



Online training catalog

Get the most out of your website and communication tools with our extensive training offerings.

Blackboard Web Community Manager Site administration training

	Site administrator I workshop—Introduction to site administration	Site administrator II workshop—Introduction to site editing
Great for	Webmasters at district level	Webmasters at district level
Level	Basic	Intermediate
Prerequisite	None	Site administrator I
Goals	To provide the site administrator and other key personnel with the basic knowledge, skills and ability to understand and perform the administrative functions of the web community manager.	To provide the site administrator and other key personnel with deeper knowledge, ability and skills to structure and publish content on their site.
Course description	Participants will receive a hands-on introduction to the administrative features of the web community manager. Learn to create and configure users and groups and begin an initial setup of the website via all configuration workspaces.	This hands-on workshop is an introduction to the content management features of the Blackboard web community manager. Configure your homepage and set up the site/subsite structure via channels, sections, and pages.
Topics covered	<ul style="list-style-type: none"> • Website structure • Account settings • Viewing and administrative rights • Accessing site manager • Users and groups • Configure <ul style="list-style-type: none"> – Sites – Channel library – Section assets – Calendar assets – Apps – System settings • Finding assistance 	<ul style="list-style-type: none"> • Editorial privileges • Homepage apps • Site calendar • Tools <ul style="list-style-type: none"> – Files & folders – On-screen alerts – Broadcast e-alerts – Reports • Directors & viewers • Channel workspace • Adding sections <ul style="list-style-type: none"> – Manually – Section robot
Price	\$400	\$400

Note: All online courses are two hours in length unless otherwise noted. Custom 2-hour training sessions are available for \$500—create your own agenda or spend Q&A time with a Web Community Manager Trainer. More information can be found by visiting - <http://cerc.blackboard.com/training>

Blackboard Web Community Manager

Section and subsite workspace training

	Managing the section workspace—Basic workshop	Subsite director workshop	Managing the section workspace—Advanced workshop
Great for	Anyone responsible for content on the site. Examples: departments, teachers, teams, clubs *Note that teacher-specific training is available.	School principals and webmasters who will be responsible for the content on a school subsite.	Anyone who is going to have content on the site. Examples: departments, teachers, teams, clubs *Note that teacher-specific training is available.
Level	Basic	Intermediate	Advanced
Prerequisite	None	Any section workspace	Section workspace—Basic
Goals	To learn basic tools, features, and resources available to create and maintain information on webpages.	To provide the subsite director and other key school personnel with the knowledge, skills and ability to structure and publish content on their subsite.	To learn advanced tools, features, and resources available to create and maintain information on webpages.
Course description	In this session attendees will get hands-on experience to learn best practices for working with pages and commonly used apps—the building blocks of content in the web community manager.	This hands-on introduction to the content management features of the web community manager will cover how to configure the homepage for your school site and build the structure of subsites by creating channels, sections and pages.	Building off of what we learned in our basic session, we will take a more detailed look at advanced apps, app options, and page options. This hands-on session will help editors create more robust pages.
Topics covered	<ul style="list-style-type: none"> • Review default page types • Add a new content page • Create text and links on the content page • Organize pages within a section • Delete and recover Pages within a section • Modify a page layout • Finding assistance 	<ul style="list-style-type: none"> • Website structure • Editorial privileges • Homepage apps <ul style="list-style-type: none"> – Announcements, headlines, upcoming events, site shortcuts • Subsite calendar • Channel workspace • Adding sections • Finding assistance 	<ul style="list-style-type: none"> • Identify and select the appropriate advanced apps for your website content • Add website content within those advanced apps • Modify advanced page actions • Share and delete apps • Manage social settings for apps • Use advanced features of the content app • Tag and filter records
Price	\$400	\$400	\$500

Note: All online courses are two hours in length unless otherwise noted. Custom 2-hour training sessions are available for \$500—create your own agenda or spend Q&A time with a Web Community Manager Trainer.

Blackboard Web Community Manager

Teacher workspace training

	Teacher workshop—Learning the basics	Teacher workshop—Mastering the apps	Flipped classroom workshop
Great for	Teachers	Teachers	Teachers
Level	Basic	Intermediate	Advanced
Prerequisite	None	Teacher workshops—Basic	Any section workspace or teacher workshop—Basic AND teacher workshop—Intermediate
Goals	Teachers will learn the basic tools, features, and resources available; creating and maintaining information on webpages.	Teachers will take a deeper dive into the available tools, features, and resources within their sections.	Teachers will learn how to best engage students using web 2.0 tools.
Course description	In this session teachers will get hands-on experience to learn best practices for working with pages and commonly used apps—the building blocks of content in the web community manager.	Building off of what we learned in our basic session, we will take a more detailed look at advanced apps, app options, and page options. This hands-on session will help teachers create more robust pages.	This hands-on session will assist teachers in publishing course information in the teacher section using blogs, podcasts, photo galleries, and video attachments.
Topics covered	<ul style="list-style-type: none"> • Review default page types • Add and edit about teacher page • Add a new content page • Create text and links on the content page • Organize pages within a section • Delete and recover pages within a section • Modify a page layout • Finding assistance 	<ul style="list-style-type: none"> • Identify and select the appropriate advanced apps for your website content • Add website content within those advanced apps • Modify advanced page actions • Share and delete apps • Manage social settings for apps • Use advanced features of the content app • Tag and filter records 	<ul style="list-style-type: none"> • Create a blog app and populate with posts <ul style="list-style-type: none"> – Use visitor commenting for interactivity • Create a podcast app and populate with episodes • Create a photo gallery app and populate with photos • Create an article library app and attach video • Create an assignments page
Price	\$400	\$400	\$500

