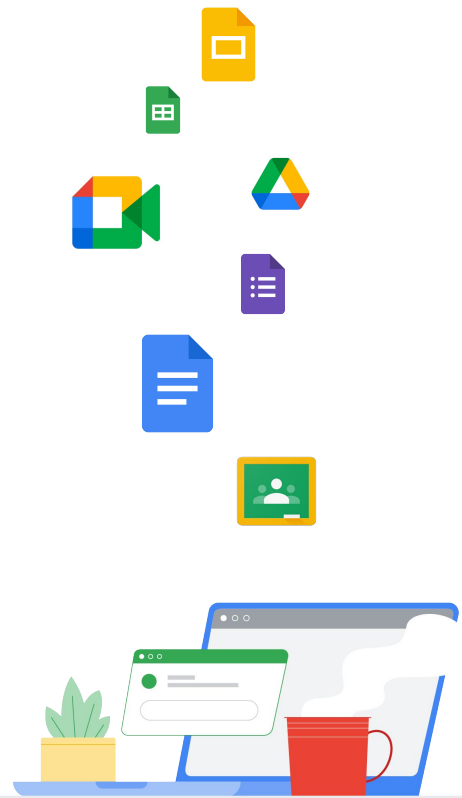


Chromebook Adoption Kit for Education

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





Thank you for
embarking on your
journey with
Chromebooks

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.

01

Excite

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

02

Enable

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

03

Extend

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



Excite

Pre-deployment

Excite

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

Excite

Who would benefit?

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



It's not someone who:

- × Works locally on a device
- × 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



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

Excite

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
- ✓ Boost productivity and collaboration both in and out of the classroom



Staff

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.

Your switching strategy



Chosen change

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

Key tip



Ensure educators and education leaders are onboarded and trained correctly.



Imposed change

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

Key tip



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.

Excite

When to communicate

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.

01. Excite

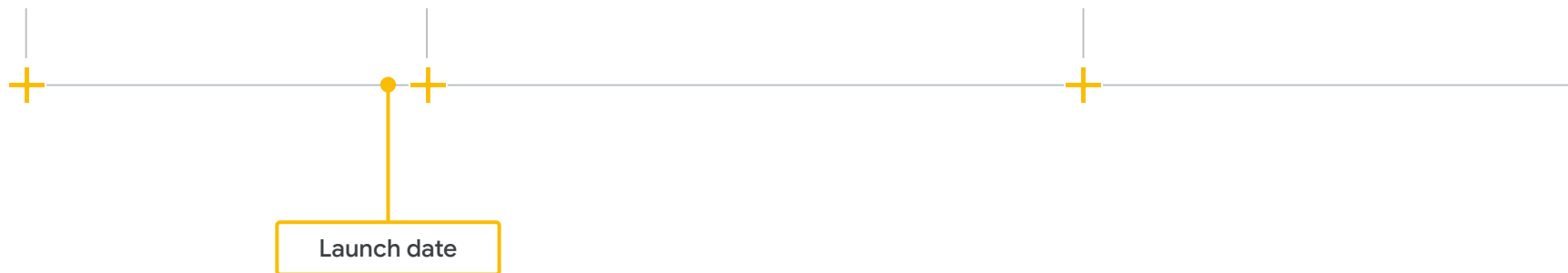
Start generating excitement
three weeks prior to launch.

02. Enable

Help users get up and running
for **three weeks** post-launch.

03. Extend

Further educate your users about
Chromebooks by sharing additional
programs and resources with them.

