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Multiplatform Content Creation

Audience analysis: eCentennial

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AUDIENCES

- Staff of Centennial College: Shadow audience
- Students: Primary audience
- Faculty: Secondary audience

ABOUT E-CENTENNIAL

eCentennial is an online learning management system (LMS) hosted by Desire to Learn (D2L) used by students, faculty and staff of Centennial College. D2L replaced the previous LMS as the official full service LMS for Centennial College in 2012. The purpose of eCentennial is to facilitate learning, teaching and accessing online school content for all Centennial College programs. It is used on all 4 Centennial College campuses.

HOW IT'S USED

Each audience uses and benefits from eCentennial for different reasons.

Staff

Staff of Centennial College, such as librarians administrative staff and technicians use eCentennial to provide access to information to students such as updates, academic journals and announcements. For this audience, eCentennial is beneficial as a sharing tool.

Faculty

Faculty can use eCentennial to upload their course content and provide their students with an online learning experiences. Course content can be access 24/7, which makes it accessible for any student. Since there are several features on eCentennial to enhance these experiences, such

as grade monitoring, Dropbox assignment submission and access to a discussion board, the Centennial LMS is beneficial to this audience as a teaching tool.

Students

Students can use eCentennial to access course content, receive updates from the school administration and engage with their professors. For them, eCentennial is beneficial as a learning tool.

AUDIENCE EXPECTATIONS

Staff of Centennial College

Staff expect an LMS that is similar to what they've used before, but better. They expect features that are easy to find and explain to staff and students. They also expect to know who or where they can refer to should they need to access further assistance.

Students

Students expect an easy learning management system that is similar to Blackboard, an LMS that many students are familiar with, but better. They expect less technical issues, fair warnings if there's maintenance to be done and hassle-free access to course content and grades. Additionally, if something should go wrong, students expect efficient technical assistance that is better than what they've received previously. Students expect to easily access other online school platforms they use such as email and myCentennial through eCentennial.

Since students are often working on their assignments well into the night, they expect for eCentennial to function and be as intuitive as possible with its layout, command and options. They expect 24/7 access to the LMS for this reason as well. Students most likely don't want to spend a lot of time navigating eCentennial just to access course content. Students expect that all of their professors use eCentennial.

Since students are often on the go, they expect eCentennial to be accessible through their mobile phones with a mobile-friendly interface with the same access as the desktop version. They also expect notifications when their grades are ready or when new course content has been posted.

Faculty

Faculty expect solid course management tools with eCentennial and the continued ability to use it additionally for administrative purposes. Faculty expect an easy-to-use learning management system (LMS) that is similar to Blackboard - an LMS that several faculty are familiar with. The interface should be clean, spacious and self-explanatory because faculty don't want to spend time navigating the page only to come across pages, buttons or features they won't need.

Faculty also expect learning a new LMS to be quick and easy and not require any extra downloading or computer updates. They also expect eCentennial to provide a smooth experience for their students and makes course management easier for faculty.

They expect uploading content to eCentennial to take very few steps and a formulaic method of using the LMS. In other words, all courses should be uploaded the same, require using the same buttons and provide access to the same things.

Additionally, they expect to have several options to present their content, such as through discussion boards. Like students, faculty expect for eCentennial to function and be as intuitive as possible with its layout, command and options. Faculty expect to easily access other online school platforms they use such as email and myCentennial through eCentennial.

Faculty expect to manage courses without annoying notifications or system overload of their laptops and/or desktop computers. Faculty expect to have 24/7 access to technical support because of assignment and semester deadlines.

KNOWLEDGE OF E-CENTENNIAL

Students

Students know that eCentennial is a learning management system that is similar to Blackboard in that it's where they can find their core course material. They also know that it's connected to their myCentennial platform and it's compatible with most computers and mobile devices. Students know that eCentennial is where they should submit their assignments.

Students hold the misconception that eCentennial is used by all faculty of the Colleges, which is incorrect. Students also believe that they can't receive notifications on their phones any time there's an announcement or a change to their courses. This is incorrect partially because it's not a well known feature of eCentennial.

Staff of eCentennial

Since staff and faculty received training on eCentennial, they're very knowledgeable of eCentennial. They know as much as they need to know to do their jobs since they only have access to it during their business hours on campus.

Faculty

Since faculty received training on eCentennial, they're very knowledgeable of eCentennial. They are aware of the technological and pedagogical benefits to using eCentennial as opposed to the previous LMS. They're also aware that it's optional to use.

Faculty know the features that are meant to make course management easy, such as Dropbox assignment submission, discussion boards, TurnitIn and automated course evaluations. They also know that d2l is Canadian-based. While most faculty know about the ePortfolio, they don't necessarily promote it as something students should use.

