It Takes a Village to Select an LMS

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Dr. David Dean, Director, Instructional Technology, Design & Development
It Takes a Village to Select a Learning Management System (LMS) or…

How You Can Benefit from a Collaborative Statewide LMS Selection Process
Outline

• About Higher Education in Washington State,
• About Eastern Washington University (EWU) Information Technology Division, eLearning Team Prior to this Project,
• About this Project,
• Summary / Best Practices
ABOUT HIGHER EDUCATION IN WASHINGTON STATE
Collaboration in Washington State

Washington Higher Education Technology Consortium

- Public Research Institutions (2)
- Public Comprehensive Institutions (3)
- Public Liberal Arts Institution (1)
- Public Community and Technical Colleges (34)
Key Facts about Eastern

**Student Facts at a Glance**
Eastern Washington University • 2012-13 • www.ewu.edu

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**THE BASICS**

12,587
Fall 2012 Enrollment

- 28% Diversity
- Student population: 44% male, 56% female

23:1 STUDENT TO FACULTY RATIO
- International students: 3%
- Resident undergraduate tuition: $2,457 (per quarter)
- Students receiving financial assistance: 72% (more than $127 million)
- New undergraduates who are transfers: 45% (2-year and 4-year)
- School colors are red and white; we’re the Eagles and our mascot is named Swoop
Key Facts about Eastern

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GOOD-TO-KNOW FACTS

» EWU offers 135 areas of study, two engineering degrees, nine master’s degrees, 12 graduate certificates, 39 graduate programs, an educational specialist degree and one applied doctorate.

» Programs and student services are offered at the Riverpoint Campus in Spokane, with programs at Bellevue, Everett, Kirkland, Lakewood, Seattle, Vancouver and Yakima, Wash.

» EWU participates in NCAA Division I Big Sky Conference Athletics, with six men’s and eight women’s intercollegiate teams.

» Spokane – Washington’s second largest city – is just 16 miles away. Ski resorts, lakes and other outdoor recreation are nearby.

» Services and support for military veterans is offered at EWU’s Veterans Resource Center

» Academic assistance is provided to all students at the Learning Commons in JFK Library

» There’s room to roam – the campus covers 300 acres in a park-like setting with rolling wheat fields just steps from campus.
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**FRESHMAN FACTS**

- **Diversity**: 32%
- **Entering freshman retention rate**: 76.2%
- **53%**: Freshmen who will be the first in their family to earn a college degree

**3.22 GPA 970 SAT 21 ACT**
Averages of all incoming freshman

*Self-reported race and ethnicity  **First time/full time*

**Spokane, Washington**

**OTHER COOL FACTS**

- EWU offers a Greek system with seven fraternities and eight sororities.
- EWU’s $26.3 million Recreation Center features a rock climbing wall, ice rink and some of the best food on campus.
- The College of Business and Public Administration was named one of The Best 296 Business Schools in the 2013 edition of The Princeton Review’s annual guidebook.
- EWU has been named as a Military Friendly School for 2013 by G.I. Jobs magazine, an honor that ranks Eastern in the top 15 percent of all colleges, universities and trade schools nationwide.
- Eastern is the only university in the nation with a research facility in a national wildlife refuge, Turnbull National Wildlife Refuge is just minutes from campus.
- There are 55 intramural leagues, 33 sports clubs and more than 100 active student clubs and organizations on campus.
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Student Populations from Washington Counties

- More than 1,000 students
- 999–200 students
- 199–101 students
- Fewer than 100 students

Out of State: 1,369 • Unknown: 1,088

Source: Washington State Education Research and Data Center
Key Facts about Eastern

- Undergraduate Ethnicity / Race

http://access.ewu.edu/Documents/Institutional%20Research/FactBook/EnrollmentbylevelFall2013.pdf
Key Facts about Eastern

• Graduate Ethnicity / Race

http://access.ewu.edu/Documents/Institutional%20Research/FactBook/EnrollmentbylevelFall2013.pdf
Washington’s Success Story

