E **CASE** STUDY

UNIVERSITY OF
EXETER

Establishing a link between student engagement and success

ExLibris
campusM

Success indicator

Study with University of Exeter
sees link between iExeter app, student
engagement and success

Does Engagement and Success Go Hand-in-Hand?

A Study with the University of Exeter

The University of Exeter has been conducting a project exploring ways that they can use the vast amounts of data that they collect on student interactions and transactions, in a way that would help understand levels of student engagement, and facilitate student success.

Project background

Like many institutions across the sector, Exeter has been looking at how to examine the strategic importance of the data they collect and how it may impact on student success. They identified many possible digital sources of engagement data which may serve as identifiers of success. These included attendance at careers events, usage of the Virtual Learning Environment (VLE) and interactions with the campusM iExeter mobile app and web portal.

Using their academic community, including experts on the subject of data analytics, Exeter conducted research into whether these three factors would shed any light on student success and outcomes. The team quickly realised that whilst the data insight was useful,

the real power was providing this information back to staff and students to help them to understand engagement levels.

The project focusses on exposing the information back to end users, thereby facilitating discussions during tutorials, rather than making predictions about behaviour and success going forwards. Through this positive intervention, the University is aiming to improve the outcomes for their student body.

Dashboards will present this diagnostic data back to staff and students (via the campusM platform) where it will be used to facilitate discussion at tutor meetings and empower students to track their own academic progress. The dashboards will also allow staff and students to record notes of their meeting and show attendance, grades and employability data.

With Exeter using campusM as the primary student portal for their students, the research team had access to a rich dataset of transactions captured within the campusM platform (as well as a medium to deliver the dashboards), to give them real insight into their student engagement.

The research provided evidence that, in general, the more involved a student was across these three measures of engagement, the more likely they were to succeed in their studies. The outcomes identified a statistically significant relationship between engagement with digital learning platforms, including the iExeter app, and student success.

"The project focusses on exposing the information back to end users, thereby facilitating discussions during tutorials, rather than making predictions about behaviour and success going forwards.
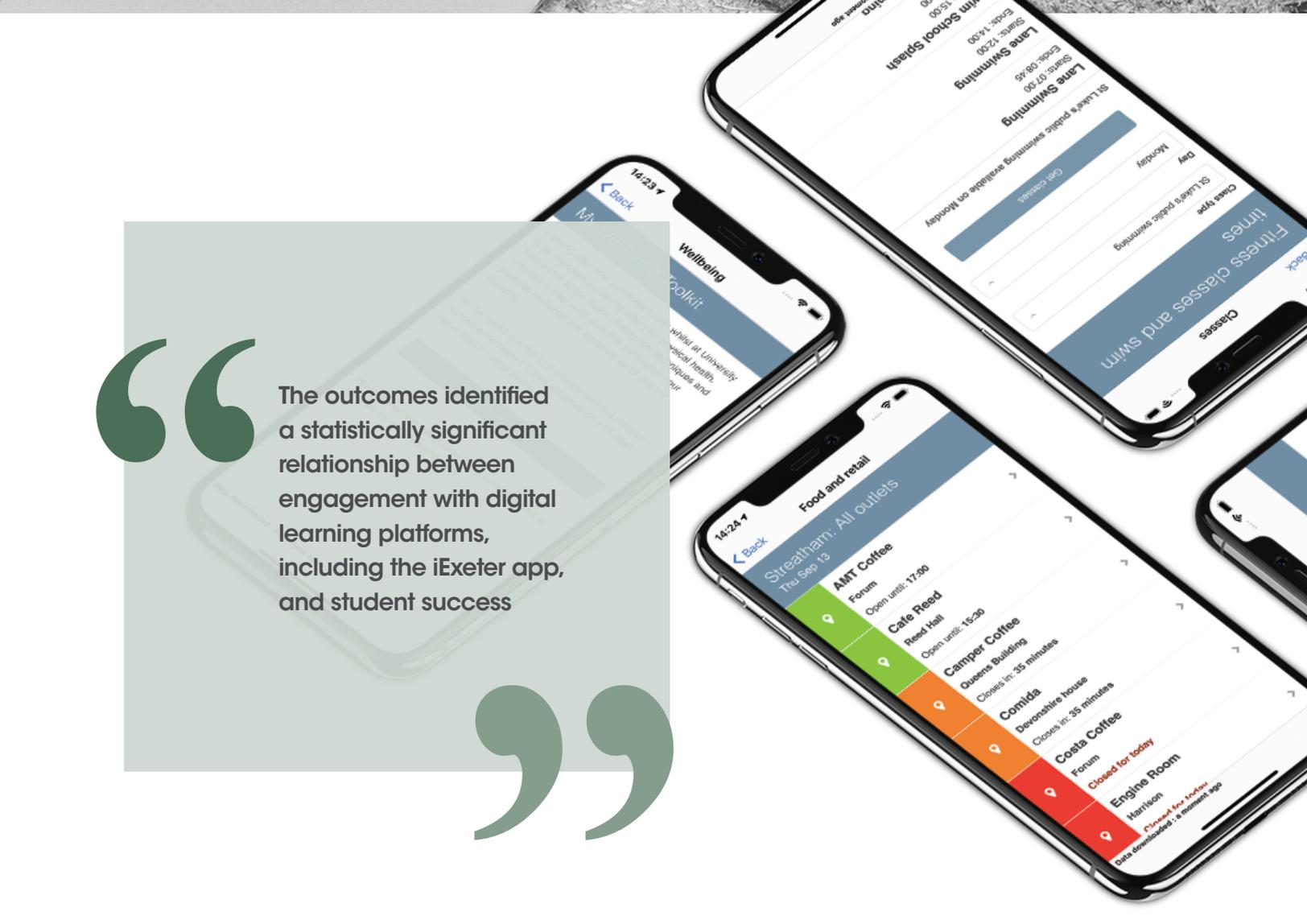
"The outcomes identified a statistically significant relationship between engagement with digital learning platforms, including the iExeter app, and student success

Next steps

Going forwards Exeter are looking to incorporate more data into their analysis and are continuing to work with campusM to see if they can add other data points, including attendance data, and the institution are currently developing a 5-year plan to develop the usage of big data further while ensuring that students are kept in the centre of its use.

In September the data will be applied to all undergraduate students and the dashboard will be available to use.

campusM – the student engagement Platform

campusM provides institutions with a platform to engage with their students through personalized content, services and notifications and with enterprise level analytics it is simple for institutions to look at the way that their users are accessing content, this data can help the institution drive student engagement thereby encouraging student success.

Key project members

Project Sponsor – Professor Wendy Robinson, Academic Dean for Students

Project lead – Sue Milward, Teaching Quality and Assurance Programme Manager

Research lead – Dr Joanne Smith, Director of Research, Associate Professor, Psychology

Data Modelling lead – Dr Hywel Williams, Senior Lecturer in Data Science, Computer Science

Design lead – Dr Stuart Robinson, Lecturer in Management, MBA Director, Business School

Ethics lead - Dr Tim Rees, Senior Lecturer, History

Interventions lead – Dr Alice Osborne, Lead for Progress Support, Lead for Professional Development Groups, Medical School

CONTACT US

🌐 www.campusM.com

🐦 @_campusm_

✉ sales@campusM.com

ExLibris campusM