IMPACT

BY **INSTRUCTURE**

YOUR GUIDE TO IMPACT BY INSTRUCTURE

Our data-driven support and communication tool helps you maximize technology use in your school or district, improve student engagement and outcomes, and support teachers, students, and their families all day, every day.

UNDERSTANDING YOUR EDTECH

Are you getting the most out of your edtech suite? ➡️

It's a challenging time for school leaders and teachers alike. School districts are tasked with increasing student engagement and outcomes while simultaneously ensuring consistency in the digital learning experience for all students.

Add on the uncertainty surrounding budgets and the growing teaching shortage – it becomes clear that administrators are looking for scalable, easy-to-use solutions that help streamline technology use to maximize technology investments and improve outcomes.

Increasingly, schools are adopting new digital tools to enhance the teaching and learning experience. In addition to **Canvas LMS**, video tools like **Canvas Studio**, badging tools like **Canvas Credentials** for teacher professional development, and other engagement, gamification, and learning tools are prevalent in **today's K-12 classroom**, especially as hybrid and digital learning continue to be the new normal.

In this new normal, students and their families continue to expect a seamless extension of the learning happening in the physical classroom into the digital learning environment. Therefore, digital tools must meet their expectations and give students flexibility and a variety of ways to stay connected with each other and their teachers.

With so much tech in teachers' tool belts, it is imperative that the implementation, adoption, and usage of each tool is tracked in order to keep administrators informed about classroom technology. With this knowledge, administrators understand how they can support educators in adopting tools that match their initiatives. It is also imperative that teachers are set up for success with ongoing support on how to best implement technology into their classrooms.

In an edtech ecosystem saturated with dynamic tools, how are you ensuring that your edtech suite is implemented efficiently, widely adopted, and used to its maximum potential?

Enter Impact by Instructure.

Impact by Instructure supports school districts on their mission to deepen technology adoption and modernize communication by granting administrators insight into how Instructure solutions are (or aren't) being utilized in usage data reports so that they can intervene quickly through in-app messaging and targeted campaigns.

> **Key evaluation questions throughout the guide help you evaluate how Impact elevates your edtech experience.**

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Ways Impact Takes Your Tech to the Next Level

Visualize the power of Impact at your school and answer critical questions along the way.

With Impact by Instructure, your district gains:

- **Insight into current technology usage**

- **Increased technology adoption and accessibility**

- **Support for all stakeholders at the right place and time**

- **A self-help, technology-friendly culture**

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Insight:

Understand how your teachers, students, and families are currently using Instructure solutions like Canvas LMS. →

After an initial, swift adoption of technology in recent years, many school leaders need to know how those tools are continue to be used beyond remote learning. Ambiguity around how tools are being used today makes providing the necessary support to users difficult. To set your school up for ongoing success with technology, Impact gives you insight into how Instructure solutions are being used today.

With insight from the reporting tools in the Impact Dashboard, you can identify exactly who needs support in implementing best practices in teaching and learning and also understand who is using what in your Instructure products from a bird's eye view. Being able to identify who is using what lets you be able to strategically plan interventions. With these insights from Impact, school leaders can utilize simple, just-in-time reporting tools to develop personalized in-app messaging and connect staff with the help articles they need to deepen adoption.

After conducting these interventions, you can later measure the efficacy of those campaigns to support users and deepen adoption. These insights allow you to continually hone your support initiatives and reflect on what is and isn't working as you deepen current technology use and plan for future adoptions.

Why Impact?

Impact provides districts with a deep understanding of edtech tool performance through usage dashboards and adoption analytics. This data is vital to assessing whether a tool is being used to its maximum potential and whether there needs to be intervention to increase adoption.

With data-driven end-user support and communication solutions, Impact can support your district in the onboarding process, help you roll out new technology-focused initiatives, and send critical messages targeted to the people who need to see them all to optimize the ongoing adoption of tools like your LMS and related technology.

KEY EVALUATION QUESTIONS

- How do I measure the effects of training on adoption and engagement?

- What support is available to encourage adoption on a wide scale?