• Washington’s comprehensive institutions, and Evergreen, were rated number one in the nation in completion and degree productivity relative to funding per FTE. (Kelly and Jones, 2005)
• Our public research institutions award more bachelor’s degrees per FTE student than research institutions in any other state.
• Washington is 2nd in the nation in degree productivity at the graduate level. (IPEDS)
• Our freshmen retention rate is among the highest in the nation. (IPEDS)
• Our six-year graduation rate for first-time freshmen ranks 3rd in the nation and has improved by 9% in the last decade
• This means 1,350 more of the freshmen class entering our campuses today will earn bachelor’s degrees than they would have 10 years ago. (IPEDS)

Keys to Success

- **LEADERSHIP** - by the Governor, Legislature and our 4-Year Higher Education Institutions
- **RESPONSIBLE STEWARDSHIP** - of the State’s Baccalaureate assets and resources
- **FOCUSED ENGAGEMENT** - to address Washington’s goals, challenges, and economic vitality
- **PARTNERSHIPS & COLLABORATIONS** - among sectors, institutions, agencies, businesses, and communities
- **CUTTING EDGE INNOVATION AND TECHNOLOGY** - in the classroom, in the community, and around the world

ABOUT EWU IT ELEARNING PRIOR TO THIS PROJECT
Virtual Campus Project

• Information Technology First Year Goals
  – Settle on Learning Management System platform for next 5 years
  – Enhance faculty use of audio/video tools
  – Enhance faculty use of instructional technology specialists
  – Enhance faculty access to instructional technology development opportunities
Learning Management Systems (LMS)

• Examples:
  – Blackboard; Moodle; Canvas; Sakai.
• Secure internet site for each course offered.
• Post instructor handouts and notes.
• Video links.
• Students submit files.
• Online testing.
• Online discussion board.
EWU Goals

• Replace Eastern’s current LMS (Blackboard 8).
• Integrate with our Student System.
• Integrate with the university’s authentication system.
• Compatible within Washington State.
Before Project Start

- Strong adoption of LMS,
- Had functional and talented set of staff,
- Had solid relationships with faculty,
- Trust.
Supporting Instruction @ EWU

Need Strong Layer of Support
- tech partnerships
- methods
- effectiveness of practice
- better practices
- research

Monitoring, Measurement, Redirection or Remediation
- early warning
- ePortfolio
- tests
- security
- rubrics
- standards

Acquisition of Content
- capture
- license
- object repository
- creative commons
- “reuse success”

Instructional Technology, Design and Development Services

Collaboration
- groups
- discussion
- peer review
- collab browsing
- collab book marking
- collab resources
- collab authoring

Content Delivery
- web
- media
- classroom
- virtual classroom
- lab
- “any time, any place”

Communication
- email
- chat
- discussion board
- polling
- web conferencing
- texting

20
eLearning Partnerships
LMS Adoption was Growing Prior to Project Start

Types of LMS Usage from 2010-2012

- **Page Views**
  - 2010
  - 61% increase by 2012

- **Student Gradebook**
  - 2010
  - 88% increase by 2012

- **Discussion Boards**
  - 2010
  - 84% increase by 2012

- **Course Communication**
  - 2010
  - 82% increase by 2012

- **Created Groups**
  - 2010
  - 75% increase by 2012
ABOUT THIS PROJECT
2013
- June: Contract for Blackboard v8 expires. Blackboard courses archived. Last of the faculty migrate to Canvas.
- Jan: All EWU faculty are able to use Canvas for any of the courses they teach.

2012
- Dec: Complete integration of Banner database syncing courses in Canvas with EWU course catalog and student enrollments.
- Sept: Early adopters start teaching students at EWU with Canvas. Professional development materials take shape for Canvas and are available to EWU faculty and staff.
- Aug: Single Sign On (SSO) is set up so no new passwords need to be remembered to access Canvas.
- July: EWU signs contract with Canvas. Set-up of Canvas system for EWU begins.
- April: Academic Systems Advisory Committee (ASAC) supports OIT's recommendation to adopt and join the SBCTC selected choice of Canvas.
- March: Desire2Learn, Blackboard v9, and Canvas all make the RFP short list. More than 800 staff and faculty from across the state begin testing the three LMS systems to determine which company is awarded the new contract. Thirty-five EWU staff participated in the testing process. Access to Canvas made available to any interested faculty.