Note: All online courses are two hours in length unless otherwise noted. Custom 2-hour training sessions are available for \$500—create your own agenda or spend Q&A time with a Web Community Manager Trainer.

Blackboard Web Community Manager

Specialized training

	Forms & surveys workshop	MiniBase workshop	Public relations workshop
Great for	Any editor needing a form or survey on a web page.	Any editor needing a directory or mini database on a web page.	District communication and public information officers
Level	Intermediate	Intermediate	Intermediate
Prerequisite	Any section workspace or teacher workshop—Basic	Any section workspace or teacher workshop—Basic	Any section workspace or teacher workshop-basic AND site administrator II
Goals	Learn how to create, deploy and analyze a form or survey on a web page.	Learn how to create and maintain a minibase app on a web page.	Use site tools and apps to build consistency across your district site.
Course description	In this session attendees will get hands-on experience to learn about the forms & surveys tool. Use various item types to collect information from website visitors.	In this session attendees will get hands-on experience to learn about the minibase app. You will create the app, work with fields to add searchability and deploy on a page.	In this session attendees will get hands-on experience to maximize the features of the site to communicate with district stakeholders.
Topics covered	<ul style="list-style-type: none"> • Create a new form • Add item types to your form • Set form options • Deploy the form on a page in your website • View and export responses to your form • Filter, report share • For site/subsite directors: Item libraries & styles 	<ul style="list-style-type: none"> • Create a new directory or list • Adjust filters to make searchable fields • Set options for sorting data • Set viewing rights for individual fields • Import a pre-set configuration for your list or directory • Add records to your new list or directory • Deploy the list or directory on a page in your website 	<ul style="list-style-type: none"> • Create page types and section configurations • Use friendly web address mappings • Create onscreen alerts • Maximize the use of calendar collections • Use shared apps to replicate district content in schools • Create a “news archive” that “feeds” stories across the site with tagged and filtered headlines • Use app social settings to invite others to contribute content, moderate comments and invite feedback
Price	\$400	\$400	\$400

Note: All online courses are two hours in length unless otherwise noted. Custom 2-hour training sessions are available for \$500—create your own agenda or spend Q&A time with a Web Community Manager Trainer.

Blackboard Web Community Manager Refresher workshops

	Site administrator	Subsite director refresher	Section editor refresher
Great for	Webmasters at district level who are either new to the position or need a refresher on the basics of the web community manager.	School principals and webmasters who need a refresher on managing content on a school subsite.	Anyone who is responsible for content on the site and need a refresher on all of the available options. Examples: departments, teachers, teams, clubs *Note that teacher-specific training is available.
Level	Basic	Basic	Basic
Prerequisite	None	None	None
Goals	To provide the site administrator and other key personnel with the basic knowledge, skills and ability to understand and perform the administrative functions of the web community manager.	To provide the subsite director and other key school personnel with the knowledge, skills and ability to structure and publish content on their subsite.	Revisit the basic tools, features, and resources available to create and maintain information on webpages.
Course description	Participants will create and configure users and groups, set up the site via all configuration workspaces and revisit the administrative features of the web community manager.	In this hands-on session, participants will configure school homepages, setup the subsite structure via channels, sections, and pages and review the content management features of the web community manager.	In this session attendees will get hands-on experience to learn best practices for working with pages and commonly used apps—the building blocks of content in the web community manager.
Topics covered	<ul style="list-style-type: none"> • Website structure • Users and groups • Configure <ul style="list-style-type: none"> – Sites – Channel library – Section assets – Calendar assets – System settings • Editorial privileges • Homepage apps • Subsite calendar • Channel workspace • Finding assistance 	<ul style="list-style-type: none"> • Website structure • Editorial privileges • Homepage apps <ul style="list-style-type: none"> – Announcements, headlines, upcoming events, site shortcuts • Subsite calendar • Channel workspace • Adding sections • Finding assistance 	<ul style="list-style-type: none"> • Review default page types • Add a new content page • Create text and links on the content page • Organize pages within a section • Delete and recover pages within a section • Modify a page layout • Finding assistance
Price	\$400	\$400	\$400

Note: All online courses are two hours in length unless otherwise noted. Custom 2-hour training sessions are available for \$500—create your own agenda or spend Q&A time with a Web Community Manager Trainer.

