



K-12 BUYER PERSONA

Teacher/Practitioner

Jonathan Yoder, Robert J. Owens SD, PA



Role Description

“The greatest in-school factor affecting student achievement is the quality of the teacher.” -Ednet Insight. Teachers are asked to 1) find or create high-quality content, 2) deliver the content using engaging, effective pedagogies, 3) gather accurate data on the performance of their students to adjust their teaching, and 4) constantly adopt new learning initiatives and technology that change annually.

Related Titles

- Instructional Coach
- Lead Teacher
- Curriculum Specialist
- TOSA: Teacher On Special Assignment
- Instructional Designer

The Right Questions

- How can I quickly find or create high-quality content aligned to our curriculum?
- How can I accurately assess my students and use it to adjust my teaching?
- How do I maintain a healthy work-life balance while meeting the individual learning needs of my students?
- How do I engage students as they move between face-to-face and remote learning environments?
- How can I efficiently give high quality feedback on student work?
- How do I support my colleagues in using best practices?

Key Challenges

1. Equitably provide high-quality content, instruction, and feedback for each individual student in multiple types of learning environments.
2. Manage classroom behavior and adolescent dynamics.
3. Consistently improve student outcomes despite ever-changing district initiatives, standards, and state testing procedures.
4. Maintain energy and morale despite being overworked and underpaid.
5. Meet all the demands that are being asked of me in the classroom while managing relationships with students’ families.
6. Creating and maintaining an engaging blended or remote learning environment that allows all students to succeed.

Key Drivers

DRIVEN BY IMPROVING STUDENT ACHIEVEMENT

- Get students on track for College & Career, achieving state and district assessment goals in the process.
- Achieve a workflow that doesn’t require spending personal time and resources.
- Develop as a teaching professional, district promotion.

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

Power of the Platform

Ideal Prospect

Why Platform matters to Teacher:

- Saves time so they can focus on the factors that are most impactful to student learning and maintain a healthy work-life balance
- Provides tools to keep students engaged, no matter the learning environment
- Embedded supports for teachers, students, and families to increase adoption rates
- An assessment system that gives timely, accurate data to easily adjust instruction

Tech-savvy teacher looking to maximize edtech:

- Poor user experience
- Consistently having to support colleagues in ed tech adoption-- spending time training and problem solving
- Constantly wishing existing edtech could “do more”
- Wanting to lead growth and new tech initiatives without having to look for additional vendors

So What? By Product

Canvas LMS - Canvas is the LMS preferred by educators. It’s insanely easy to use yet has extensive course design options allowing educators to craft personalized learning experiences guaranteed to keep students engaged. Simply put, Canvas allows educators to focus more on teaching and less on navigating new technologies.

Impact by Instructure - Impact helps onboard new teachers to Canvas, improve the usage of Canvas tools, all while helping drastically reducing the support needs of teachers and students.

Canvas Studio - Studio delivers a video platform seamlessly integrated with Canvas LMS, that empowers educators to create and deliver interactive videos within their digital courses. It enables content creation, in-video discussions, embedded quizzes, and more, driving interaction and participation—not just indifferent consumption.

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.

Formative Assessment Offerings - Instructure hosts several products to help educators know exactly what students know, right when it counts. Mastery Item Banks and Mastery View Assessments, not only save educators invaluable time by providing pre-written assessment items aligned to their course standards, but also allows them to equitably scale student achievement by effortlessly collecting student formative assessment data and adjusting instruction along the way.

Instructure Services - Instructure is a true partner and provides a comprehensive set of services and support offerings to ensure your success every step of the way.