Predictive Analytics – Macro > Micro

Retention is 3-5 times more cost effective than recruitment and the impact lasts longer.

THE HIGHER ED LANDSCAPE

ENROLLMENT IS **EASIER**

- ↑ Government policy
- ↑ Financial aid

COMPLETION IS **HARDER**

- ↑ Student attrition
- ↑ Time to degree
- ↓ Degree Completion

THE ISSUES

Student Retention

- First year attrition rates exceed 25%
- Some states reach 40%

Degree Completion

- Only 1 in 2 students ever complete a degree

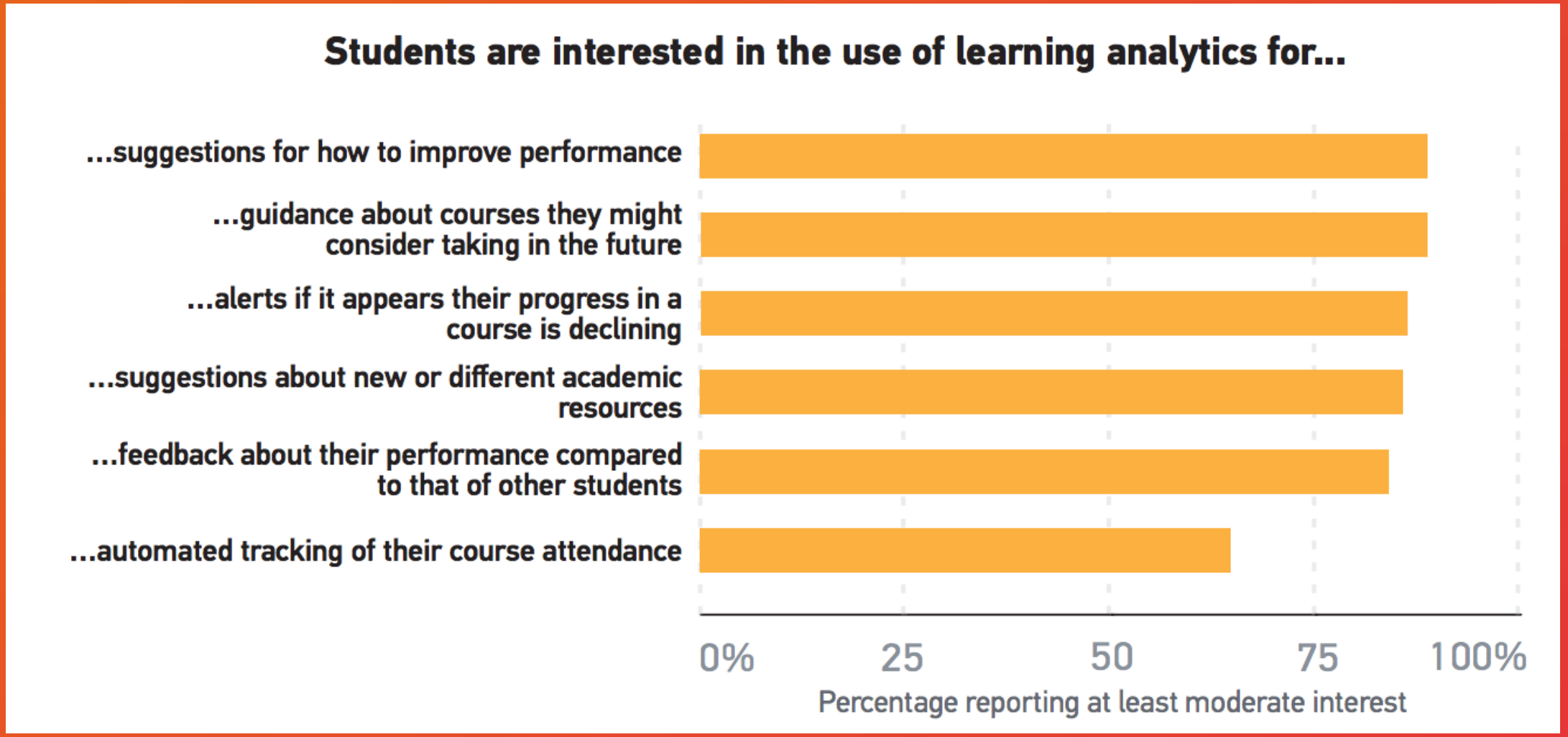
Time to Degree

- 60% FT students take 8 yrs for 4 yr Bachelor's
- 20% more courses than needed

… BUT NOT MANY STUDENTS HAVE ACCESS TO ADVISORS

The national average ratio of students to advisors is **375 to 1**, with some states seeing ratios as high as **1200 to 1**.

