

# PILLARS

## of Today's Higher Ed Classroom





# When you think of the word **pillar**, what comes to mind? Strength, perhaps? Support? Something irrefutably solid?

According to Merriam-Webster, a **pillar** is a firm upright support for a superstructure. It's a supporting, integral, or upstanding part, a fundamental precept. It's also a body part that resembles a column.

And in higher education, a strong set of pillars is needed to provide a productive, supportive learning foundation for students. That's not new.

But as the education landscape continues to shift in response to changes in learning demand, the evolution toward more student-centric education, a growing overlap between skills-based and degree-based learning and significant advancements in learning technology, finding solid footing for the future is a leading priority for higher education institutions like yours.

The question is, what should the foundation of today's higher education classroom look like?

It calls for approaches that enrich, support, and connect every aspect of teaching and learning.

It requires flexible and innovative models to support educational journeys as diverse and unique as students themselves.

And increasingly, it takes a strong digital strategy designed to support a variety of traditional and non-traditional students and settings.

Canvas LMS is an open, reliable, and extensible learning management system that brings together video engagement, a branded course catalog system, and student badging and e-portfolios. Impact by Instructure adds a pillar of support to help streamline edtech adoption and enhance teaching and learning.



**CANVAS LMS** simplifies course management, communication, and student connection.



**IMPACT BY INSTRUCTURE** helps faculty and students adopt educational technology and promotes deeper engagement with learning.

Combined, these solutions provide the streamlined edtech ecosystem needed to help higher education institutions drive retention, engagement, and ultimately data-driven student success.



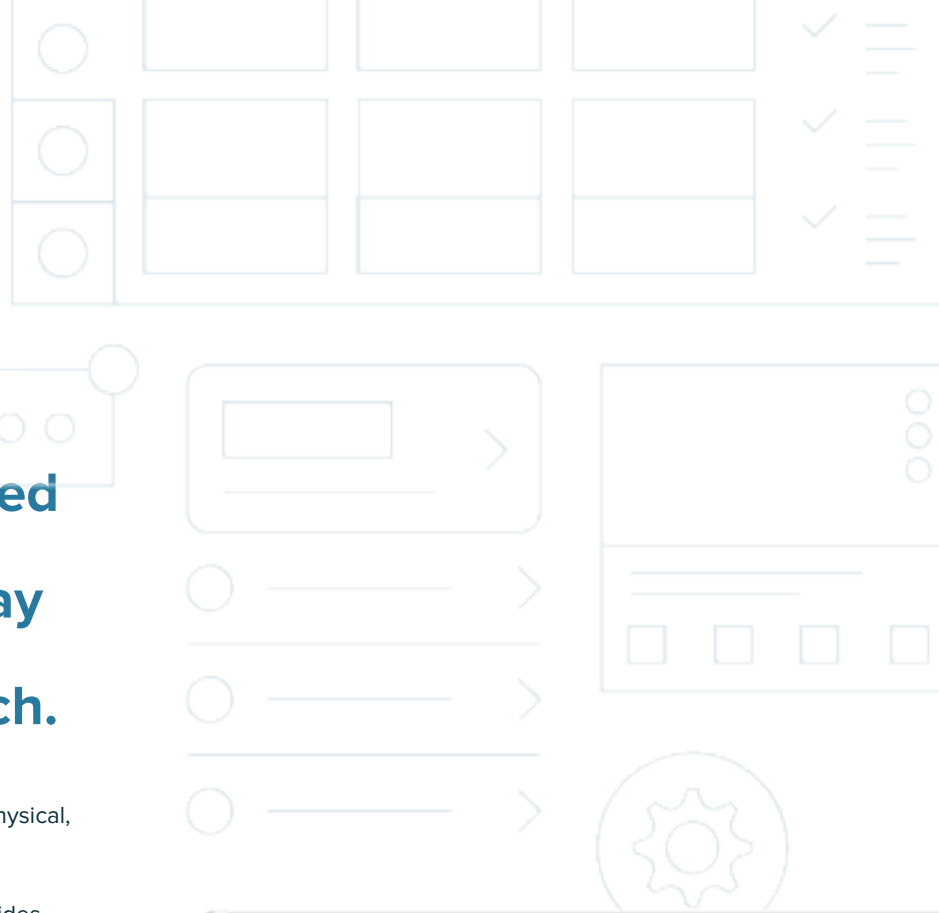
## An accessible, centralized learning management platform built for the way students want to learn and faculty want to teach.

Canvas LMS streamlines interaction and builds strong relationships between teachers and students, across a physical, hybrid, or fully online classroom.

And as a commercial open-source platform, Canvas provides an openness that allows administrators and faculty to innovate and customize courses using Learning Tool Interoperability (LTI) standards, while still giving students a seamless and engaging experience.

Teachers can communicate with individual students, groups, or the entire class through messaging, audio notes, video, and more. And students can collaborate amongst themselves via chat group, video, and other messaging tools.

