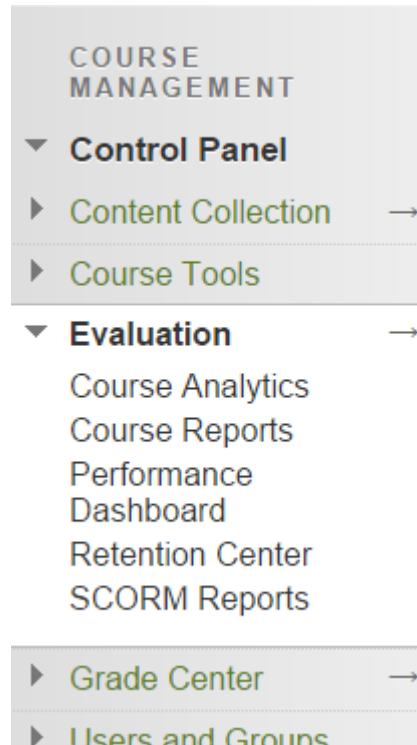


SYRACUSE UNIVERSITY
School of Information Studies

FACULTY CENTER for
TEACHING & LEARNING

Unleashing Analytics in the Classroom

Analytics & Course Design



First, Consider the Purpose of Measuring Student Engagement.

- Identifying which activities not only engage students but also produce quality analysis, is critical to designing and adapting face-to-face, online courses, and hybrid courses.
- *What are the patterns of performance you are trying to evaluate?*



Patterns of Performance

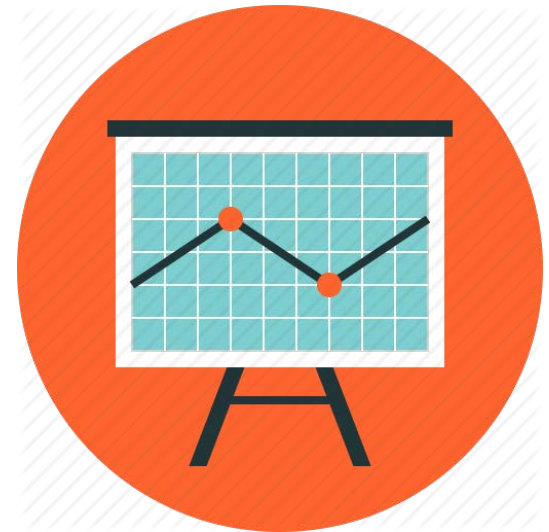


- When are students logging into my course?
- Which course resources/tools are being used most frequently?
- Which discussions boards generate the most traffic?
- What are the patterns of performance in an assessment?
- What are some of my opportunities for improvement?

When are Students Logging into My Course?

