

# Using Learning Analytics to enhance the student experience

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# UOW at a glance

**32,208**

total student enrolment

**128,549**

UOW Alumni

**13,539**

international students

**307**

degrees on offer

**143**

nationalities at UOW



# Learning Analytics

Motivation is to assist with:

- Student retention
- Personalising student learning
- Continuous improvement of teaching and learning

Narrowed focus at UOW

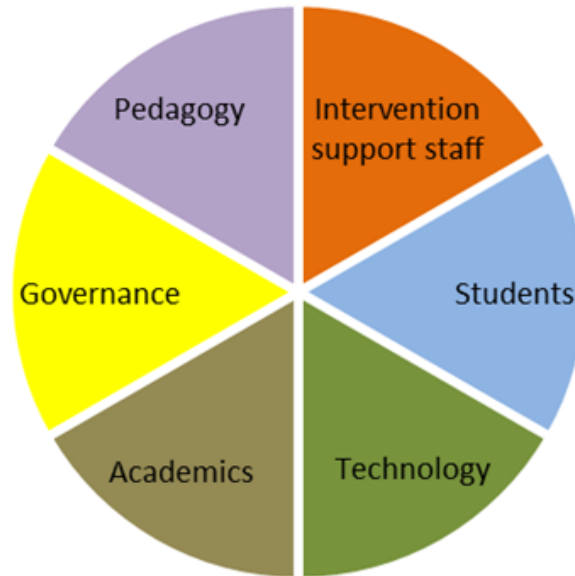
- Near real-time delivery of information
- To student and teachers
- Supporting the student learning experience



# UOW Learning Analytics Strategy

## AN INSTITUTION WIDE APPROACH

**2016AAIR**  
14-16 NOVEMBER 2016  
CROWNE PLAZA, COOGEE, NSW **FORUM**



- The academic endeavour, rather than technology and data, drives UOW learning analytics
- With data comes the responsibility for taking action

Heath, J., & Leinonen, E. (2016). An Institution Wide Approach to Learning Analytics. *Developing Effective Educational Experiences through Learning Analytics*, 73-87.



# Just the right amount of information at the right time

- Academic endeavour
- Information overload
- Using data to delegate



# Self-Regulated Learning

## FEEDBACK FROM STUDENTS (n=344)

- 76% use the student dashboard at least weekly
- 84% feel the charts are easy to understand
- 63% feel the charts inform them of how they are progressing in their subjects



# Self-Regulated Learning

## FEEDBACK FROM STUDENTS

- *“I think the dashboard encourages better performance and drive as you can see where your efforts are in comparison to the average.”*
- *“...even if what I think is a bad mark compared against the cohort it maybe the average mark or it tells me that I need to get extra help”*
- *“This is a positive step in the right direction towards using learning analytics to improve student performance.”*



# Integrating Services

## STUDENT SUPPORT AND EDUCATION ANALYTICS

2013 / 2014

Information  
Management &  
Technology Services

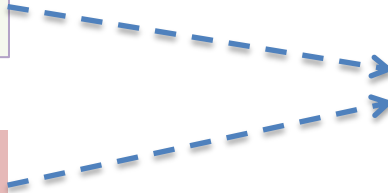
Business Analysis &  
Learning Analytics

Student Experience

2015

Information  
Management &  
Technology Services

Student Support &  
Education Analytics





# Integrating Services

## WHY INTEGRATE?

- The goal is to better **leverage** the use of **business intelligence** to personalise student support and their journey through uni life.
- Leads to **broader application of business intelligence** in frontline delivery of student support services.
- 2016 will see the implementation of a refreshed Student Support Strategy that makes further use of BI to **target** student support to those students who need help and/or are **'at risk'**.



# Integrating Services

## CHALLENGES

- Culture change amongst student support staff
- Surveillance/privacy type ethics issues
- Identification of reliable indicators of 'at risk' students
- Constant change in transaction processing systems
- Adding interpretation layer to enable immediate action on analytics



# Bringing it all together

- Learning analytics is more than the underlying technology
- The academic endeavour drives efforts
- Key success factors: change management and organisational work structures
  - Hybrid of 'top-down' and 'bottom-up' approaches
  - Bringing together different expertise to action insights accordingly



# Questions?

## Contact Details

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