

Journey from Compliance to Engagement Part 1

Jackie Kruger – Applications Development Group Manager

Beth Tomlinson – Programme Implementation Manager

- **Our Journey**
 - Where did we start?
 - Where we are today?
- **Implementation challenges**
- **Next steps**

Our Journey

Where did we start?

- Time consuming e-Register for attendance
 - disliked by Academics, only collected partial data
- Collation of data on student activity
 - Usage of Moodle, Student Portal, access card, e-book etc presented in reporting tool. Difficult to use and interpret.
- Compliance concerns around Tier 4 student attendance
- Growing interest in learner analytics
- Implementation of CampusM App - September 2017

Our Journey

- Researched available technologies & products
- Visited other universities to see these in action
- Quickly became apparent that attendance / analytics should be considered together
- Issued Tender for both

Responses from companies with different emphases:

Room Management

Tier 4 Compliance

Joint bid combining mobile app attendance and engagement

Selected ExLibris CampusM and SolutionPath StREAM

Our Journey

- Required a change in thinking through the organisation:

Compliance could be managed in an easy and cost effective way alongside a more useful set of engagement data and the ability to record and monitor the outcomes of interventions

- Needed to persuade all stakeholders from Executive, Academics & Tier 4 Compliance staff, with a focus on benefits

- Ambitious timeline put in place with two phases

- Phase 1 - Attendance

- Phase 2 - Engagement

Where are we today?

September 2019

- Student and staff personalised timetables in App
- Students check-in via App
- Staff view check-ins & can check-in a student in App
- Multi-factor validation
 - Geolocation
 - Beacon based crowd source
- Analysis of check-in data
- StREAM alerts advising students of attendance – in test

How students use My Attendance



Analysis of check-in data (23 Sep – 1 Nov 2019)

