



HE TARGET BUYER PERSONA

University President  
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Role Description

The President is the chief executive officer of an often multi-campus institution and reports to a 10-member Board of Regents. As the University’s leader, the president collaborates with a wide range of internal and external stakeholders to define the vision and set the direction for the institution. The president is responsible for creating the blueprint and building the commitment that leads the University toward fulfillment of its long-term goals.

Related Titles

- Chancellor
- Chief Executive Officer
- Board of Regents
- University Owner/Founder

The Right Questions

- How do I best spend my technology dollars to support the mission of my institution?
- How do I attract and retain the right students?
- How can I gather accurate data at every level to help make data-informed decisions?
- How do show the impact of teaching and learning at my institution to help ensure funding from state and federal sources?



Key Challenges

1. Decreased funding from state and federal sources
2. Declining enrollment across higher education
3. Justifying the increasing cost of education
4. Recruiting competitively in a saturated learning market
5. Collecting quality data to support decision making



Key Drivers

- DRIVEN BY INSTITUTIONAL SUCCESS**
- Achieving the institutional goals that map to the long term vision of the organization
  - Replacing aging technology infrastructure
  - Change is expensive, they need a partner they can trust for the long haul.

**Lock in on how you, and Canvas, will get them closer to their goals.**



How to Sell

*“Higher education enrollment is declining for the 8th straight year, and HE funding from states has dropped by 16%”*

**Canvas can recruit and retain more students**  
Canvas helps create deeper and more meaningful student engagement which leads directly to improved retention and graduation rates. Plus, those happy alumni are more likely to donate to the school down the road.



Ideal Prospect

- Canvas works with HE institutions of all types, but it helps if the school:
- Has aging LMS implementation with low usage rates or poor user satisfaction
  - Using a vendor with poor services and support
  - Want to expand their offerings to included more blended or fully-online courses
  - Is looking to better leverage data across their organization

Canvas Use Cases

#1 most used LMS in North America  
#1 most used native cloud LMS in Americas

Highest customer satisfaction of any LMS

Chosen as preferred LMS by teachers and students



The Canvas SpeedGrader saves instructors an average of five hours per week, per course



Implemented Canvas in just one week, migrating 20k students in the middle of the semester. Integration with BI helped the institution to take action based on real usage data



**Proof Points**

Fast, automated reporting resulting in admin time savings of 80+ hours/semester.