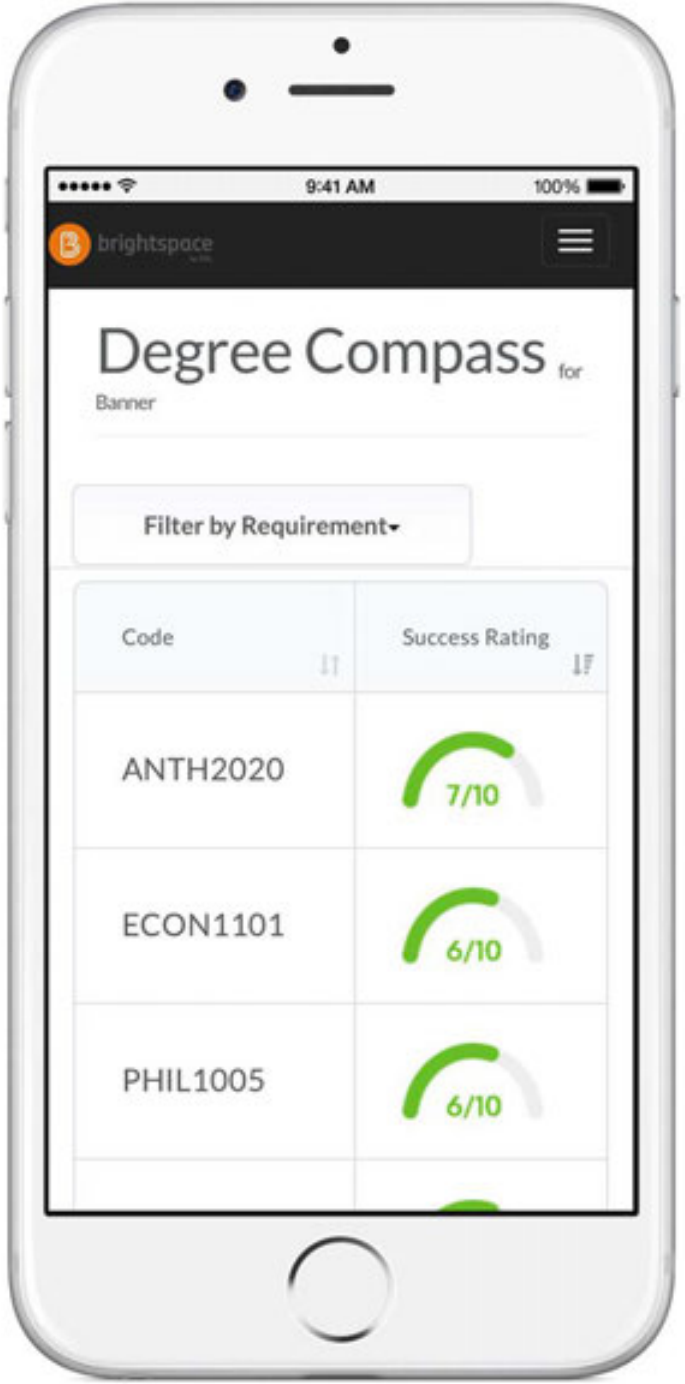
Students WANT Learning Analytics



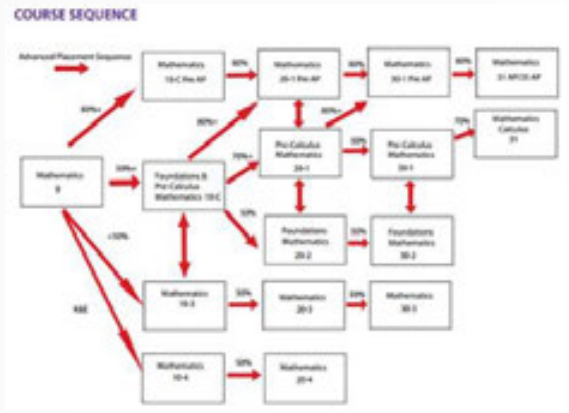
Brightspace Degree Compass™

Right student. Right Course. First Time.

Course selection and academic advisement tool for both advisors and students based on smart, predictive analytics



WHAT IS BRIGHTSPACE DEGREE COMPASS™?