Plus, the Canvas API works with additional learning tools that students and teachers know and love to deliver one centralized learning hub. This includes Google Classroom, Microsoft Teams, Zoom, Adobe, and hundreds of other technology partners.





## On-the-go Access

And like today's students and faculty, Canvas is highly mobile. With the Canvas app, instructors can engage with students whenever and wherever through native mobile notifications and Canvas apps that boast best-in-class data security and accessibility.

Additionally, using SpeedGrader, faculty can grade on the go and stay connected to students. The app enables instructors to:

- provide targeted feedback with annotations
- use rubrics for scoring
- share comments via video
- add grades to the gradebook
- quickly create powerful, actionable reports about student progress.

The result? Modern convenience designed for the way students want to learn and teachers want to teach.

Canvas has one of the most [active communities](#) in education, giving you a personal learning network at your fingertips.

Learn more about [Canvas LMS](#)

## Make More Informed Decisions with Your Edtech Data

Understanding how students and faculty are using their LMS or edtech is important for optimizing its effectiveness. Fortunately, cloud-based Canvas delivers powerful course-level analytics and ensures the most robust access to data of any learning management provider.

Using **Canvas Data**, institutions can easily and quickly build reporting and dashboarding around the usage of Canvas and other education technology tools at their institution, conduct research into institutional and instructional effectiveness, and more. Just as important when introducing new technology is helping faculty and students seamlessly navigate their new learning platforms. With Impact by Instructure, institutions can dive deeper into edtech usage analytics to streamline and maximize adoption of the tools they use everyday.



## Impact by Instructure

With Impact, Canvas native tools can be 100% monitored. That means you can gather LMS usage reports and make data-driven decisions. And insightful dashboards and dynamic reporting provide a detailed view of how well students and faculty are engaging with available edtech tools.

Increasing technology adoption starts with making faculty aware of the tools available to them and how these tools can help them to improve learning and teaching. Using targeted in-line messaging, institutions can communicate with users and guide them through tasks, helping to improve learning and teaching while improving technology adoption.

Impact can be used to increase the quality of online course offerings, too, enabling targeted messages to validate key learning objectives while helping educators identify courses that can be improved.

Plus, with Impact, institutions can provide on-screen “Tier Zero” support directly within Canvas, streamlining support and speeding issue resolution.





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We use [Impact] proactively to connect our users (students, faculty, and staff) with the support materials and increase their use of the tools.




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**ALISA KADENIC-NEWMAN**  
Director of Academic Technology  
Community College System of New  
Hampshire

## Gain insights into Technology Usage through:




-  **Adoption Monitoring:** Impact allows your team to create detailed reports to understand how deeply students and teachers are engaging with edtech solutions like Canvas LMS, which features are being adopted, and whether tools are or aren't being used effectively.
-  **ROI Evaluation:** Gather the data necessary to understand the effectiveness of key activities in your institution, such as communicating via messaging, training staff, and rolling out support materials. Add events to your Impact campaigns to gauge the ROI of your initiatives.

## Provide around-the-clock support by:

-  **Reducing overall support load:** Find answers to common questions directly within the support dashboard, without having to immediately escalate needs to your support team.
-  **Streamlining the support and resolution processes:** With a click of a button, students and teachers have direct access to their personal Support Center. Impact provides users with 24/7 contextual and role sensitive self-support directly within edtech tools.
-  **Intervening with the right support at the right time:** The customizable, 24/7 system of support allows you to easily connect users to help articles, tips, and explanations in context, as soon as questions arise.

With the right insights, tools, and streamlined adoption of those tools, educators can make an impact when and where it's needed most – whether that's in class, online or on-the-go.

## Increase the quality of course offerings with:

-  **Course consistency:** Guide educators to use best practices specific to their programs or subject matter.
-  **Student engagement opportunities:** Send prompts directly within a product to ensure students are engaged, on track, and are doing the necessary work to be successful.
-  **Customized messaging to drive initiatives:** Create Impact campaigns to communicate with your users and guide them through any task, as well as view how many people have interacted with your messages during a campaign.

## Build a Robust Foundation

With the right insights, tools, and streamlined adoption of those tools, educators can make an impact when and where it's needed most – whether that's in class, online or on-the-go.

When combined as part of a complete platform, Canvas LMS and Impact by Instructure work seamlessly together to make institutions stronger, providing a modern, convenient, and robust foundation to enrich, support, and connect every aspect of teaching and learning.

Learn more about [Impact](#)



# 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 for higher education includes:



**Canvas by Instructure:** bringing together Canvas LMS, video engagement with Canvas Studio, a branded course catalog system by Canvas Catalog, and student badging and e-portfolios with Canvas Credentials.



**Impact by Instructure:** helping teachers and students adopt educational technology to promote deeper engagement with learning while guaranteeing the campus edtech ecosystem is utilized to its fullest potential.

Learn more at <https://www.instructure.com/higher-education>.