Best Practices for Successful Rollout and Adoption

Overview

This guide will help you design your institutional rollout and adoption plan for every type of user—from district and school administrators to educational technologists to teachers, students, and parents.

In Canvas terms, adoption refers to the number of people and the degree to which they use the LMS. Experience tells us that the greater the adoption rate, the more successful the institution will be in meeting its goals for Canvas and achieving other related institutional priorities.

Visit the Canvas Strategies Community Group to see how other K-12 institutions have managed rollout and adoption. Consider sharing your own experiences with the group.

Best Practices

1 **Have a clear vision.**
Why did you choose Canvas? How is Canvas going to help you reach your teaching, learning, and other technology-related goals? What do you want your students' experience to be like?

2 **Set SMART goals.**

SPECIFIC: State exactly what you want to accomplish (who, what, where, when, and why).

MEASURABLE: Determine how you'll demonstrate and evaluate the extent to which your goals have been met and how you'll measure success.

ACHIEVABLE: Align goals with users' ability to achieve outcomes.

RELEVANT: Connect rollout and adoption goals to your institutional goals and objectives.

TIME-BOUND: Set target dates and milestone dates to guide your goals to successful and timely completion.

3 **Make Canvas "Actionable" not "Optional."**
Set milestones and check-in dates for users. Have a roadmap for long-term adoption and growth. Consider what will work with your early adopters and for your laggards. Think about how you will handle setbacks and failures. What are the minimum expectations for instructors? What are your institutional style guidelines?

4 **Eliminate barriers.**
If you can make using Canvas easy for instructors, students, and your other stakeholders, you'll get more buy in and better adoption rates. Consider templates, master courses, and other "plug-and-play" elements that could simplify the transition process and course design. Also, what other systems or tools might be eliminated because of Canvas? Are there things you're already doing that you could move to Canvas to streamline processes?

5 **Understand the pedagogical shifts that must take place for Canvas to be effective in the traditional classroom.**
Canvas is not just a website. Look at the SAMR model of technology integration and see how your teachers can start creating deeper learning activities for their students. Consider how blended and flipped learning may now be possible, because of Canvas.

6 **Design and deliver quality, ongoing professional development.**
You may do boot-camp style professional development to start off big, but don't forget to keep the ball rolling with ongoing PD and open lab opportunities.

7 **Differentiate professional learning for your instructors.**
Some will want an online course they can complete at their own pace, and others will want printed task-helps and a lot of hand holding. You'll have some speedboats and some who are afraid to even get in the water. Create engaging, hands-on experiences for all users to play and learn.

8 **Identify and activate your early adopters and teacher-leaders.**
Your early adopters can be your biggest change leaders. Invest in Canvas trainings to activate early adopters, coaches, and teacher-leaders; then budget accordingly.

9 **Leverage the community—your own community and the larger worldwide Canvas community.**
Give your early adopters ways to share and showcase what they're doing. Actively participate in the Canvas Community. Ask others what they're doing. Amazing things are happening with Canvas and the Community is where you'll have a chance to learn more about them.

10 **Get the word out.**
Communicate your vision—internally and externally. What are all the awesome reasons you chose Canvas? After you explain the "why," you'll need to help everyone understand "how" and "when."

11 Know your processes before you share them with teachers.
How will students be enrolled? How will courses be created?

12 Celebrate even the smallest successes.
We can help with some Canvas swag.

Adoption Ideas

Kick-off Canvas Right

- ☐ Hold a Canvas cookout
- ☐ Offer "panda perks"
- ☐ Provide Canvas and cookies
- ☐ Organize a Canvaspalooza event
- ☐ Use creative themes like "Paint your school with your Canvas" or "Canvas: a teacher's work of art"

Canvas for Courses

- ☐ Establish a Canvas presence for all courses.
- ☐ Create working "master courses" for teachers to collaborate and share content.
- ☐ Use public courses to share information with non-students by creating links to existing online content.
- ☐ Create lessons in Canvas for substitutes.
- ☐ Use draft state to create emergency lesson plans that can be published and unpublished as needed.
- ☐ Manage all of your professional development in Canvas.

Canvas for Extracurricular Activities

- ☐ Create courses with advisors or coaches as teachers.
- ☐ Create team calendars.
- ☐ Use assignments to collect fees, medical waivers, etc.
- ☐ Send announcements or reminders.
- ☐ Implement summer strength-building routines
- ☐ Set up training schedules and practice logs for track or cross country.

Canvas for Counselors

- ☐ Create courses for each grade level.
- ☐ Send selective announcements to specific groups.
- ☐ Create grade-specific calendars.
- ☐ Share scholarship due dates.
- ☐ Share enrollment deadlines.
- ☐ Share college/career readiness links, tips, and tricks.
- ☐ Inspire action through scholarship celebrations and university acceptance announcements.

Canvas for District and School Administrators

- [ ] Train superintendents and principles as super users.
- [ ] Flip faculty meetings.
- [ ] Work collaboratively on strategic planning for your district with assignments and due dates; send announcements and set up discussions to reduce mass emails.
- [ ] Use assignments to collect Internet use agreements, personal leave forms, etc.
- [ ] Share policy manuals.

Canvas for Parents

- [ ] Create courses for the PTA, community council, or parent volunteer groups to share events and to collaborate.

Adoption Strategies

There are several known software adoption strategies. Which one is best for your institution? Consider blending a couple of strategies if that makes sense. You may start with a pilot, then go for a Big Bang. Keep in mind that any of the strategies may be accomplished with a mix of online, blended, and in-person professional development opportunities. Online is a great way for your super users to get started.

- [ ] **Big Bang -** This is the "go big or go home" option. Rollout includes an intensive "boot-camp" where all teachers learn and apply Canvas features in their courses.

- [ ] **Parallel -** This is often used when an institution is moving from an existing LMS to Canvas, but needs to keep some content in the old LMS while getting users up to speed on Canvas features and tools.

- [ ] **Pilot -** Many schools use the pilot method. Start with a small group of champions or super users. Then expand the pilot group(s) until everyone is included.

- [ ] **Phased -** Similar to the pilot method, institutions use this to start with a select group (e.g., all 9th graders, only English classes, or just the high schools). Over time, more groups are brought on board until you reach capacity.

Rollout Process and Adoption Planning

Design your plan in four steps:

Step 1: Assess

- [ ] Set SMART goals and milestones
- [ ] Consider 1-2 year goals and 3-5 year goals
- [ ] Conduct a needs assessment
- [ ] Identify team members
- [ ] Determine which adoption strategy will be used
- [ ] Create leadership buy in

Step 2: Plan Rollout

- ☐ Create a timeline
- ☐ Develop communication plan (internal and external)
- ☐ Design a professional development plan
- ☐ Identify and empower super users

Step 3: Implement

- ☐ Execute communication plan
- ☐ Train the Trainer
- ☐ Deploy Professional Development
- ☐ Engage super users

Step 4: Sustain

- ☐ Gather feedback
- ☐ Provide ongoing professional learning opportunities
- ☐ Identify additional teacher-leaders who show aptitude and interest as potential trainers
- ☐ Start the process again focusing on long term goals

Visit this group site in the Canvas Community to learn more:

https://community.canvaslms.com/groups/strategies