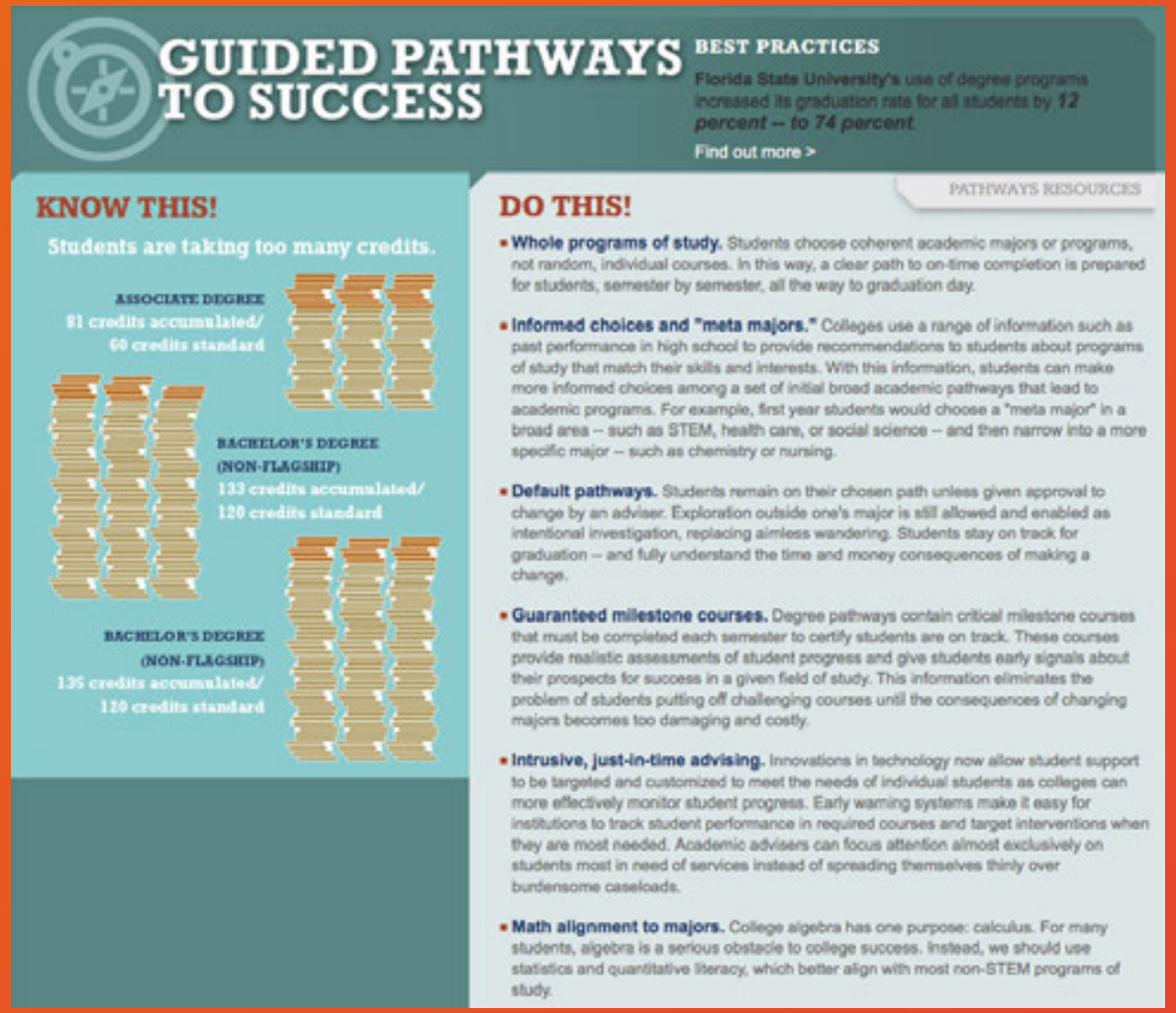
Course Sequence Data
(Degree Audit)

Historical Student
Achievement Data

Course Prediction

Right Student. Right Course. First Time.

ALIGNED TO BEST PRACTICES



Core principles of Degree Compass are aligned to Complete College America

- Help Students take fewer credits to graduate
- Create informed choices
- Provide a pathway through college or university
- Support academic advising

RESULTS.

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92%

The Degree Compass grade prediction correctly distinguishes whether a student will earn a passing grade with 92% accuracy.

Source: Dr. Tristan Denley, Austin Peay State University

EXPECT MORE: RETENTION

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Course Success & Student Retention

Is Early Alert Enough?

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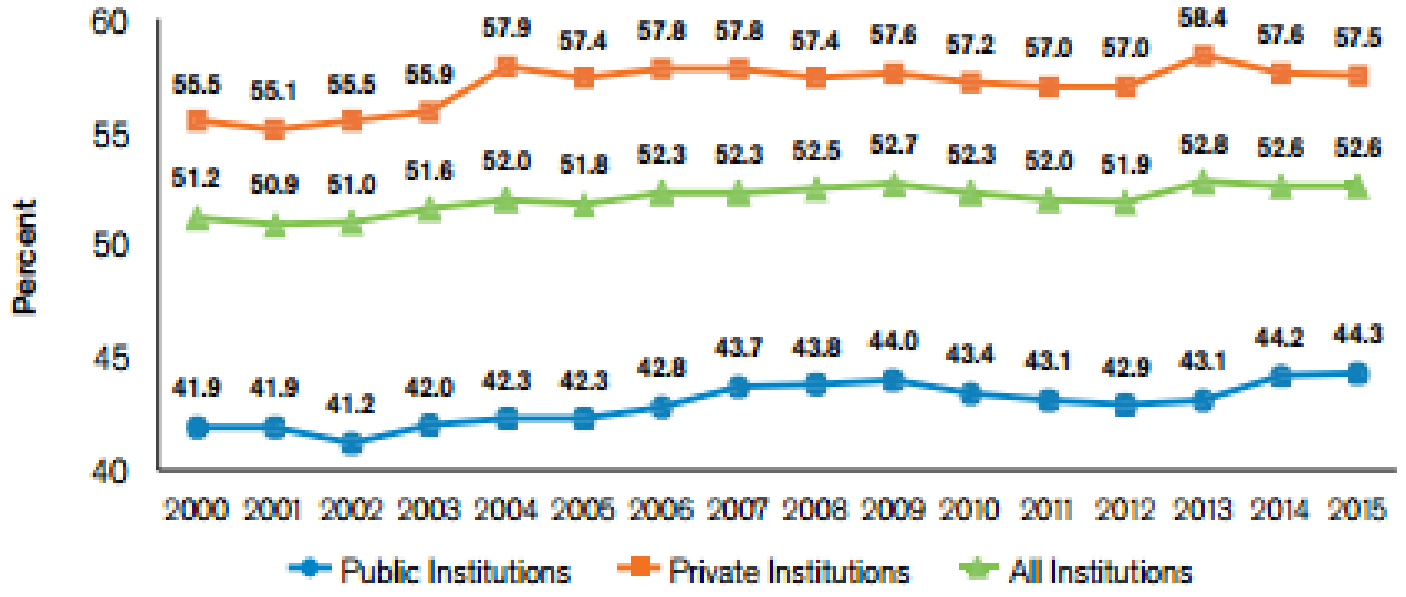
Figure 1: Percentage of Four-Year College Students Who Earn a Degree Within Five Years of Entry



