



HE TARGET BUYER PERSONA

Vice-Chancellor

Paul Boyle, Swansea University



Role Description

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

Related Titles

- President
- Chief Executive Officer
- Board of Trustees
- Deputy Principal and Senior Deputy Principal

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 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

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

Born in the cloud means we’re the most reliable, scalable, and secure

Highest customer satisfaction of any LMS

Chosen as preferred LMS by teachers and students

Proof Points



Adoption of Canvas LMS and Construct allowed acceleration of degree programme migration (11 programmes, 85 modules) in 28 days.



UNIVERSITY OF BIRMINGHAM

In three months, Canvas rolled out 4,600 courses, more than had ever been available with the previous VLE



When implementing Canvas, CUNEF now saves the additional cost it once had associated with the maintenance of its previous platform.