The Pandemic Hangover
Today’s Roadmap

Unprecedented Change

Intentionally Online

Prepared for Future Challenges
Unprecedented Change
Higher Education is Changing.
Building an Effective Education Program is Hard

- 65% of primary school children will work jobs that don’t exist today.
- 40% of college students earn their degree in four years.
- 75% of online students are enrolled within 100 miles of home.
- 54% of all employees will need to enhance their workplace skills.
The pandemic could open the door to a more digital future.

The pandemic may spark innovations that improve colleges’ ability to serve their students better remotely... But in-person education is likely to remain the standard.”
"The change to remote learning offered faculty and technology support people the conversations that they wanted to have for a long time..."

-- Dr. Terri Cullen, University of Oklahoma
Adapt to Survive

Evolve to Thrive

ONSITE  BLENDED  ONLINE
“Flipped” moves lectures online, activities onsite

“Hybrid” trades onsite time for flexibility

“Hyflex” is fully online and/or blended

“The advantage over face-to-face classes was significant in those studies contrasting blended learning...”

Means et al 2013

STRENGTHS OF SYNCHRONOUS ONSITE

- familiar
- sensory
- spontaneous
- human

STRENGTHS OF ASYNCHRONOUS ONLINE

- flexible
- reflective
- repeatable
- participatory

MODERATOR VARIABLES OF BLENDED COURSES¹

- async. comm.
- personal interaction
- practice
- facetime


What is “UX” Design?
WHAT CAN UX DESIGN TEACH US ABOUT COURSE DESIGN?

- Embrace onboarding
- Begin with the users in mind
- Unbox the course
- Be intentional with copy text
- Be simple
- Be linear and connective
- Create multimedia instructions
- Be consistent
- Solicit frequent feedback

Sketch-note by John Spencer
Academic Freedom

Technology in the Classroom
“...students perceive online discussion as more equitable and more democratic than traditional classroom discussions...”

Kim et al. 2011

“[Video] allows students who wouldn't participate in the class discussion to express themselves in a less intimidating environment.”

David Bybee, Assoc. Academic VP for Instruction, BYU-Hawaii
97% of US undergraduate students own a smartphone.

According to the EDUCAUSE Center for Analysis and Research (ECAR) Study of Undergraduate Students and Information Technology, 2017.
96% of those students own a smartphone running iOS or Android.

Share of Time Spent on Mobile: App vs. Web
Source: comScore Mobile Metrix, U.S., Age 18+, June 2017

Mobile Web: 13%
Mobile App: 87%
Blended Learning should be the “New Normal” in Higher Education.
Prepared for Future Challenges
Top Education Challenges Next 5 Years

1. Demand for Online Learning
2. Video in the Virtual Classroom
3. Student Success
4. Personalized Learning
5. Putting Data to work
Challenge 1 - Demand for Online Learning

1. More easily shift to fully online if necessary
2. Leverage existing course resources in fully online/non-degree programs

1. Deliver the consistency students want.Expect
Challenge 2 - Video in the Virtual Classroom

1. Develop confidence and deliver support in using video tools
2. Curate and manage your video asset libraries (valuable IP)

1. Drive engagement that positively impacts student outcomes
Challenge 3 - Student Success

1. Identify at-risk students and help keep them on track
2. Define pathways to their desired outcomes- degree programs, certificate programs, or otherwise

1. Help students bridge the gap to in-demand careers
1. Tech tools will increasingly enable personalized learning at scale

1. Focusing on student outcomes

1. Meeting students where they are
Challenge 5 - Putting Data to Work

1. Understand what’s happening with students through data
2. Insights into program and department health

1. Empower educations, admins and leaders across your institution
“The most reliable way to predict the future is to create it.”

- Abraham Lincoln
Questions?
Students don’t open your emails

Email is no longer an effective means of communication:

- 39% of students don’t always open emails from their academic advisors
- 50% don’t always read emails from academic departments
- 72% treat emails from student organizations like spam.

SMS messaging is a less than ideal alternative:

- Limited to 160 characters
- Can be expensive to use frequently
- Are considered an intrusive means of communication by students

Push Notifications via Mobile Apps:

- Appear in a student’s notification tray, where today’s youth check dozens of times daily
- Allow personalization and preference setting by end-users
- Allow unlimited text, and an associated image
- No additional cost
The Native App Difference

1. Native Apps are specifically optimized for mobile devices with faster load times.
2. They provide a superior viewing experience that results in higher engagement.
3. They leverage smartphone functionality such as the built in camera and microphone, photo and video storage and location-based hardware, in ways mobile web browsers can’t.
4. Most importantly, they utilize the phone’s push notification system to notify users via their preferred and customizable communication pathway.
5. A recent report from Jobs of the Future and Persistence Plus showed that institutions who utilized personalized messages improved retention rates by 10 percent compared to those who opted to not send push notifications.
Meet Students Where They Live

Students spend 89% of their time on native mobile apps and just 11% of their time in mobile browsers, and surveys show students prefer using apps on their smartphones instead of being pointed to mobile websites.

Responsive design is important to meeting accessibility requirements of your faculty and staff but mobile apps are the preferred avenue of learning and interacting with your institution for the vast majority of your students.

Deliver both responsive design and the highest rated Student and Teacher apps in education, with Canvas.
Top Education Challenges Next 5 Years

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Challenge 1 - Demand for Online Learning

Challenge

Even before the Covid-19 crisis, data showed that by 2022, no less than 54 percent of all employees would require significant re-skilling and up-skilling in the workplace.