1%

Improvement

Source http://www.act.org/research/policymakers/pdf/2015-Summary-Tables.pdf

Knowledge

\+ Action

Results

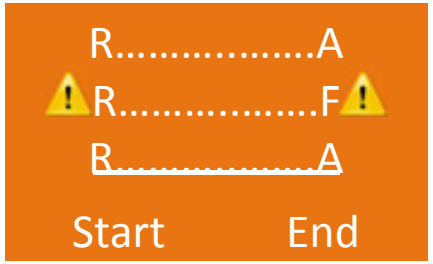
Analytics is not a thing that you do….
It’s something you put into action to solve a problem.

The Formula for Improved Retention

Previous Courses
Assessment
Course Activity
SIS
Social

Deep Analysis of Data

+



Early Predictions for At-Risk Student

+

Easy & Scalable Intervention Tools

Brightspace Student Success System™

The intelligent early intervention system

Predict At-Risk Students

Visualizations to help find disengaged and at-risk students as soon as 2 weeks in.

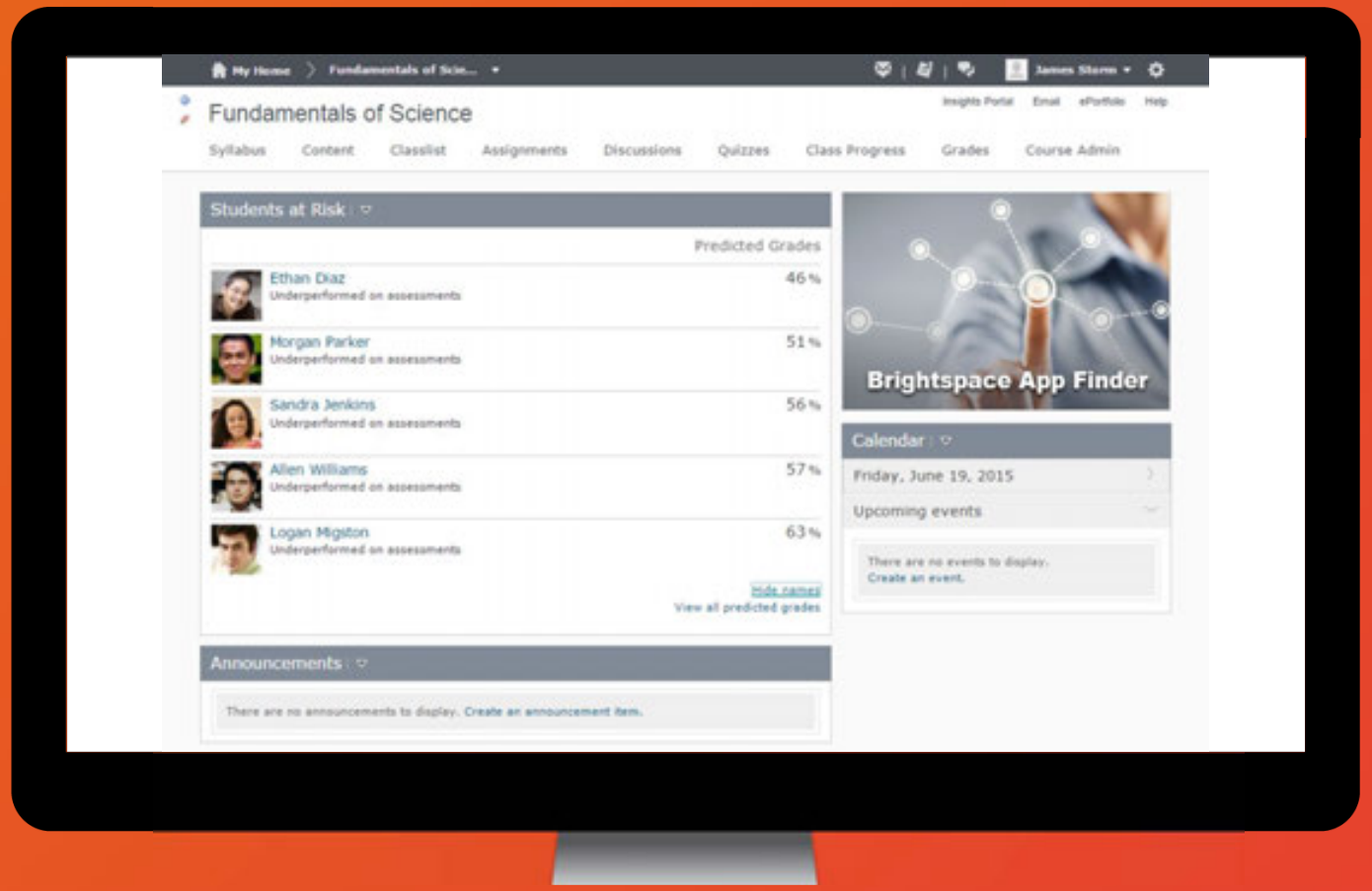
Identify Risk Factors

Interactive reports to investigate engagement and assessment data to find causes for risk.

