A tour of the 'institutional' data landscape

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Evidence for Enhancement: Improving the Student Experience

Your initial thoughts

Where do your institutions
Key Performance Indicators (KPIs) come from,
and why do they matter?

Why do we need data?

Better understand our students

Ensure high quality teaching and learning
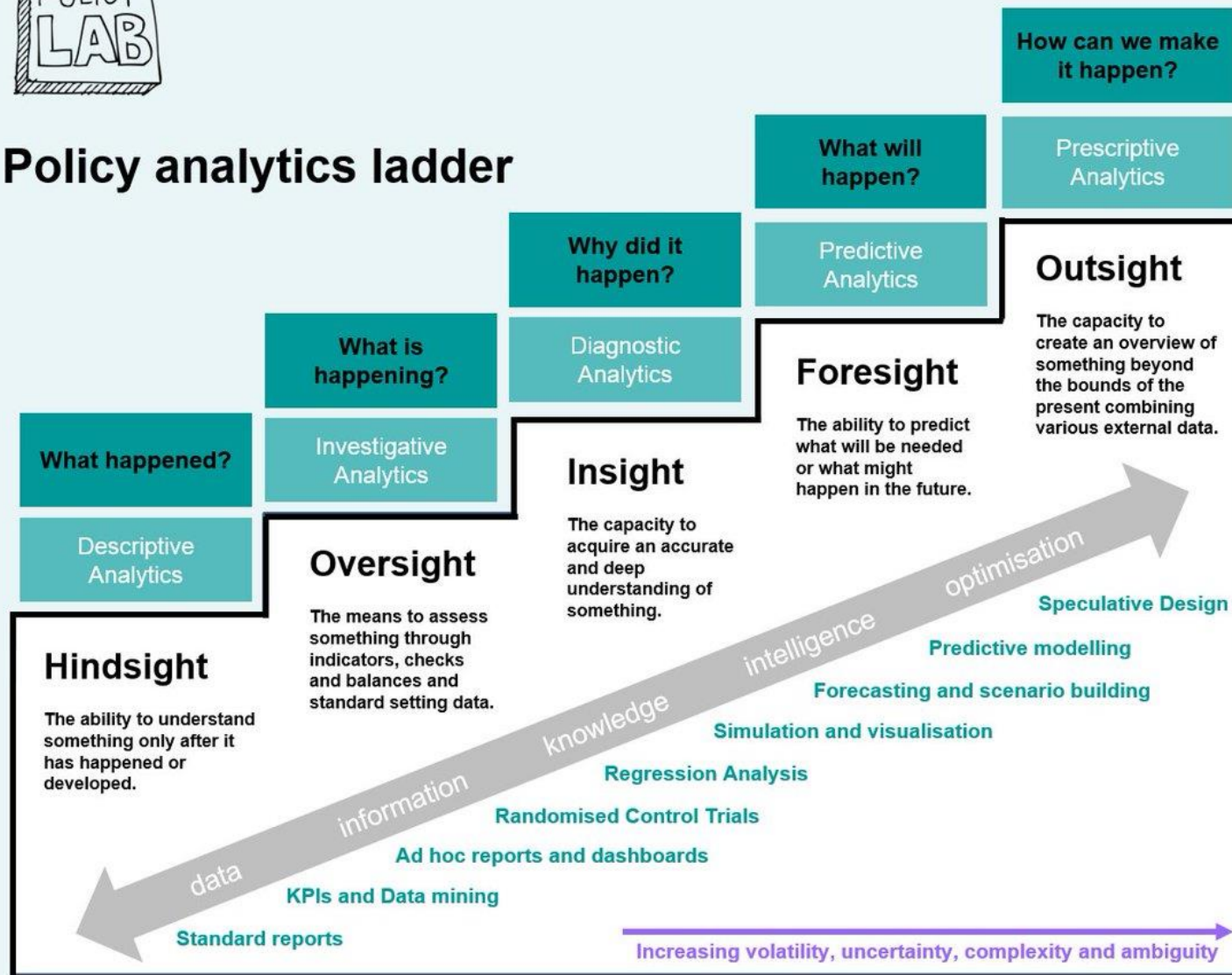
Demonstrate success

Foster enhancement activity

Enhancement-led Institutional Review (ELIR) - 2016

Area of positive practice: Self-evaluation and the effective strategic use of data

- The University makes effective use of a comprehensive data set to monitor and analyse institutional effectiveness across the totality of the student lifecycle, measured against strategic priorities and indicators.

- The data set, alongside the results of student surveys, at module, course, school and University levels, is used to identify areas for development and potential good practice.

- Data is easily accessible, with bespoke reports available through DELTA's analytics team to examine data based on groups with particular characteristics, for example international students or students entering the University through widening participation routes.

