Strategies for Growing a Scalable and Sustainable Learning Analytics Initiative

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Session objectives

• Describe frameworks which institutions can leverage to implement sustainable and scalable learning analytics initiatives.

• Describe pragmatic approaches that build from current institutional practices, policies, and services to support learning analytics.

• Think about your framework for scaling a learning analytics initiative at your institution.
Agenda

- Who we are and what we needed
- The importance of systems thinking
- UW-Madison’s model
- Example of how we’ve built towards scale and sustainability
- Key takeaways
- What does this look like for you?
Who we are
LA at UW: The reality

• Growing demand for LA across campus, combined with reticence
  • Who is watching me and why?
  • What is the purpose?

• Need to balance short term versus long term gains
  • Multifaceted challenge where fast movement on one front may lead to delays on another

• Cognizant of national landscape, but know we need to create our own context
UW-Madison’s driver for LA: Student Success

- Provide students the capability to take greater responsibility for their learning.
- Tune instructional delivery to actual course enrollment demographics.
- Shift students’ focus from earning a grade to progress on course/program learning outcomes.
- Use data for instructors’ decision making as they fine tune instruction to create personalized learning experiences.
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Different strokes for different folks

Vendor Solutions

Homegrown Solutions

Consortial Solutions

#ELI2019
Organizational change models

• Organizational change models and frameworks drive system level thinking

• Leveraged in complex, emerging situations
KOTTER’S 8 STEP CHANGE MODEL
Enter Your Sub Headline Here

Creating a Climate for Change
1. Create urgency

2. Create a coalition

3. Develop a vision and strategy

Engaging & Enabling the Whole Organization
4. Communicate the vision

5. Empower action

6. Get quick wins

Implementing and Sustaining Change
7. Leverage wins to drive change

8. Embed in culture

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Framework for Building Institutional Capacity

1) Technology infrastructure, analytic tools and applications
2) Policies, processes, practices, and workflows
3) Values and skills
4) Culture and behavior
5) Leadership

Pugliese’s (2010) Stages of Building Organizational Capacity for Student Success Analytics
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UNIVERSITY OF WISCONSIN-MADISON’S
Organizational Change Model for Learning Analytics

TECHNOLOGY

CULTURE
Leadership, Partnerships, Community, Values & Skills

PROCESS / WORKFLOW

POLICY
Framework for Building Institutional Capacity at University of Wisconsin-Madison at Scale

Stage 1: Show data
Stage 2: Gain insights
Stage 3: Make inquiries
Stage 4: Enable guided interventions

1) Technology
2) Culture
3) Processes/Workflow
4) Policy

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Learning Analytics Roadmap Committee

Key stakeholders
• Faculty/instructors
• Students
• Advisors
• Institution

Show data
Gain insights from data
Make inquiries of data
Enable data informed interventions

LARC’s Stages of Intent for Learning Analytics
Strategies for cultural advancement

- Local community of practice
- Learning Analytics Speaker Series
- Faculty engagement programs (deep study of topic)
- Learning analytics programs (pragmatic, how do I integrate into my course)
- General websites and communication
• Workflows and process for exposing data via Tableau
• Training and support of LA tools
• Modernization of data governance
• Established stewardship paradigm for previously unstewarded data
• Learning Analytics Data Use Subcommittee towards policy
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Key lessons

• “Know yourself”
• Campus readiness for cross-organizational partnerships is crucial
• Concurrent approach is often necessary for solid foundation
• Leverage organizational change models
• There is no easy button—patience is a virtue
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What does this look like for you?

• Rate your institutions status in the 4 domains we presented. Which one is holding your institution back?
• Identify two ways your institution is the same/different from ours (philosophy of success, motivation, possible concurrent processes)
• What action might you take back?
Session evaluations
There are two ways to access the session and presenter evaluations:

1. In the online agenda, click on the “Evaluate Session” link.

2. From the mobile app, click on the session you want from the schedule > then click the associated resources > and the evaluation will pop up in the list.