Easily Make Intelligent Interventions

Easy to use tools and insights to implement informed interventions at the right moment.

Predict At-Risk Students

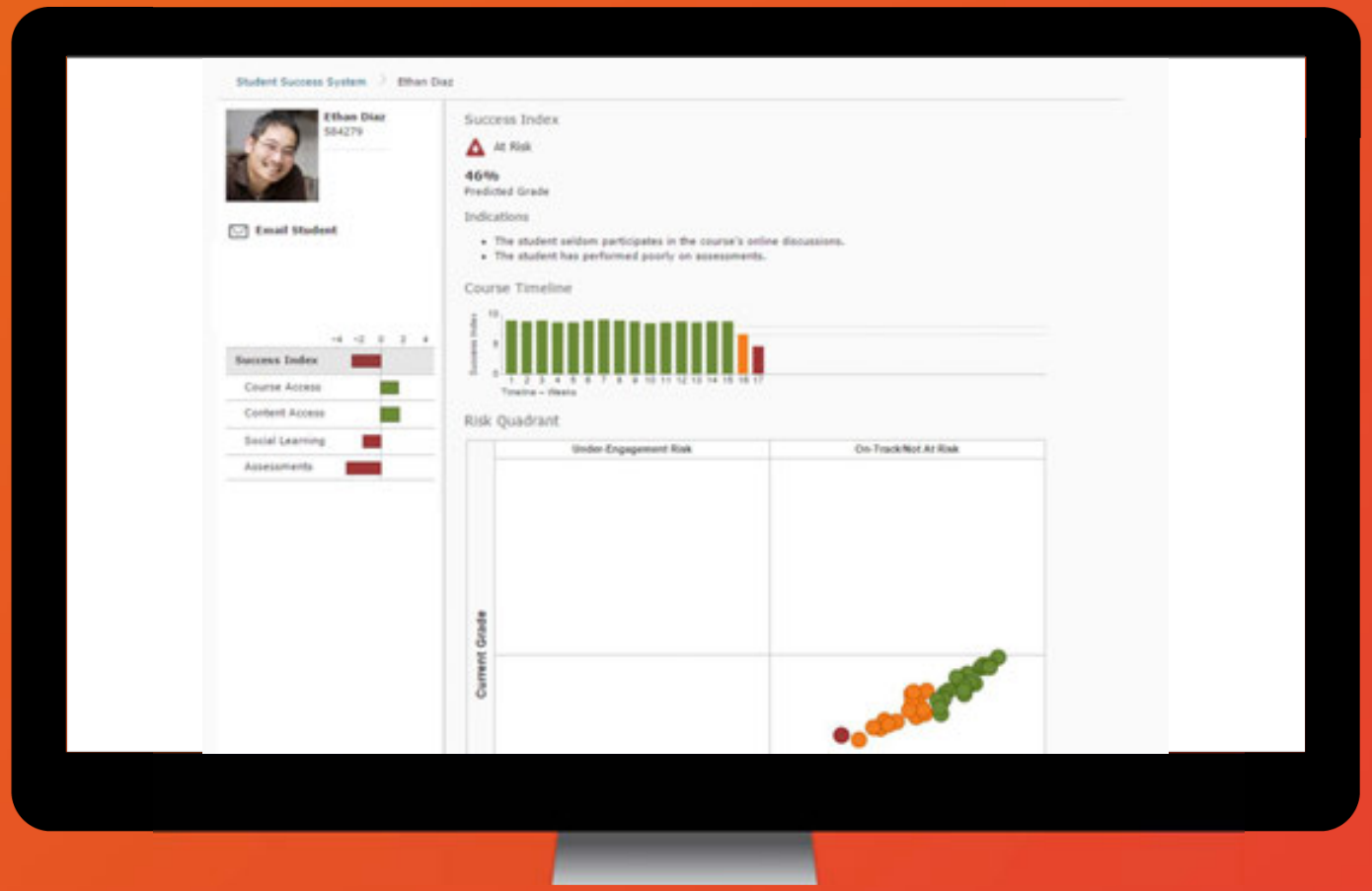


The right information at the right time & in the right place.

At-risk widget is embedded into the instructor workflow.

One click interaction to review risk factors.

Identify Risk Factors



Identify at-risk, disengaged or isolated students.

Rich and meaningful reporting.

Visualizations of student capabilities, class dynamics, and learning trends.

Easily Make Intelligent Interventions

Quickly identify at-risk students

Discover what factors are leading to the risk

Plan scalable interventions and set students on a path to academic recovery

RESULTS.

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23.8%

ORU

After just one semester, ORU has seen its retention (persistence) rate increase from 61% to 75.5% just by having accurate information at hand.

Source: Data courtesy of Oral Roberts University

EXPECT MORE: RETENTION

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How it works

Factors leading to predictions

Based on statistical significance.

Using SAT, historical performance, grades and course activity.

Predictions are made in real-time.