Policy analytics ladder

How can we make it happen?
Prescriptive Analytics

What will happen?
Predictive Analytics

Why did it happen?
Diagnostic Analytics

What is happening?
Investigative Analytics

What happened?
Descriptive Analytics

Outsight
The capacity to create an overview of something beyond the bounds of the present combining various external data.

Foresight
The ability to predict what will be needed or what might happen in the future.

Insight
The capacity to acquire an accurate and deep understanding of something.

Oversight
The means to assess something through indicators, checks and balances and standard setting data.

Hindsight
The ability to understand something only after it has happened or developed.

data — information — knowledge — intelligence — optimisation

Speculative Design
Predictive modelling
Forecasting and scenario building
Simulation and visualisation
Regression Analysis
Randomised Control Trials
Ad hoc reports and dashboards
KPIs and Data mining
Standard reports

Increasing volatility, uncertainty, complexity and ambiguity

Adapted from Gartner

What are our **core** sources of evidence?

The learner journey…

DEMAND

Applications
Offers
Acceptances
Enrolments

SATISFACTION

Student Experience Questionnaire (SEQ)
National Student Survey (NSS)

ACHIEVEMENT

Student Achievement Rates
Retention
Honours Classifications

DESTINATION

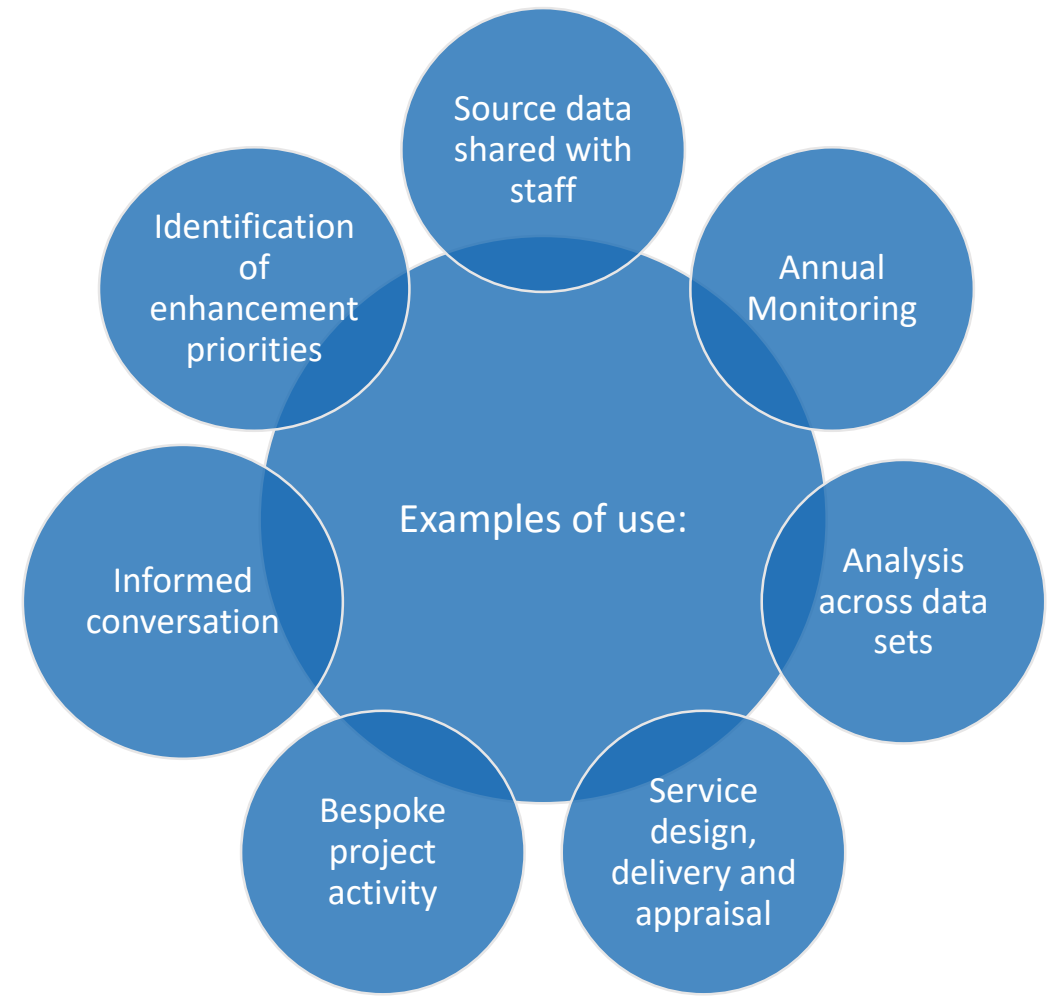Destination of Leavers Survey
Leavers Survey
LEO

