

A One Page Pitch: Blackboard for Dummies by David W. Boles

The Hook

Thousands of colleges and companies are jumping on the online communication bandwagon because it stretches their ability to reach non-traditional students and customers and employees beyond the limits of a traditional physical central core. There is Big Money to be made in online communication and Blackboard is the web portal that makes that reach possible. Blackboard creates a proprietary community and communication at the collegiate and business and community level the same way AOL creates an identical experience for general audiences.

The Argument

This book will show how to find participant success in the Blackboard experience and this book will also directly help instructors and administrators design and implement module choices for online communication. Blackboard has thousands of installations across the world and every day there are new users who are required by their instructors or their department administrators to immediately get up to speed with the online portal and this book will help them get handy.

The Necessary Author

I have been using online software as a means of teaching Literature, Writing, Theatre, Public Health and Speech for over five years at Rutgers-Newark, New Jersey Institute of Technology and the University of Medicine and Dentistry of New Jersey. Unlike many of my colleagues I have discovered secrets to successful teaching via Blackboard. You must change your attitude and thinking when you take learning online and I will share those pinnacles and pitfalls with my readers. In the fall I will have the responsibility to get all Department of Education courses “web-enabled” for Rutgers University-Newark and I want to write the book – this book – to lead over 100 faculty members and their 300 classes into online success. My insider contacts at Blackboard will give you a unique book that no other author can begin to promise.

The Time is Now

1,170 public and private institution administrators were interviewed last spring about their plans for online communication. The results were reported in the November 26, 2004 edition of *The Chronicle of Higher Education*:

- ❖ 1.9 million students were enrolled in online courses in the fall of 2003, 19 percent more than the previous year.
- ❖ By the fall of 2004 online enrollment grew an additional 24 percent, to 2.6 million.
- ❖ The online enrollment growth rate among private, for-profit colleges will be more than 40 percent by fall 2005, almost double the rate among public or private nonprofit colleges.

That said, Blackboard isn't just for colleges. Companies and communities use Blackboard as well to learn and communicate and this book will be an invaluable tool for fixing their success.

The Audience Appeal

Using an online communication portal like Blackboard gives everyone an extended stake beyond conventional in-person meetings as the arena of online becomes boundless and the whole idea of expression takes on the role of the eternal and the continued. Once instructors, students, administrators and groups grasp how to take advantage of online communication via Blackboard they will forever know the moments for understanding and sharing are now never-ending and evergreen.