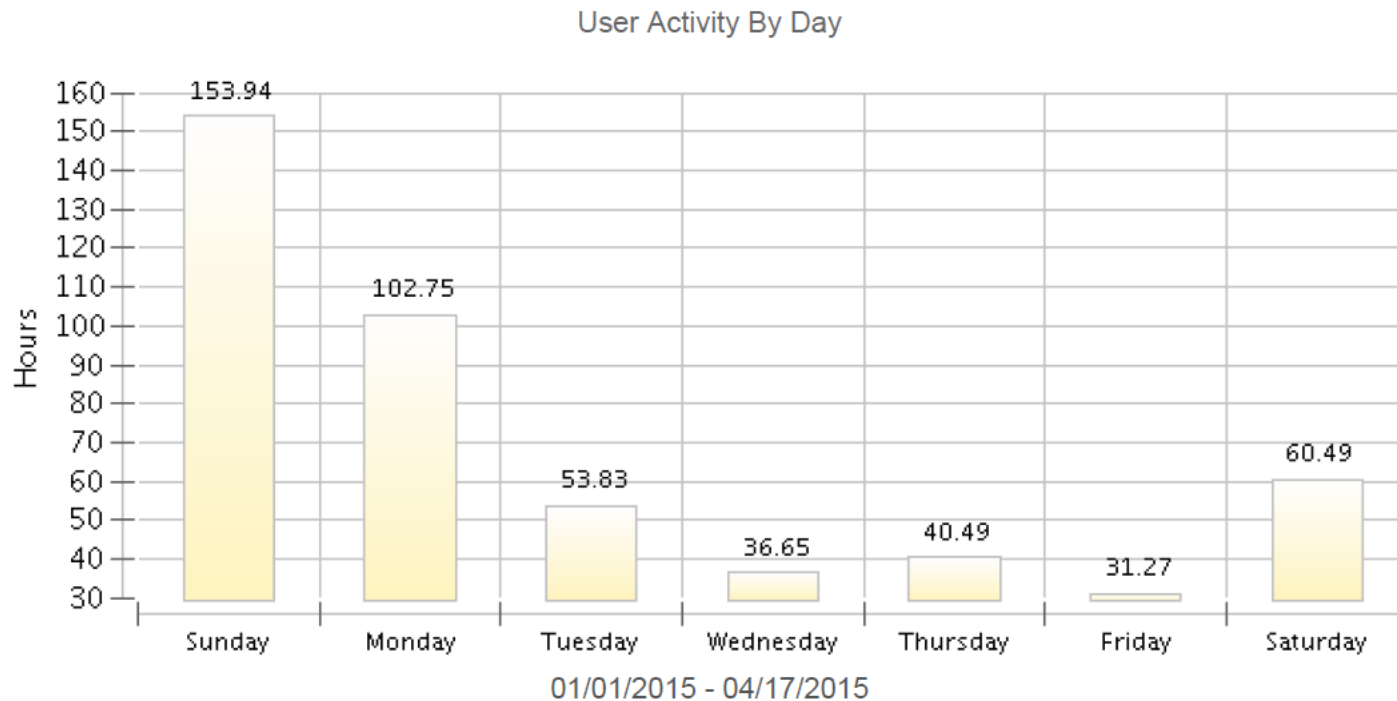
Course Reports

- **Course Activity Overview**



Course Activity Overview

Course Overview



| | |
|----------------------|--------|
| Total Time in Course | 479.42 |
| Avg Time Per User | 8.56 |

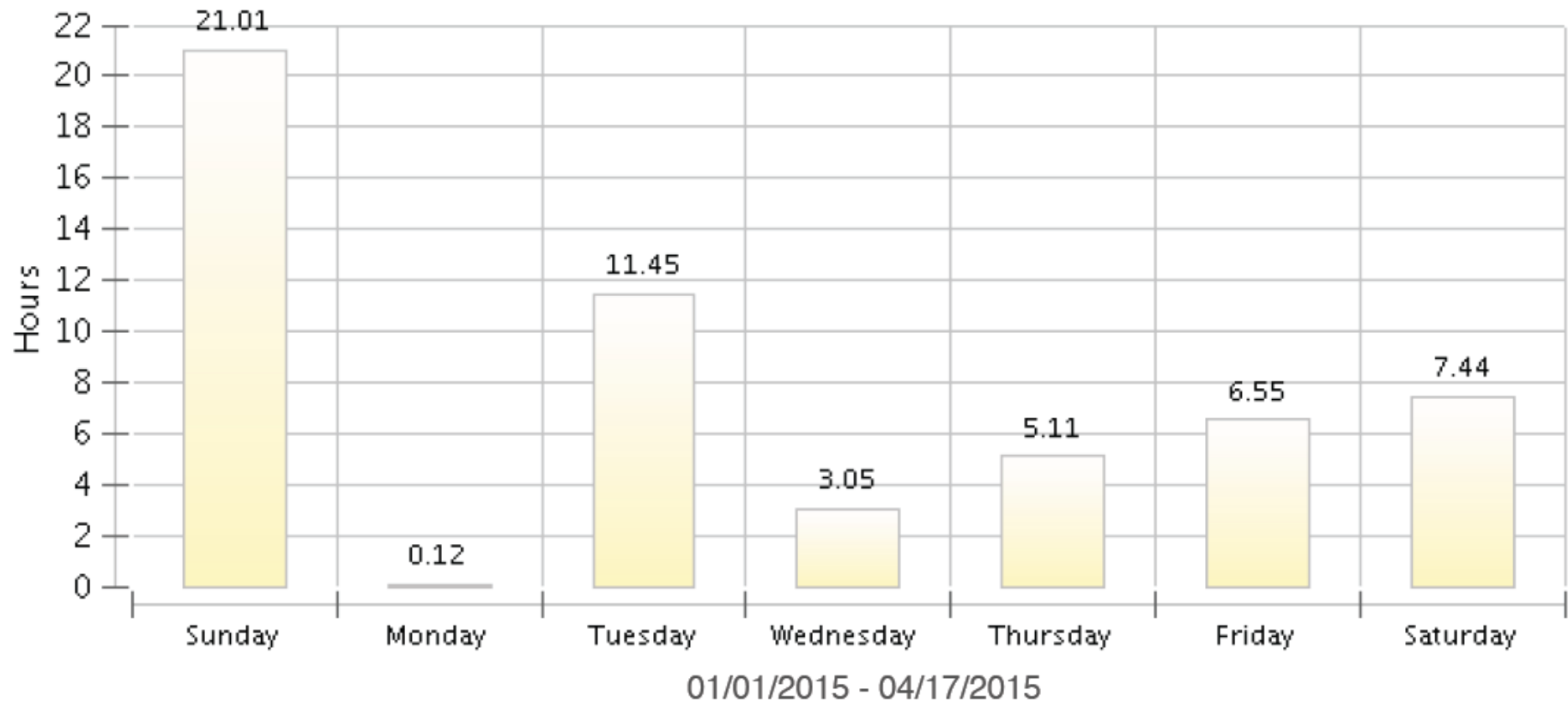
Course Activity Overview displays overall activity within a single course, sorted by student and date. Data includes the total and average time spent per user and the total amount of activity the user had in the course.