For most, the traditional 2 or 4 year degree program isn’t expedient or affordable enough to support this transition. This has left institutions exploring ways to better support these non-traditional learners in their efforts to develop and demonstrate new skills to potential employers.

To date, this has largely been accomplished by certificate programs that rely on existing technology offerings and packaging a subset of existing course offerings in a clearly siloed segment of the organization.

Instructure Approach

Instructure is exploring ways to evolve existing learning technology, bundled with additional internally and externally developed tools, to deliver a seamless online experience that will support:

- Recruiting/marketing of courses and programs
- Improving the course shopping experience
- Seamless UX across tech tools
- Delivery of dynamic, engaging course content
- Social online learning, connecting and networking students
- Action-focused analytics to support learners
- Methods for showcasing proof of skill achievement - micro credentialing
- Connection to potential employers whose needs align with program skills focus
Challenge 2 - Video in the Virtual Classroom

**Challenge**

One of the biggest criticisms of the rapid migration to online learning has been lack of student engagement in the virtual classroom. Much of this is due to the rapid shift to remote learning instead of well-designed online learning, a key element of that being the delivery of long-form synchronous video to replace in-person lectures.

Data shows engagement drops off precipitously the longer the video, yet simply by adding video controls allowing students to pause and control the speed of videos have a positive impact. Adopting best practices such as shorter, asynchronous videos with embedded quizzing and other interactive tools are shown to drive engagement similar to the in-person classroom experience.

**Instructure Approach**

Canvas Studio is designed to deliver the ideal type of short, asynchronous videos by both educators and students. As we continue to build on this approach, Canvas Studio will continue to evolve to include:

- Simple, intuitive video editing tools
- Seamless integration with third party video tools like YouTube, Vimeo and others
- Feedback and analytics to support engagement between educator and student
- Video asset management for institutions
- Expanded mobile video functionality

Instructure continues to expand partnerships with industry leading video conferencing tools such as Microsoft, Zoom, Google and other to deliver seamless and flexible video conferencing options.
## Challenge 3 - Student Success

### Challenge

Student Success has traditionally focused on year-over-year student retention and ensuring students are on the path to graduation within a 2 or 4 year degree program.

Even before the global Pandemic, Colleges and Universities were experiencing the ninth straight year of declining enrollment. Covid 19 has forced us to broaden our thinking around student success and the use of data to support student outcomes. The student debt crisis is putting pressure on colleges and universities to help students bridge the gap between their education and career opportunities.

Combined, there is an enormous amount of pressure on institutions to demonstrate the tangible and intangible value of time and money spent.

### Instructure Approach

Instructure’s focus on teaching and learning is where the rubber hits the road for student success. Our focus will not just be on helping students achieve their academic goals, but on supporting college and universities efforts to demonstrate the value they deliver, not just to individuals but to our society as a whole. Some aspects of this focus are:

- Tools to identify and support at-risk students
- Pathways and credentialing to support student progress and demonstrate achievement
- Assessment to demonstrate program effectiveness and support improvement
- Tools to support student planning and outcome mapping
- Tools to bridge the gap between students and prospective employers in need of their skills
Challenge 4 - Personalized Learning

**Challenge**

In a world where individuals are delivered curated online experiences based on their browser history and self-identified preferences, student expectations are increasingly moving towards a personalized collegiate experience.

That said, personalized learning is notoriously hard to deliver at scale. Programs like competency based education (CBE) have shown some success in individual programs, but are rarely implemented fully-featured across entire institutions successfully.

Even communicating with students has become more difficult as data shows they no longer read email from their institution, find unsolicited text messages intrusive, and prefer personalized notifications through their mobile apps.

**Instructure Approach**

Instructure is focused on bringing learning and assessment together to map and deliver student outcomes. Personal, program, and institutional tools to help created blended and online learning experiences to rival the traditional on-campus experience.

- Delivery of tools to support outcomes-based education that will scale beyond individual programs
- Delivery of dynamic course content and user-experience tailored to the needs and preferences of individual teachers and students
- Seamlessly integrated communication tools to connect student to teacher and students with their peers to support engagement, networking and social and emotional learning like never before
Challenge 5 - Putting Data to Work

Challenge

Privacy and the protection of personal student information are of paramount importance. Cyberattacks and I.D. theft can alter lives. The privacy and protection of data is in discussion in every industry, but none more than Higher Education. At the same time, properly leveraged, data can have an incredibly positive impact on well-being of individual students, impact of course content, performance of programs and departments, and the health of a college or university as a whole.

Finding ways to properly leverage data while honoring our obligations to protect that very same data is a challenge at every level of education. Getting that data into the hands of the educators and leaders who can leverage it for positive outcomes, in formats that are easy to understand and actionalize, is no easy task.

Instructure Approach

Instructure will continue to support the unfettered export of institutional data for all of our solutions, streamlining the process through Canvas Data 2 and future data initiatives. We’ll continue our commitment to protecting student data and privacy while ensuring our clients have the data they need to drive data-based decision making across their schools. We’ll build on these efforts by:

- Integrate data across Instructure solutions to deliver a more cohesive perspective
- Developing more robust data visualizations, dashboards and reports for every Instructure solution at every level
- Expand analytics tools beyond course level to include holistic student, program, department and institution level analytics