2011
- Sept: In September 2011, Eastern joins a state-wide LMS RFP process led by the State Board for Community and Technical Colleges (SBCTC) and includes representation from each of the six four-year universities.
- April: Discussions begin about a state-wide higher education adoption of a Learning Management System (LMS). EWU begins testing Moodle Rooms and Blackboard v9. UW begins testing Canvas.
- Jan: Search for replacing Blackboard v8 begins.

2009
- Sept: EWU migrates to Blackboard v8 as their LMS. Blackboard v9 is released, OIT begins monitoring for possible adoption.
Access to Canvas made available to any Inter-faculty.

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Canvas

- Open Source
- Cloud Hosted
- Always on
- Rolling updates every 2 weeks
- Extremely student and faculty centric
- Includes social tools
- Includes analytics
## Compare Canvas

<table>
<thead>
<tr>
<th>Feature</th>
<th>Canvas</th>
<th>Blackboard</th>
<th>Desire2Learn</th>
<th>Moodle (MoodleRooms)</th>
<th>Sakai (rSmart)</th>
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<tbody>
<tr>
<td><strong>Architecture</strong></td>
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<td>Native Cloud Service</td>
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<td>X</td>
<td>X</td>
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<td>Ruby on Rails</td>
<td>Java J2EE</td>
<td>Manual (hosted)</td>
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<td><strong>Openness</strong></td>
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<tr>
<td>Software Licensing</td>
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<td><strong>Features</strong></td>
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<td>Ease of Use†</td>
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<td>Accessibility (NFB Certified)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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First Year Canvas Usage (Fall 2012, Winter 2013, Spring 2013)
EWU Adoption of Canvas

Percent Faculty
- FALL: 8.4%
- WINTER: 39%
- SPRING: 57%

Percent Students
- FALL: 13%
- WINTER: 60%
- SPRING: 77%

Winter 2012 Canvas Courses
- 452 in Canvas
- 2,672 Courses

Spring 2013 Canvas Courses
- 642 in Canvas
- 2,729 Courses
Learning Analytics

start something big
Eastern Washington University

1,113 Courses
566 Teachers
11,894 Students
16,428 Assignments
10,087 Discussion Topics
36,650 Files Uploaded
1,770 Media Recordings

Activity by Date
Each bar represents the number of page views on that day. An orange bar indicates that some user took an action within a course on that day.

Activity by Category
Each bar represents the number of page views related to that category.

Grade Distribution
Distribution of current grades in courses across all students enrolled in department courses.
Eastern Washington University

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Grade Distribution
Distribution of current grades in courses across all students enrolled in department courses.

41% of students scored 96%
SUMMARY / BEST PRACTICES
Summary / Best Practices

- Engaged executive sponsors and key stakeholders
- Purposeful tie with EWU Faculty Advisory Group
- Compiled and ranked requirements
- Developed vendor list
- Evaluated RFP
- Provided “Test drive” of top RFP responders
- Made decision based on scoring
- Negotiated costs
- Communicated regularly with partner institutions
Summary / Best Practices

- Coordinated statewide collaboration among institutions,
- Project took three years,
- Communication and listening is important,
- Leadership,
- Building trust and relationships
- Don’t rush faculty,
- Engagement over long term.
Future Partnerships

EWU is interested in forming collaborations with other institutions to strengthen our ties with diverse students and faculty at EWU and other institutions.
Resources

- Participate in MOOC hosted by Canvas
  - [http://www.canvas.net](http://www.canvas.net)
- Canvas Source at GitHub
- Canvas “Free for Teachers” account
- LMS Best Practices
  - [http://www.slideshare.net/slideshow/embed_code/8963768](http://www.slideshare.net/slideshow/embed_code/8963768)
QUESTIONS?
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