UEL Information Strategy and Student Engagement Analytics

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Learning Analytics Network: Harnessing the power of information through intelligent analytics.
University of East London in Association with Jisc
UEL IS Vision

‘The aim of the strategy is to move the university to a position where it understands how to use data as a strategic asset.’

To move toward a culture of informed, evidence based decision making, to use the potential of modern technologies to derive business intelligence to improve the student experience, better inform course design, develop the curriculum offer, understand and develop the most effective pedagogies, better informed research and streamline business processes. The Information strategy seek to enable a more agile organisation that is responsive and adaptable to its environment.
Aims & Objectives

- To improve data quality, streamline business processes, improve data security and more effectively derive business intelligence
- To ensure that the university’s processes comply with legislative requirements and national & international standards.
- To equip and support staff with data analysis & data interpretation skills
- To use information to advance university’s research agenda
- To improve the availability and exploitation of management information to support effective decision making processes
- To utilise external data in the delivery of business intelligence to the university
- To protect information security & appropriate use of data
Information Strategy Realisation Map

2014
- The case for IS
- Information Policy
- Established IS Board
- Defined roles & responsibilities
- Identified information needs
- Fragmented Information Culture

2015
- Developed IS
- Staffing structure
- Developed register of data/process owners
- Defined/refined analytics
- Developed Data Dictionary
- Defined Information Quality standards
- Develop & implement data validation & data cleansing plan

2016
- Developed Data Archiving Policy
- Defined information processes
- Developed Master Data Management Plan
- Trained Data Stewards & other relevant staff
- Defined Information Architecture
- Established robust Technical Infrastructure
- Developed analytics
- Design & develop report repository
- Annual review process & technical improvement
- Annual review Information Skills & Training

Information Governance
- Embedded Information Culture
- Monitoring & review
- Discontinuation of local databases

Information Definition
- Identified information needs
- Defined shared business vocabulary
- Fragmented Information Culture

Information Quality
- Defined Information Quality standards
- Develop & implement data validation & data cleansing plan

Information Architecture
- Developed Master Data Management Plan
- Defined information processes

Capability & Culture
- Annual review Information Skills & Training
- Developed analytics
- Design & develop report repository
- Discontinuation of local databases
- Monitoring & review
- Embedded Information Culture
To support student retention, enrich learning experience, enhance progression rate and increase employability success rate through the

to improve learning and transform pedagogy

Provide a clear framework for the ethical use of LA to drive student support

What we have done so far?

Developed “early warning system” to identify students potentially at risk of leaving the university

Portrayed in a student dashboard

Developing student engagement indicator
## Attendance and Moodle Activity by Student

### Student Attendance Table

<table>
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<tr>
<th>School</th>
<th>Student</th>
<th>Name</th>
<th>Route</th>
<th>Personal Tutor</th>
<th>Module</th>
<th>% Overall Attendance</th>
<th>% Attendance per Module</th>
<th>Moodle Activity</th>
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</tbody>
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Student Engagement Application:

• Stage 1: Attendance
• Stage 2: Attendance and Moodle VLE
• Stage 3...
Current Developments:

- Library book loans
- Attendance
- Engagement
- Athens online journals
- Coursework grades and marks
- Samsung tablet Kortext data

**moodle**
Thank You

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