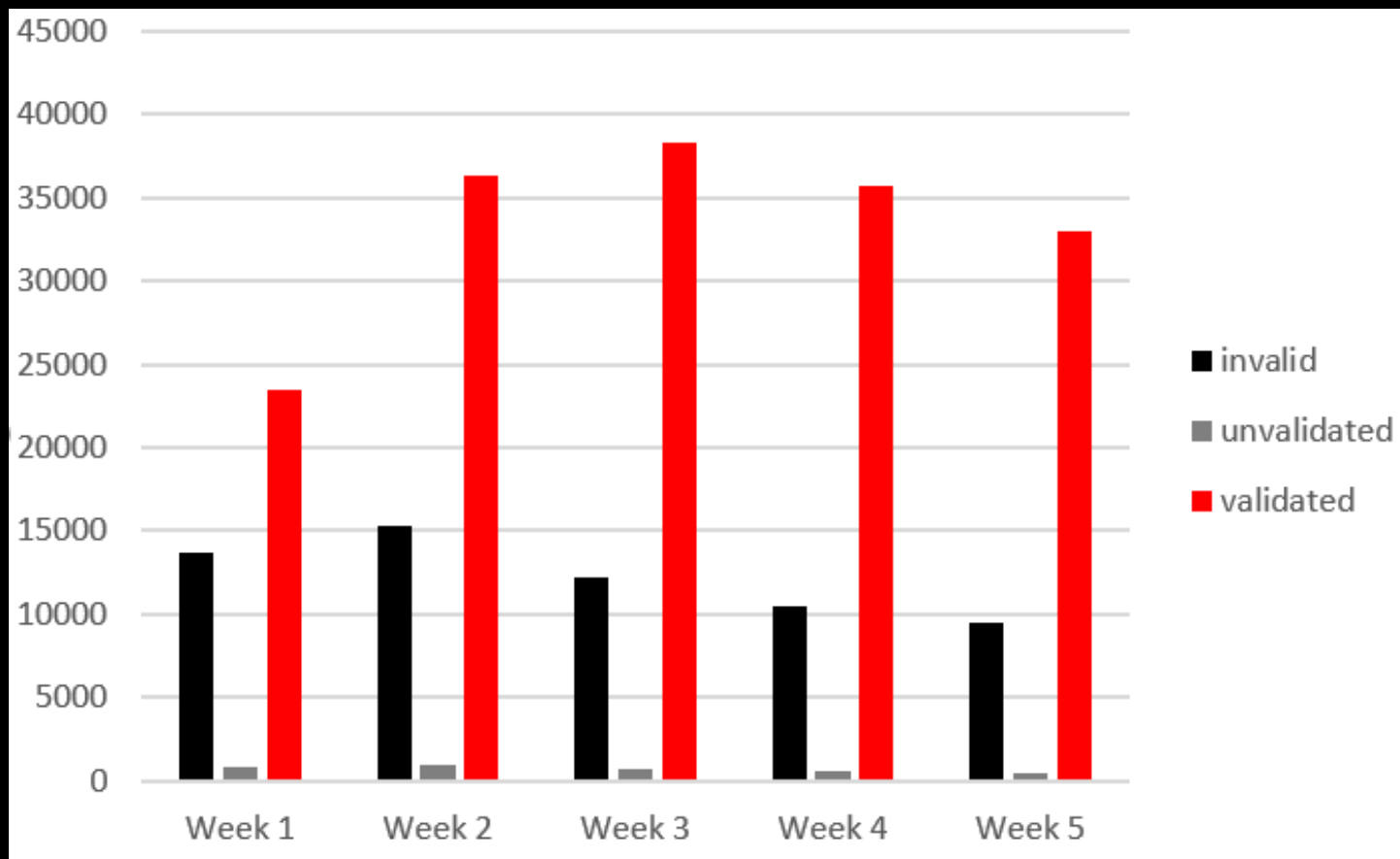
232,581 check-ins by 11,973 students

(90% of students who have a timetabled event)

Teaching Week	No. Check-ins	No. Timetable events	Percentage check-in
Welcome	961	2,908	33.05%
Week 1	38,015	88,121	43.14%
Week 2	52,556	104,067	50.50%
Week 3	51,234	102,916	49.78%
Week 4	46,856	101,875	45.99%
Week 5	36,454	101,701	42.24%
TOTAL	232,581	501,588	46.37%

