Blackboard Learn and Macmillan Learning Select. Customize. Assign.

Blackboard and Macmillan Learning (representing Bedford/St. Martins, W.H. Freeman and Worth Publishers) have formed a premier partnership to provide seamless access to Macmillan's LaunchPad and Writer's Help content directly within the Blackboard Learn™ platform[1].

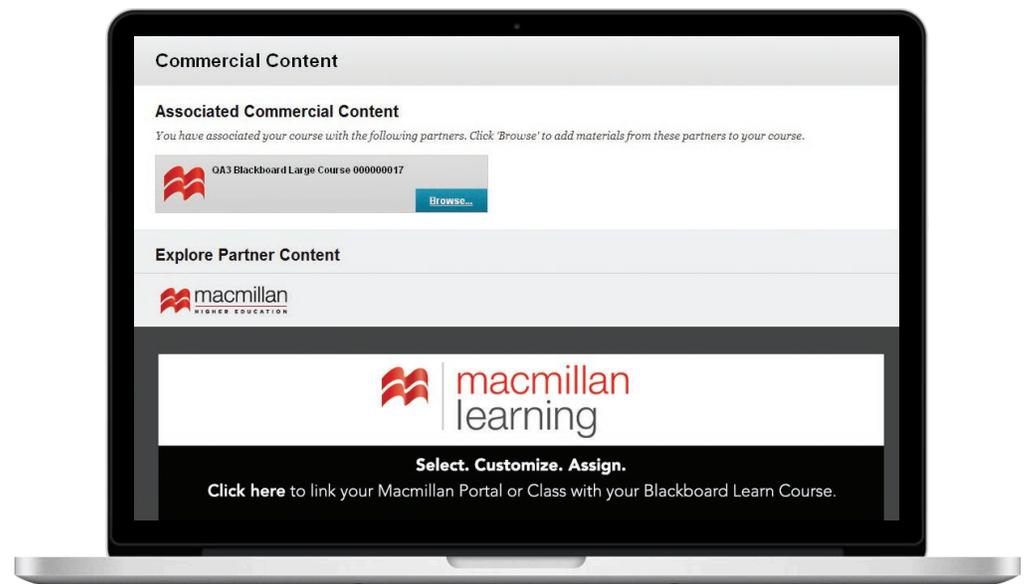## High quality content with incredible flexibility

Designed to dynamically support course-level teaching and learning goals, Macmillan's LaunchPad and Writer's Help products allow instructors to adopt the full solution or tailor content and tools to meet their specific goals.

- **Macmillan's LaunchPad:** LaunchPad offers Macmillan's acclaimed content—e-Books, videos, animations, LearningCurve adaptive quizzes, tutorials, and more—curated and organized for easy assignability, resulting in superior book-specific content in a breakthrough user interface.
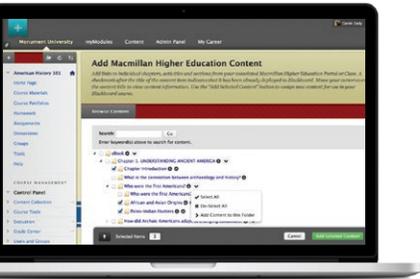
- **Macmillan's Writer's Help 2.0:** Writer's Help is a robust online writing resource with powerful search functionality and interactive content that is easy for instructors to integrate into their courses.
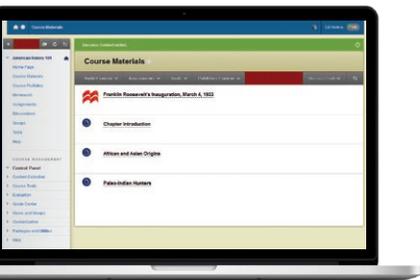
Single Sign-On Access to Content

Blackboard®

Dynamic content meets ease of use

Macmillan's high-quality content and course resources together with Blackboard Learn tools increase student engagement through asynchronous interaction and communication. And, with all course resources and grades into one place, instructors and students can enjoy one integrated online teaching and learning experience.

Content Selection Within Course Workflow

Direct Links to Content

- **Seamless Access:** Single sign-on provides instructors and students with the convenience of one login for all course resources.

- **One Gradebook, Automatically Updated:** Grades for all Macmillan assignments and assessments automatically post to the Blackboard Learn Grade Center, giving instructors and students one destination to monitor class performance.

- **Deep Linking:** Chapter and asset-level linking functionality allows instructors to link to the Macmillan content that matches their specific course needs, ensuring students have easy access to the right learning resources at the right time.

- **Familiar Workflows:** Access to Macmillan content within the course content area makes it easy for instructors to find and adopt content within their native Blackboard Learn workflow.

- **Data Security:** Student data remains private and secure in compliance with the Family Educational Rights and Privacy Act (FERPA) in the United States and with student privacy laws around the world.[2]

With Macmillan Learning and Blackboard, instructors can customize their courses – fully, quickly, and easily – to better match their personal teaching style and their individual students' needs.

Get started today

The Macmillan deep integration is delivered through the Blackboard Partner Cloud™, which streamlines our inventory of content building blocks into a single registration and activation process. While eliminating the challenges of managing old and new building block versions, the Partner Cloud also accelerates the delivery of new Macmillan features and product updates.

Visit Behind the Blackboard or blackboard.com/macmillan to download the free Macmillan Partner Cloud integration available for institutions licensing Blackboard Learn 9.1, Service Pack 10 and higher.

To learn more, contact your Blackboard Learn Account Representative
or visit: **blackboard.com/macmillan**.

[1] Available for Blackboard Learn, Release 9.1, Service Pack 10 and above.

[2] Data sharing and storage is limited to institutional information and encrypted unique identifiers only, and sensitive student information is not shared between Blackboard and Macmillan or stored in the cloud.

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