Blackboard Mobile Communications App

	Mobile Communications App workshop
Great for	Webmasters, district technical users
Level	Basic
Prerequisite	None
Length	Two hours
Goals	Participants will gain understanding of the functionality of the administrative app and the district mobile app; sending notifications to the app and customizing their mobile app.
Course description	In this hands-on work session, participants will practice using a variety of tools to add content to their district-branded app and enhance the app experience for their community.
Topics covered	<ul style="list-style-type: none"> • Downloading and using the administrative app • Creating and sending notifications • Adding social media sites to feed into the app • Customizing the app appearance by adding and editing icons • Managing the tip line • Locating promotional resources • Reviewing usage reports • Finding assistance
Price	\$400

Note: All online courses are two hours in length unless otherwise noted. Custom 2-hour training sessions are available for \$500—create your own agenda or spend Q&A time with a Web Community Manager Trainer.

Blackboard Social Media Manager

	Social Media Manager workshop
Great for	Webmasters, district technical users
Level	Basic
Prerequisite	None
Length	Two hours
Goals	Participants will not only gain an understanding of the functionality of the administrative app and the district mobile app, how to send notifications to the app, and how to customize their mobile app, but they will also understand how to quickly and effortlessly read, respond to, and manage social media communications.
Course description	In this hands-on work session, participants will practice using a variety of tools to add content to their district-branded app and enhance the app experience for their community. In addition, they will also learn how to safely grow their social presence and confidently interact with the school community using the social media manager.
Topics covered	<ul style="list-style-type: none"> • Downloading and using the administrative app • Creating and sending notifications • Adding social media sites to feed into the app • Customizing the app appearance by adding and editing icons • Managing the tip line • Locating promotional resources • Reviewing usage reports • Getting the administrative app • Understanding the posts from Facebook and Twitter • Reviewing school community questions posted on Twitter • Understanding the influence of social posts • Locating district guidelines • Finding assistance
Price	\$400

Blackboard Mass Notification

	Basic Mass Notification workshop	Advanced Mass Notification workshop	Teacher reach workshop
Great for	District/school administrators, office staff	District/school administrators, office staff	School administrators, teachers
Level	Basic	Advanced	Basic
Prerequisite	None	Any basic Mass Notification course	Any basic Mass Notification course
Length	Two hours	Two hours	Two hours
Goals	Participants will gain understanding of user account information, the basics of sending messages using multiple delivery methods, and running reports on tracking messages, bad phone or email addresses, and messages to various contacts.	Participants will gain experience using the advanced functionality of the Blackboard Mass Notification messaging system. They will practice creating groups, working with surveys and templates, and selecting recipients via a map.	Teachers will bridge the school-to-home communication gap by learning how to quickly and easily communicate with students in their classrooms; keeping parents informed. Building administrators will also learn how to manage these communications.
Course description	In this hands-on session, participants will be able to learn and practice how to create, send and track messages sent using phone, email and SMS/text message. They will see where to access user account information, as well as practice running reports using a variety of criteria.	In this advanced hands-on workshop, participants will practice creating simple and complex groups from maps and uploaded files. This session is for current users who would like to expand the use of the system to reach larger or more select audiences.	In this hands-on working session, participants will experience how to use this powerful, yet easy-to-use solution for teachers to communicate with their students and parents.
Topics covered	<ul style="list-style-type: none"> • Logging into the Mass Notification site • Account management • Creating messages for email, phone and text/SMS • Sending emergency messages • Sending messages in multiple languages • Reviewing and scheduling reports • Finding assistance 	<ul style="list-style-type: none"> • Creating simple groups to query-based groups • Selecting recipients from a map • Creating a list of contacts for messaging, then sending to those contacts. • Sending a message using the template interface • Creating and sending a survey • Sending a message using the Blackboard administrative app • Finding assistance 	<ul style="list-style-type: none"> • Viewing the teacher interface • Using the message library • Creating and sending messages • Viewing the administrator interface • Setting delivery options • Creating approval options • Assigning a bias • Using teacher reach reports • Finding assistance
Price	\$400	\$500	\$400



Onsite/Inhouse Training

Get the most out of your website and communication tools with our extensive training offerings.

Blackboard Community Engagement Onsite or inhouse training

The ultimate training experience is having a trainer engage with your team at either our State College, PA Training Facility or at your district site. Here's what you need to know.

- Each onsite engagement is required to be at least one day.
- Onsite engagements can include up to three workshops per day.
- Each workshop is two-hours long.
- Workshops can be on the same or up to three different topics.
- Workshops can include up to 25 participants.

You can make any workshop a Train-the-Trainer Workshop, or consider choosing one session that would benefit a majority of your participants and arrange multiple group sessions.

Customize your onsite training from the full list of online offerings on pages 1-8 in this Training Catalog or see what other clients suggest by visiting - <http://cerc.blackboard.com/training>