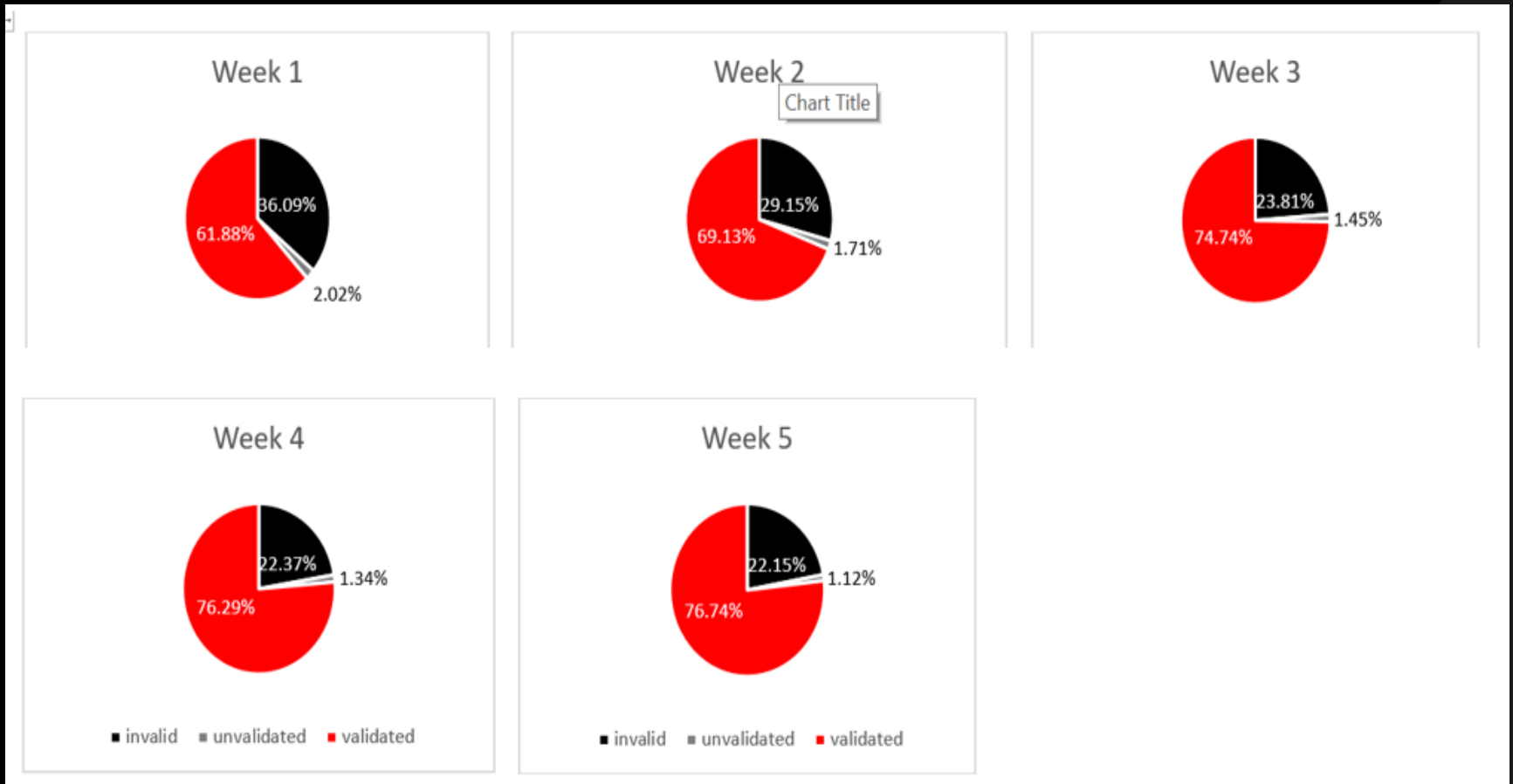
Analysis of check-in status data

- Week 1–3 Geolocation validation only & Beacon capture
- Week 4 – Added Beacon validation



Analysis of check-in status data

- Week 1 – 2 – 7% improvement – change GPS tolerance
- Week 4 – reached 76% validated check-ins



Implementation challenges

Implementation challenges

- Timeframe
- Technical
- Testing
- Policy
- Organisational readiness

Timeframe

- Challenge
 - Attendance Live by 2 September 2019 for Students and Staff
 - Attendance Alerts by 21 October 2019 for Teaching Week 4
- Kick-off – 23 May 2019
- Project Structure
 - 4 Workstreams
 - Governance group
 - Project Board
- ExLibris App Live for 2 years, with 90% rooms and GPS coordinates

Technical challenges

- ExLibris Attendance General Release Oct 19
- Timetable data source development
 - redevelopment of Timetable data source for students
 - creation of timetable data source for staff
 - significant increase in volume of data (2.3M records in student timetable table, compared to 360,000 records)
- StREAM implementation required for Alerts
 - Commission new servers, StREAM installation and configuration
 - development of nine data sources

Technical challenges continued

- Installation of 357 Beacons
 - 400 Bluetooth 5 beacons purchased from Kontakt
 - Two weeks to install
 - Kontakt app – used by Facilities staff, but also very useful in testing the range of beacon
 - Dashboard enables beacons to be monitored in real-time & alerts to be set up
- GPS coordinates
 - Gathered coordinates for 10% of rooms and manually entered in App.

Testing challenges

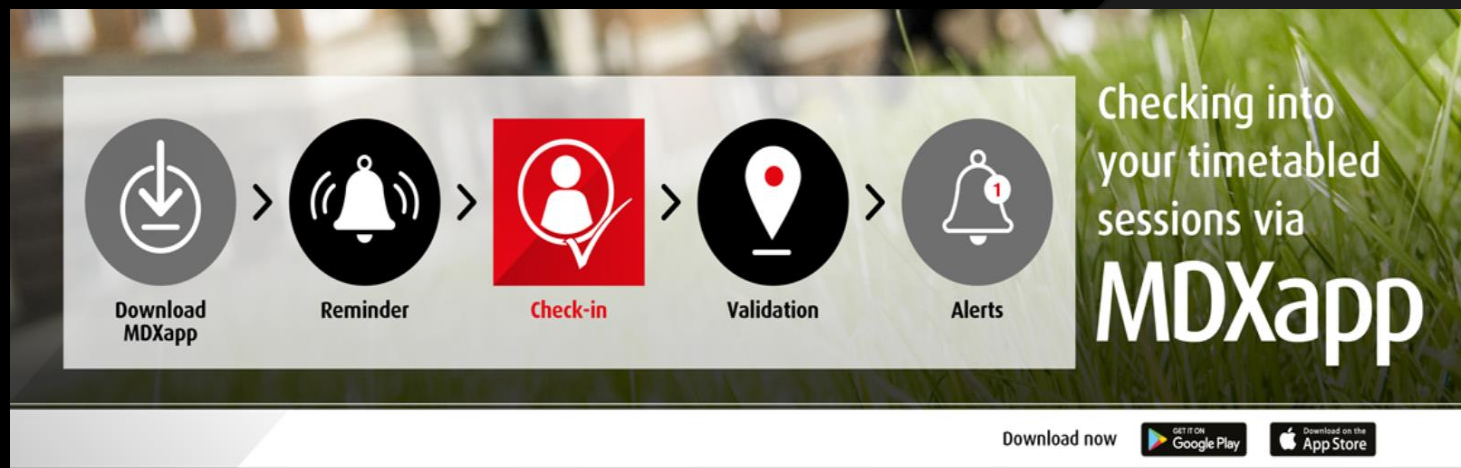
- Test data complexity
 - Frequency – 22 half hour sessions per day
 - Third of rooms covered (approx. 100 rooms)
 - Testing as a Student and a Lecturer
- Proximity testing – Geolocation & Beacon
 - Repeat data for retesting after GPS tolerance & beacon strength adjustments
- Load testing
- Device testing (iOS, Android and Webapp)
- Alert testing

Policy

- Challenge
 - Change a formulaic compliance policy to one that would encourage engagement
- attendance is a measure of engagement rather than a direct proxy for learning
- revised the attendance policy
 - removed references to penalties for failing to hit particular percentage thresholds
 - talk of engagement and success, and wanting to support students
 - latecomers could not be asked to leave lectures – students were welcome to join at any time, rather than staying away if more than 10 mins late.