Student Activity

- Find out how much time the student is spending in the course
- Evaluation > Course Reports > Student Overview for Single Course

Student Overview

Student Activity by Day



Course Activity

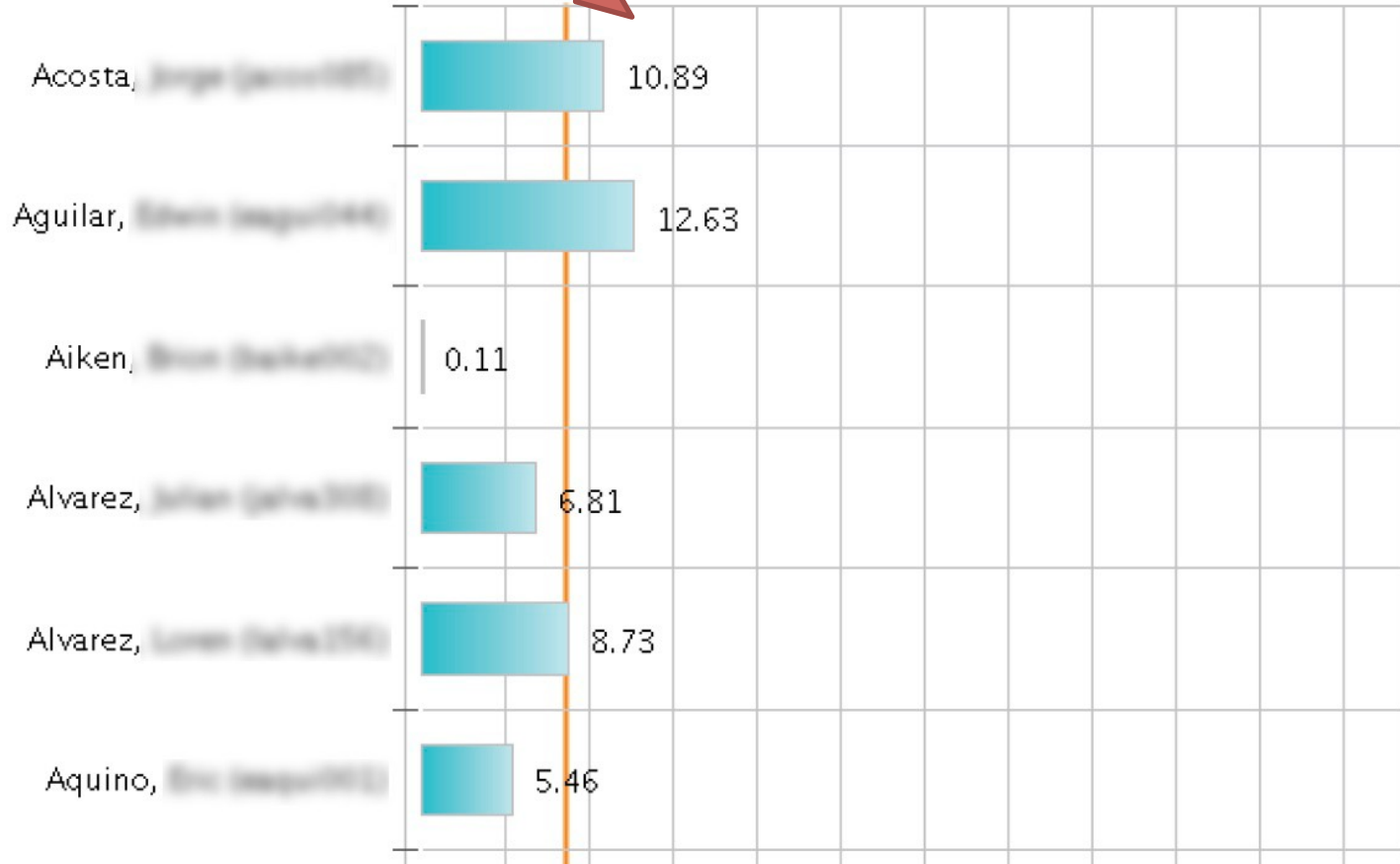
- Find out how their time spent in the course compares to other students.
- Evaluation > Course Reports > Course Activity Overview

