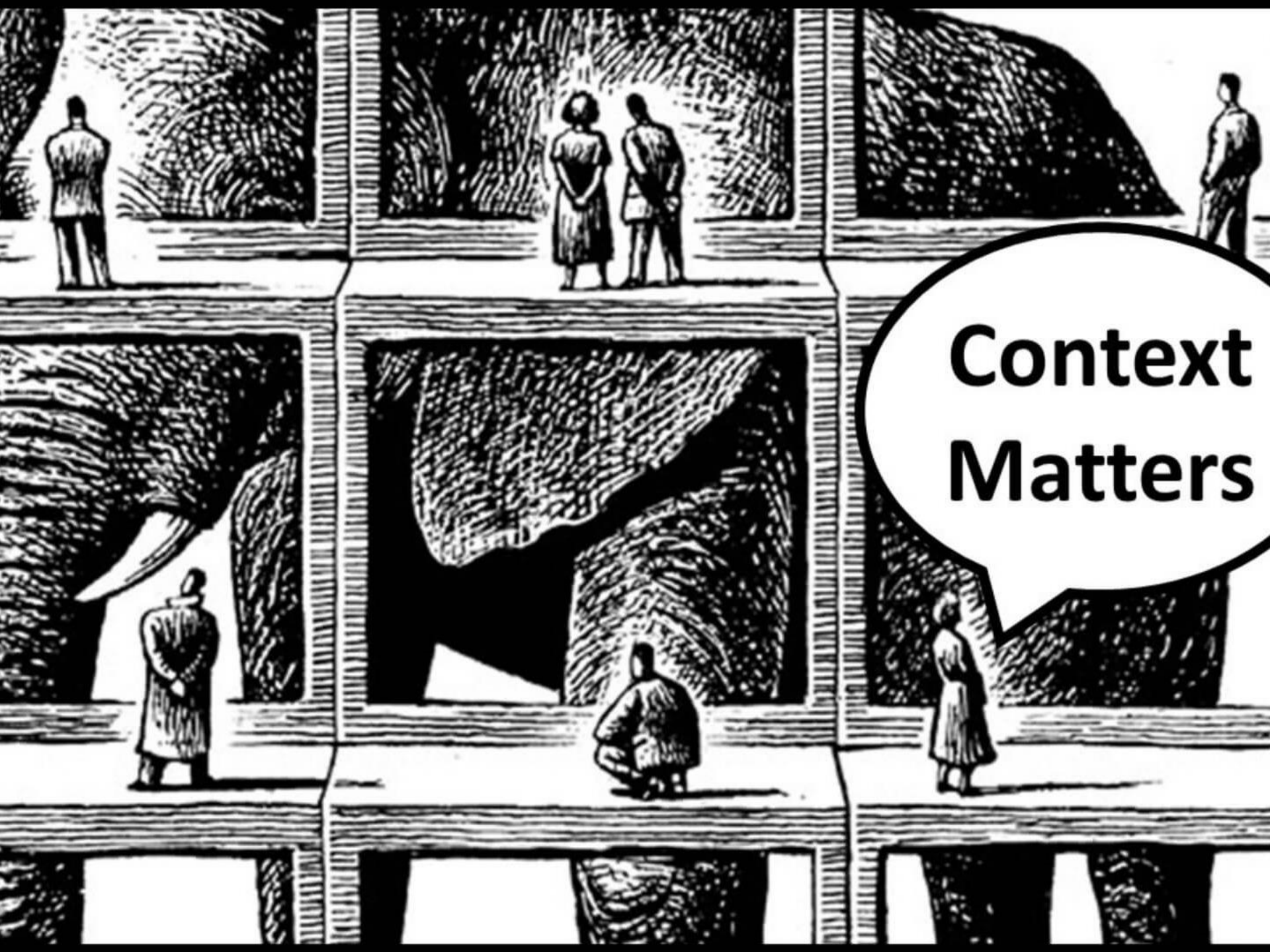


# Context is Everything

Brian Hipkin

Founder & CEO Reframe HE Consultancy

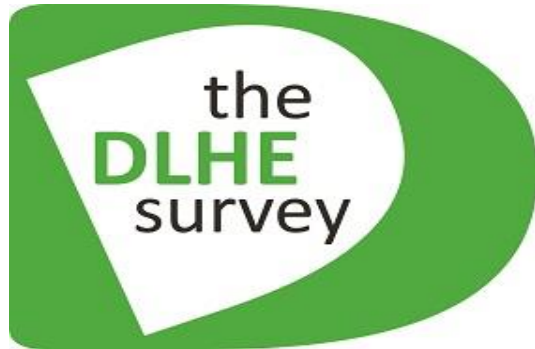


**Context  
Matters**



**Student**  
Loans Company

**1998**



**2003**

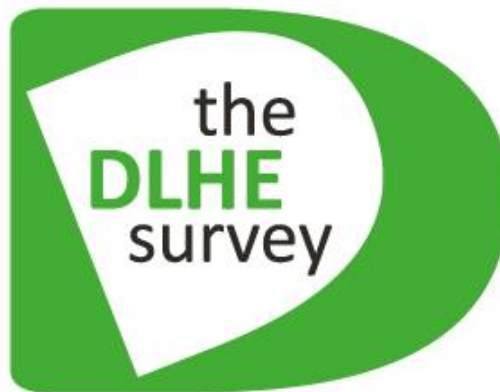
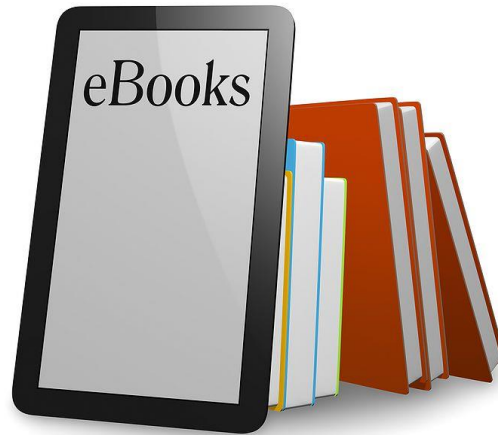


