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.

And in higher education, a strong set of pillars is needed to provide a productive, supportive learning foundation for students. That's not new.
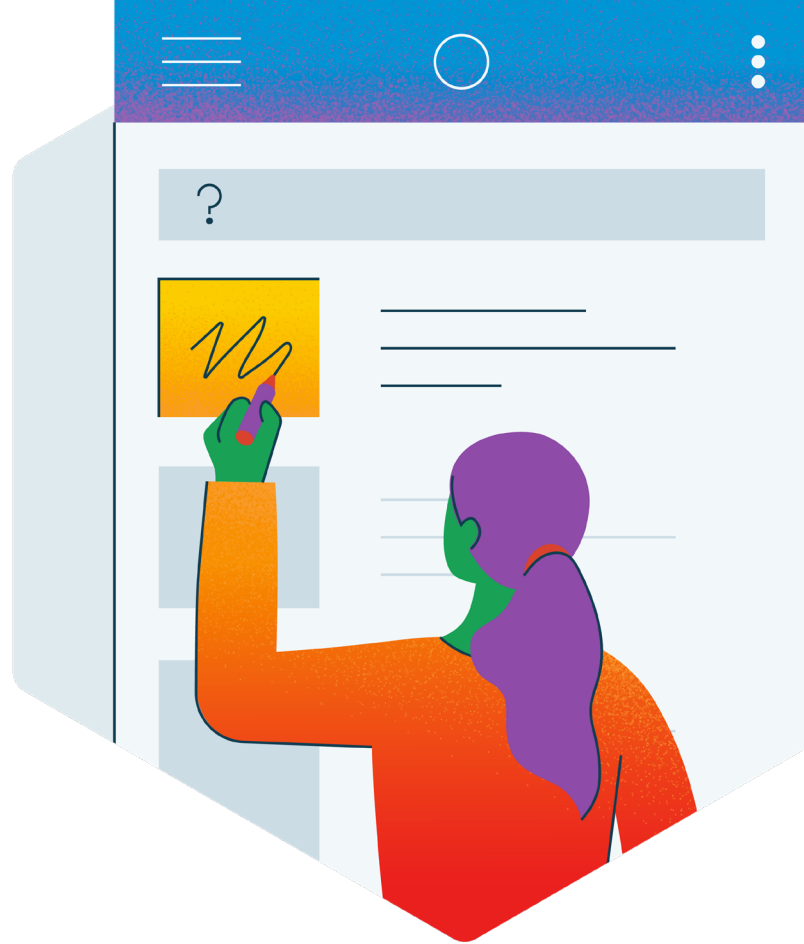
But as the education landscape continues to shift in response to changes in learning demand, the evolution toward more student-centric education, a growing overlap between skills-based and degree-based learning and significant advancements in learning technology, finding solid footing for the future 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.

That's the power of the Instructure Learning Platform. For community colleges, vocational schools, and four-year institutions alike. As an open, reliable, extensible learning ecosystem, the Instructure Learning Platform offers fortifying pillars that come together to support the classroom of today and the future, and includes:

- **CANVAS LMS** to simplify course management, communication, and student connection

- **CANVAS STUDIO** to make video learning more engaging and interactive

- **CANVAS CATALOG**, which helps to streamline and modernize course registration and enrollment

- **CANVAS CREDENTIALS** to support students as they map their academic and skill-building journeys

