K-12 TARGET BUYER PERSONA

Chief Academic Officer

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INSTRUCTURE
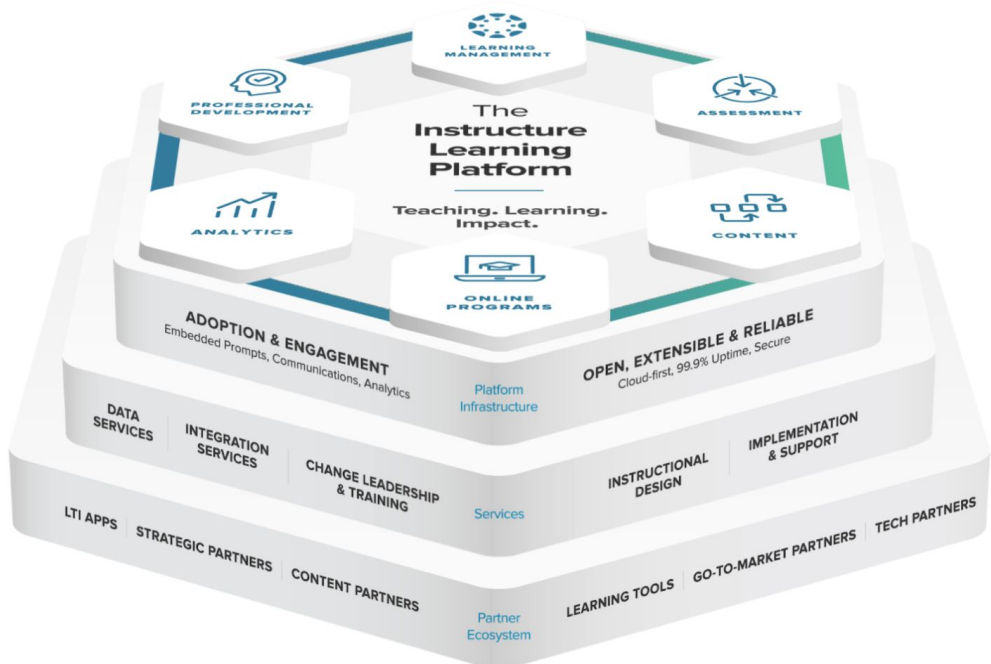
The Right Questions

- How do I ensure equity in student achievement?
- How do I develop and retain high-quality teachers?
- How can I gather timely, accurate data on student performance and use it to adjust teaching?
- How do I help teachers differentiate instruction for each student?
- How are our programs preparing students for college & career?
- How do I develop a robust remote learning experience that will be used by admin, teachers, students, and families?

Role Description

The Chief Academic Officer leads the development, implementation, and review of district curriculum, instruction, and professional development programs, correlated with the review and analysis of district student outcomes. The CAO provides the office of the Superintendent with advice on district strategies, while supporting the initiatives and policies of the legislature and school board.

Related Titles

- Director of Curriculum & Instruction (C&I)
- Chief Learning Officer
- Executive Director of Learning
- Director of Academics
- Assistant Superintendent

Key Challenges

1. Equitably scale student achievement.
2. Teacher development and retention.
3. Consistently improving to achieve high outcomes despite ever-changing initiatives, directives, and politics.
4. Elevating and maintaining morale despite teacher burnout and initiative fatigue.
5. Developing a tech- and data- friendly culture.
6. Ensuring equitable access to remote learning environments for admin, teachers, students, and families.

Key Drivers

DRIVEN BY IMPROVING STUDENT ACHIEVEMENT
- Teachers are the greatest in-school factor affecting student achievement.
- Need to reach user buy-in with edtech that actually improves the teaching and learning experience.
- Change is expensive, they need a partner they can trust for the long haul.

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

Power of the Platform

Why Platorm matters to CAO:
- Streamlined, consistent UI and integration throughout facilitates broad adoption and reduces teacher burnout
- Integrating assessment data with data from LMS, results analyzed in context of SIS, LMS and other sources provides deeper insight into equitable outcomes for students
- Platform to organize teacher professional development across an entire district
- Sophisticated accessibility, engagement, and support features in LMS and AMS systems

Ideal Prospect

Well-funded, districts with digital learning initiatives:
- Poor usage rates of existing LMS
- Poor rollout, services, and support experience with existing vendor
- Want to scale for growth and new tech initiatives without having to look for additional vendors

So What? By Product

Canvas LMS - Canvas LMS simplifies the online learning experience, provides an intuitive interface, and unparalleled reliability so teachers can focus on what really matters — students. Canvas represents the best value on the market through its unrivaled feature set and unmatched adoption rates, while giving teachers and students the data and analytics to measure continued student success.

Canvas Credentials - Canvas Credentials helps school districts recognize, reward, and track professional development achievements. With an expanded vision of professional learning, schools can combine and connect badges from multiple sources into a meaningful pathway for teachers and staff, empowering them to carry their skills throughout their professional journey.

Impact by Instructure - Impact helps school districts improve and measure technology adoption, helping identify areas of potential improvement while helping drastically reduce the support needs of teachers and students.

Canvas Catalog - Canvas Catalog is a simple, modern, customizable course catalog and branded marketplace for all of your institution's course and professional development offerings. It's easy for administrators and teachers to search and sign up for all the professional learning options available to them, so that they can continue to grow and support student achievement.

Mastery Connect - Mastery Connect is a full-featured K-12 assessment management system specifically designed to identify levels of understanding via regular formative assessment, then use that data to inform curriculum and instruction. Teachers will be able to gather consistent data with ease and differentiate instruction right when it counts, so that they are serving all of their students.

Elevate K-12 Analytics - The Elevate K-12 Analytics Analytics application brings together data from multiple sources across the school and district, in a seamless and scalable manner. With real-time visual reports, intervention lists, and student dashboards, teachers can track actionable data surrounding student achievement, engagement, attendance, and social and emotional well-being, to help identify learning trends and students in need of assistance.