

PebbleBash Workshop
"Managing Buy-in, Training and Support"
R.Loudon, C.Campbell

PERSONAS

BILL MCKEE

“ I enjoy pushing the boundaries of what Ed Tech can do for my students in my discipline

JOB ROLE	Professor
AGE	48
EDUCATION	Post-grad
ROLE IN UNI	Innovator and Educator
VALUES	Students, freedom, time



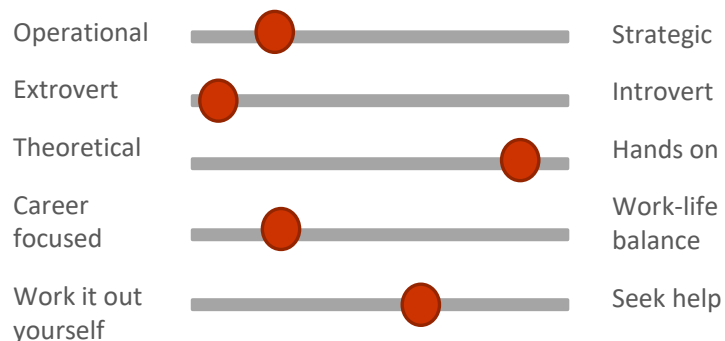
GOALS & WINS

- SUPER KEEN!
- To give students a quality learning experience
- Wants to present at PebbleBash

TECH USE

- Keen to try new Ed Tech (usually one of the early birds or pilots!)
- LinkedIn, Twitter, personal Blog
- LMS, Lecture capture, Voice Threads

PERSONALITY



PAINS & FRUSTRATIONS

- Time poor!
- Balances research and teaching but struggles with this
- Administrative work

INFLUENCED BY

- Faculty L&T Leadership
- Outstanding academics in my discipline
- Student Evaluation of Course and Teaching surveys

JENNIFER KIM

“ I am excited to be at Uni, but scared as well.

JOB ROLE	Works part time as swimming teacher
AGE	18
EDUCATION	Undergraduate Nursing student
ROLE IN UNI	Full time student (first year)
VALUES	Social life, family, success at Uni



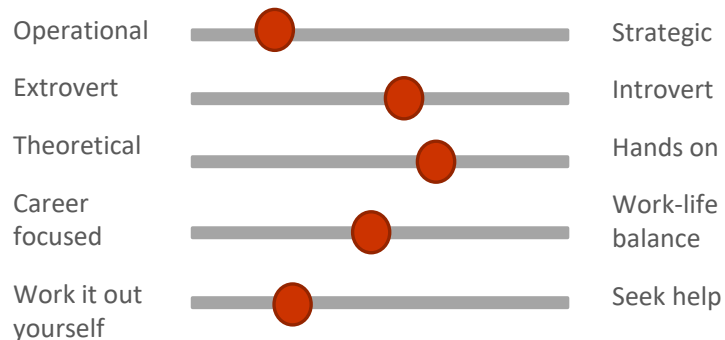
GOALS & WINS

- Wants to complete degree
- Looking for good job upon graduation
- Wants to graduate in the easiest way

TECH USE

- High digital literacy
- Facebook, LinkedIn, FourSquare
- LMS, Google Suite
- Mobile and iPad at Uni

PERSONALITY



PAINS & FRUSTRATIONS

- Hard to balance uni with part-time job
- Has some “old fashioned” lecturers
- Nervous about field placement

INFLUENCED BY

- Student peers
- Social media
- Parents and family

SONIA CONNOR

“ I love to be a part of a team that finds solutions ”

JOB ROLE	Support Officer
AGE	24
EDUCATION	Undergrad
ROLE IN UNI	Technical Support (2 nd Tier)
VALUES	Teamwork, sharing, helping



