LEARNING MANAGEMENT SYSTEM

Request for Information

Survey Report

CONTENTS

Survey Objectives

1. Determine the priorities of our stakeholders for the LMS
2. Level of satisfaction with our current LMS
3. Collect interested volunteers for a sandbox evaluation of platforms
4. Provide a means for campus-wide engagement with the RFI/RFP process

Participants
Total Number of Respondants

Total of Responses	686
Student	36
Career-Track or Continuing Faculty	218
Tenure-Track Faculty	149
Graduate Teaching Assistant (GTA)	1
Staff	282

Respondent College Affiliation

This includes any role—student, staff, or instructor—who identifies with a specific academic college. There were 201 respondents whose affiliations were with non-academic campus units.

Total Number of Responses: By College (www.arizona.edu/colleges-schools)	
Non-academic Campus Units	201
College of Agriculture and Life Sciences	1
College of Applied Science and Technology	4
College of Architecture, Planning and Landscape Architecture	5
College of Fine Arts	6
College of Education	9
College of Engineering	11
Graduate College	13
College of Humanities	13
Honors College (W.A. Franke)	14
James E. Rogers College of Law	15
College of Medicine - Phoenix	24
College of Medicine - Tucson	24
Eller College of Management	25
Mel and Enid Zuckerman College of Public Health	26
College of Nursing	29
College of Optical Sciences	34
College of Pharmacy (R. Ken Coit)	48
College of Science	50
College of Social and Behavioral Sciences	65
College of Veterinary Medicine	69

Primary Staff Role

Primary Staff Role	
Instructional Designer	20
Instructional Support	14
Instructional Technologist	8
Manager/Administrator	77
Student Support	65
Other	90

Methodology

To springboard our questionnaire-writing process, we reviewed the RFI questions that were given to eligible vendors. We also reviewed public-facing past RFPs and RFIs for LMSs to get an idea of the useful questions. After designing the survey questions, we tested the answerability and usability among our project team. All questions were designed to be "optional" for users to answer, to maximize response rate.

After the questions were finalized, we sent the survey to 10,665 people with a 42% open rate, and 6% went on to complete the survey. Respondents were given three weeks (between 2/13/23-3/3/23) to complete the survey and we offered communication and support for those struggling with survey access, etc.

Data Collections

The survey collected two forms of data:

- *Quantitative:* Quantitative data including card sort and category ranking metrics as well as general frequency of similar terms used (see Appendix A).
- *Qualitative:* Qualitative data including participant comments (see Appendix A).

Data Analysis

Data analysis was split into two different processes. The quantitative data was a collection of numerical responses where respondents ranked LMS features in order of importance. To examine the quantitative data, we imported the responses into Excel, separated responses by role of user (e.g., staff), and counted those features that were ranked highest by category determined order of importance.

Next, we examined the qualitative data (respondents' open-answers) by open-coding for emerging themes. The responses were filtered by respondent-role. As repeated key terms or phrases emerged (e.g., "easy to navigate"), they were highlighted and counted. Once 3-7 themes were collected for each role, we totaled the percentages of respondents as seen in our Findings section.

Appendix A contains the complete list of questions.

Findings

The survey questions were written to reflect our objectives directly. As such, the first two findings are mirroring our first two objectives:

1. Stakeholder Priorities for the LMS
2. Level of Satisfaction With Our Current LMS

Next, we examined the qualitative data (respondents' open-answers) by open-coding for Our last two objectives, to "collect interested volunteers for a sandbox evaluation of platforms" and to "provide a means for campus-wide engagement with the RFI/RFP process" were accomplished through the survey and communications attached with it. These are further discussed in the "Next Steps" section below.

Stakeholder Priorities for the LMS

Based on the feature ranking responses, we found that respondents from all roles prioritized a course site that was easy to navigate and easy to customize. Similarly, the text-themes that emerged from open response questions showed a high percentage of interest in an LMS that provides ease of use, options for customization that support instructor autonomy and identity, and ease of grading.

Feature Ranking

The number indicates the number of respondents in each role who selected that feature as their number one choice.

Student	35
Easy, consistent navigation	29
Accessibility features	3
Notifications	2
Other	1

Career-Track or Continuing Faculty	218
Course site design is easy to customize	101
Grading features that save time and effort for instructors (inline grade, annotation feedback, etc.)	45
Accessibility	23
Flexibility - accommodates different approaches for quizzing, assignments and grading	20
Other: Please specify	9
User Progress data and reporting	3
Robust mobile app	2

Tenure-Track Faculty	138
Course site design is easy to customize	74
Grading features that save time and effort for instructors (inline grade, annotation feedback, etc.)	30
Other: Please specify	14
Flexibility - accommodates different approaches for quizzing, assignments and grading	11
Accessibility	8
Robust mobile app	2
User Progress data and reporting	1

Staff	279
Easy, consistent navigation	169
Accessibility features	18
Customizable roles	11
Self-registration courses	7
Modern look and feel	6
Other: Specify	6
Robust usage data	4
Robust mobile app	1

Open Text Themes

Student	35	
Ease of use, ease of editing, ease of features	19	54.29%
Due dates, notifications, reminders, calendar	10	28.57%