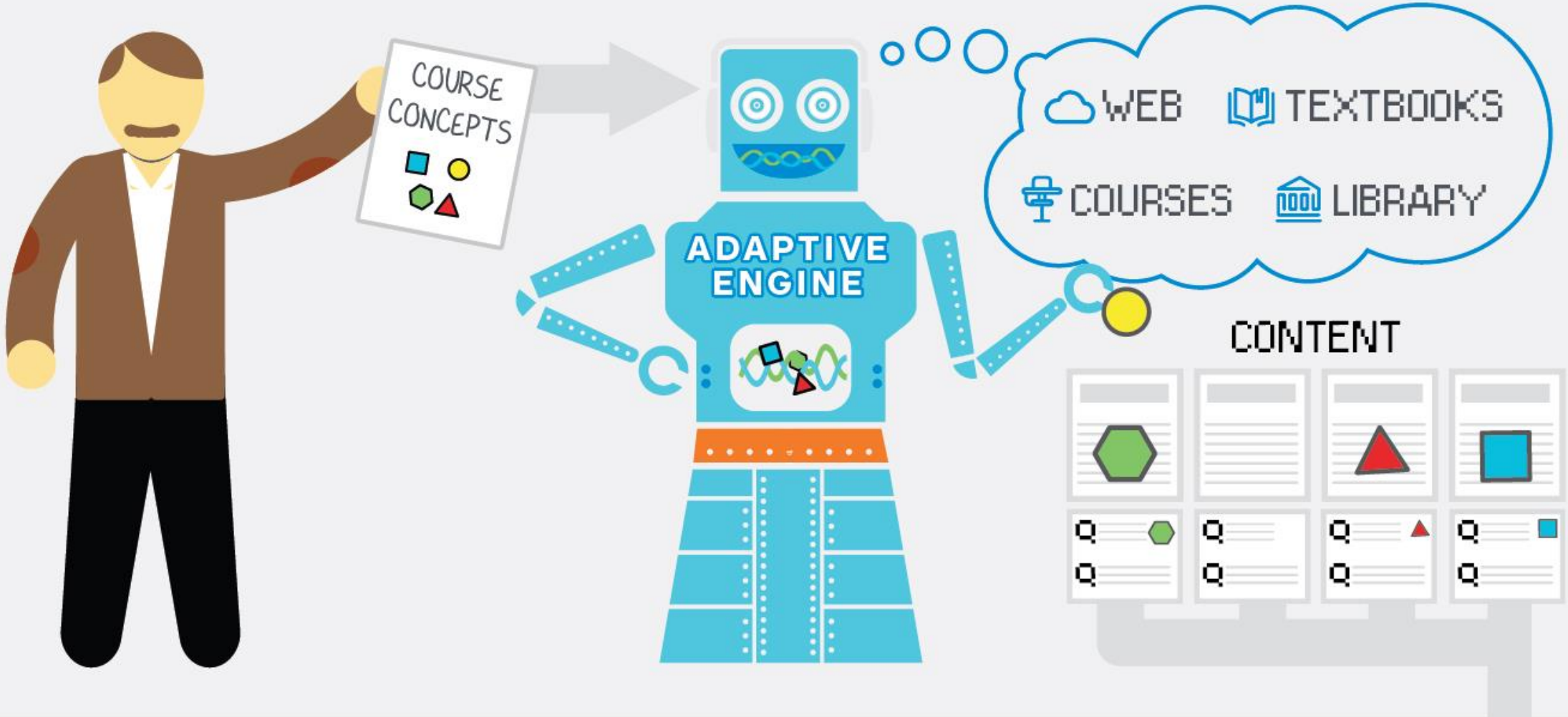
Concept Success & Student Retention

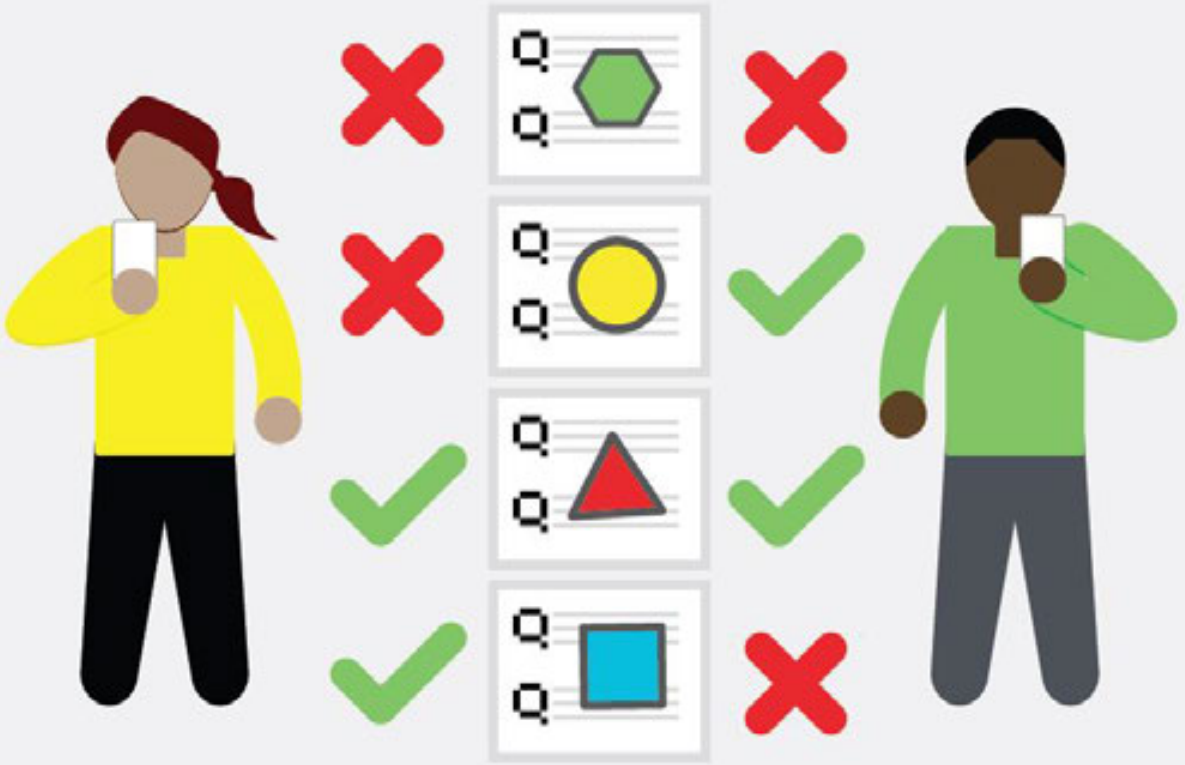
Decide what to teach

Plan curriculum and build courses OR make a current course adaptive.

Adaptive engine

It automatically links concepts to content and questions, leveraging a world of best-in-class content.