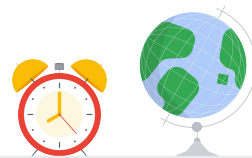


Excite

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:

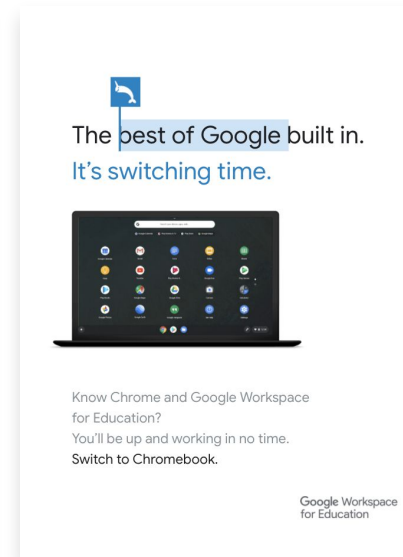
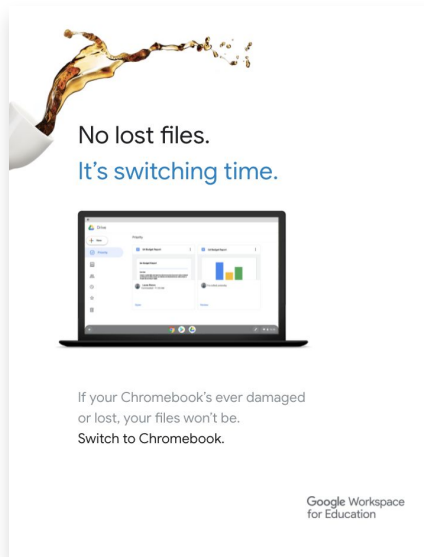
- Posters showcasing specific features of Chromebooks
- Flyer displaying the benefits of switching to Chromebooks
- Email template to send to stakeholders

Excite

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](#)



Excite

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 Education

6 great reasons to switch to Chromebook

You can now make the switch to Chromebook – the device designed to help you do your best work, wherever you are.

Here are just some of the reasons why we've chosen Chromebooks and think you should, too.



No hold-ups when you're offline

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.

The best of Google built-in

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.

Starts fast, stays fast

Chromebooks start up in 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.

Built-in virus protection


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.

A battery that keeps you powering

With a battery life of 8+ hours, you can focus on getting things done without having to stop to recharge. Chromebooks help you stay productive on-the-go. And, with 8+ GB of RAM, they deliver performance you can count on.

No lost files

With all your files synced to the cloud, your files are safe 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



Excite

Email template

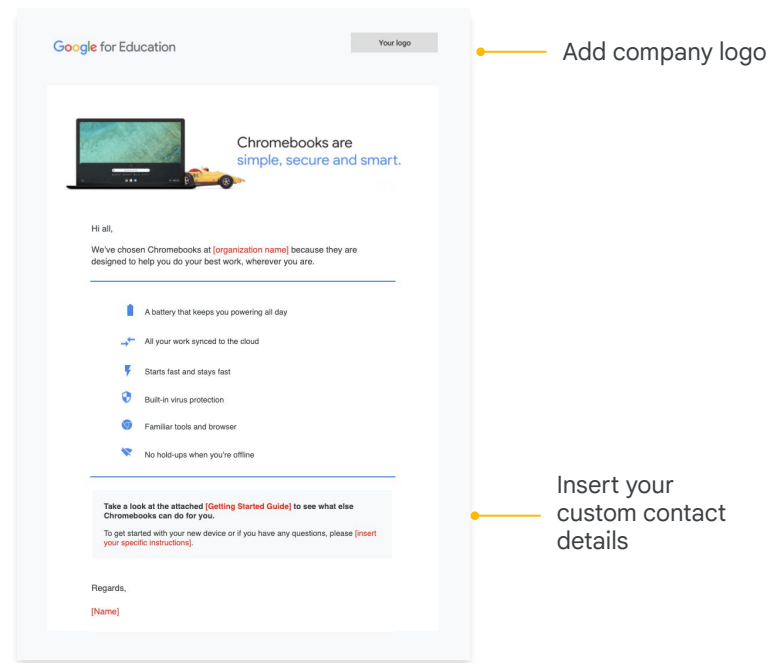
Build awareness by sending an email to educators and staff about Chromebooks, customised with your school's logo and CTA.

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.