Course Activity Overview

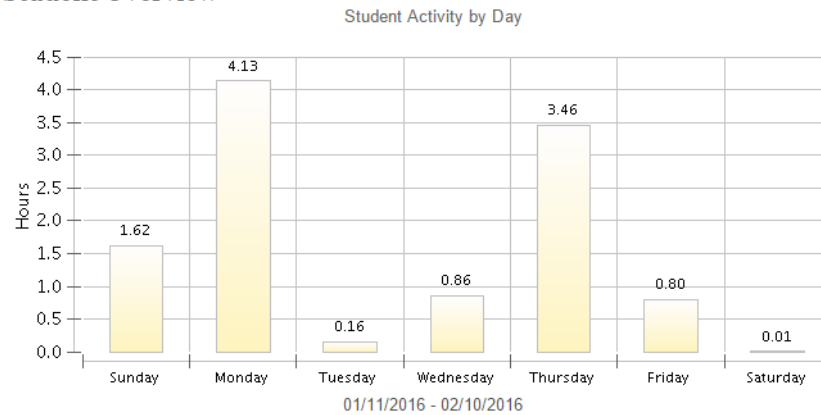
Student Overview (61 Students)

Course Average

Click on a bar to see activity for the student.



Student Overview



| | |
|------------------------|-------------------|
| Student Time in Course | 11:02:33 HH:MM:SS |
| Avg Time Per User | 12:52:04 HH:MM:SS |
| Total Items | 13 |
| Total Logins | 57 |
| Last Login Date | 2/8/16 10:35 PM |