- **IMPACT BY INSTRUCTURE**, designed to help faculty and students adopt educational technology and promote 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.
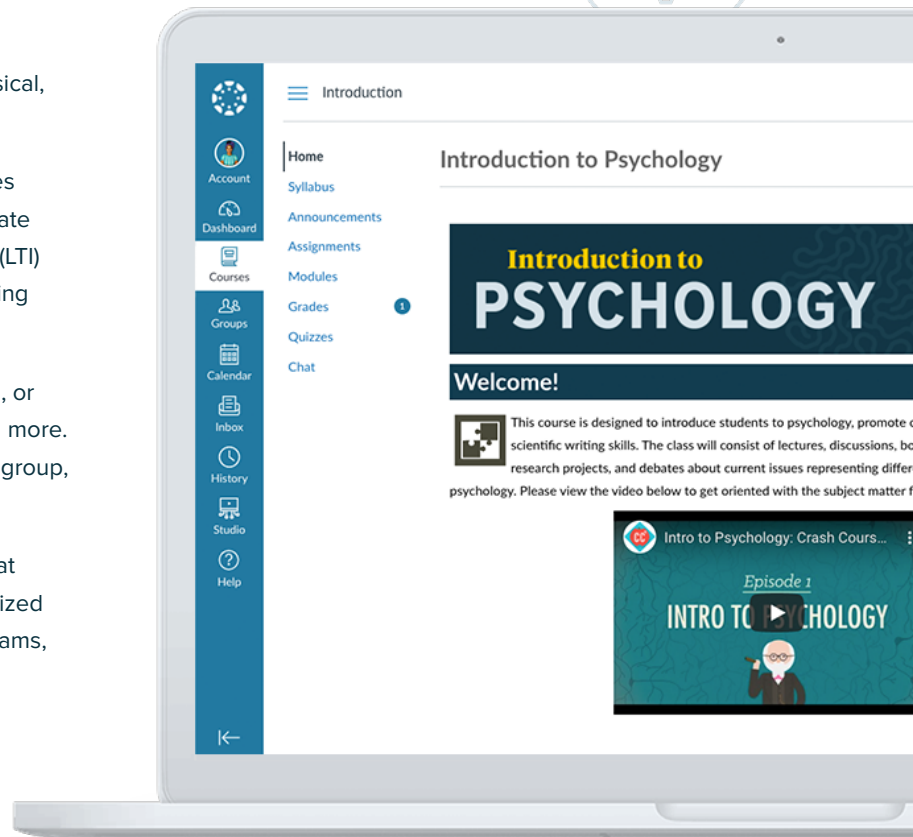
INSTRUCTURE

CANVAS
LMS

1

An accessible, centralized learning management platform built for the way students want to learn and faculty want to teach.
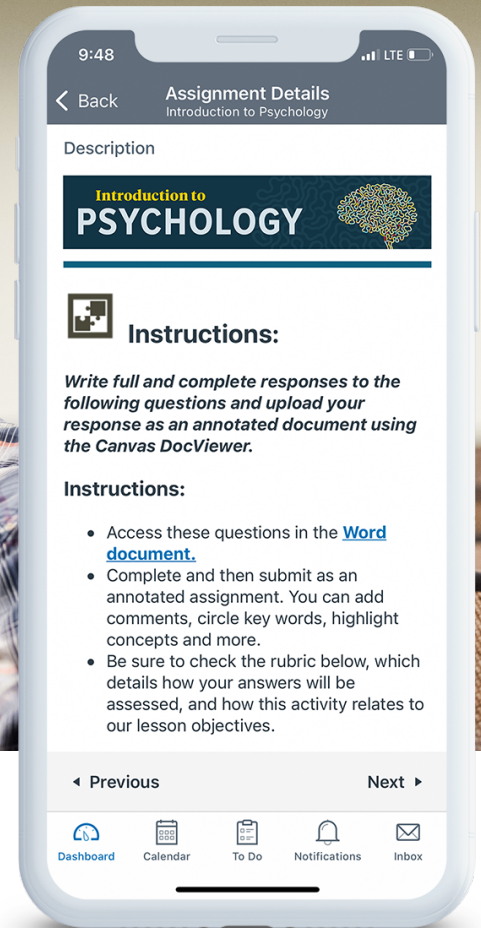
Canvas LMS streamlines interaction and builds strong relationships between teachers and students, across a physical, hybrid, or fully online classroom.

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.

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CANVAS LMS

Canvas on the go

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.

Analytics

Understanding how students and faculty are using their LMS 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 at their institution, conduct research into institutional and instructional effectiveness, and more.

And Canvas has one of the most **active communities** in education, giving you a personal learning network at your fingertips.

Learn more about Canvas LMS

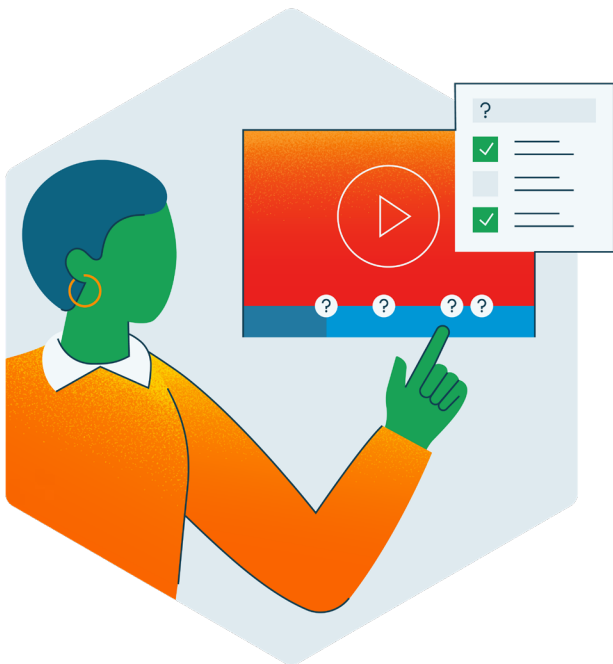**Pillars of Today's Higher Ed Classroom**