- How does your campus understand usage behavior to determine where users struggle and get them using technology more effectively?
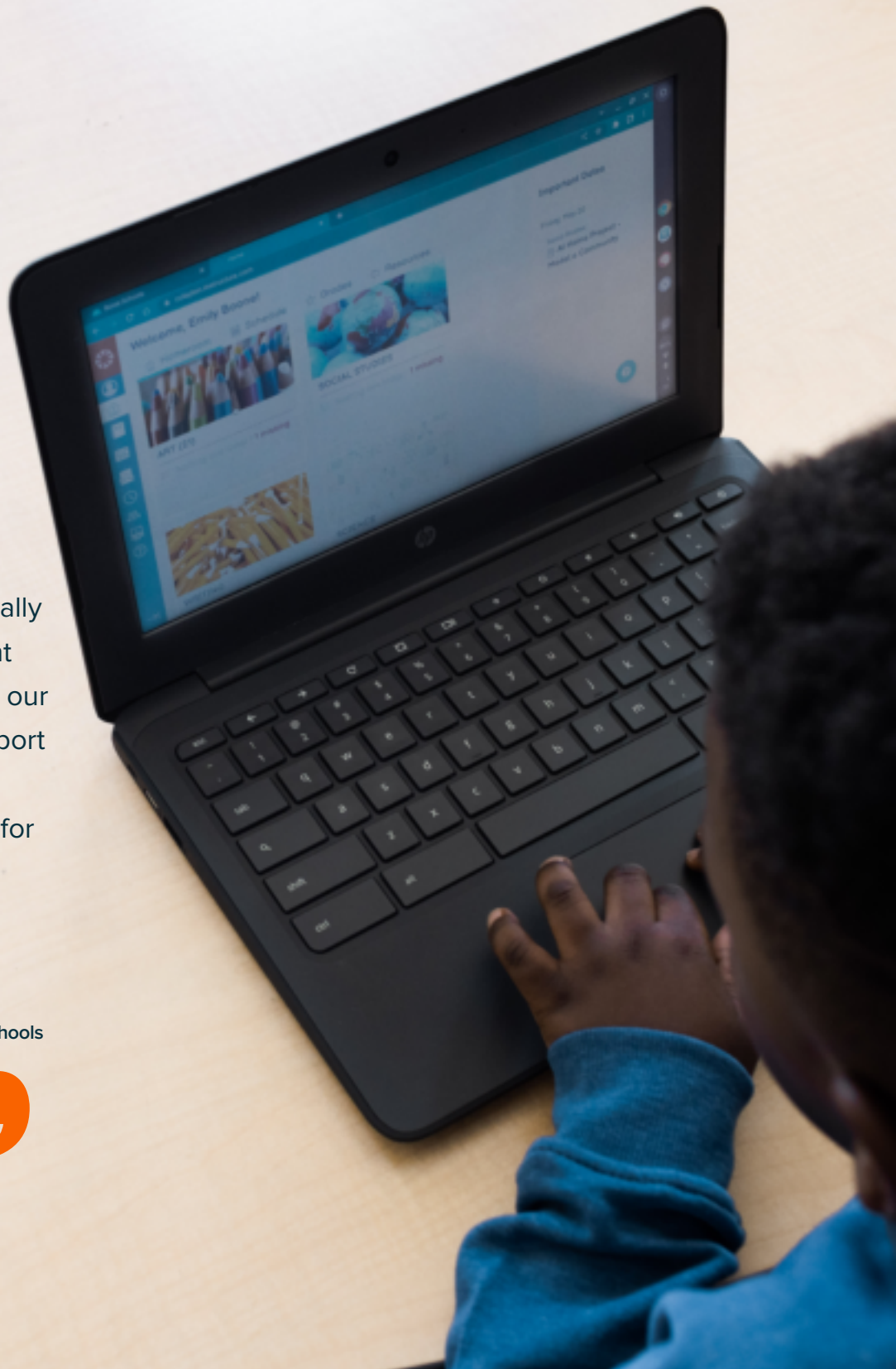
> ...[With Impact] we can get really rich information from different aspects of Canvas [LMS] and our Canvas [LMS] use which support a lot of our strategic goals in terms of utilizing technology for learning, assessment, equity, and inclusion.

KRISTIN BARR
Coordinator of Instructional Technology & Personalized Learning at WJCC County Schools

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Adoption:

Further technology adoption for more effective, innovative teaching and learning in the classroom. ➡

Districts are often left with the huge task of transforming all teachers, students, and their families into all-star tech users and face extensive barriers when making technology accessible. It can be challenging to create efficient processes that support every user in their technology journey. Impact offers a systematic, targeted approach to support your school's initiatives and underscores the benefits of adopting inclusive practices that tear down barriers to further adoption and align tool usage with effective pedagogical practices.

Removing barriers to technology use with Impact allows educators to reap the full benefits of Instructure solutions. Impact does this by delivering in-app messages and tips to guide both individuals and targeted groups of users to where to find information they need. These messages can be delivered to teachers, students, or their families while they navigate Canvas LMS or to encourage them to try new features as part of a school's initiative to promote best practices in teaching and learning.

Why Impact?