Organisational readiness

- Challenge
 - To ensure all students were informed and ready to Check-in
 - To ensure all appropriate staff were aware of attendance changes
- Organisational Readiness workstream
- Communications plan with simple five step message
- Used in student video, flyers, digital signage, portal



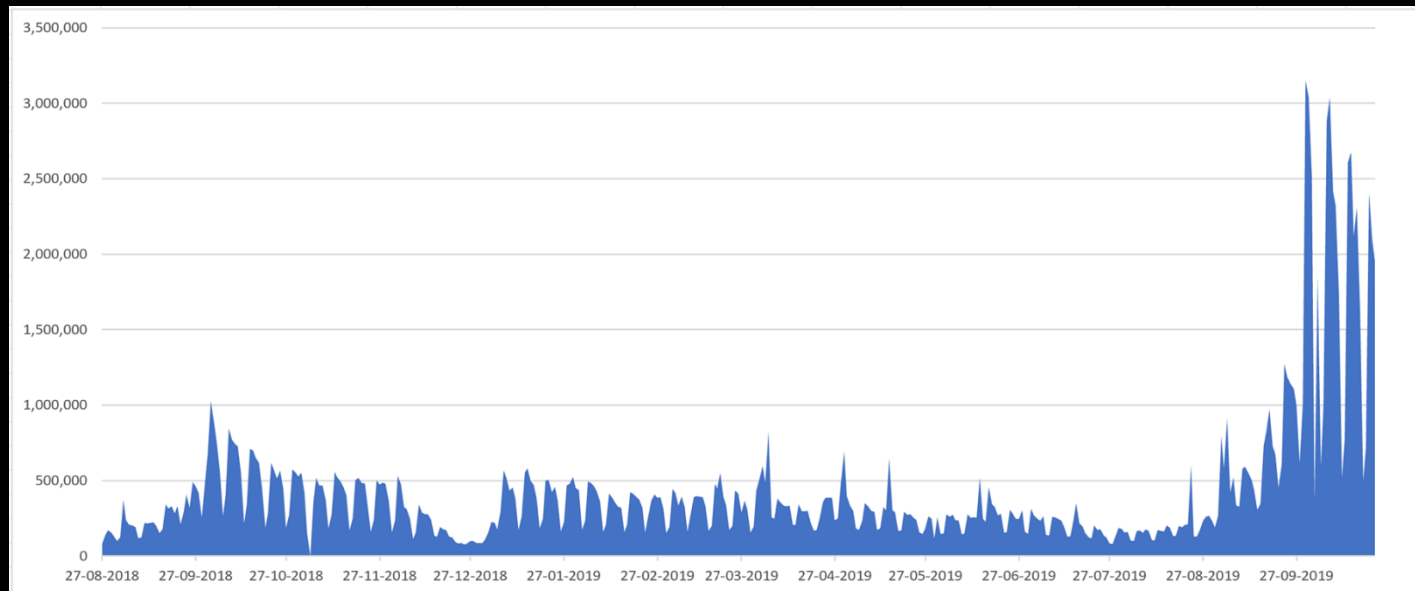
Organisational Readiness

- **Communications to staff**
 - Video, intranet, global emails, attendance at Department meetings
 - Powerpoint slide to be used at the start of a class

- **Supporting students**
 - 10 Student Ambassadors across Campus (8000 queries in 2 weeks)
 - Range of FAQs
 - Student Learning Assistants
 - Staff on University Student Helpdesk
 - Attendance Team managed issues and triaged to IT

What have we learned so far?

- Exposed issues with Timetable processes and data
 - ideally will change behaviour
- Significant AD growth (moving to SAML2 by Dec 2019)



- Impact on Student database - moved App to Standby db

Next steps

Next steps

- **StREAM**
 - Attendance alerts to Students
 - pilot Jan 2020, with a full rollout Sept 2020
 - data in tile(s) in the App
- **Benefits evaluation**

- **Working with ExLibris, SolutionPath to deliver personalisation through engagement**

Part 2 - coming 2020.....

Questions