**2005**



**2010**

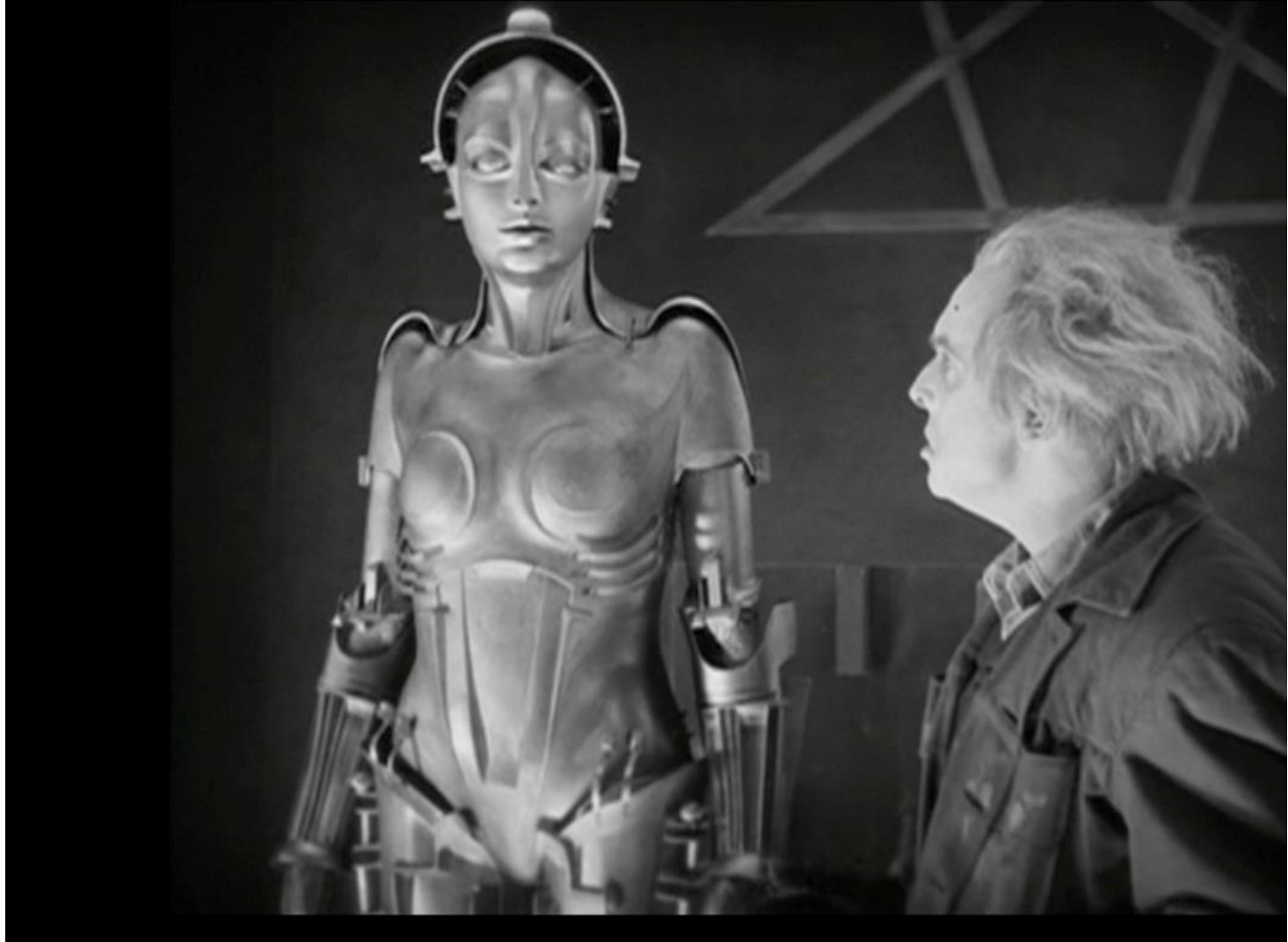
Data we have been told to collect and data