

Blackboard Building BlocksSM & Industry Standards

Blackboard Extends Support for SCORM

Today, thousands of academic, corporate and government institutions in 140 countries deliver e-Education services through Blackboard's suite of enterprise products.

As e-Education becomes an increasingly greater part of the fabric of educational institutions, interoperability of course components and content are crucial to decision-making, development and deployment. Industry standards impact total cost of ownership, usability/upgradeability, modularity, multi-vendor support and interoperability.

Most standards start as specifications, which are simply definitions of hardware or software components. As a specification becomes more widely used and accepted, it may eventually become sanctioned as a standard by a standards organization such as Institute of Electrical and Electronics Engineers (IEEE) or the American National Standards Institute (ANSI).

Shareable Courseware Object Reference Model (SCORM) is a content interoperability standards project of the Advanced Distributed Learning organization within the United States Department of Defense. The SCORM specification is a direct outgrowth of the Airline Industry CBT Committee specification (AICC) coupled with Instructional Management System Standards (IMS). SCORM combines the content and distribution interoperability of IMS and the deployment, tracking and launching capabilities of AICC to provide standards for the delivery and management of knowledge components.

Blackboard adopts industry standards as they become accepted within the marketplace in an attempt to provide seamless capabilities to partners and clients. As an industry leading platform provider Blackboard has partnered with Microsoft to provide extended capabilities for support of SCORM specifications and sharable content objects (SCO's), through the incorporation of Microsoft's Learning Resources Interchange (LRN) format.

The Microsoft LRN format has been incorporated natively into the most recent enterprise version of the platform, released in late 2001.

In addition, through the Blackboard Building Blocks partnering program and technology, Blackboard is working directly with many of the industries leading content developers to provide direct support for SCORM objects within *Blackboard Learning System*TM (Release 6), scheduled for release in 2002.

As industry standards evolve Blackboard Building Blocks technology allows Blackboard's suite of Enterprise products to easily and quickly adapt to the growth and expansion of the e-Education industry.

For more information about Building Blocks technology, the Building Blocks program and the Blackboard Developers Network visit <http://buildingblocks.blackboard.com> or call 1.800.424.9299 (+1 202.463.4860).

For additional resources on the industry standards please visit SCORM's Web site: <http://www.adlnet.org> & IMS's Web site: <http://www.imsproject.org>

“From our origins as primary development contractor for the IMS standards to our current status as the leading provider of enterprise e-Education platforms we recognize the value of industry standards and its importance to our clients success in the education marketplace.”

Stephen Gilfus
Corporate & Product Strategy
Blackboard Inc.



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