Career-Track or Continuing Faculty	218	
Ease of use, ease of editing, ease of features	94	43.12%
Customization (instructor autonomy and identity)	41	18.81%
Ease of grading	57	26.15%
Communication/interaction	8	14.04%
Accessibility	16	7.34%
Integration with other tools	21	9.63%
Ease, stability, and consistency of copying courses	10	4.59%

Tenure-Track Faculty	138	
Ease of use, ease of editing, ease of features	54	39.13%
Customization (instructor autonomy and identity)	23	16.67%
Ease of grading	38	27.54%
Communication/interaction	11	7.97%
Accessibility	7	5.07%
Integration with other tools	9	6.52%
Quiz creation and editing	11	7.97%
Ease, stability, and consistency of copying courses	7	5.07%

Staff	279	
Ease of use, ease of editing, ease of features	53	19.00%
Customization (instructor autonomy and identity)	28	10.04%
Ease of grading, access to gradebook	70	25.09%

Level of Satisfaction With Our Current LMS

The table below demonstrates the level of satisfaction with our current LMS, D2L, as categorized by role at UArizona. Satisfaction was calculated based on answers from respondents who choose to answer. Levels with the highest number are displayed.

Satisfaction of Current LMS	
Student	Very Satisfied/Satisfied
Career-Track or Continuing Faculty	Satisfied
Tenure-Track Faculty	Satisfied
Graduate Teaching Assistant (GTA)	Very Satisfied
Staff	Satisfied

Next Steps

The survey process has afforded our team a better understanding of the campus priorities and desires for an LMS. Our next steps are to do a deeper dive on the more robust surveys, where participants are asked to evaluate each of the competitors. 39% of respondents were interested in being contacted as volunteers for the sandbox evaluation in the next steps. While this survey collected opinions and concerns based on current participant experience, our next survey will have constituents interacting with and evaluating LMSs through provided testing instructions. We will thoroughly code that data. After that, the final findings will be handed to the RFI committee; they will use this data to design criteria and weighting for the RFP. This will allow them to build a scorecard that will best guide them in building their recommendation for an LMS.

Appendix A - Survey Text

General Questions (for everyone)

What is your *primary* role at the university? (single select)
Student
Career-Track or Continuing Faculty
Tenure-Track Faculty
Graduate Teaching Assistant (GTA)
Staff

Faculty Questions

Which of the following Learning Management Systems (LMS) have you used as an instructor? (multi-select)
D2L/Brightspace
Blackboard
Canvas
Moodle
Other (specify)

Rate the following in order of importance to you as an instructor. (ranking; up to 5 features)

Grading features that save time and effort for instructors (inline grade, annotation feedback, etc.)

Course site design is easy to customize

Flexibility- accommodates different approaches for quizzing, assignments and grading

Accessibility

Robust mobile app

Other: Please specify

What LMS features are most important to you ? (Text box)

How do those features support your teaching methods? (Text box)

In the next year, what features of the D2L/Brightspace LMS would you like to try? (Text)

Rate your satisfaction with the current D2L/Brightspace LMS (Very satisfied, satisfied, 5 levels etc)

Very Satisfied

Satisfied

Neither satisfied or dissatisfied

Dissatisfied

Very Dissatisfied

Please explain your rating. (Text box)

Student Questions

Which of the following Learning Management Systems (LMS) have you used as a student? (multi-select)

D2L/Brightspace

Blackboard

Canvas

Moodle

Other (specify)

What is your current class standing ? (multi-select)

First-year

Sophomore

Junior

Senior

Graduate Student

Professional Student (or combine with the above)

Other

Rate the following aspects of the learning-management system in order of importance. (List: Course nav, mobile, etc)

Easy, consistent navigation

Accessibility features

Modern look and feel

Notifications

Robust mobile app

Other: Please specify

What LMS features are most important to you ? (Text box)

How do those features support your learning preferences and needs? (Text)

Rate your satisfaction with the current D2L/Brightspace LMS (Very satisfied, satisfied, 5 levels etc)

Very Satisfied

Satisfied

Neither satisfied or dissatisfied

Dissatisfied

Very Dissatisfied

Please explain your rating. (Text box)

Staff Questions

What is your primary staff role?

Instructional Designer

Instructional Technologist

Manager/Administrator

Instructional Support

Student Support

Other (specify)

Which of the following Learning Management Systems (LMS) have you used as instructor/instructional support? (multi-select)

D2L/Brightspace

Blackboard

Canvas

Moodle

Other (specify)

Rate the following in order of importance. (List: Reporting, Access, etc)

Customizable roles

Robust usage data

Self-registration courses

Easy, consistent navigation

Accessibility features

Modern look and feel

Robust mobile app

Other: Please specify

What features would you like to see in an LMS? (Long text)

In the next year, what features of the D2L/Brightspace LMS would you like to try? (Text box)

How could an LMS assist you in your role? (Long text)

How could those features make your job easier? (Long text)

Rate your satisfaction with the current D2L/Brightspace LMS (Very satisfied, satisfied, 5 levels etc)

Very Satisfied

Satisfied

Neither satisfied or dissatisfied

Dissatisfied

Very Dissatisfied

Please explain your rating. (Text box)

Closing Question for All

Would you be willing to participate in evaluating candidate LMS products or provide vendor feedback if requested?

Yes

No