Being able to remove barriers for your educators, students, and families and build their capacity to use technology to its full potential requires identifying those barriers and providing them with targeted support along the way. As you and other leaders roll out initiatives to encourage further technology use, communication is key both in providing support and developing best practices for using technology to support engaging pedagogy.

You've already made the investment in Instructure solutions, so delivering personalized communication as you roll out initiatives to further adoption allows your teachers to focus more on instruction and less on navigating new technology.

With the ability to differentiate who receives your intervention (whether through a message or campaign), your technology team can define and create user segments based on adoption data (e.g., teachers who have not started using SpeedGrader yet) and create targeted communication to this specific group on how to better integrate these features into the classroom.

By enabling the feedback collection option on the messages placed throughout Instructure tools, schools are able to understand how users feel about the content in campaigns and quickly identify if any changes need to be applied. Impact allows your campus communicators to choose whether they want to enable users to reply with upvotes, downvotes, or open-ended comments. The data collected from this feedback is actionable and a direct insight into the behavior, needs, and preferences of your teachers, students, and their families so that future communications are delivered effectively.

KEY EVALUATION QUESTIONS

- What are the barriers to adoption your teachers, students, and families face?

- How are your teams currently removing those barriers?

- How are your teams aligning technology tools to pedagogical strategies?

- What are your processes for rolling out new technology initiatives? Are they successful? How do you know?

3
Support:

Provide the personalized support all of your users need, when and where they need it most. ➡

Not every user in your district who logs into Canvas LMS, Mastery Connect, or other Instructure tool brings the same technical knowledge to the table. Recognizing that every technology journey is different is a crucial first step to providing meaningful technology support for everyone.

However, providing personalized support for students, teachers, and their families can put a serious stress on your technology support teams and cost teachers massive amounts of time. Not to mention the disruptions to learning that happen when new teachers and students are learning to navigate a technology landscape and trying to get the help they need to understand the tools they're using.

To meet your users where they are and expedite the support process, Impact provides relevant, fast, simple, in-house support that allows you to bring new students and teachers up to speed quickly and without disruption.

We understand that the closer the support is to the moment where the knowledge can be applied, the better the experience for the user. Differentiated support in context also allows your team to support

Why Impact?

When faculty and students have questions or need support, they need answers in context. Impact provides easy access to support channels, empowering students and faculty to focus more on teaching and learning, and less on traversing technologies.

- Lower support costs

- Reduce time to resolution

- Increase user satisfaction

the unique needs of every student and teacher and puts you one step closer to creating a truly equitable technology environment.

With these goals in mind, Impact provides in-application support to your users while they are active in the LMS. This support comes in two dynamic forms: targeted proactive messaging and context-sensitive help that users can activate 24/7 directly from the LMS interface. Impact messaging also allows for the promotion of a particular Canvas LMS feature or other campus resources.

With a click on the Impact support button in the Canvas interface, students and teachers have direct access to their personal Support Center. Here, users can find relevant context-sensitive help about the specific part of Canvas in which they are currently working. With easy accessibility through the Impact support center and linking resources in messages, users no longer have to leave the LMS in order to get information or answers to their questions.

Through this personalized support, Impact also eases the strain of onboarding new staff and students. Instead of dedicating valuable in-person resources, your school can provide the help they need, right when they need it so they never feel stranded or overwhelmed.

KEY EVALUATION QUESTIONS

- How effective are your campus communications?

- How do you know when a message has or hasn't been received?

- How do you personalize important communication effectively?

- Are you able to quickly provide personalized support for teachers and students with minimal disruptions to teaching and learning?

4

Culture:

Create a proactive technology culture built on self-help. ➡

The resources needed to scale support for all teachers and students puts a huge strain on districts and schools. Teachers, students, and families often use Instructure technology inside and outside of the classroom. They need to be able to use tools efficiently no matter where they are, no matter what time they're online.

After gaining an understanding of how your investments in technology are currently paying off and providing your users with support when and where they need it, teachers, students, and their families will grow more comfortable in the tools they're using and more confident in their ability to find the answers they need.

Having personal, contextualized help right within the Canvas LMS and Mastery Connect environments through Impact results in users becoming more independent when seeking answers.

This increased confidence will result in less time spent hunting down help for technology and more time spent investing in innovative pedagogy and professional learning for staff.

Why Impact?

Having both a large resource library available to users and a streamlined ticket escalation feature ensures that teachers, students, and their families always feel supported. Impact allows your district to provide scalable, accessible support and give your support teams the gift of more time and resources.