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2

Active and engaging tools for virtual learning

Learning happens in the moment. Canvas Studio is a next-generation video learning platform that turns one-way, passive video into inclusive, engaging, and productive virtual classroom discussions.

Canvas Studio provides a robust set of tools for creating and delivering interactive digital learning experiences. These tools help educators bring engaging learning to life, enabling content creation, in-video discussions, embedded quizzes, and more.

With Studio, instructors can create the personal, interactive content that encourages active learning, collaborating and communicating.
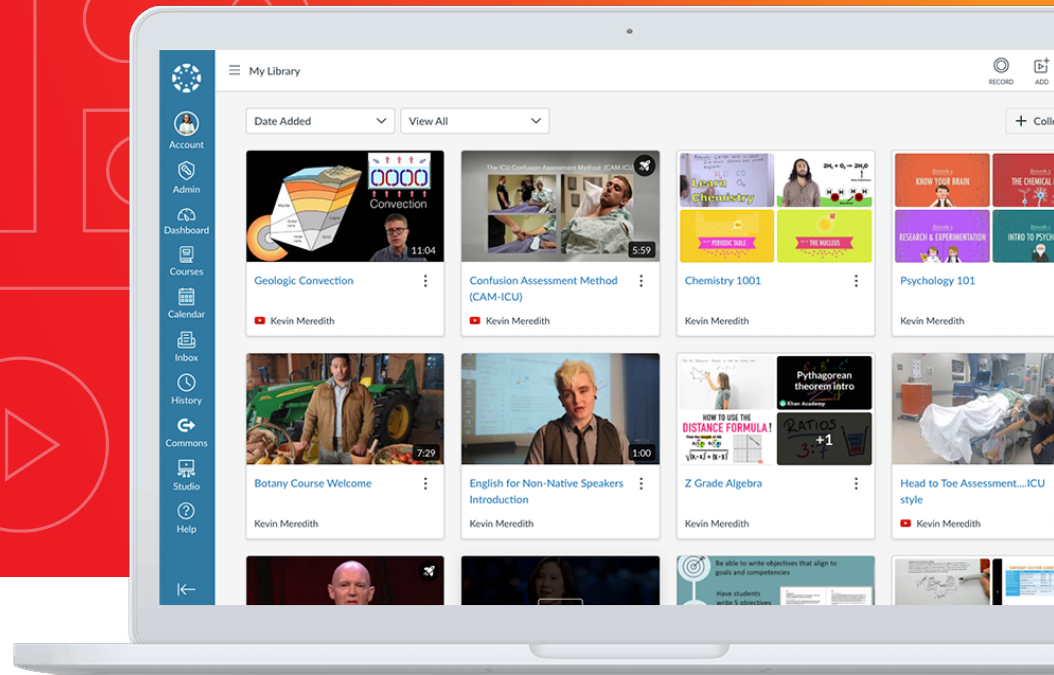
> "
> Whether it's our cosmetology students giving a perm, our nursing students giving a mock interview, or our lit students doing a poetry reading, it can be done in Studio.
> "

JUDITH LEA
Director of Technology Learning
Coastal Alabama Community College, AL

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Video

Instructors create, deliver, host, and organize video content from multiple devices. They can also add discussion questions into video clips to prompt students to comment and critique the content as they watch and listen.

Students can also interact by engaging in dynamic conversations while accessing, view, and replay videos wherever and whenever they're logging on to learn.

Quizzes

Quizzes are another Studio feature built with students and educators in mind, and interim quizzes and assessments are a timeless and valuable checkpoint in student progress and coursework effectiveness.

With quiz questions directly embedded into the video timeline, students can demonstrate their understanding of a subject or skill as they go. Educators can instantly share how students did and provide targeted feedback using SpeedGrader. Doing so goes a long way in helping students apply their learning in the moment and demonstrate mastery of a subject or skill.