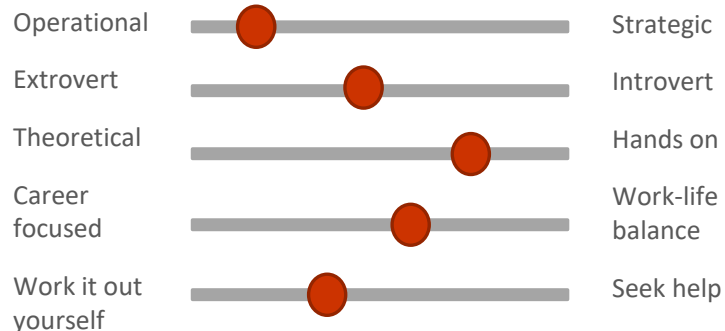
GOALS & WINS

- Quick learner of new tech
- Wants to know how to assist L&T
- Past student at this institution
- Quickly investigates and closes tickets

TECH USE

- Confident with LMS and some other L&T systems
- Facebook, LinkedIn
- Loves YouTube
- Mac user – from desktop to phone

PERSONALITY



PAINS & FRUSTRATIONS

- Lots of L&T systems to learn
- Need to pass info back onto my team (so they can learn too)
- High workload
- Users who don't read instructions

INFLUENCED BY

- Team leader (he is awesome!)
- Users who report issues
- Knowledge base of colleagues

EDWARD NAVARRO

“ I get a buzz out of seeing that ‘a-ha’ moment ”

JOB ROLE	Learning Designer
AGE	42
EDUCATION	Post-grad
ROLE IN UNI	Ed Tech and pedagogy
VALUES	Sharing, impact, security



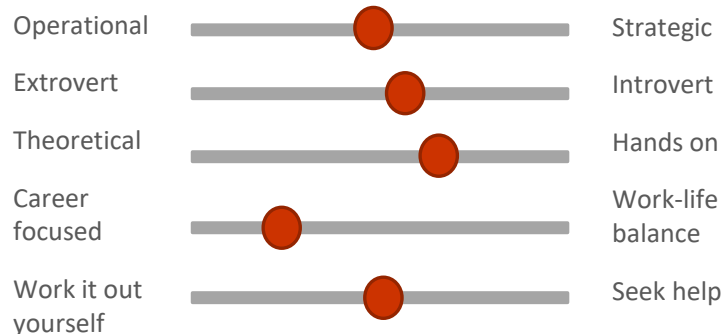
GOALS & WINS

- Quick learner of new tech
- Has worked with his academics for years
- Can easily convey the benefits of Ed Tech to academics – and teach them how to use it!

TECH USE

- Confident with LMS and other L&T systems
- Facebook, LinkedIn, Wix
- Mostly on laptop and phone

PERSONALITY



PAINS & FRUSTRATIONS

- Feels unable to influence uni-wide decisions
- Can only reach so many of his faculty
- Wants to encourage academics to try – but really wants no hiccups!

INFLUENCED BY

- Faculty L&T Leadership
- Other Learning Advisors and Learning Designers (at this institution and beyond)
- Past experiences with tech and projects

MANDY LIGHTFOOT

“ I want us to all collaborate for the betterment of our students ”

JOB ROLE	Director, L&T Unit
AGE	56
EDUCATION	Post-grad
ROLE IN UNI	Ed Tech Champion/Owner
VALUES	Partnership, impact, progress



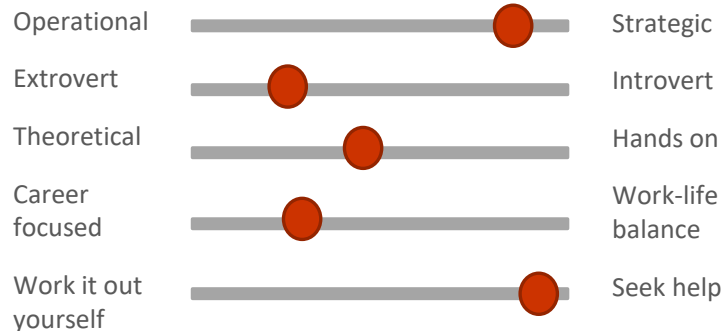
GOALS & WINS

- Understands Ed Tech use
- Is also an academic
- Knows what is happening across uni
- Wants to collaborate with others
- Confident in project team