Student Activity by Item in the Course

| Item Name And Type | Total Time Spent in Hours | Number of Times Accessed | Initial Access Date/Time |
|--|---------------------------|--------------------------|--------------------------|
| Assignment 1: Competitive Advantage (10 points) @X@course.service_level_label@X@ Link | 0.03 | 13 | Jan 20, 2016 11:38 PM |
| Assignment 2 - Week 2 Essay Questions - Groups and Teams (5 points) @X@course.service_level_label@X@ Link | 0.06 | 11 | Jan 25, 2016 10:36 PM |
| Assignment 3 - Week 3 Essay Questions - Decision Making (5 points) @X@course.service_level_label@X@ Link | 0.01 | 1 | Feb 1, 2016 10:58 PM |
| Assignment 4 - Problem to Solve (10 points) Assignment | 0.31 | 2 | Jan 26, 2016 9:45 PM |
| Assignments Content Folder | 0.92 | 18 | Jan 20, 2016 11:37 PM |
| Slides Content Folder | 0.00 | 1 | Jan 23, 2016 5:14 PM |
| Student Resources Content Folder | 0.01 | 2 | Jan 28, 2016 11:36 AM |

Course Design

How does this Information
Affect my Course Design?

- Posting Announcements/Messages
- Materials/Resources being Accessed [Homepage]
- Time Allotted for Module Content Completion



Course Design



California State University identified that the more 'views' or visits to the course home page, the higher the final grade. (Whitmer, Fernandes, & Allen, 2012).

What material do you house within your course homepage?

Which Course Resources/Tools are Being used Most Frequently?

Course Reports

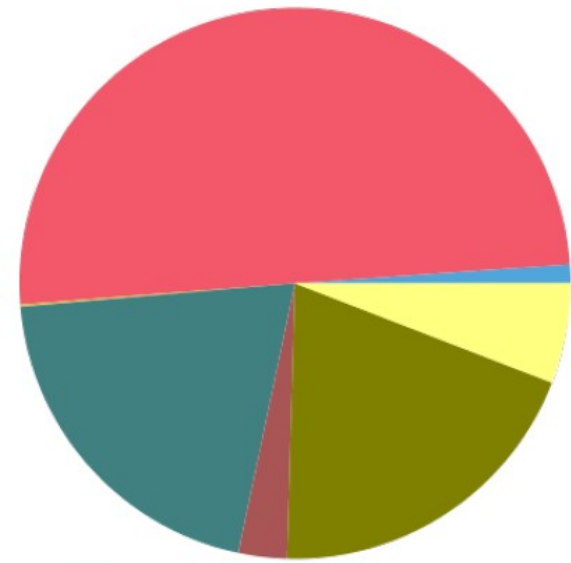
- Overall Summary of User Activity



Course Design

Overall Summary of User Activity

| Area ID | Hits | Percent |
|---|-------|---------|
| Glossary | 0 | 0.00% |
| Portfolios | 0 | 0.00% |
| Blogs | 0 | 0.00% |
| LTI | 0 | 0.00% |
| Calendar | 0 | 0.00% |
| Chalk Title Management | 0 | 0.00% |
| Goals (Instructor View) | 0 | 0.00% |
| Collaboration | 0 | 0.00% |
| Content Item | 10159 | 50.13% |
| Email | 24 | 0.12% |
| course_instructor_tool.name | 0 | 0.00% |
| Roster | 0 | 0.00% |
| course_student_tool.name | 0 | 0.00% |
| Tools Area | 3 | 0.01% |
| Portfolios Homepage | 0 | 0.00% |
| date.rollover.application.name | 0 | 0.00% |
| Discussion Board | 4121 | 20.33% |
| Flickr Mashup Tool | 0 | 0.00% |
| grading.application.name | 0 | 0.00% |
| Groups | 1 | 0.00% |
| i>clicker Instructor Resources | 0 | 0.00% |
| i>clicker Student Registration | 0 | 0.00% |
| iPeer | 0 | 0.00% |
| Grade Center | 578 | 2.85% |
| internships.plugin.application.name | 0 | 0.00% |
| Item Analysis | 0 | 0.00% |
| Journals | 0 | 0.00% |
| Blackboard Help | 0 | 0.00% |
| @X@course.service_level_label@X@ Messages | 3967 | 19.57% |
| Performance Dashboard | 0 | 0.00% |
| plugin.application.name | 0 | 0.00% |
| resource/x-bb-mobile-assessment.test.list | 0 | 0.00% |
| retention.application.name | 3 | 0.01% |
| Self and Peer Assessment Tool | 0 | 0.00% |



- Announcements
- Content Item
- Email
- Tools Area
- Discussion Board
- Groups
- Grade Center
- @X@course.service_level_label@X@ Messages
- retention.application.name

How does this Information Affect my Course Design?