Content Creation

Canvas Studio also makes it easy to access and upload media to courses and store it in a personal media library. It's also simple to add other tools and apps, including YouTube content.

Educators can also ask students to record a video explaining a concept or skill, then use SpeedGrader to apply rubrics and provide quick and targeted feedback in Canvas.

Plus, with Canvas Studio, educators can bring personalization and knowledge to your courses with your own content. Integrated content creation tools make it easy to incorporate course introductions, assignment instructions, demonstrations, and other course content.

Analytics

Canvas Studio also provides in-depth engagement analytics so educators can determine what's working, what's not, and adjust the content and coursework as they go.

Learn more about Canvas Studio

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3

A stunningly easy way to find and enroll in course offerings

Canvas Catalog offers a simple, modern, and effective way to promote your courses and push students to reskill and upskill as needed.

Canvas Catalog lets you provide a modern, institution-branded storefront for your organization's course and program offerings. It's a simple way to promote paid, free, and non-degree programs and professional development courses to your community to generate awareness on a large scale.

Even better, it's easy for students, admins, and instructors to use, with self-service capabilities that greatly streamlines the registration process. That's just the kind of convenience today's users are looking for.
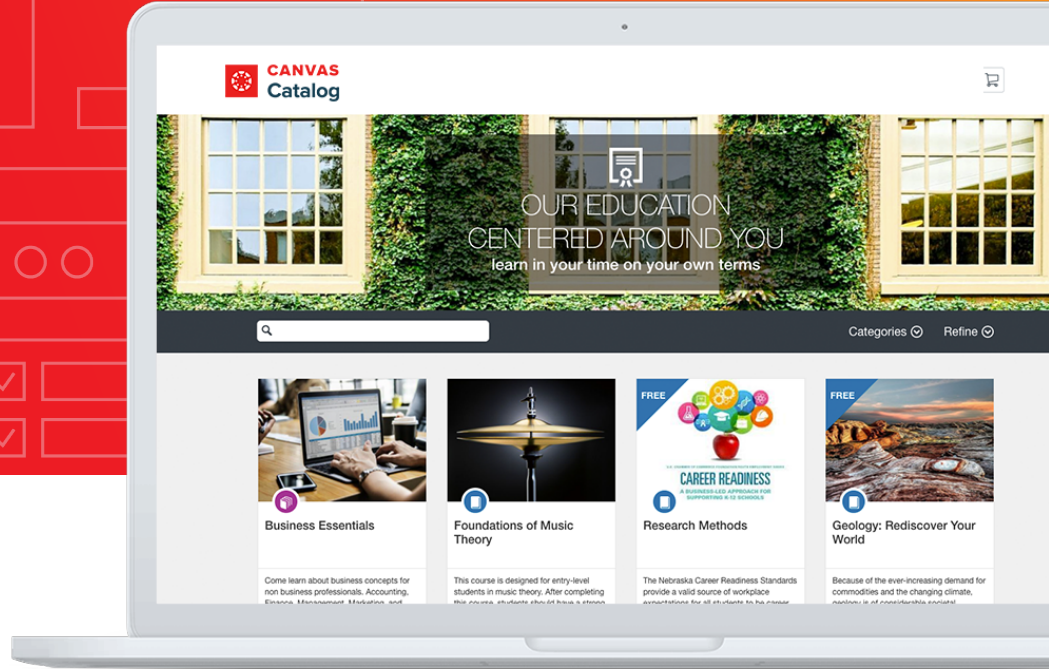
> Creating a sustainable distance learning platform is part of the wider strategic agenda for Hull College Group. Catalog was a natural choice as it presents an easily editable, robust delivery platform. Canvas and Catalog together provide the perfect partnership to allow us to deploy new and exciting online programs and accredited courses.
>
> **HULL COLLEGE GROUP**

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Benefits for students and administrators

For students, Canvas Catalog streamlines the registration and course-indexing process by enabling student self-registration and self-paced courses. Students can see customized dashboards to view course progress, providing them with a clear view of what has been completed and what is coming next. Robust capabilities help institutions meet the needs of diverse learners. And enrollment, payments, and certificates are all handled automatically.

Administrators can easily build, manage, and customize Catalog course offerings and pages as well as programs and clusters of courses needed for certification and simplified course indexing.