Access the email template





Enable

Onboarding

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.



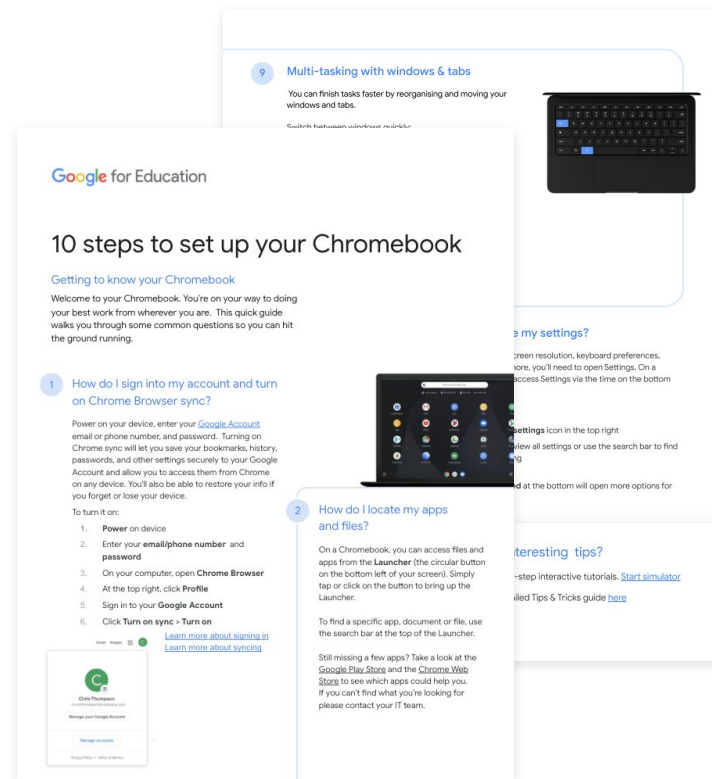
Share this content with employees:

- 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.



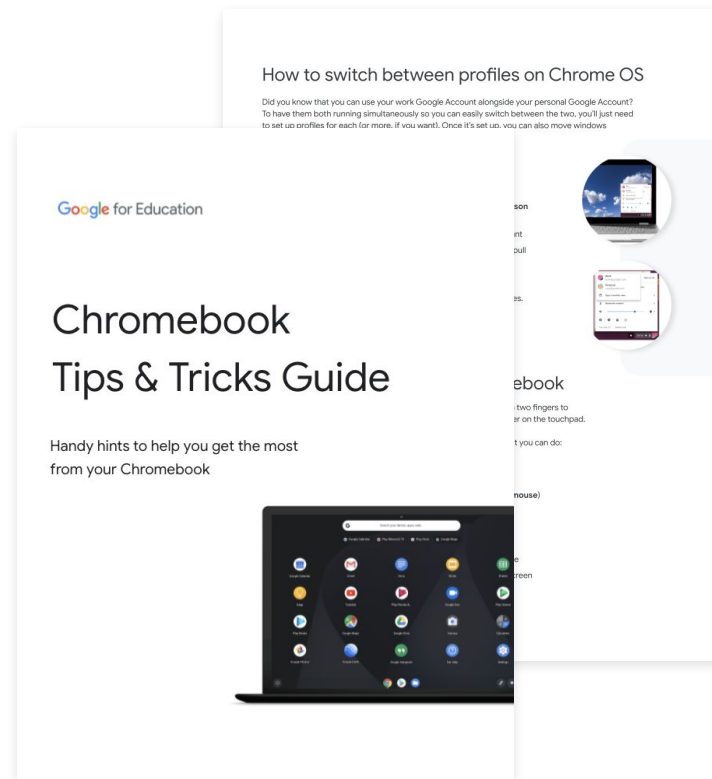
Access the getting started guide



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.



Access the Tips & Tricks guide



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

An educator's toolkit for Chromebooks

Discover useful tools and resources for educators to teach with Chrome and get started with Chromebooks.

