Greenhouse | Modular Content Library

Bloom Learning Group (BLG) • Portfolio Demonstration • October 2026

Six structured modules derived from the approved Greenhouse Learning Portal — Product Information Brief. Content is reorganized for reuse; the source brief remains the reference for product and transition facts.

Status key: Draft = reusable wording prepared for review. Pending confirmation = specific operational or launch facts must be validated before publication.

Module boundaries: M01 product definition; M02 capabilities; M03 audience benefits; M04 launch communications; M05 account and records considerations; M06 support procedures. Modules may be combined or adapted for specific channels.

M01 Product Overview

Module ID	M01
Purpose	Define Greenhouse and explain the problem it addresses.
Audience	Prospective and existing learners; organizational customers
Internal users	Internal communications teams
Source references	Brief, Sections 1–2 and 5, “Existing learners”
Status	Draft

Reusable content

Product definition. Approved Standard Description — Reuse Verbatim: Greenhouse is BLG’s integrated online learning portal. It brings together learning-related functions previously accessed through separate systems, including course enrollment, online learning, learning records, and credentials.

Core proposition. Through one login, learners can access their accounts, find and enroll in eligible courses, complete learning activities, track progress, review results, and access earned certificates and digital badges.

Context. BLG serves individual professionals developing workplace skills and organizations providing training to employees. Greenhouse replaces separate learner-facing systems for the functions included in the portal.

Content management note

Keep the replacement claim scoped to functions included in Greenhouse; do not imply every legacy BLG system is being retired.

M02 Features & Capabilities

Module ID	M02
Purpose	Maintain a consistent inventory of learner-facing portal functions.
Audience	Learners; organizational customers
Internal users	Marketing and content teams
Source references	Brief sections 2–4
Status	Draft

Reusable content

Access and enrollment. Greenhouse provides a single login, basic learner profile management, a course catalog, and guided learning paths. Learners can review course descriptions and enroll in courses for which they are eligible. Available courses depend on individual enrollments or an organization's training program.

Learning and progress. Learners can complete online lessons, activities, and assessments; resume courses in progress; and view course status, assessment results, completed courses, and learning history in one place.

Credentials. Learners can access certificates and digital badges associated with eligible completed courses or programs. Credentials may be downloaded or shared where supported. Not every course offers a certificate or badge.

Dashboard and help. A personalized dashboard provides a starting point for courses in progress, recently completed courses, progress indicators, and available awards. Help documentation and Learner Support contact information are accessible through the portal.

Organizational reporting. Organizational customers can more easily track employee enrollments, progress, and course completions through improved reporting tools.

Content management note

Course delivery and assessments existed in earlier systems; avoid marketing these established functions as newly introduced capabilities. Do not imply that Greenhouse offers advanced reporting or analytics capabilities.

M03 Benefits by Audience

Module ID	M03
Purpose	Express the value of Greenhouse in language appropriate to each audience.
Audience	Existing learners; new learners; organizational customers
Internal users	Marketing and communications teams
Source references	Brief sections 1–2; section 4
Status	Draft

Reusable content

Existing learners. Greenhouse reduces the need to move between separate systems or use multiple credentials to manage learning. Learners can access courses, progress, learning history, and earned credentials within one portal.

New learners. Greenhouse offers one central location to discover eligible learning opportunities, begin coursework, and manage learning activity.

Organizational customers. Greenhouse simplifies the administration of employee learning programs. Organizations can share one set of portal access instructions with employees and more easily track enrollments, progress, and course completions using improved reporting tools.

Shared benefit. The main improvement is convenience: fewer separate systems, easier access to information, and a more consistent experience from enrollment through completion.

Content management note

Benefits may be adapted for different audiences, but claims must remain consistent with the approved product capabilities. Do not introduce features or benefits that have not been confirmed.

M04 Launch & Transition

Module ID	M04
Purpose	Provide consistent information about the Greenhouse launch and transition for use in learner communications.
Audience	Existing learners; organizational contacts
Internal users	Launch communication teams, Learner Support
Source references	Brief section 2, organizational customer paragraph; section 5, “Existing learners,” “New learners,” and “Access to previous systems”
Status	Pending confirmation

Reusable content

Change announcement. Greenhouse will replace BLG’s current learner-facing systems for the functions included in the new portal. Existing learners will receive advance communication explaining when Greenhouse becomes available, how to access it, and where to get help.

Previous systems. After Greenhouse launches, learners who visit previous learning systems will see a message explaining the change and linking to the new portal.

New learners. New learners will be directed to Greenhouse to create or access their accounts, explore course offerings, and begin learning.

Organizational readiness. BLG will provide organizational customers with advance notice and transition information to help them prepare their employees for the change.

Content management note

Confirm launch date, notification timing, final access instructions, and whether existing learners must activate or reset accounts before publishing learner-facing communications.

M05 Learner Account & Records

Module ID	M05
Purpose	Consolidate account, eligibility, and record-migration considerations for accurate learner guidance.
Audience	Existing learners
Internal users	Learner Support; Learning Operations; Marketing and Communications
Source references	Brief section 3, “Account access,” “Course catalog,” “Progress,” and “Certificates”; section 5, “Existing learners,” “Access and sign-in issues,” “Missing or inaccurate learning records,” “Course availability,” and “Certificates and awards”
Status	Pending confirmation

Reusable content

Account access. Greenhouse provides one login for its learning functions. Existing learners will use established Bloom account information where supported by the transition process. Learners who cannot sign in should check their credentials and use the password recovery instructions on the login page.

Historical records. Existing learners’ learning history will be transferred from previous systems, and records will be checked for accuracy during migration. The transition is intended to preserve course completions and eligible awards.

Multiple legacy accounts. Some learners have information associated with more than one legacy account. Additional verification or support may be required to ensure that the correct records appear in Greenhouse.

Course access and awards. A course may be unavailable because the learner is not enrolled, has not purchased access, or is not eligible through their organization's training program. Certificate availability also depends on whether a course offers an award and whether completion requirements have been met.

Content management note

Confirm credential activation/reset requirements and the scope and availability of migrated learning history and awards. Eligibility and record verification are distinct from technical troubleshooting.

M06 Support & Escalation

Module ID	M06
Purpose	Create a reusable foundation for Learner Support triage and referral guidance.
Audience	Internal only
Internal users	Learner Support; Learning Operations; technical support teams
Source references	Brief section 3, “Help and support”; section 5, “Access and sign-in issues” through “Support resources and escalation”
Status	Pending confirmation

Reusable content

Sign-in issues. Ask learners to verify their account credentials and use password recovery. If the issue continues, Learner Support verifies account information and determines whether the problem involves credentials, account status, or the transition from a previous system.

Missing or inaccurate records. Learner Support confirms learner identity and relevant course details, then reviews available records. Issues requiring further investigation may be referred to Learning Operations. Completion records and award status must not be changed without appropriate authorization.

Missing courses. Learner Support checks enrollment eligibility, whether access was purchased by the learner or their organization, and applicable organizational training arrangements before classifying an unavailable course as a technical issue.

Missing certificates or awards. Confirm that the course offers the credential and that the learner met completion requirements. If eligibility is confirmed but the award remains unavailable, refer the issue to Learning Operations.

Escalation ownership. Learner Support handles general account, access, and navigation questions. Learning Operations may investigate inaccurate records, award eligibility, and migration issues. Unresolved technical problems go to the appropriate technical team.

Content management note

Validate Learner Support contact methods and hours, authorized record-change procedures, and approved escalation routes before operational use.