

Solutionpath



UNIVERSITY OF THE WEST SCOTLAND DEPLOYS STUDENT ANALYTICS TO DRIVE STUDENT ATTAINMENT

Students have more choice than ever when it comes to choosing where they attend University. The 2010 hike in tuition fees has meant that students have fast become discerning consumers. Increasingly, students now take into consideration campus and IT facilities, links with local companies and the likelihood of them securing employment post-graduation, before they select their preferred institution.

As a consequence, student attainment, retention and progression have never been more important for universities as they strive to impress students and remain competitive. Learning Analytics has been clearly identified by industry specialists such as Gartner as a way for institutions to improve these measures and one such university embracing an analytics solution is University of the West Scotland (UWS).

LEARNING ANALYTICS HAS BEEN CLEARLY IDENTIFIED BY INDUSTRY SPECIALISTS SUCH AS GARTNER AS A WAY FOR INSTITUTIONS TO IMPROVE STUDENT ATTAINMENT, RETENTION AND PROGRESSION

DETERMINING STUDENT SUCCESS FACTORS

As part of a major transformation, UWS chose StREAM to measure usage of campus resources and systems and really understand the factors which affect student success, all geared towards its strategy of “dreaming, believing, achieving”.

Delivered as both a desktop and mobile app, StREAM allows UWS’s students to understand how they are engaging with the University across an array of physical and virtual campus resources and systems. Success metrics have been correlated with activity data to determine what ‘good’ looks like which not only allows the student to take more control of their learning, but also enables tutors to more effectively guide and help students by intervening when a student might deviate from tested pathways.

SO WHY DID THE UNIVERSITY CHOOSE StREAM BY SOLUTIONPATH?

Jim O’Donnell, CIO at UWS comments, “Solutionpath were able to offer us a production ready system, which gives a rapid time to insight and in turn this will help us work more effectively with the data around student engagement. The system gives us real-time data which allows for real time action.”

StREAM by Solutionpath is an award winning toolset, developed in sector with other Higher Education partners to support decision making. Through reliable data analysis, risks and opportunities are identified before they occur.

David Cole, Director of Sales at Solutionpath comments, “We are delighted to be working UWS on this project which will see StREAM delivered into the University for an initial period of three years. The University will gain really valuable insight that will help them provide focused support to their students to drive attainment and reduce attrition. And this is something we’re already seeing at our other clients including Nottingham Trent University (NTU).”