- Content Presentation (Tool Modality)
 - Video clips, posted documents, etc.
- Supplemental Resources
- Group Tools
- Student Support Cases



Which Discussion Boards Generate the Most Traffic?

Course Reports

—User Activity in Forums



User Activity in Forums

Messages / Forum

| Forum | Hits | Percent |
|------------------------|------|---------|
| 3D Modeling Discussion | 46 | 24.34% |
| General Forum | 15 | 7.94% |
| Introduce Yourself | 86 | 45.50% |
| Title Block Discussion | 42 | 22.22% |
| | 189 | |



- Title Block Discussion
- Introduce Yourself
- 3D Modeling Discussion
- General Forum

How does this Information Affect my Course Design?

- Number of views on discussion boards can be an indicator of level of interest of a given topic.
- Hot Topic / In the News



Key Question

- How can I identify students who are at risk?
-

Retention Center

Retention Center

Customize

The Retention Center provides an easy way for you to discover which students in your course are at risk. You can communicate with struggling students and help them take immediate action for improvement. You can also keep track of patterns over time. [More Help](#)

Students currently at risk

3

15

[Back to Overview](#)

| STUDENT ▲ | MISSED DEADLINES | GRADES ALERT | ACTIVITY ALERT | ACCESS ALERT |
|---------------------|------------------|--------------|----------------|--------------|
| Alexander Bell | • | • | • | • |
| William Shakespeare | • | • | • | • |
| Napoleon Bonaparte | • | • | • | • |
| Hernando Cortes | • | • | • | • |
| Oliver Cromwell | • | • | • | • |
| John Dalton | • | • | • | • |
| Enrico Fermi | • | • | • | • |
| Robert Frost | • | • | • | • |
| Samuel Gompers | • | • | • | • |
| Mikhail Gorbachev | • | • | • | • |

Students you are monitoring

Robert Frost ★

Last Access 80 day(s) ago

Activity ▲ 713% above average

Grade ▲ 2.91% above average

Missed Deadlines 0

Alexander Bell ★

Last Access Never

Activity No Activity in Course

Grade ▼ 39.25% below average

Missed Deadlines 0

Other information you are monitoring

GRADES ALERT

External Grade is ▲ 10% above class average 20 students meeting rule<

Retention Center

Students currently at risk



[View students not at risk](#)

Retention Center

Students currently at risk



[← Back to Overview](#)

- Missed Deadlines
- Grades
- Course Activity
- Course Access

Retention Status



Julian

*** AT RISK**

★ Monitor

✉ Notify

Risk Factors

| MISSED DEADLINES | GRADES ALERT | ACTIVITY ALERT | ACCESS ALERT |
|--|---|--|--------------|
| 2 item(s) 1 deadline has been missed by more than 0 day(s) | 82.11% ▲ 9.85% above average | 45% below average Activity in the last 1 week(s) is 20% below course average | 1 day(s) ago |

show all rules

Notification History

[Add a Note](#)

No communications yet...

Retention Center

Send Notification

Compose a personalized notification message to one or more users. When you select more than one user to receive a notification, the **To:** field in the message becomes the name of the course so users are not aware of others who receive the same message. If notifications bounce (were sent to an invalid email address), the sender will receive an email notice. [More Help](#)

Cancel

Submit

EMAIL INFORMATION

To

Additional Recipients (bcc)

From Gustavo Roque

Subject

Message



Your activity and performance levels have triggered an alert from this course. Please contact your instructor for details.

