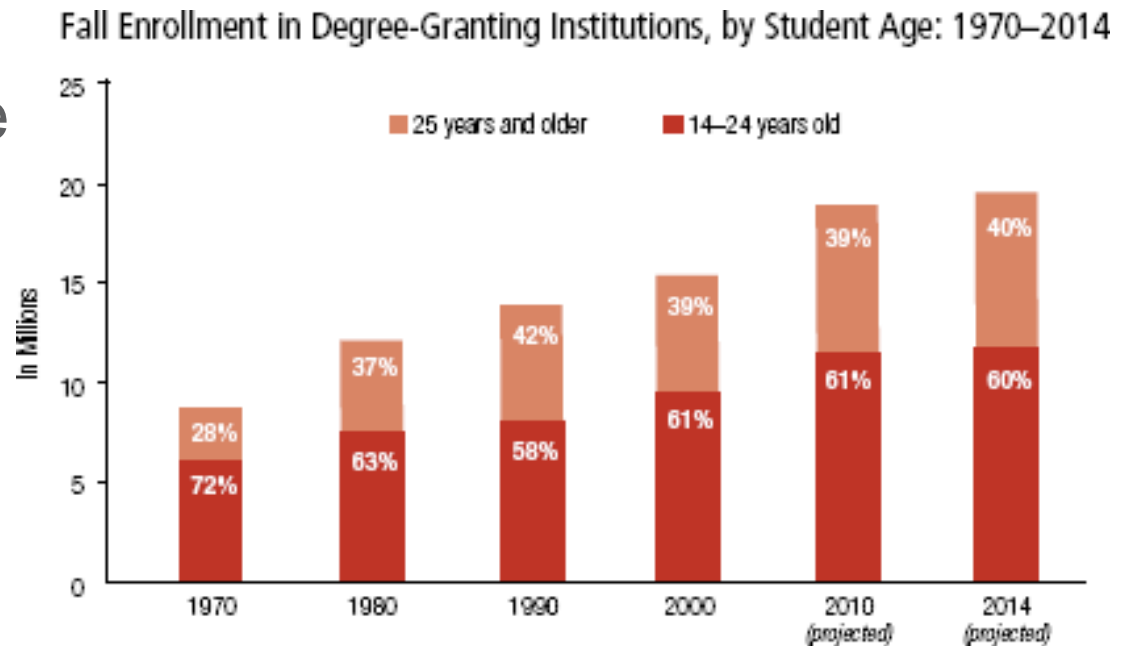
Broadband, Online Learning & Job Creation

- Reskilling, workforce development and job creation require affordable access to technology
- Improving the skills and education of a workforce drives economic growth and stability
- Technological devices are becoming more affordable, versatile and ubiquitous
- Most importantly, technology is no longer cited as a barrier to adoption of online learning



The Trend Towards Adult Learners

- Adult learners returning to college have steadily increased over the past two decades
- 39% - or 6.5 million college students are over the age of 25



Source: U.S. Department of Education, NCES, 2004 *Digest of Education Statistics*, Table 173, cited in *Adult Learners in the United States: A National Profile*.



Education Critical to Adult Learners & Jobs

- *"As people retool to make themselves more competitive, they are turning to online education in record numbers for the flexibility, and seeking business degrees for the fundamentals, and psychology and nursing degrees to fill or advance in industries with great demand,"*

Terrence Thomas, Education Dynamics

- *To make themselves more marketable, 26% of workers plan to go back to school to obtain a degree, certification or other training, according to Career Builder's Industry Trends Survey in September 2008.*

CNN Money



“Non-Traditional” Adult Education Growing

- Career & Votech Colleges: 2,700 Institutions and growing rapidly
- Over **2.4 million students** attended accredited career colleges in 2007, which represents ~10% of the total market of 25 million students
- Six of the ten fastest growing US occupational categories between 2004 and 2014 require less than a four-year degree
- Over 20% Enrollment growth at 100% Online schools



Online Learning At a Tipping Point

- A recent 93-page report on online education, conducted by SRI International for the Department of Education, has a starchy academic title, but a most intriguing conclusion: *“On average, students in online learning conditions performed better than those receiving face-to-face instruction.”*
 - New York Times, August 20th
- The real promise of online education, experts say, is providing learning experiences that are more *tailored to individual students than is possible in classrooms*. That enables more “learning by doing,” which many students find more engaging and useful.