FEATURES/USPs

Placement
Professional Accreditation
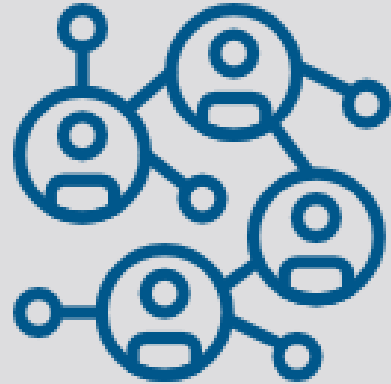Study abroad options
Partners
Funding source

Quantitative and qualitative insights

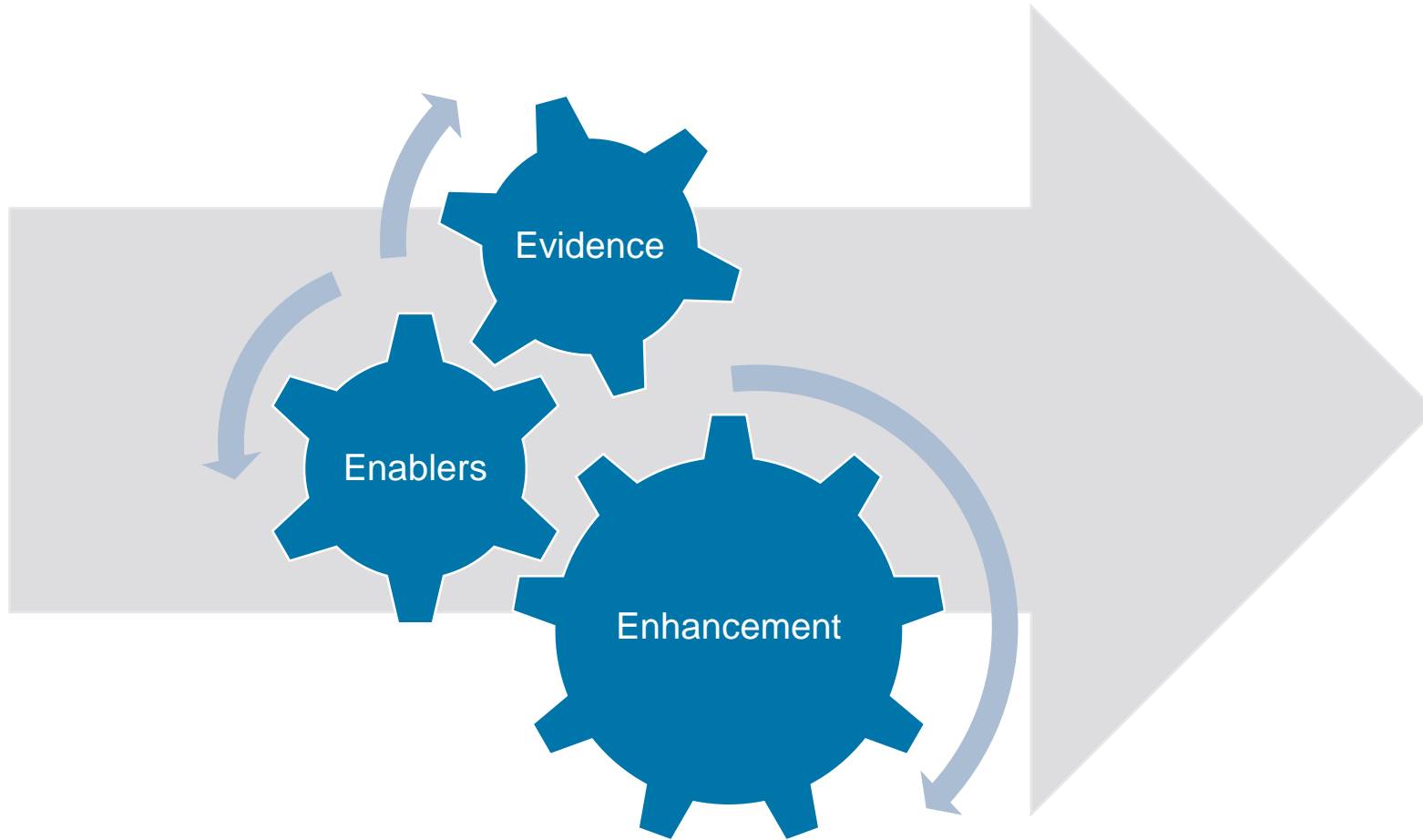Context: Demographics etc

'Our Strategy Map'

Who make use of them?

Decision makers at all levels
- Enablers
- Problem solvers
- Designers
- 'Boundary spanners'

Move away from traditional top down, bottom up approaches

Maximising impact

Your thoughts: Further reflection

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Further information:

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