Path: p

Words: 18

Key Question

- How can I identify my top performers?
-

Key Question

- How can I identify my top performers?
- Why?
 - Send them kudos for being top performers
 - Ask them to serve as peer mentors
 - Interview them and find out what makes them successful; share with the class

Retention Center

Retention Center

The Retention Center provides an easy way for you to discover which students in your course are at risk. You can communicate with struggling students to help them take immediate action for improvement. You can also keep track of patterns over time. [More Help](#)

Customize

Students currently at risk

3

[Back to Overview](#)

| STUDENT ▲ | MISSED DEADLINES | GRADES ALERT | ACTIVITY ALERT | ACCESS ALERT |
|---------------------|------------------|--------------|----------------|--------------|
| Alexander Bell | * | • | * | • |
| William Shakespeare | * | • | * | • |
| Napoleon Bonaparte | * | * | * | • |
| Hernando Cortes | * | • | * | * |
| Oliver Cromwell | * | * | * | • |
| John Dalton | * | * | * | • |
| Enrico Fermi | * | * | * | • |
| Robert Frost | * | * | * | • |
| Samuel Gompers | * | * | * | • |
| Mikhail Gorbachev | * | * | * | • |

Students you are monitoring

Robert Frost ★

Last Access: 80 day(s) ago

Activity: ↑ 713% above average

Grade: ↑ 2.91% above average

Missed Deadlines: 0

Alexander Bell ★

Last Access: Never

Activity: No Activity in Course

Grade: ↓ 39.25% below average

Missed Deadlines: 0

Other information you are monitoring

GRADES ALERT

External Grade is 10% above class average **20 students** meeting rule<

Add Grade Rule

Grade rules are based on a defined score for any grade or calculated column in the Grade Center. Students who score above or below the defined threshold for a specific grade item trigger an alert. Then, you can send an email message to the students and their observers. [More Help](#)

* Indicates a required field.

Cancel

Submit

RULE INFORMATION

* Rule Name

Rule Type

Included in Risk Table Yes No

RULE CRITERIA

To define the score threshold for a particular Grade Center item, first select the item from the drop-down list. Possible points for the items appear in parentheses.

* Select Grade Monitor Final Grade
 Monitor Specific Item

* Define Criteria Set Grade Value
 Use Average Grades

Grade is the average grade by a percentage of: %

Click **Submit** to proceed. Click **Cancel** to go back.

Cancel




Submit



Retention Center

7 Student(s) Meeting Rule

Grade for Test - Midterm Exam[100] is above 80%

Select students to notify

| | | |
|-------------------------------------|--|----------------------|
| <input checked="" type="checkbox"/> |  Patrick | Course Grade: 81% |
| <input checked="" type="checkbox"/> |  Juan | Course Grade: 97% |
| <input checked="" type="checkbox"/> |  Elinett | Course Grade: 83% |

 **Notify Selected** 

Key Questions - Review

- How do I identify students at-risk?
 - Retention Center
- How do I identify my top performers?
 - Retention Center with customized rules
- How do I know if a particular student has been investing time and energy into my class?
 - Course Reports:
 - Student Overview for Single Course
 - Course Activity Overview

COURSE REPORTS in BLACKBOARD (A Cheat Sheet)

Where to find reports:

- Blackboard > Control Panel > Expand EVALUATION > Click on COURSE REPORTS

| Report name: | What it really should be called: | What's in it? | When to Run Report: |
|---|----------------------------------|--|---------------------|
| All User Activity inside Content Areas | Popular Content Report | <ul style="list-style-type: none"> • Shows you the most popular content in your course (using hit counts) • Student by student information on what content areas they are clicking on • A chart that shows what date(s) have the most activity • Student by student information on what day of the month they are accessing the content | Monthly |
| Course Activity Overview | Time Spent Report | <ul style="list-style-type: none"> • A chart that shows you which day of the week generates the most activity in your course • A bar graph showing each student and how their time spent in the course compares to the course average | Monthly |
| Course Coverage | Outcomes Report 1 | <ul style="list-style-type: none"> • Should only be used if your department is using Blackboard Outcomes Assessment | N/A |
| Course Performance | Outcomes Report 2 | <ul style="list-style-type: none"> • Should only be used if your department is using Blackboard Outcomes Assessment | N/A |
| Overall Summary of User Activity | Blackboard Tools Report | <ul style="list-style-type: none"> • A pie chart showing which Blackboard Tools (Announcements, