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BRIGHTSPACE

Get More Out of D2L Brightspace

Driving adoption is critical to achieving success with any learning program. Without support and buy-in from all levels of the organization, it's impossible to achieve your objectives and get the value you're looking for.

Fortunately, at D2L, we aren't just experts in technology— we're also your partners in learning. We have end-to-end expertise in driving adoption and success, including helping with:

- developing a vision and corporate learning strategy.

- crafting an organizational change management plan.

- driving adoption and engagement.

- data analytics.

- program evaluation and measurement.

- overall Brightspace administration.

Our team has developed a vast library of resources to help you learn how to get the most out of your corporate learning programs. In fact, there's so much available that it can be difficult to know where to start. Whether you're brand new to D2L Brightspace or are looking to grow your learning programs, this guide will help you find the right resources.

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Developing a Vision and Corporate Learning Strategy

When bringing in a new LMS, it's critical to develop or refine your overall learning strategy. Corporate learning can't be an afterthought, or even an add-on, to organizational planning. Instead, it must be a foundational aspect designed to address the knowledge, skills and behaviors that are required to support every pillar of organizational success.

While your organizational learning strategy should evolve continuously to keep up with the needs of the organization and its learners, a good learning strategy will always:

- be aligned with organizational objectives so it can support successful outcomes.

- engage all necessary stakeholders.

- provide a clear vision and purpose to engage and inspire those stakeholders.

- outline the success metrics and milestones.

- be adaptable to changing priorities and unanticipated obstacles.

RELATED RESOURCES:

- Learn more about creating a learning strategy with our course, Building Your Learning Strategy Roadmap.

- Read the Building Your Learning Strategy Roadmap companion article for a quick overview of the steps you'll cover in the course linked above.

- This blog post on the Three Pillars of Learning Governance provides some additional context about aligning learning strategy with business goals.

- Learn more about how to find that alignment in the webinar Building a Vision: How to Upgrade Your Learning Strategy.

- Start planning your learning strategy with the Strategic Planning Workbook.

HOW WE CAN HELP:

Get support with defining your vision and learning goals by partnering with a learning strategy consultant (LSC). Our LSCs have the expertise to help you design your vision and create a learning strategy that aligns with your overall business goals. Learn more about our Learning Strategy Consulting services.

Crafting an Organizational Change Management Plan and Driving Adoption

Despite being constant, organizational change is challenging to implement without a solid transformation plan in place. The planning process is vital because it identifies all the people and systems that will be affected and gives you an opportunity to get their input and buy-in.

To help manage change and facilitate a smooth transition, there are some best practices you can follow before you begin:

- Provide a framework to help people understand the need for change.

- Equip teams with resources and knowledge to successfully navigate it.

- Assist leaders in addressing impacts, risks and additional needs.

Our learning experts recommend following these steps when you're thinking about making an organization-wide change.

When you are ready to begin, our Learning Strategy Consulting team has put together some resources to take you through the five steps of creating a change management strategy:

1. Building a team—making sure all key stakeholders have a seat at the table.

2. Setting goals—determining what you want to achieve and how it aligns with your learning strategy and organizational objectives.

3. Communication planning—a step-by-step process to ensure you know exactly what you want everyone to know and how to spread the word.

4. Adoption strategy planning—this twofold stage is about both adopting or reinforcing a learning culture at the organization and introducing the tools that will drive the change.

5. Plan, Achieve, Measure—a process to grow and adapt your Brightspace goals as your team gets comfortable and eager to tackle more complex objectives.

RELATED RESOURCES:

- Start with the Adoption Change Management Strategy Guide for Corporate for an overview of these processes.

- Get ready for step one with Setting Your Enterprise Organization Up for Adoption Success: Building a Stakeholder Team.

- Make the goals you set in step two more effective with Setting SMART Goals for Brightspace Usage and Adoption.

- Download the Communication Planning Workbook to prepare for step three.

- The Adoption Change Management Strategy Guide for Corporate will help you get going on step four.

- This downloadable worksheet will make it easy to follow the Plan Achieve Measure Process in step five—just be sure to start with the first tab.

HOW WE CAN HELP:

- Our LSCs are the experts in creating a change management strategy that is more customized to your needs and will help you maximize the impact of your learning programs. Learn more about our Learning Strategy Consulting services.

- Our customer success teams will be your trusted partner throughout your journey with D2L, helping you with specific workflows to address your needs, sharing tailored webinars and resources, and providing overall help with adoption goal setting and tracking. Learn more about our customer success program.

Creating an Engaging Learning Environment and Course Content

Learner-centered content and experiences are at the heart of learner success. Kiara Graham, an LSC here at D2L, has found that one of the best ways to develop material that meets the needs of learners is to use the principles of design thinking when developing learning content. The five main steps:

1. Empathize to develop a deep understanding of the learner perspective.
2. Define the problem you're trying to solve or the question you're trying to answer.
3. Ideate to begin identifying possible solutions.
4. Prototype by making preliminary versions of solutions for testing.
5. Test with learners to gather feedback and adjust as necessary.