Admins can also get more creative in their designs with CSS and Custom JavaScript: a valuable tool for institutions that have limited technical resources.

Plus, since adding and enrolling students, collecting funds, and providing certificates can be completed automatically, Canvas Catalog reduces administrative burden.

Administrators can generate high-level reports to view progress, overall registration of programs and courses, revenue, and enrollment trends, and easily export reports with one click.

Seamless integration into Canvas LMS

Canvas Catalog is a cornerstone solution in the Canvas Learning Management Platform. Since both products are native to the platform, you can quickly and easily publish and market any Canvas LMS course with Catalog.

Learn more about Canvas Catalog

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CANVAS Credentials

4

A clear roadmap for students' educational journeys.

Students should know right where they are in their learning process, what they're trying to accomplish, and how each step contributes to a greater goal.

This type of engagement with students is especially important as schools and students begin to emerge from the pandemic, as 52% of students say they learned less in 2021 than in pre-COVID years, according to the study, "**Student Success Beyond COVID-19**," presented by Kaplan.

Canvas Credentials engages students through custom, stackable pathways, helps them navigate their academic and co-curricular journeys, and provides a roadmap for acquiring new skills.

Credentials helps students view and achieve their own milestones through their own pathways. Instructors can incorporate co-curricular planning and assessment into any pathway—and build program pathways, first-year experience pathways, and more. With Credentials, instructors can:

- Show students where they are and where they're going.
- Help students see how each step contributes to their greater goals.
- Display milestones in custom, stackable earning pathways.

52%

of students say they learned less in 2021 than in pre-COVID years

Learn more about Canvas Credentials

Pillars of Today's Higher Ed Classroom

INSTRUCTURE

IMPACT

BY INSTRUCTURE

5

The right insights and support to make an impact.

While the value of online tools is increasingly clear, it's important for institutions to maximize technology adoption and be able to evaluate the impact of educational technology. Just as important when introducing new technology is helping faculty and students seamlessly navigate their new learning platforms.

That's where **Impact by Instructure** comes in.

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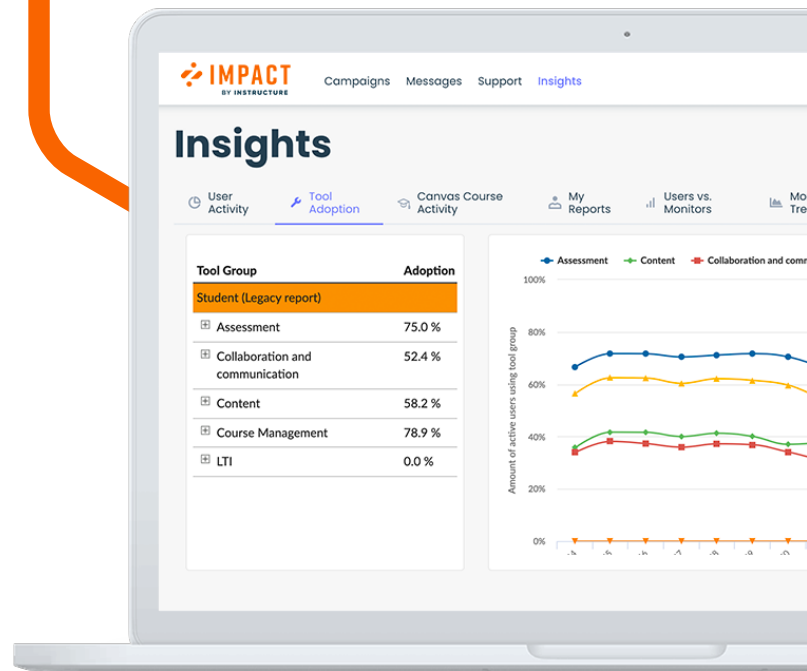
Plus, with impact, institutions can provide on-screen "Tier Zero" support directly within Canvas, streamlining support and speeding issue resolution.

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

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

Learn more about Impact

INSTRUCTURE

A Robust Foundation to Build the Future on

Each of these solutions work well to enhance the student experience, while making it simpler for institutions to support their faculty. When combined as part of a complete platform, Canvas LMS, Canvas Studio, Canvas Catalog, Canvas Credentials, 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.

CANVAS
BY INSTRUCTURE

CANVAS
LMS

CANVAS
Studio

CANVAS
Catalog

CANVAS
Credentials

IMPACT
BY INSTRUCTURE

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.**