

Admin Analytics Dashboard and Impact

With the recent introduction of Admin Analytics, Instructure now offers two solutions that can be used by Administrators to see and understand how Canvas LMS is being adopted and utilized across your institution. This article will help you understand the similarities, differences and synergies of these two offerings.

- **Admin Analytics** dashboards present over 20 charts to enable admins **to see and understand** student engagement and performance metrics, aggregated LMS usage data, course-level performance, and which features are being used
- **Impact** takes a deeper dive, goes into more granularity, and analyzes *how* the features are used and how users are interacting with the LMS. A key differentiator of Impact is that it enables admins to **monitor and act** with in-app messaging and walkthrough functionality to drive adoption and establish best practices.

Together, Admin Analytics and Impact enable institutions to see, understand, and act upon opportunities to improve Canvas ROI, improve the student and teacher experience, and improve outcomes for all students.

Typical Use Cases for Admin Analytics and Impact by Instructure

While both Admin Analytics and Impact by Instructure provide administrators with better visibility into how Canvas is used, the users and use cases can differ significantly. The Admin Analytics dashboard has broad use cases that will allow administrators to efficiently access information such as students who are not at risk or courses with low engagement, while Impact is designed more specifically for those responsible for driving deeper, more effective LMS adoption and providing support to end users.

<p>Admin Analytics dashboard for Canvas to see and understand data to inform decisions:</p> <ul style="list-style-type: none">● Identify students with low engagement in courses and scores to inform their advisors● Identify courses with low engagement and low course scores to inform academic leadership● View Canvas usage across the institution to inform IT leadership● View Canvas feature usage in courses to identify best practice and opportunities for improvement● Filter data by term, subaccount, instructor or course	<p>Impact by Instructure enables admins to monitor data and act directly to intervene:</p> <ul style="list-style-type: none">● Send a campaign to users that have/have not launched an LTI tool or Canvas feature to drive tool adoption● Identify which instructors typically use various tools and send them information and guides during semester start or other busy times (e.g. assessment period)● Execute a full Walkthrough to users that have/have not launched a tool or feature to drive adoption and build familiarity● Track custom user actions and create custom reporting templates
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Technical Comparison of Admin Analytics and Impact by Instructure

	Admin Analytics	Impact by Instructure
Data Source	Server side data	LTI (feature usage)
Unique Fields	Grade and performance data, course enrollment	# of unique sessions Session time, Element level usage, LTI launch data, Page click and navigation, Actions within a feature ie. assignment type and date
Breadth and Depth	Broader perspective centered on courses but drillable to student details	More granular perspective centered on users/feature usage
Latency	*24 hours+	Real-time monitoring
Users & stakeholders	IT /Canvas Admin, Department Head, Student Services, Educators	Canvas administrators, Online Learning Directors, Support
Actions	Export, launch course in Canvas	Email, Messages Campaigns/Messages/Walkthroughs (Impact)
Price	Included in Canvas LMS license for canvas administrators	Priced separately

*In 2H 2023, Admin Analytics latency will be reduced to <4 hours as we leverage Canvas Data 2

Admin Analytics and Impact in Action

In a scenario where information is needed to better support hybrid learning initiatives, an institution can use both Admin Analytics and Impact to gain visibility and take action:

- With Admin Analytics dashboard Canvas admins can see how different sections of the same course differ in terms of grade distribution and tool usage. He/she can then email the analysis to inform a department chair so he/she can plan for improvement.
- When looking at Impact, a Canvas admin could identify courses where Discussions usage is high and collaborative. Looking at the granular usage reporting, the admin can run targeted campaigns to cohorts with lower usage that incorporate best practices to drive adoption throughout the institution.

Summary:

While Admin Analytics and Impact do both leverage Canvas LMS usage data, they serve different needs at the institution. Admin Analytics supports an institution's goal to enable data-informed decision making and informs academic and instructional strategies while Impact informs and directly enables intervention to drive successful implementations of Canvas LMS. Separately, each has value. Together, Admin Analytics and Impact enable institutions to close the loop from information to action.