Read Using Design Thinking to Create L&D Programs That Meet the Needs of Workplace Learners for a deep dive on how this method can help you—and especially your learners—get the most out of your learning programs.

RELATED RESOURCES:

- If your organization doesn't currently have online courses, start with Planning an Online Course.

- If you're ready to get into the weeds, the Corporate Learning Center Resources page has links to information and how-to guides and videos for creating and importing content.

- The Brightspace Success Toolkit is the go-to for a wide range of resources on:
  - working with D2L on any part of this journey
  - all the tools and use cases in Brightspace
  - fine-tuning content structure, navigation and overall learner experience
  - learning new and creative ways to reach learners by expanding use cases

HOW WE CAN HELP:
For help building a transformative learning experience, our team of instructional designers and course developers is your go-to. Whether you want help with one course or your whole learning program, they can work with you to translate your content into compelling and interactive Brightspace courses using accessible and responsive HTML templates. Learn more about Learning and Creative Services.

Data Analytics

In addition to content, your organization can take an active role in learner success by using the learning data within Brightspace. Learning analytics can reveal broad patterns that enable you to tweak and improve your content so that it's always engaging and effective. They can also flag individual learning needs, whether that means additional support or additional challenges to keep a learner engaged.

While data analytics are incredibly powerful, they aren't without challenges. The first one that usually springs to mind is the need for strong data security to minimize risk of exposure to data theft. But rest assured, we take your data security as seriously as you do.

Another challenge is the sheer volume of data that exists. How do you know what you should be looking at, or how do you translate all that data into useful feedback? To answer these questions, you must start with a well-defined data strategy. The work you've already done on creating your learning strategy will come in handy here—the learning objectives you've defined and connected to business outcomes will provide insight into the data you should be analyzing based on your unique context.

Don't be intimidated by the challenges of data analytics though, because they are an invaluable tool for driving change in your corporate learning programs.

RELATED RESOURCES:

- Everything You Need to Explore Data and Analytics With Brightspace is a great hub for getting started with data.

HOW WE CAN HELP:

If you're not sure what you should be tracking, or if you know what you want to know but aren't sure how to go about it, our Data Solutions Consultants can help. They're the experts in assisting with data strategy and analysis to help you demonstrate the impact of your learning programs. Learn more about Data Solutions Consulting.

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Brightspace Administration

Whether you're new to the platform or want to make sure you're getting the most from it, there's a lot to know about Brightspace. This section covers the more granular how-tos for navigating behind the scenes, including:

- setting up homepages and widgets.

- organizing your content into modules, and importing and exporting materials.

- managing course registration (and e-commerce if you are selling training).

- implementing communication tools such as activity feeds, discussions and calendars.

- personalizing the learner experience with learning groups, course recommendations, release conditions, and awards and badges.

- monitoring your courses using dashboards to track enrollment, completion and assignments.

RELATED RESOURCES:

- Discover some of the most-used Brightspace tools and features, and find out how to get started with each with these charts:
  - Mapping Brightspace Functionality for Internal Learning Programs if you are primarily using Brightspace for employee learning.
  - Mapping Brightspace Functionality for Extended Enterprise Learning if your learners are customers, partners or members.

- Learn how to set up your course catalogs (and e-commerce, if applicable) in the Course Catalog Administrator Guide.

- To get started and up to speed quickly, check out the self-paced Brightspace Guided Training.

- This is another use case where the Brightspace Success Toolkit is helpful.

HOW WE CAN HELP:

- If you don't want to have to think about the day-to-day administration of your Brightspace learning environment, a Learning Administration Manager (LAM) might be the right person to help. Your LAM will help you optimize how Brightspace is used at your organization so you can focus on your strategic goals. Learn more about our LAM services.

- If you're looking for ongoing expertise for technical projects, platform updates and enhancements, and/or help with Brightspace operations, you're in the right place. Partner with a Technical Account Manager (TAM), who works with you to understand your business practices and reach your goals faster. Learn more about our TAM services.

Want to learn more about the steps outlined in this guide?

Kiara Graham, an LSC at D2L, takes you through them in the **Maximizing Brightspace Value in Your Enterprise** webinar recording.

Wherever you are in your digital transformation, you're never alone when you're working with D2L. Our team of dedicated experts can help you drive adoption, manage change and maximize the value of Brightspace with the best learning experiences for optimal learner success.

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ABOUT D2L

D2L is a global learning innovation company, reshaping the future of education and work. We're leading the way into a new era of personalized learning, driven by the belief that everyone deserves access to high-quality education, regardless of their age, ability or location. Our signature technology products—D2L Brightspace and D2L Wave—enhance the learning experience for millions of learners at every stage of life, from the earliest days of school to the working world.

Learn more at **D2L.com**

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