



# 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 - Sessions 1 and 2 of the “Getting Started Bundle”

	Site Administrator 1 Workshop Introduction to Site Administration	Site Administrator 2 Workshop Introduction to Site Editing
<b>Great for</b>	Webmasters at district level	Webmasters at district level
<b>Level</b>	Basic	Intermediate
<b>Prerequisite</b>	None	Site administrator I
<b>Goals</b>	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.
<b>Course description</b>	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.
<b>Topics covered</b>	<ul style="list-style-type: none"> <li>• Website structure</li> <li>• Account settings</li> <li>• Viewing and administrative rights</li> <li>• Accessing site manager</li> <li>• Users and groups</li> <li>• Configure                             <ul style="list-style-type: none"> <li>– Sites</li> <li>– Channel library</li> <li>– Section assets</li> <li>– Calendar assets — Apps</li> <li>– System settings</li> </ul> </li> <li>• Finding assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Editorial privileges</li> <li>• Homepage apps</li> <li>• Site calendar</li> <li>• Tools                             <ul style="list-style-type: none"> <li>– Files &amp; folders</li> <li>– On-screen alerts</li> <li>– Broadcast e-alerts</li> <li>– Reports</li> </ul> </li> <li>• Directors &amp; viewers</li> <li>• Channel workspace</li> <li>• Adding sections                             <ul style="list-style-type: none"> <li>– Manually</li> <li>– Section robot</li> </ul> </li> </ul>
<b>Price</b>	\$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 Community Engagement 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 Session 3 of the “Getting Started Bundle”	Subsite Director Workshop	Managing the Section Workspace: Advanced Workshop
<b>Great for</b>	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.
<b>Level</b>	Basic	Intermediate	Advanced
<b>Prerequisite</b>	Site Administrator 1 & 2 if using as part of “Getting Stared Bundle”	Any section workspace	Section workspace —Basic
<b>Goals</b>	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.
<b>Course description</b>	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.
<b>Topics covered</b>	<ul style="list-style-type: none"> <li>• Review default page types</li> <li>• Add a new content page</li> <li>• Create text and links on the content page</li> <li>• Organize pages within a section</li> <li>• Delete and recover Pages within a section</li> <li>• Modify a page layout</li> <li>• Finding assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Website structure</li> <li>• Editorial privileges</li> <li>• Homepage apps — Announcements, headlines, upcoming events, site shortcuts</li> <li>• Subsite calendar</li> <li>• Channel workspace</li> <li>• Adding sections</li> <li>• Finding assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and select the appropriate advanced apps for your website content</li> <li>• Add website content within those advanced apps</li> <li>• Modify advanced page actions</li> <li>• Share and delete apps</li> <li>• Manage social settings for apps</li> <li>• Use advanced features of the content app</li> <li>• Tag and filter records</li> </ul>
<b>Price</b>	\$400	\$400	\$500

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## Blackboard Web Community Manager

### Teacher Workspace Training

	Teacher Workshop: Learning the Basics	Teacher Workshop: Mastering the Apps
<b>Great for</b>	Teachers	Teachers
<b>Level</b>	Basic	Intermediate
<b>Prerequisite</b>	None	Teacher workshops—Basic
<b>Goals</b>	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.
<b>Course description</b>	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.
<b>Topics covered</b>	<ul style="list-style-type: none"> <li>• Review default page types</li> <li>• Add and edit about teacher page</li> <li>• Add a new content page</li> <li>• Create text and links on the content page</li> <li>• Organize pages within a section</li> <li>• Delete and recover pages within a section</li> <li>• Modify a page layout</li> <li>• Finding assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and select the appropriate advanced apps for your website content</li> <li>• Add website content within those advanced apps</li> <li>• Modify advanced page actions</li> <li>• Share and delete apps</li> <li>• Manage social settings for apps</li> <li>• Use advanced features of the content app</li> <li>• Tag and filter records</li> </ul>
<b>Price</b>	\$400	\$400

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# Blackboard Web Community Manager

## Accessibility Training

### Accessibility for WCM Content Creators Workshop

<b>Great for</b>	Anyone responsible for content on the site. Examples: departments, teachers, teams, clubs
<b>Level</b>	Basic
<b>Prerequisite</b>	Any section workspace or teacher workshop—Basic
<b>Goals</b>	To learn how to make website content accessible to end users.
<b>Course description</b>	In this session attendees will get hands-on experience to learn about making their website content accessible and ADA compliant.
<b>Topics covered</b>	<ul style="list-style-type: none"><li>• Define accessibility</li><li>• Set up a Page</li><li>• Format text with Headings</li><li>• Create Accessible links</li><li>• Create Alternative tags for images</li><li>• Understand how and when to use color</li><li>• Create Accessible documents</li><li>• Understand how tables interact with screen readers</li><li>• Understand the different video caption types</li><li>• Find Helpful Materials for compliance and accessibility errors</li></ul>
<b>Price</b>	\$400

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## Blackboard Web Community Manager

### Specialized Training

	Forms & Surveys Workshop	MiniBase Workshop	Public Relations Workshop
<b>Great for</b>	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
<b>Level</b>	Intermediate	Intermediate	Intermediate
<b>Prerequisite</b>	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
<b>Goals</b>	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.
<b>Course description</b>	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 search ability 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.
<b>Topics covered</b>	<ul style="list-style-type: none"> <li>• Create a new form</li> <li>• Add item types to your form</li> <li>• Set form options</li> <li>• Deploy the form on a page in your website</li> <li>• View and export responses to your form</li> <li>• Filter, report share • For site/subsite directors: Item libraries &amp; styles</li> </ul>	<ul style="list-style-type: none"> <li>• Create a new directory or list</li> <li>• Adjust filters to make searchable fields</li> <li>• Set options for sorting data</li> <li>• Set viewing rights for individual fields</li> <li>• Import a pre-set configuration for your list or directory</li> <li>• Add records to your new list or directory</li> <li>• Deploy the list or directory on a page in your website</li> </ul>	<ul style="list-style-type: none"> <li>• Create page types and section configurations</li> <li>• Use friendly web address mappings</li> <li>• Create onscreen alerts</li> <li>• Maximize the use of calendar collections</li> <li>• Use shared apps to replicate district content in schools</li> <li>• Create a “news archive” that “feeds” stories across the site with tagged and filtered headlines</li> <li>• Use app social settings to invite others to contribute content, moderate comments and invite feedback</li> </ul>
<b>Price</b>	\$400	\$400	\$400

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## Blackboard Web Community Manager

### Refresher Workshops

	Site Administrator Refresher	Subsite Director Refresher	Section Editor Refresher
<b>Great for</b>	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.
<b>Level</b>	Basic	Basic	Basic
<b>Prerequisite</b>	None	None	None
<b>Goals</b>	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.
<b>Course description</b>	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.
<b>Topics covered</b>	<ul style="list-style-type: none"> <li>• Website structure</li> <li>• Users and groups</li> <li>• Configure               <ul style="list-style-type: none"> <li>— Sites</li> <li>— Channel library</li> <li>— Section assets</li> <li>— Calendar assets</li> <li>— System settings</li> </ul> </li> <li>• Editorial privileges</li> <li>• Homepage apps</li> <li>• Subsite calendar</li> <li>• Channel workspace</li> <li>• Finding assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Website structure</li> <li>• Editorial privileges</li> <li>• Homepage apps — Announcements, headlines, upcoming events, site shortcuts</li> <li>• Subsite calendar</li> <li>• Channel workspace</li> <li>• Adding sections</li> <li>• Finding assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Review default page types</li> <li>• Add a new content page</li> <li>• Create text and links on the content page</li> <li>• Organize pages within a section</li> <li>• Delete and recover pages within a section</li> <li>• Modify a page layout</li> <li>• Finding assistance</li> </ul>
<b>Price</b>	\$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 Community Engagement Trainer.

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## Blackboard Mobile Communications App

Mobile Communications App Workshop (Also Available combined with Social Media Manager)	
<b>Great for</b>	Webmasters, district technical users
<b>Level</b>	Basic
<b>Prerequisite</b>	None
<b>Length</b>	Two hours
<b>Goals</b>	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.
<b>Course description</b>	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.
<b>Topics covered</b>	<ul style="list-style-type: none"> <li>• Downloading and using the administrative app</li> <li>• Creating and sending notifications</li> <li>• Adding social media sites to feed into the app</li> <li>• Customizing the app appearance by adding and editing icons</li> <li>• Managing the tip line</li> <li>• Locating promotional resources</li> <li>• Reviewing usage reports</li> <li>• Finding assistance</li> </ul>
<b>Price</b>	<b>\$400</b>

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 Community Engagement Trainer.

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## Blackboard Social Media Manager

Social Media Manager Workshop (Also Available combined with Mobile Communication App)	
<b>Great for</b>	Webmasters, district technical users
<b>Level</b>	Basic
<b>Prerequisite</b>	None
<b>Length</b>	Two hours
<b>Goals</b>	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.
<b>Course description</b>	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.
<b>Topics covered</b>	<ul style="list-style-type: none"> <li>• Downloading and using the administrative app</li> <li>• Creating and sending notifications</li> <li>• Adding social media sites to feed into the app</li> <li>• Customizing the app appearance by adding and editing icons</li> <li>• Managing the tip line</li> <li>• Locating promotional resources</li> <li>• Reviewing usage reports</li> <li>• Getting the administrative app</li> <li>• Understanding the posts from Facebook and Twitter • Reviewing school community questions posted on Twitter</li> <li>• Understanding the influence of social posts</li> <li>• Locating district guidelines</li> <li>• Finding assistance</li> </ul>
<b>Price</b>	\$400

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## Blackboard Mass Notification

	Basic Mass Notification Workshop	Advanced Mass Notification Workshop	Teacher Communication Workshop
<b>Great for</b>	District/school administrators, office staff	District/school administrators, office staff	School administrators, teachers
<b>Level</b>	Basic	Advanced	Basic
<b>Prerequisite</b>	None	Any basic Mass Notification course	Any basic Mass Notification course
<b>Length</b>	Two hours	Two hours	Two hours
<b>Goals</b>	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.
<b>Course description</b>	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.
<b>Topics covered</b>	<ul style="list-style-type: none"> <li>• Logging into the Mass Notification site</li> <li>• Account management • Creating messages for email, phone and text/SMS</li> <li>• Sending emergency messages</li> <li>• Sending messages in multiple languages</li> <li>• Reviewing and scheduling reports</li> <li>• Finding assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Creating simple groups to query-based groups</li> <li>• Selecting recipients from a map</li> <li>• Creating a list of contacts for messaging, then sending to those contacts.</li> <li>• Sending a message using the template interface</li> <li>• Creating and sending a survey • Sending a message using the Blackboard administrative app</li> <li>• Finding assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Viewing the teacher interface</li> <li>• Using the message library</li> <li>• Creating and sending messages</li> <li>• Viewing the administrator interface</li> <li>• Setting delivery options</li> <li>• Creating approval options</li> <li>• Assigning a bias</li> <li>• Using teacher reach reports</li> <li>• Finding assistance</li> </ul>
<b>Price</b>	\$400	\$500	\$400

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# Online training catalog

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

## Blackboard Community Engagement

### Onsite or In-house 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 most of your participants and arrange multiple group sessions.

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