Blackboard Ally
Accessible content is better content
One consistent approach

Course content

Web content
Challenges of building an inclusive environment

- No insight into how institution is doing
- Lack of instructor awareness and understanding on how it can affect students
- Explicit alternative format requests often exclude many students and include long delays
- Increased legal requirements and expectations
- Lack of instructor guidance on how to improve accessibility
- Students are looking for more universally designed content and flexibility
Over 700 Institutions Around the World

Over 36 Million Courses Processed

Over 1 Billion Content Items Processed

Since 2017

Creating more inclusive learning environments for all
The course content workflow

1. Instructor adds course content to their course
2. Machine learning algorithms perform a full structural and visual analysis
3. Instructor feedback is provided
4. Content passes through accessibility checklist and is scored
5. Alternative formats automatically generated
6. Institutional reporting is available for admins to track progress
Institutional Reporting

- Provide a detailed understanding of how your institution is doing
- Help identify where problem areas are, what to focus on and where to target
- Means of tracking progress over time
Instructor Feedback

- Provide feedback to instructors about the accessibility of their content
- Provide guidance on how to fix accessibility issues and generate a change in behavior over time
- Embedded in the context of their course
Course Accessibility Report

• Provide overview of a course’s accessibility to instructors

• Offers 4 different pathways about “where to start”

• Shows in the navigation so they can interact as much as desired
Alternative Formats

- Automatically generate a number of alternatives for the instructor’s original

- Formats include:
  - Mobile-friendly HTML
  - OCRed PDF
  - ePub
  - Audio
  - Electronic braille
  - Translated version
  - Etc.
Ally Deployment and Adoption Plan

- Additional service to help you tackle deployment strategies and other initiatives, including:
  - How to prioritize based on your report results
  - How to build your remediation plans
  - How to handle faculty development
  - How to generate a communication strategy/campaign
  - Determining next steps

Gathering feedback about our ideas and processes brought the various elements of our strategy into focus to reveal a comprehensive campus effort; from leadership to student success.”
Ally Adoption Health Check

Service Highlights
Blackboard will deliver the following in support of improving the adoption of Blackboard Ally for LMS:
- Analysis of Ally Institutional Report and Usage Data
- Benchmarking and goal setting
- Adoption campaigns and action plans
- Adoption support including three Monthly Check-Ins

Create Campaigns and Action Plans
Blackboard will deliver the following in support of improving the adoption of Blackboard Ally for LMS:
- Strengthen coalition of stakeholders
- Leverage data from the Institutional Report to create dashboards to track progress
- Assess and re-define content remediation strategy to optimize success
- Training and staff development regarding inaccessible content
- Communicating to campus, leadership, faculty, staff and/or students
- Additional campaigns or action plans could be developed based on the unique needs of the institution.

Outcomes
As a result of the Ally Adoption Health Check Service, Blackboard will provide actionable recommendations and strategies for helping increase the overall adoption of Ally.

Result
An institution that is making systematic improvements that will help lead to large scale adoption.

*Optional Ally Package Available for $10,000 (one-time).*
## 5 Year Ally Enterprise Model for MCCA

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
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<tr>
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<td>Ally Remote Training</td>
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<td>Additional 10% Enterprise License Discount</td>
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<td>-$69,589</td>
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<td><strong>Total</strong></td>
<td><strong>$868,495</strong></td>
<td><strong>$626,296</strong></td>
<td><strong>$632,560</strong></td>
<td><strong>$638,885</strong></td>
<td><strong>$645,274</strong></td>
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</table>

### Additional Information:
- **Market Price:**
  - Year 1: $1,041,550
  - Year 2: $822,455
  - Year 3: $847,129
  - Year 4: $872,543
  - Year 5: $898,719

- **Savings:**
  - Year 1: $173,055
  - Year 2: $196,159
  - Year 3: $214,569
  - Year 4: $233,658
  - Year 5: $253,445

- Additional 10% discount applied (on top of 10% discounted special pricing for MCCA) for enterprise model.
- 1% annual increase for 5-year agreement versus industry average of 3-8%.
- Excludes Institutions, who already license Ally for LMS.
- 90,481 total FTE (not currently licensing Ally) - $6.85/FTE for license only.
Value for MCCA Enterprise Partnership

Equity and access are top of mind for many institutions after transitioning their courses to online delivery. Industry publications like Inside Higher Ed describe the challenges faced by students with disabilities, and Phil Hill notes the importance of addressing access issues in “Phase Two” of higher education’s transition to emergency remote instruction.

- Offers association-wide accessibility enhanced strategies – Michigan to join a short list of states to ensure accessible content for all community college students in the state (Kentucky, New York, Georgia, and North Carolina).
- Revenue opportunity available for MCCA.
- Opportunity to invest in Center of Excellence with consulting services through MCCA.
- Purchasing vehicle makes it easier for member schools to acquire Ally quickly and make an impact now during the COVID pandemic.
## Blackboard Ally Rate Card Pricing by Institution

<table>
<thead>
<tr>
<th>Institution</th>
<th>LMS</th>
<th>FTE</th>
<th>Market Ally for LMS</th>
<th>MCCA Ally for LMS</th>
<th>Remote Deployment &amp; Adoption</th>
<th>Remote Training</th>
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- Discounted pricing valid through June 30th, 2023 and based on 3-year agreement.
- Blue shading represents existing Ally for LMS clients.
- 10% discount for MCCA members on license fees when purchasing off the MCCA master terms.
- Additional 5% license discount provided when Ally for Websites bundled and acquired at the same time - this discount not reflected in the costs above.
- Remote Ally Adoption & Deployment Offering available for $10,000 one-time (due to COVID-19) through December 31st, 2021 (standard pricing $18,000 one-time)