



Tribal Student Insight

At present, identifying students who are at risk of dropping out of their course, or who are not making the academic progress they are capable of, is challenging and is based on a limited set of downstream indicators, such as academic results.

Working with the University of Wolverhampton, we have developed a Learning Analytics solution that helps universities predict student performance and identify potential “at-risk” students, so interventions can be made at an early stage and student activity tracked to fully enable them to meet their potential.

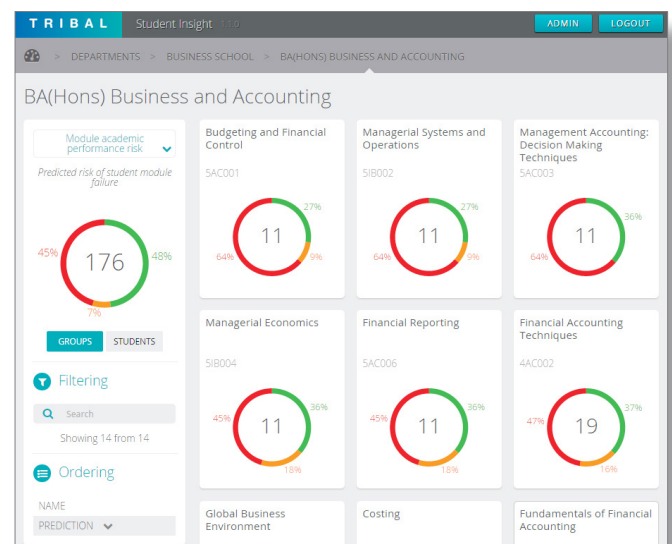
Student interactions with university services, such as the library and VLE, leave a data trail which can be used to assess how engaged the student is with their academic studies. Together with demographic data, assessment results and other information, this data can be used to predict the likelihood that a student is going to be academically successful, and generate warnings for students who appear to be off track.

This provides staff with access to information about levels of student engagement, to quickly identify students who are at risk of not completing their course successfully. It can also provide information that helps them to understand the student cohort and what factors could be changed to bring about improvements to the student experience, and increase retention.

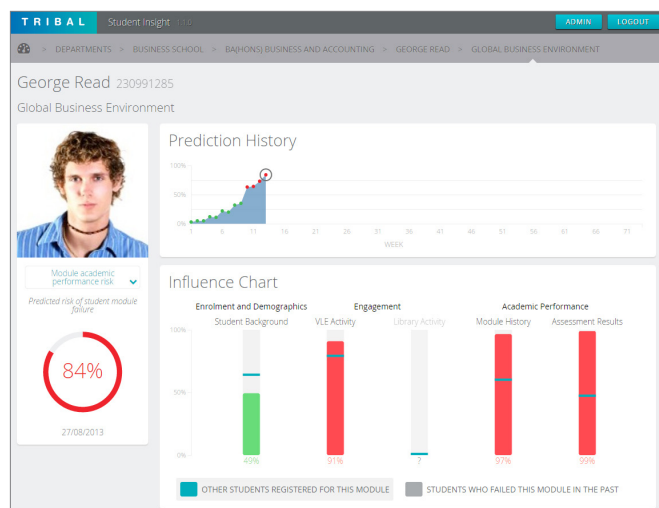
The solution

Working closely with The University of Wolverhampton, we have researched how the data collected about students can be used more effectively. The solution has been developed to enable staff to identify as early as possible which students are at risk of not being successful or of dropping out of their course. By extracting data from the university’s student management system (SITS:Vision) and university learning systems such as the library and VLE, we were able to develop a solution which identified and tracked key performance indicators and is replicable across the HE sector – Student Insight.

With the number of students dropping out of UK Universities approaching 10%, the retention and satisfaction of students is a key focus for higher education.



Student Insight is able to collect and analyse a university's data, often held across university administrative and learning systems, to help staff challenge student learning behaviours. The level of student engagement with the university learning systems, such as the VLE, is also monitored and tracked to give further insight. The information made accessible by Student Insight enables staff to quickly identify students who are at risk of not completing their course successfully, clearly showing them what factors the student has issues with such, as preparation for HE, Engagement, Academic Integration and Social Integration.



This gives staff the ability to identify which modules the student is at risk of not completing so they can intervene where appropriate. Staff are able to track the impact of interventions and see which are making a difference and improving the student experience.

Student Insight also provides information that helps them to understand the student cohort and what factors could be changed to bring about improvements to the student experience and increase retention. Students can be compared to peers, to identify other students with similar issues and see how the student's progress compares to similar students. It is also equipped to identify anomalous activity – for example, students who are struggling may access the VLE an increased number of times over a short period.

Benefits

- **Increased retention** – Insight will allow staff to identify students who are at risk of dropping out and see which cohorts of students or courses have a greater retention risk. This will allow you to proactively carry out retention management and, ultimately, should increase retention across the institution and for courses for which there are historic retention issues.
- **Greater and more meaningful engagement** – Insight drives opportunities for engagement of staff with students, by allowing staff to proactively monitor student progress and likely outcomes. It facilitates meaningful discussions with students because staff can identify issues earlier, understand where issues have been observed and have more opportunity to discuss potential problems with the student.
- **Improved grade scores** – Insight allows staff to identify students for whom there is a risk of failure, again providing an opportunity to discuss with the student what their issues may be and find out whether they are struggling. This can help to improve average grade scores and outcomes for each individual student.
- **Greater understanding of student needs** – By enabling staff to become more proactive in their use of data, Insight facilitates greater opportunities for contact with the student and consequently helps staff to develop good student-staff relationships. In this way, students are more likely to be open about their issues and needs, giving staff better understanding of their problems.
- **End-to-end Student Journey engagement** – Insight uses analytics to help understand students and where they may end up. As a result, it can underpin student support processes across all stages of the Student Journey.

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