

Learning Management System (LMS) Needs Analysis Plan

Project Information	Entry
Organization Name	Arts in Basic Curriculum Institute at Winthrop University
Organization Type	Professional
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Section I

Stakeholders (list those who (will) use, manage, and purchase the LMS)

This LMS will be purchased and used by the Arts in Basic Curriculum Institute (ABC). We have identified 3 groups of stakeholders:

1. **ABC Institute Staff**

ABC Institute staff will make up the LMS administrators/managers will include the director, program manager, and 3 program specialists. The ABC Program Manager will primarily oversee the LMS as its main administrator. The ABC Program Specialists will primarily oversee certain courses, and the ABC Program Director will serve as the professor of record for all courses including graduate credit.

2. **ABC Institute's Governing Partners**

The ABC Institute's governing partners include Winthrop University (WU), the South Carolina Department of Education (SCDE), and the South Carolina Arts Commission (SCAC). Each of these partners is responsible for a different level of support, and all 3 partner organizations assist ABC in making these kinds of guiding decisions. For example, SCAC is largely the main funding provider, so the Arts Learning team and deputy director will be included in the survey. WU provides in-kind support to ABC through office space, IT, procurement, and more, so ABC will ask representatives from the WU Office of Online Learning (OOL), Provost Office, and College of Visual and Performing Arts (CVPA) to consult on this LMS. The SCDE's Associate for the Visual and Performing Arts will serve as a representative to provide input and serve as a liaison with the SCDE Office of Educator Services.

3. **LMS Users** (ABC's Constituents whom it serves)

Users will largely, if not entirely, consist of those who work in K-12 public education: teachers and administrators of varying degrees of experience. ABC has recently established a pilot cohort who tested the prior LMS in their School for ABC Leaders course, so those users will be included in this survey. A new course for ABC Certified School managers will be one of the first courses to launch in the new LMS, so a group of these managers will be asked to complete the survey as well.

Section II

LMS Needs Analysis Survey (paste your survey link here)

https://docs.google.com/forms/d/e/1FAIpQLSerW8ydl9087w2-baawbdqE5-IS6cne573_taOnCDOSYz_zsjg/viewform?usp=sf_link

Section III

LMS Needs Analysis Plan Narrative

Survey Distribution

To assess the needs and expectations of key users, a survey will be distributed to approximately 30 individuals at various levels of education in South Carolina. Respondents will be representatives of the following stakeholder groups:

- ABC Institute Director (1 ABC staff)
- ABC Institute Program Manager (1 ABC staff)
- ABC Institute Office Operations Manager (1 ABC staff)
- ABC Institute Program Specialists (3 ABC staff)
- Sample of ABC Institute Managers (10 end users)
- Pilot cohort from School for ABC Leaders course (12 end users)
- SCAC Arts Learning Team (3 governing partners)
- SCDE Visual and Performing Arts Associate (1 governing partner)
- Winthrop University OOL, Provost, and CVPA Representatives (3 governing partners)

The survey includes the following introduction to prime and orient the respondents:

The ABC Institute is seeking feedback on the adoption of a new learning management system (LMS) through which to deliver professional development content at a variety of levels: teaching certificate renewal credit, microcredentials, CEUs, and graduate credit. Educators from across SC will be able to enroll in these courses which range from self-paced to cohort-style learning communities. Please answer the following questions to assist ABC Institute in determining which LMS would be the most effective platform for this course content delivery as part of our mission of leadership development.

Data Analysis Plan

After the survey is closed, the data will be sorted and organized according to the end-users' role as identified in survey question D-1. Role-specific data is helpful for the consultants to identify patterns among groups of stakeholders and better understand each group's motivations. The role options are ABC Staff, ABC Governing Partner, and ABC Certified School Personnel. Additionally, demographic data will help to provide insight into specific responses and identify specifications important to those specific groups.

From there, questions could be coded on the back end to help identify priorities. Most questions are selection based or Likert scales. This allows consultants to quantify responses and analyze responses for formal, verifiable recommendations. Open-ended questions can add qualitative depth to the quantitative data to further explain trends. For example, on the open-ended question asking about challenges/problems and improvements for the LMS system, responses could be coded and tallied with mentions of items like user messaging/chat, business email integration, resource sharing, instructional resources, plug-in/SCORM capability, training, analytics, language support, scalability, and security. When a respondent specifically mentions those items, they can be quantified and compared against the subjective data the respondent submitted.

This survey is anticipated to collect essential data related to the following:

- How much support from the LMS support systems the stakeholders desire.

- What types of functions/features of the LMS are most desired by survey respondents.
- Expected functionality of the LMS for the client.
- Anticipated willingness and timeframes for new LMS adoption.
- Budgetary expense based on level of support needed/desired.

Based on the survey results, we expect to see patterns between user groups that include differing priorities and expectations about how an LMS system should function. We also aim to confirm if a new LMS would solve problems that the current LMS does not address or, in fact, causes itself. Responses will be used to narrow and refine which LMS options would best meet users' needs. However, we recognize that there may be some contradicting needs among the user groups that we may need to dive into more deeply or prioritize.

Additional Needs Analysis Research

The user survey is an introductory and exploratory research method to identify patterns and priorities. However, the survey has limitations that would ideally be mediated with additional research to fully address the users' needs.

A focus group with the ABC Institute director, program manager, and program specialists to identify pain points, opportunities for growth, and more back-end technical questions. This would also be an appropriate forum to ask more specific questions about budget needs, technical capability, and rollout options.

Additionally, a focus group with ABC Certified School Personnel may provide a forum for end-users to share some informal solutions they may have developed to certain issues that an LMS could more formally support. This focus group could also be a good platform to share an initial proposal for an LMS and receive early feedback and testing before a final purchase and rollout process.