The adaptive engine checks what learners already know (based on their results) and finds knowledge gaps.

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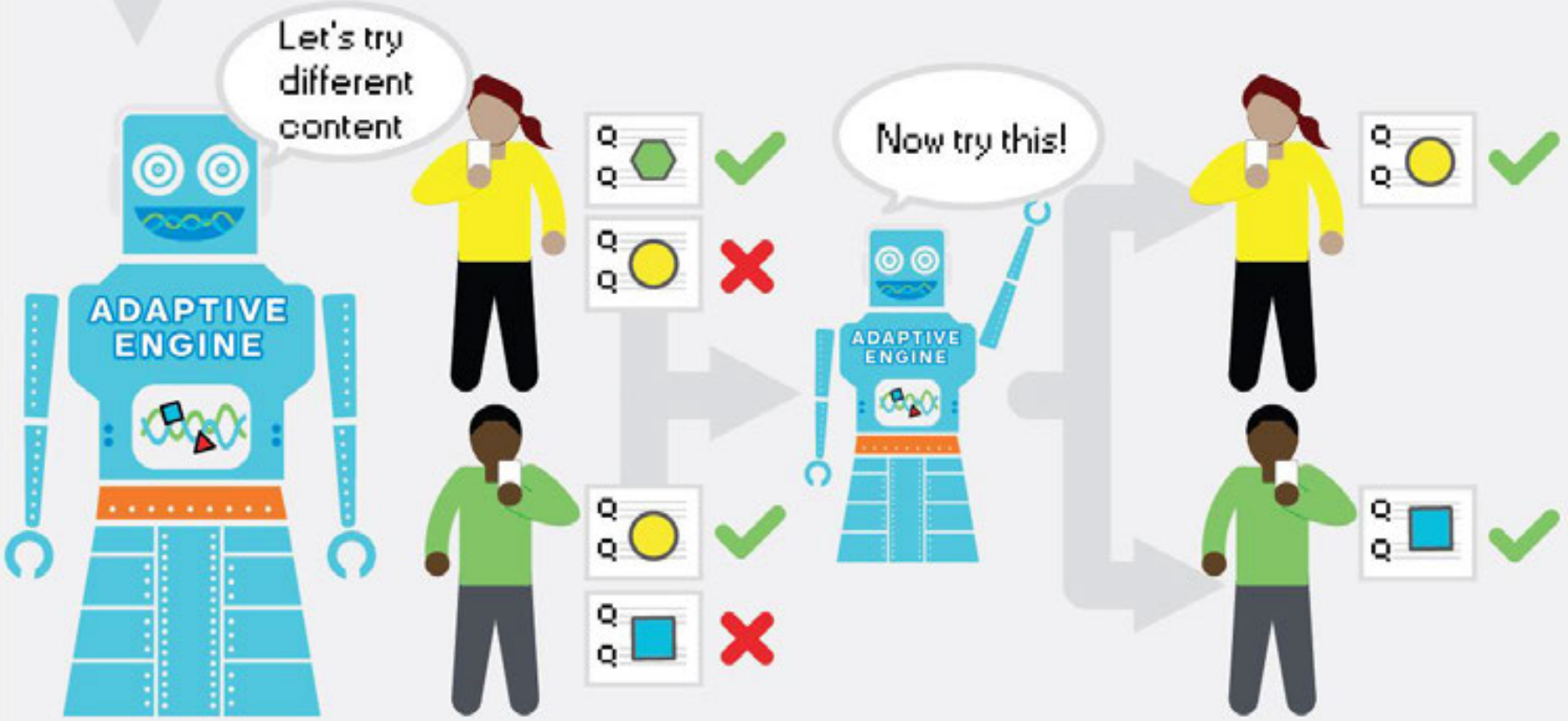

The adaptive engine automatically adjusts and recommends new content.
It gets smarter as learners get smarter.

RESULTS.

