A tour of the ‘institutional’ data landscape

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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

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

**What happened?**
- Descriptive Analytics

**What is happening?**
- Investigative Analytics

**Why did it happen?**
- Diagnostic Analytics

**What will happen?**
- Predictive Analytics

**Insight**
- The capacity to predict what will be needed or what might happen in the future.

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

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

**Outsight**
- The ability to predict what will be needed or what might happen in the future.

Adapted from Gartner
What are our core sources of evidence?

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’
How do we make use of them?

Examples of use:

- Identification of enhancement priorities
- Analysis across data sets
- Source data shared with staff
- Annual Monitoring
- Informed conversation
- Bespoke project activity
- Service design, delivery and appraisal

Capture
Analysis
Knowledge
Influence
Insight
Action
Evaluation
Who make use of them?

Move away from traditional top down, bottom up approaches

Decision makers at all levels
- Enablers
- Problem solvers
- Designers
- ‘Boundary spanners’
Maximising impact

- Evidence
- Enablers
- Enhancement
Where do your institutions' Key Performance Indicators (KPIs) come from, and why do they matter?
Further information:

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