Advisory Consulting Service for Higher Education Institutions with Brightspace

Identifying your learning goals and how to achieve them can be challenging. We provide strategic planning and visioning services so it doesn’t have to be.

Make the most of your Brightspace investment by leveraging our Advisory Consulting Services team to achieve your goals and objectives. Our advisory consultants have more than 15 years’ experience in learning and planning using educational technology. By sharing best practices and strategic guidance, they can help define your learning strategy to get the most out of Brightspace. You’ll leave with performance-improvement solutions, including actionable insights and analytics.

RELY ON OUR EXPERIENCE
With our support, you’ll never have to worry that you’re not maximizing the use of your tools. We’ll help you understand the available data and use this to create an effective strategy. We can help you identify opportunities for improvement and set goals, improve your performance and sustain these gains, learn from the experience of others, and use demonstrated best practices to guide decision-making.

MEASURE YOUR RESULTS
We’ll help you design a program to align with your business outcomes. This will include metrics you can use to track the program’s success over time. We can help you determine your investment’s return and value.

STRATEGY FOR SUCCESS
We can help you with a variety of topics, including organizational and faculty readiness and engagement, training plan creation and optimization, learning strategies, outcomes planning and much more. Whether you’re looking to create a strategy to adopt competency-based education, blended learning, flipped classrooms, or fully online learning, we will empower you to maximize your success.

ABOUT D2L
D2L is the software leader that makes the learning experience better. The company’s cloud-based platform—Brightspace—is not a common one-size-fits-all learning management system (LMS). It’s easier to use, more flexible, and smart. With Brightspace, you can personalize the experience for every learner to deliver real results. The company is a world leader in learning analytics: its platform predicts learner performance so that you can take action in real-time to keep them on track. Brightspace is used by learners in higher education, K–12, and the enterprise sector, including the Fortune 1000. D2L has operations in the United States, Canada, Europe, Australia, Brazil, and Singapore.

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Areas of Focus

Work with our advisory consultants to maximize your success with Brightspace. What follows is a list of topics you can focus on with our Advisory Consulting Service team.

STRATEGIC PLANNING AND PROGRAM MANAGEMENT
This personalized session focuses on identifying strategic initiatives and opportunities for your online and blended learning programs. We’ll identify prioritized goals and objectives, then use the Plan Achieve Measure consulting framework to identify and track these projects and activities over time.

ORGANIZATIONAL READINESS AND ENGAGEMENT
Identify the current and ideal future state for organizational growth and change. Through interviews and stakeholder surveys, our experienced consultants will look at key areas of consideration including an examination of current practices, identification of roles and responsibilities to support learning programs, assessment of communication and engagement models, training and professional development activities, and consideration of strategic initiatives, policy, and procedures.

FACULTY READINESS AND ENGAGEMENT
Identify the current and ideal future state for faculty readiness and engagement. Through interviews and stakeholder surveys, our experienced consultants will look at key areas of consideration including assessing faculty readiness from a global and institutional perspective, comfort using educational technology, professional development and training opportunities, technology support, roles and resources to support pedagogy/andragogy, communications, and alignment to strategic priorities.

TRAINING PLAN CREATION/OPTIMIZATION
Review current or anticipated professional development activities for the Brightspace platform through interviews and analysis. Our experienced consultants will then work with you to create or update your training plans to optimize return on training investment and maximize platform usage.

ASSESSMENT PRACTICES PLANNING
Assessment is key to teaching and learning. In past years, there’s been a shift from assessment of learning towards assessment for learning. Instead of simply documenting learning, why not facilitate achievement through assessment? Advisory Consulting Services can partner in this paradigm shift by exploring your institutional assessment learning cycle to help you implement a successful assessment plan. Services include defining your institutional learning cycle from learning outcomes to assessment practices, aligning the learning cycle with institutional objectives/policies, implementing successful assessment strategies including formative, summative, reflective, performance assessments, and maximizing the delivery potential in Brightspace, and assisting in the use of effective rubrics.
OUTCOMES PLANNING SERVICE
Measure the impact of your learning initiatives to make better, more fact-based decisions with the data collected from successful course and program learning outcomes. Our consultants can help you prepare your organization to implement a competency based (or learning outcomes based) achievement reporting structure. We can provide guidance in writing the program-level outcomes, help your faculty write their own course learning objectives or goals, and identify course assessment activities to evaluate the level of student learning. We can also help to identify the various types of appropriate activities based on the level of assessment to be achieved, and create standardized or customized evaluation rubrics to be used in one or multiple courses to support your assessment plan.

COMPETENCY-BASED EDUCATION SERVICE
Virtual consulting is available for clients who would like to plan and discuss Competency-Based Education concepts in more detail or who prefer additional assistance in implementation planning. This virtual session consulting workshop will be held with appropriately selected client staff and faculty. During the workshop session, the desired CBE concepts will be discussed in context of the selected course offering(s). Technical implementation processes for these concepts will be discussed and planned. Following the initial consulting workshop, a one-hour virtual session will be scheduled within two weeks of the initial workshop to discuss the progress of implementation tasks.

COMMUNICATION AND MARKETING STRATEGIES
This includes an assessment of existing communication and marketing activities to promote usage of Brightspace, the creation of a communication plan, as well as custom content for use in your internal newsletters, websites, social media, news widgets, and other communication channels. Based on requirements, creation of custom webinars for your key Brightspace stakeholders’ success stories and best practices can also be included in this offering.

RETURN ON INVESTMENT/VALUE OF INVESTMENT STUDIES
Gain a solid grasp of how your technology investments measure in comparison to their defined objectives. In this exercise we will look at return on investment (ROI) and value of investment (VOI) to gain perspective on how things are evolving. Interviews and data analysis will enable us to provide your institution with a series of reports and recommendations to revise the proposed roadmap and select the appropriate next steps with regards to technology investments.

DIGITAL STRATEGY
Create a digital strategy across your organization to align all of your digital initiatives. Our team of experienced consultants can work with your leadership teams to identify core focus areas that represent your organization’s culture. Together we’ll construct tentative digital pillars to represent the core areas of focus and importance. We can conduct surveys and focus group meetings to assess your digital landscape, and compile a digital profile document. From here, we’ll help review the correlation between current initiatives and your digital pillars. The digital strategy created for your organization will guide your digital initiatives and other strategic decision-making processes.

PREPARING FOR A DATA STRATEGY
An institutional data strategy is a core component for successful organizations. This consulting engagement is intended to start the conversation for focus areas as you plan to develop your data strategy. Your strategy should include topics such as backup and storage plans, security, disaster recovery plans, data governance, integration, and data access. Discussions could also include using, maintaining, accessing, updating and storing data within your organization. Your data strategy should align with the mission statement and the strategic goals of your organization.
PREPARING FOR DATA GOVERNANCE
This service offering focuses on the governance of your existing data. Data policies and procedures are an important element of the overall data strategy for your organization. During this consulting engagement, our consultants will discuss important data governance topics with your teams. Some topic areas include things like data access, data ownership and curation, security, data consistency, data validation and verification, user support, and user resources.

COURSEWARE SERVICES AND/OR TRAINING
Based on your requirements, we can help with product training, instructional design best practices, HTML templates, course home page creation, course maintenance, or accessibility fundamentals.

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