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Google for Education

Chromebook Adoption Kit for Education

A playbook to support the adoption of Chromebooks in your institution.







Our commitment

The Google for Education team is here to help and support you along the way as you move through the adoption and expansion process.

Our goal is to help you have **happy and productive Chromebook users.**

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We know it's not always easy

Introducing new technology to your school community can be challenging.

It's hard for everyone to adapt, adopt, and sustain a productive environment for education.

At the same time, IT teams are tasked with providing their school communities with cost-effective, secure, and sustainable devices, while keeping up with evolving education technology.

When you actively engage your staff, educators, guardians, and students in new technology, you can help everyone succeed.

We're here to help you do this.



Chromebook adoption framework

Follow this process to help staff, educators, and students adopt new technology in their school.

Excite

01

Make sure they understand what's changing and why they should be part of it.

Frable

02

Enable

Help them acquire the skills required to take on the change.



Teach them about other Chromebook programs and get up to speed using additional resources.

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Excite

Pre-deployment

Define adoption strategy

Create your transition plan.

Think about who should use Chromebooks, how they'll switch, and how you'll support them.



Key pieces to define include:

- Who would benefit: Identify the staff and educators who will benefit from using Chromebooks the most
- Your switching strategy: Decide if users can choose their own device or will be made to switch
- When to communicate: Provide information and prepare staff, educators, and students for the change beforehand

Who would benefit?

Identify the staff and educators who predominantly use cloud-connected applications.



It's not someone who:

- × Works locally on a device
- $_{\times}$ Is tethered to device, location, or both
- × Works independently

It is someone who:

- ✓ Wants to work and teach from anywhere
- ✓ Works mainly in browser and web apps
- ✓ Uses collaboration tools

Extra help

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Need more help deciding which members of your school community would benefit most from Chromebooks? Check out this section.

Your school community

- Tailor each device with apps and features that meet their needs
- ✓ Work on devices that are fast, easy to use, reliable, and ready for education
- \checkmark Boost productivity and collaboration both in and out of the classroom

Staff

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Education leaders, including administrators, curriculum leaders, superintendents, and other staff, benefit from having secure devices to support their school communities.

Educators

Educators benefit from cloud-based devices that let them provide instruction, give feedback and guidance, and conduct classes from anywhere.



Students

Learners benefit from working from the same operating system as the rest of their school community, making collaboration with peers and educators easy.

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Your switching strategy

Chosen change

Are users **allowed** to choose their devices? This option can suit **educators and education leaders**.

Imposed change

Are users **required** to use Chromebooks? This approach can suit students.



Ensure educators and education leaders are onboarded and trained correctly.



Ensure students are taught about the benefits and features of Chromebooks. Once educators are onboarded, encourage them to train and monitor their classes to help students get the most of out of their Chromebooks.

Use this timeframe as a guide for what to do and when. If different stakeholders in your school community are onboarding at different times, you might be at the Extend phase for one group and the Excite phase for another. It all depends on your roll-out plan.



Generate awareness

Create excitement.

Use a range of assets like posters, emails, and more to promote the benefits of Chromebooks.



The **switch to Chromebook** adoption campaign focuses on key benefits – like long battery life, built-in virus protection, and more. This campaign can help you encourage staff and educators to make the switch.

Choose from these campaign assets:

- Posters showcasing specific features of Chromebooks
- Flyer displaying the benefits of switching to Chromebooks
- Email template to send to stakeholders

Posters

Stick up these posters around your school to help create buzz around Chromebooks.

Choose from six different posters – each promoting a unique benefit of Chromebooks.



Access the posters

Flyer

Use this one-page flyer to communicate the key benefits of Chromebooks. You can hand it out at staff meetings or email it as a PDF – it's up to you.

Google for Educatio	n		
6 great reasor	ns to		
switch to Chro	omebook		
You can now make the switch to Ch designed to help you do your best v		100	
Here are just some of the reasons w Chromebooks and think you should,		<u></u>	
v	0		
No hold-ups when you're offline	The best of Google built-in	Starts fast, stays fast Chromebooks start up in	
About to enter Wi-Fi-free territory? No problem, You can save web pages in your Chrome browser to keep reading offline. With Google Play apps, you can work offline, anywhere, anytime.	Know Chrome and Google Workspace for Education? You'll be up and working in no time. Plus, there's the Google Play Store, so you have access to all your favorite apps on your phone, tablet and desktop.	seconds and don't slow down - even when software is automatically updating in the background. Your device stays up-to-date, and you stay productive.	
0		D	
Built-in virus protection	A battery that keeps you powering	No lost files	
Browse virus-free online and offline, wherever you work. From the moment you open your Chromebook, you're protected by multiple layers of security to defend against malware, viruses and accidental mishaps, too.	With a battery life of 8+ hours, you can focus on getting things done without having to stop to recharge. Chromebooks help you stop productive on-thing. And, with 8+ (60 of RAM, they deliver performance you can count on.	With all your files synced to the cloud, your files are take even if your. Chromebook is damaged or lost. All your data is secured with cloud-based back-up, so you can work without worry from wherever you are.	
	To get started with a new Chromebook, please contact your Google for Education representative.		

Access the flyer

Email template

Build awareness by sending an email to educators and staff about Chromebooks, customized with your school's logo and CTA.

Simply copy the tables from the Google Doc and paste them into a fresh email. The font may change slightly depending on your email client, but the general formatting will stay intact. Then, add your school's logo and replace the red text with your own words.