we didn't know we collected.



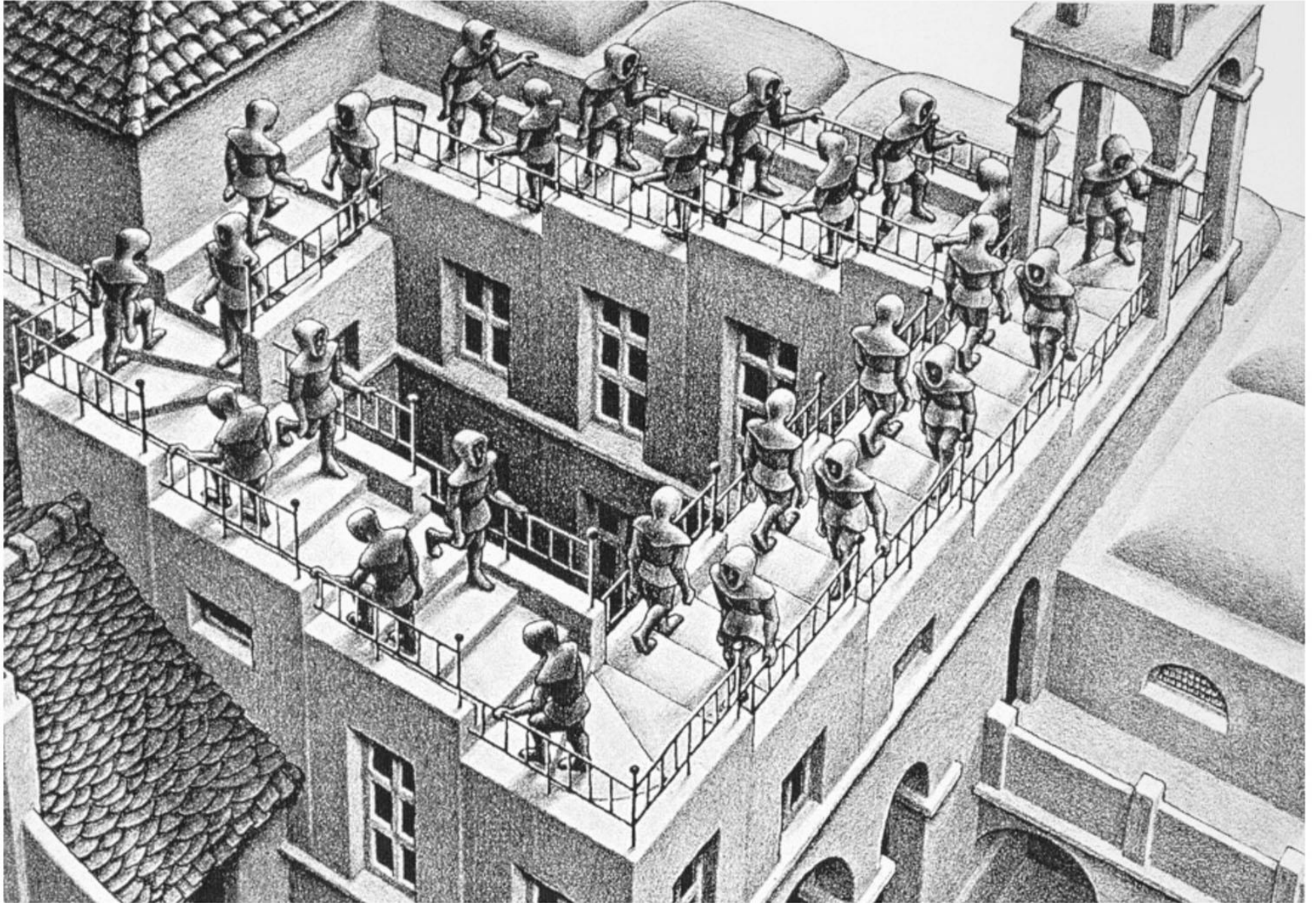
# Data out of our control?



