Blackboard

Prepare for launch!

Use this checklist to prepare for your new teacher, parent, and student communication tool.

Launch Timing

- ☐ Select a launch date. Consider times of the year that coincide with schedule and class changes such as back-to-school or a new grading period.

- ☐ Determine if you will launch across all schools and teachers at once or if you will do a phased rollout.

- ☐ If you already have the Blackboard Mobile Communications App, consider ramping up adoption and increasing communication in the app before launch. You will want to encourage your parents and students to visit the app for news and updates.

Teacher Adoption

Change Management

- ☐ Form a plan for overcoming objections and resistance. Determine where feedback should be submitted and who will respond.

- ☐ Conduct a survey to determine what two-way communication tools are currently being used by teachers and parents. Help teachers understand the benefits of moving to Blackboard Reach compared to the tools they may be using today.

- ☐ Proactively help teachers feel comfortable using the product by conducting training sessions and open office hours with your communications team.

Product Training

- ☐ Create a plan for **initial training**. Use examples of real-life conversations to get teachers comfortable initiating messages and responding to replies.

- ☐ Create a plan for ongoing support throughout the first year of launch. Regular checkpoints and an open forum for feedback will help teachers know their voice is being heard.

Parent Support

- ☐ Define the role teachers will play in parent adoption and how you can support them.

- ☐ Give your teachers resources to hand out at events (such as back-to-school night) to help facilitate conversations about the change coming to communication.
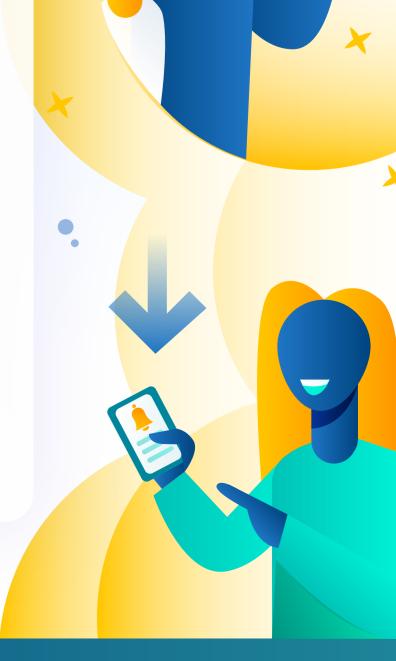
Parent Adoption

App Downloads

- ☐ Create a plan to **increase app downloads** before launch. Consider posting information exclusively to your app or announcing that your app will be the first channel you will communicate exciting news.

Log In

- ☐ Parents will need log in credentials to Blackboard Reach so they can have secure access to communicate with teachers. Consider the following when distributing those credentials.
  - ○ How and when you will issue log in credentials?
  - ○ What is your plan to support parents who don't receive their credentials or have a problem?
  - ○ What is your plan to ensure that parents log in to the app?
  - ○ What materials do you have in place to support your plan?

Using Blackboard Reach

- ☐ Form a plan to support non-tech-savvy parents. Ask leaders of your PTA for advice or have them create a short video to promote the new communication tool.

- ☐ Set up a system for parents to submit feedback. Just like teachers, parents need to know their voice is being heard.

- ☐ Remind your parents that Blackboard Reach will streamline their communication with all teachers in one location. Parents don't want to be chasing down messages across email, text, social media, phone calls, and other applications.