SOLUTIONPATH StREAM

PROVING VALUE IN LEARNER
ANALYTICS FOR RETENTION

Coventry University

Institution: Coventry University

Student Population: 34,125

Mission: We are a dynamic, global and transformational University Group. Creating better futures, we will be world leading in all that we do.

Values: Excellence in education and student engagement

"
It was like we were searching in the dark and StREAM switched the lights on
"

Tom Beale,
Customer Service Officer

Coventry University identified and retained students by using data to identify those at risk of leaving. They are at the forefront of using Learner Analytics for supporting retention.

For a number of years, Coventry University have utilised internal data to drive communications with the student body; utilising a central services team to engage with students to support engagement.

One of the difficulties they faced was the multiple data sources referenced as part of the process and the ability to view and use that data efficiently.

Understanding Engagement to drive student retention
Solutionpath's StREAM technology aggregates data to provide an engagement score for each and every student. Changes in engagement status provides insight that can be utilised to highlight potential risks in the student population immediately. Alongside the reporting suite this provides information that institutions can use to understand variances in individual, cohort and institutional level student journeys.

Using Learner Analytics to support student retention.
Since 2016 Coventry University have been using StREAM to power their student interventions. The ability of the technology to aggregate the multiple data sources and render a simple view to the engagement team has enabled them to quickly and efficiently identify students at risk.

The use of the StREAM algorithm and reporting suites enabled the central services team to intervene much sooner in the student journey than would have previously been possible . This enabled them to focus attention on supporting students with their progression goals at the point where impact can be more effective, and as a result this has delivered a measurable impact on student retention metrics.

A POWERFUL
ENGAGEMENT
TOOL

SOLUTIONPATH

> "
> ### The ability to speak to student at the right time with someone trained to handle their circumstances has led to a really positive outcome for us
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Ian Dunn,
Provost

> "
> ### We want to enable our teaching and Academic staff to focus on what they do best
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Ian Dunn,
Provost

> "
> ### We want to work out how we can best understand how our students want to engage with the data and how they will best benefit from accessing the technology prior to rolling out this initiative
> "

Ian Dunn,
Provost

Several hundred students retained in one semester

Coventry University took careful steps to measure the impact of their Learner Analytics programme. Through a baseline understanding of the entire student cohort across all 13 schools in Semester 2 of 2017, they were able to identify a year-on-year increase in student retention from all but one school against Semester 2 of 2018. This equated to around 240 students retained, ultimately leading to a significant financial benefit for the university in one year. This approach to analysing the impact of Learner Analytics on retention has made Coventry University a leader in the race to proving commercial value.

Ian Dunn the Provost at Coventry University led the use of the technology through Central Services and highlights the benefits of such an approach. The use of a central team powered by technology takes the pressure off the academic teaching staff to provide sign posting support that might be better provided by other staff in the university, this enables the teaching and academic staff to focus on what they do best.

Building on success through data and technology

Having developed a confidence in the commercial value of Learner Analytics for retention, Coventry University are now looking to the future and how they can make the data and technology work harder. They are keen however, to ensure that they continue to be measured in their approach and establish further insight prior to increasing the roll out of the data to the students themselves.

"We are really pleased to be working with a partner who has taken great strides to prove both the commercial and pastoral value of our technology. We are looking forward to working with Coventry University on their ambitious goals for using data to support students in the future"
Richard Gascoigne, CEO, Solutionpath

If you would like to hear more about how Solutionpath are helping universities make the most of their data, or would like a guided tour of the StREAM software, please do hesitate to contact us

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