The customizable 24/7 system of support allows your school to easily connect users with the help articles, tips, and explanations they need in the context they need to apply them as soon as their questions arise so that they're never frustrated while searching for the right support. Easing technology frustration is critical to building a proactive, technology culture.

As users find answers to common questions directly within the support dashboard in Impact, there's no longer an immediate need for escalating all tickets to your support team. However, support escalation is tracked within Impact and helps streamline when and to whom support tickets are escalated for times where additional help is needed.

Creating an escalated form will always 'know' who the user is and where they were when they initiated the support request to speed up the troubleshooting process. Support requests can be dynamically routed based on role, sub-account, or time of day to integrate with your existing ticketing and support systems.

> With Impact, what we liked about the campaigns was that you could point out a button specifically. You could have it pop up on the appropriate page [within Canvas LMS]. It doesn't have to be something that's really out of context

KRISTIN BARR
Coordinator of Instructional Technology & Personalized Learning at WJCC County Schools

KEY EVALUATION QUESTIONS

- How are you empowering users to take control of their technology learning journey?

- Are you building user confidence through strong self-help support tools?

- Are support tickets being escalated at the appropriate time to the appropriate teams?

Bringing Technology & Pedagogy Together →
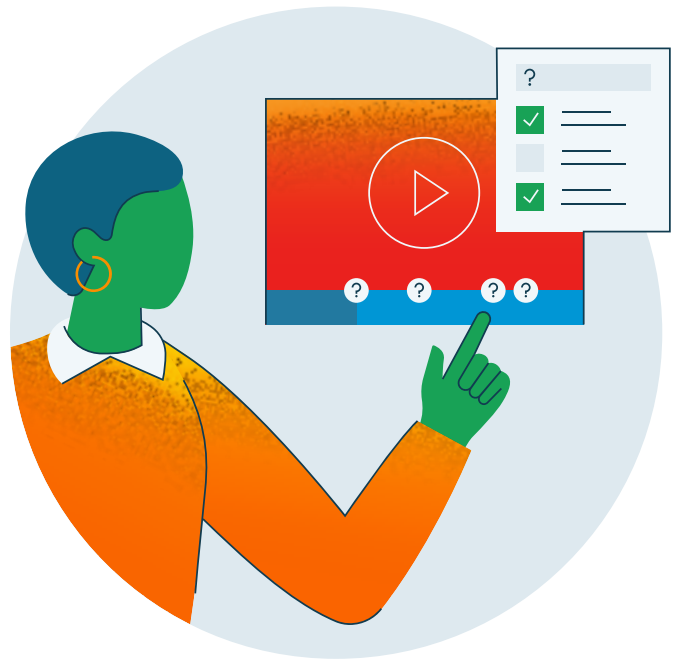
Technology supports and enhances the teaching and learning experience, but it's not always easy to adopt new technology into existing pedagogy.

Impact by Instructure helps districts and schools improve technology adoption, evaluate the impact of educational technology, and encourage innovative pedagogy, all while helping teachers, students, and their families seamlessly navigate new platforms. You can rest easy knowing your edtech investments are utilized to their full potential.

Impact is the support and communication tool that helps you:

• Maximize usage insights to drive adoption & engagement of your edtech tools

• Streamline & facilitate tech transitions

• Personalize communication to targeted users

• Create a culture of self-help

Our goal at Instructure is to provide educators with the most intuitive and effective tools to enhance the teaching and learning experience in a simple, customizable way. Instructure products have set the standard for what easy-to-use education technology looks like. The addition of the digital transformation tool, Impact by Instructure, further solidifies the Instructure Learning Platform as the next-generation edtech provider.

Complete your district's technology toolkit with Impact today.

We invite you to learn more about Impact by Instructure or request a demo.

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Powering the World's Smartest Classrooms.

Instructure is an education technology company dedicated to helping everyone learn together. We amplify the power of teaching and elevate the learning process, leading to improved student outcomes. Today, Instructure supports more than 30 million educators and learners at more than 6,000 organizations around the world.

The Instructure Learning Platform makes learning more personal and student success more equitable by delivering the solutions you need to support, enrich, and connect every aspect of teaching and learning. The Instructure Learning Platform includes:

Canvas by Instructure: providing a robust foundation for teaching and learning—both in and out of the classroom—for all students, while seamlessly integrating with other learning tools.

Mastery by Instructure: bringing together the assessment tools and quality content educators need to implement a successful assessment program that drives learning forward.

Elevate by Instructure: Improving the use of data and technology to help solve district challenges and give educators the information they need to make impactful decisions.

Impact by Instructure: helping teachers and students adopt educational technology to promote deeper engagement with learning.

Learn more at **www.instructure.com/k12/**