Don't forget a catchy subject line like:

- It's switching time: Chromebooks are coming to [school name]
- Make the switch to a Chromebook

Finally, schedule the send and you're done.

oogle for Education	Your logo	•	Add company
Chromebooks are simple, secure and			
Hi all, We've chosen Chromebooks at (organization name) because they as designed to help you do your best work, wherever you are.	0		
A battery that keeps you powering all day	_		
All your work synced to the cloud Starts fast and stays fast			
Built-in virus protection Familiar tools and browser			
No hold-ups when you're offline	_		
Take a look at the attached [Getting Started Guide] to see what else Chromebooks can do for you. To get started with your new device or if you have any questions, please your specific instructions].		•	Insert your custom contac details
Regards,			
fuenue)			
Access the email to	emplate		7

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Onboarding

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Enable

Help everyone get up and running

Support your teams.

Send regular communication with tips and advice to help staff and educators become familiar with their new device.



Share this content with employees:

- Getting started guide
- Tips & Tricks Guide
- Educator's toolkit
- Chromebook simulator

Enable

Chromebook getting started guide

To help staff and educators get accustomed to their new Chromebooks, share this guide with them. It includes the top 10 things they should know about their new device.



Access the getting started guide

Enable

Tips & Tricks Guide

Once your school community is up and running on Chromebooks, you can help them be more efficient by sharing this guide that outlines various shortcuts and quick how-tos.



Enable Educator's toolkit

We've created a one-page toolkit that includes the top resources to help educators get started on their Chromebooks. It includes product overviews, training courses, FAQs to share with parents, and more.

chromebook Become a Chromebook expert. An educator's toolkit Whether you're new to Chromebooks or you're for Chromebooks brushing up on your knowledge, explore these training courses to help you build your skills: Discover useful tools and resources for Chromebook Training educators to teach with Chrome and get Chromebook Gamified Training started with Chromebooks. **Tools for Diverse Learners Training** Tools and resources Chromebook simulator Chromebook App Hub overview Get started on a Chromebook quickly with step-by-step Find over 270 educational apps and content to inspire tutorials covering everything from file management and learning. Expand curriculum, streamline class accessibility features to offline use and tips on how to management, and promote accessibility with the use the touchpad. ever-growing Chromebook App Hub - your gateway to the best in EdTech. What you've always wanted to know about Chrome Web Store Chromebooks in your child's classroom Browse hundreds of possibilities to expand your Get parents and guardians familiar with the EdTech that capabilities. Download and install apps and extensions their children are using by sharing this overview with that enable projecting, video editing, casting, document answers to common questions. scanning, digital drawing, and more. Got something you need help with right away? Visit the Chromebook and Google Chrome Help Centers to describe your issue and find what you need to quickly resolve it. Ready to dive deeper into Chromebooks? Chromebook for educators overview **Google** for Education Eind a Chromebook * 2023 Google LLC 1600 Arrgihitheatre Parlovey, Mountain View, CA 94043

Access the toolkit

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Chromebook simulator

Share the Chromebook simulator with your educators and staff who recently received a new Chromebook and want to get used to using Chrome OS.

It provides tutorials that explain basic features and functionality through an interactive interface with step-by-step instructions.



Access the Chromebook simulator

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Extend

Programs and resources

Chromebook repair program

Extend the lifespan of your devices and minimize e-waste, while helping students grow their skill set.

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Teach students how to do in-house repairs, and get devices back into the classroom quicker. Help students develop marketable technology and customer service skills, which they can carry with them beyond graduation.

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Repair devices to help them stay in service longer, helping keep them out of the e-waste bin.

Chrome OS Flex

Transform your fleet with Chrome OS Flex to give your entire school the fast, reliable experience of Chrome OS.

All your devices – PCs or Macs, new or old – can run on Chrome OS for a unified teaching and learning experience.

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Download Chrome OS Flex at no cost, and purchase Chrome Education Upgrade to unlock all the capabilities to easily manage your fleet at scale.

A cloud-based fleet enables automatic updates to happen in the background, helping free up your IT funds and staff time.



Chrome OS Test Drive

Make an informed decision about your EdTech investment. Try out enterprise-grade Chromebooks before buying them.

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Test-drive up to three devices over the course of 30 days.

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Choose from a variety of models – from devices for basic classroom use to devices for heavier workloads like content creation or coding. \$

Allow teachers to try out Chromebooks as their primary device and provide them with resources to get started.



itopia

Enable students and educators to access Windows apps on any device. Launch Adobe Creative Cloud, AutoCAD, SolidWorks, MATLAB, and more – all from a secure browser.

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Quickly deploy Windows 11 and Windows Server virtual desktop environments in 24 hours. Manage any number of classrooms, labs, and schools from itopia's unified console. 퍜

Easily control all your students' apps, files, and permissions from the cloud – no endpoint management.

Learn more 7

Additional resources

Learn more about Chromebook adoption

- Video: The Chromebook customer adoption journey
- 22 Video: How Google IT supports its scaling global workforce with Chromebooks

Determine which Chromebooks are best for your school

- Empower teaching by letting educators pick their perfect Chromebook from our <u>selection</u> <u>guide</u>
- \rightarrow Discover what else is available on Chromebooks
 - Q Find apps and ideas and creativity tools for Chromebooks

Tips and tricks

Share these articles from the Chromebook Tips & Tricks blog series with your staff

- ← For those who are switching from Mac OS: <u>6 common questions (and answers) for new</u> <u>Chromebook users</u>
- For those switching from a PC: <u>How to use a Chromebook if you've switched from a PC</u>
- Five handy tips for getting started: <u>How to set up a new Chromebook</u>
- Popular shortcuts to help you do more, faster: <u>6 Chromebook keyboard shortcuts that</u> <u>save time</u>

Thank you