TECH USE

- Confident with L&T systems
- Facebook, LinkedIn, Twitter
- Always online and available

PERSONALITY



PAINS & FRUSTRATIONS

- Need to meet uni-level goals
- Can't *make* people collaborate
- Restricted by funding and resources

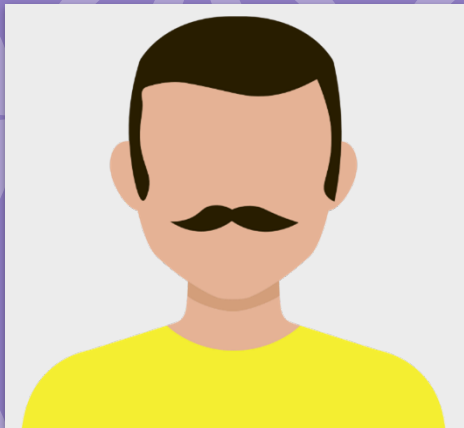
INFLUENCED BY

- DVC Academic
- Project Manager (when they manage up!)

ROSS RICHARDSON

“ I love it when a project is delivered on time, on budget and within scope ”

JOB ROLE	Project Manager
AGE	38
EDUCATION	Grad Cert
ROLE IN UNI	Ed Tech project manager
VALUES	Pragmatism, having meaning



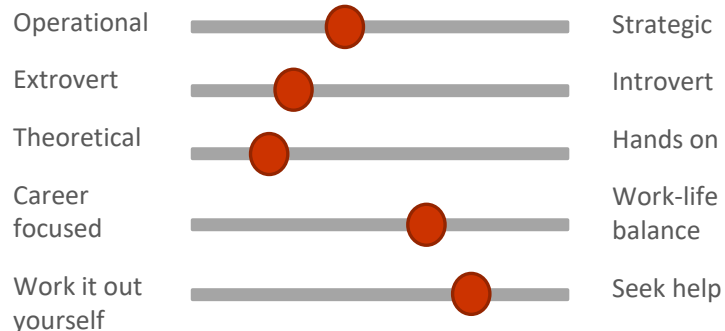
GOALS & WINS

- Systematic project manager – dots all i's and crosses all t's
- 'Herds cats' to keep project on track

TECH USE

- Fluent with PM software
- Uses several devices every day
- Facebook, LinkedIn

PERSONALITY



PAINS & FRUSTRATIONS

- New tech should have all processes, features and roles documented
- Lack of access to comprehensive training and help/support materials

INFLUENCED BY

- Project office
- Owner of new tech

AMELIA BOND

“ I want to have more time to focus on the student and not worry about paperwork getting lost ”

JOB ROLE	Student Mentor Coordinator
AGE	28
EDUCATION	4th Year Undergrad
ROLE IN UNI	Student leadership
VALUES	Time, leadership



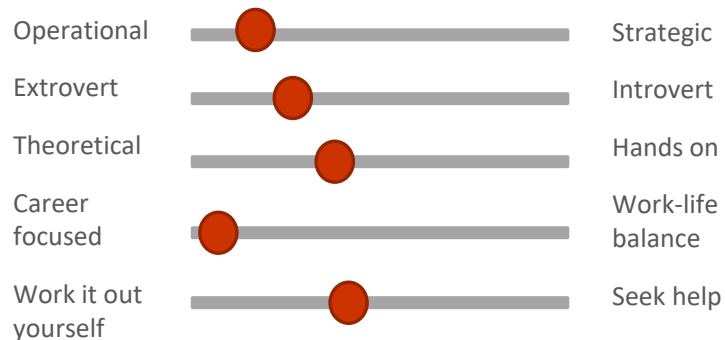
GOALS & WINS

- Past student that also understands current issues

TECH USE

- Facebook, Twitter, Snapchat
- LinkedIn
- LMS

PERSONALITY



PAINS & FRUSTRATIONS

- Time poor!
- Juggling work, study and social
- Getting reliable internet access

INFLUENCED BY

- Students and their experiences
- Peers