Office for  
Students



Edtech as a solution to someone else's problem.



TWON

Decision Making – the tyranny of the ‘Working Party’

X-ray of university structure ?





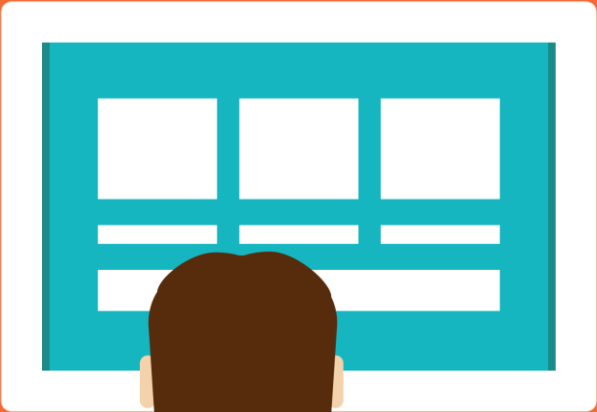
# Years of External Data Reporting left University systems pointing the wrong way



# £9,000 fees and the Birth of 'The Student Experience'



# Data, Dashboards and Personal Tutors



# The new tools of the trade



Personal Tutors + Data = Focus on  
Retention  
but not success nor wellbeing



# Dangers of a solely data lead approach





# **A Whole University Approach:**

Part 1: The Actors

**Support Services**

**Accommodation**

**Teaching**

**University Bureaucracy**



# **A Whole University Approach:**

## **Part 2: Timeline**

**Induction – identity - assessment,  
back home – exams - how to be a 2<sup>nd</sup>  
year – bereavement - moving out  
and moving on - getting the ‘right’  
job**



The

80 : 20

rule

# Deloitte's research - How do today's students use mobiles?

2019



Product  
With  
Potential



**1 million students using study apps**

**More than any other group, younger people expect to be able to use their mobiles to manage their lives.**

Don't sell and  
leave.

Sell and  
partner



# The Future

- Rise in Wellbeing Issues
- Academics rather than Student Services in the frontline of student support
- No Context leads to using Data wrongly
- Joining the data dots makes a whole University approach possible

# Thank You Questions?

Brian Hipkin

Founder & CEO Reframe HE Consultancy