Become a Chromebook expert.
Whether you're new to Chromebooks or you're brushing up on your knowledge, explore these training courses to help you build your skills:

- [Chromebook Training](#)
- [Chromebook Gamified Training](#)
- [Tools for Diverse Learners Training](#)

Tools and resources

[Chromebook simulator](#)
Get started on a Chromebook quickly with step-by-step tutorials covering everything from file management and accessibility features to offline use and tips on how to use the touchpad.

[Chromebook App Hub overview](#)
Find over 270 educational apps and content to inspire learning. Expand curriculum, streamline class management, and promote accessibility with the ever-growing Chromebook App Hub – your gateway to the best in EdTech.

[What you've always wanted to know about Chromebooks in your child's classroom](#)
Get parents and guardians familiar with the EdTech that their children are using by sharing this overview with answers to common questions.

[Chrome Web Store](#)
Browse hundreds of possibilities to expand your capabilities. Download and install apps and extensions that enable projecting, video editing, casting, document 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?
Check out these materials to explore your options and find the ideal devices for you:

- [Chromebook for educators overview](#)
- [Find a Chromebook](#)

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Access the toolkit

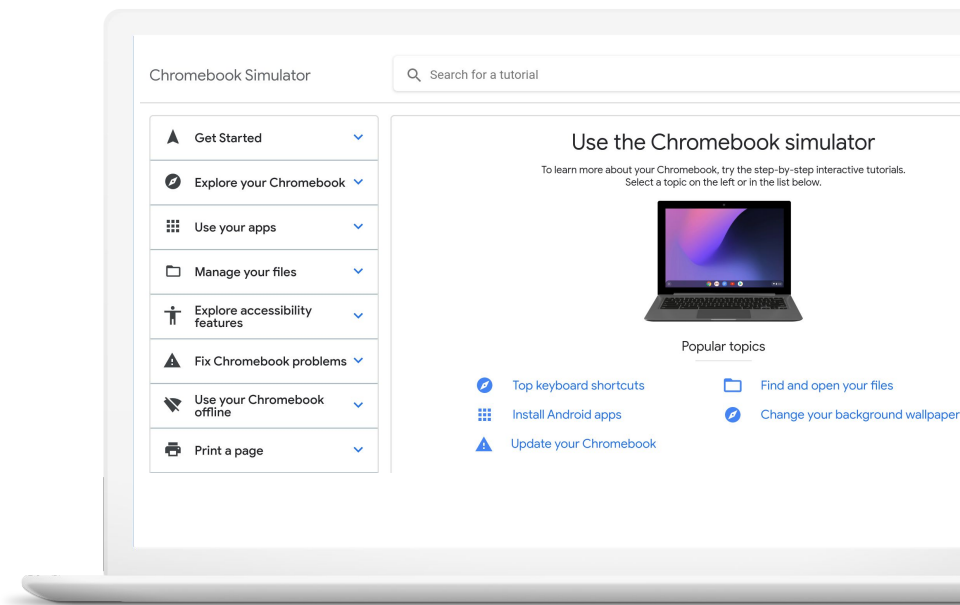


Enable

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](#)



Extend

Programs and resources

Chromebook repair program

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



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.



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

[Learn about the program](#)



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.



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.

[Learn more](#)



Chrome OS Test Drive

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



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



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.

[Learn more](#)



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.



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.



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

[Learn more](#)




Additional resources

→ Learn more about Chromebook adoption

 [Video: The Chromebook customer adoption journey](#)

 [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 [selection guide](#)

→ Discover what else is available on Chromebooks

 [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: [6 common questions \(and answers\) for new Chromebook users](#)
- ↔ For those switching from a PC: [How to use a Chromebook if you've switched from a PC](#)
- 💡 Five handy tips for getting started: [How to set up a new Chromebook](#)
- ↪ Popular shortcuts to help you do more, faster: [6 Chromebook keyboard shortcuts that save time](#)

Thank you

 for Education