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By automatically providing the right content at the right time, Brightspace LeaP was able to increase a Mohawk College student's comprehension of course content from 40% to 90%.

See the video here.

90%

comprehension

Source: Data courtesy of Mohawk College

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Student Success Efforts are Most Effective with a System Level Approach

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Resources		How This Helps	Student Reach
- Student information system (SIS) - Learning management system (LMS) - At-risk predictions	Advisor	- High-level advising - Macro intervention - Leveraging student services	
- Assessment activity - Content performance - At-risk predictions	Instructor	- 1-on-1 coaching - Office hours - Content improvements	
- Student behaviour - Course requirements - Content performance data	Automation Tools	- Interventions - Dynamic remediation - Intelligent agents	
- At-risk information - Course workload - Progress dashboard - Intervention/Remediation	Student	- Study planning - Remediation work - Adaptive content review	

Avatars by Freepik

Student Success Requirements

Accessible

Standards Based

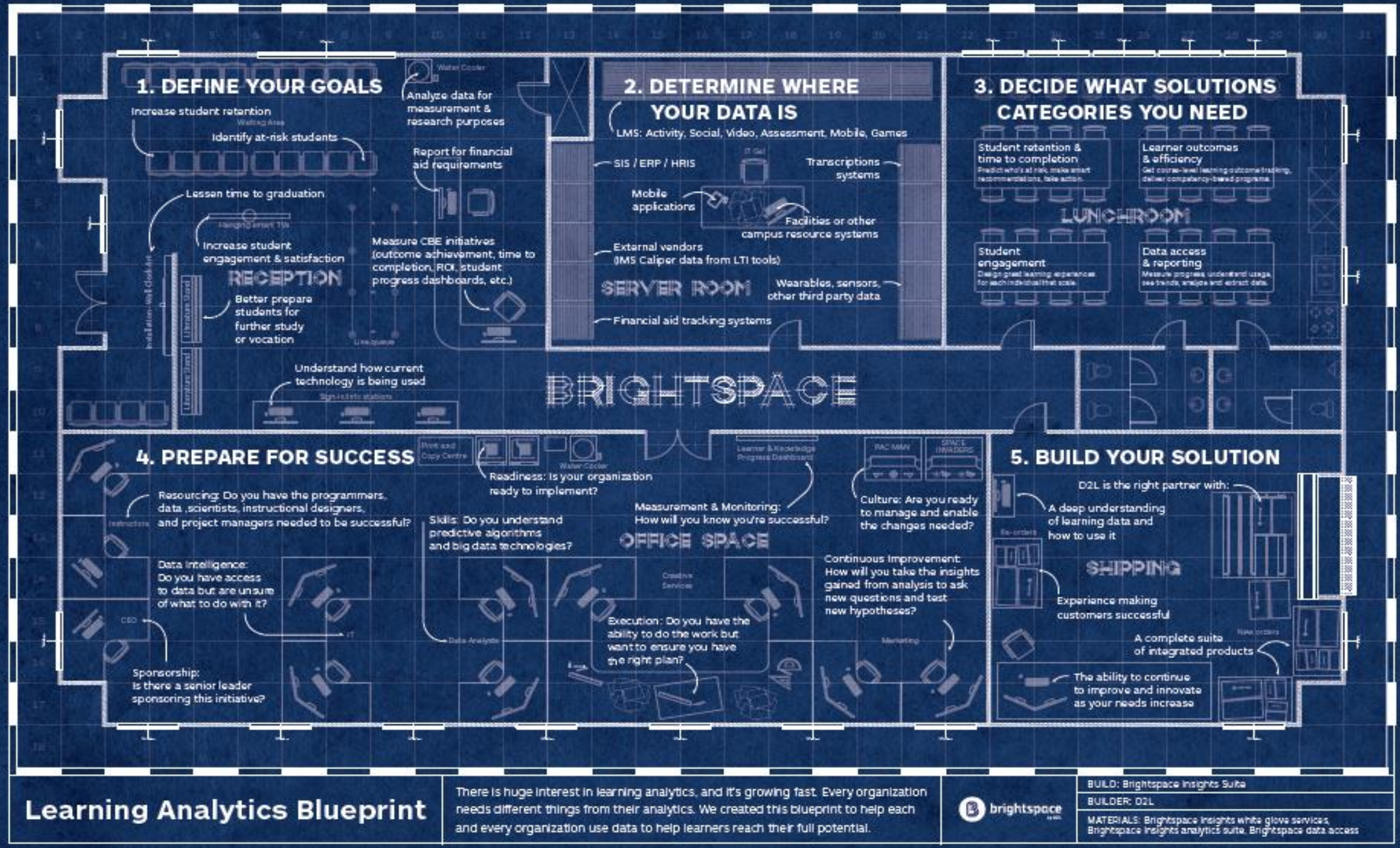
Flexible Pedagogy

Learner Centered

Open Platform

Scalable Interventions

Where to Start???



Learning Analytics Blueprint

There is huge interest in learning analytics, and it's growing fast. Every organization needs different things from their analytics. We created this blueprint to help each and every organization use data to help learners reach their full potential.

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BUILD: Brightspace Insights Suite

BUILDER: D2L

MATERIALS: Brightspace Insights white glove services, Brightspace Insights analytics suite, Brightspace data access