ATTITUDE

Students

Students are indifferent to eCentennial. While some students contributed to the e-learning strategy of Centennial College, that doesn't translate into choosing the LMS. Nonetheless, students care about having the least amount of technical trouble using the LMS. As long as they are minimized and the d2l platform is compatible with the rest of the online learning platforms they may be using in their classes, students don't feel particularly strongly about whether they use eCentennial or not. Additionally, as long as eCentennial is mobile-friendly and intuitive even for beginners, they won't have a problem with it.

However, some students are frustrated because not all of their professors use eCentennial. This means they have to login to additional places to access their course content and participate in their classes online. Students are likely to project this frustration onto eCentennial as an inefficient platform rather than an option for their professors.

Staff of eCentennial

Staff are excited to have a new system that goes beyond administrative functions if it means connecting with and assisting students and faculty easier. They're open to it if it means a improved learning experience. Nonetheless, some staff may not see how having a new LMS benefits them since their jobs are very administrative already.

Faculty

Faculty are slightly upset because eCentennial was introduced to them with a short window of time to receive training before the school semester started. Furthermore, they're in a position to trust that eCentennial is better because they have to use it, not because they had any say in what would be best for students. Nonetheless, some faculty are excited to have a full-functioning LMS that puts administrative and course management materials in the same place.

Some faculty are indifferent to eCentennial because it's optional to use. While a course can be created for them, it's not necessary for them to put content on eCentennial nor use any of its features. However, they probably feel pressure from their fellow faculty members and students to use it to make their online learning experience more uniform.

AUDIENCE SIZE

Students

Across all Centennial College campuses:

- International students: 6800
- Full time students: 15,800
- Part time students: 22,000

Staff of eCentennial & Faculty

Across all Centennial College campuses:

- 2000 full-time and part-time staff

DEMOGRAPHICS

Students

- Numbers
    - International students: 6800
    - Full time students: 15,800
    - Part time students: 22,000
- Ability
    - 22.1% of students have disabilities
- Racial identity

- Almost 100 ethno-cultural groups are represented
- 80 languages are spoken on campus
- 59% of students are born outside of Canada
- Top 5 countries international students come from: India, China, South Korea, Jamaica, Nigeria
- 51.5% of students are first-generation
- Age
  - 32% of students are mature students
  - Average age of students was 24 years old
  - 55% students come directly from high school
- Economic identity
  - 87.9% of all students are receiving OSAP, the highest among all colleges
  - For the 2014-15 year, 86% of employers were "satisfied" or "very satisfied" with Centennial College graduates
  - According to a 2014-15 Key Performance Indicators (KPIs), 75.3% of students were satisfied, a 1.4% improvement from the previous year.

Staff of eCentennial

- One administrator for every three full-time faculty members
- Librarians
- Technical assistant staff
- Security
- Student engagement staff

Faculty

- 476 unionized full-time faculty
- 72.6% of Centennial College faculty aren't full time, including 589 part-timers and 298 "sessional" part timers who aren't unionized
- 373 unionized staff who work 7-12 hours a week on contract
- Faculty working on contracts are earning an average of less than $30,000 a year with no benefits or job security
- The Ontario Public Service Employees Union (OPSEU) represents 12,000 faculty members at colleges across the province, including those working at Centennial College

SETTING

Students

Students most likely access eCentennial from their laptops in spaces all around Centennial College campuses, such as sitting areas, empty classrooms and the library. Students also use eCentennial on their mobile devices because in transit, for example, they may want to check their grades, check for any changes to their course schedule or see the new content that their professor uploaded.

Students use eCentennial at home, and it's often to re-access course content or upload an assignment for submission. They also use it at home to engage with their students and professors via the discussion board.

Sometimes students use e-Centennial in the classroom to access powerpoint slides, lecture notes, videos and other course content that their professors provide.

Staff of Centennial College

Staff are most likely to use eCentennial on campus exclusively during their business hours. They won't have access to it at home or outside of work hours.

Faculty

Faculty are most likely to use eCentennial on campus during or in between to upload new class material and schedule its release. They also use it at home to post class notes and supplementary items because they have more time at home. They also might be using it in quiet yet social spots like cafes in order to keep up to date with deadlines. Most likely, all faculty are using laptops to do this all this work.

VOLUNTARINESS

Students

Students don't have a choice in which LMS they have to use for their classes. Therefore, they use eCentennial whether they like it or not.

Staff of Centennial

Staff are open to using the new LMS because they associate it with more efficient service for students.

Faculty

Faculty weren't open to the new LMS at first. To move away from the previous LMS means to stand out and have to learn an entirely new system. The time it takes to train faculty seemed rushed. Furthermore, using eCentennial is an option rather than a necessity. Since there is an online learning component to eCentennial as opposed to a strictly administrative one, faculty are embracing it, slowly. Additionally, since eCentennial has shown to improve the online learning experience of students, faculty are more likely to stick with supporting eCentennial.