

Email template to send to Instructors announcing the Base Navigation for Base Navigation

Email subject line suggestions:

- Coming Soon: A new way to navigate Blackboard Learn
- Coming on [insert date]: A new way to navigate Blackboard Learn
- Check it out: The Base Navigation for Blackboard Learn
- Wait until you see the Base Navigation for Blackboard
- A new way to navigate Learn: What it means for you
- Instructors: Check out the new Blackboard Learn navigation

>>>Tip: Try sending this email, or a similar one, multiple times using different subject line headers. It might help increase the number of people who open at least one version of the email.

Dear Instructor,

On [insert date], we're updating Learn to incorporate the new Base Navigation. This new navigation has a sleek, modern look and feel and will save you time with simpler workflows and easier access to important information.

I bet you have questions, so let me take a stab at answering some of them now.

What is the Base Navigation?

It is a modern, intuitive navigation menu that lives outside of courses. It includes links to new pages such as the Activity Stream, Calendar, Messages, etc. that provide quick access to the most critical information consolidated from all your courses.

What does this mean for you?

- Your **courses will not change**. They will look and operate exactly as they do now
- Starting [insert date], you will see the new navigation as soon as you log into Learn
- So, just sit back and take advantage of some of the benefits below!

>>Tip: you may want to mention which first page the users will land on upon logging in: The Activity Stream, Institution or Courses page, as this is an institution-specific choice.

How will this enhance your efficiency and experience?

- **Modern, intuitive user experience.** You and your students are going to enjoy this simple, intuitive, engaging user experience.
- **Works well on mobile devices.** This navigation is designed to work well regardless of which device you're using.
- **Aggregates important information.** All your course and organization information – like calendar, messages and grades – is now consolidated into one global view, minimizing the time spent navigating into each individual course.
- **Only one click away.** See something that needs your attention? Just click on it and you will be taken directly there, minimizing clicks and saving time.

If you have any questions, feel free to reach out.

Sincerely,

[insert name]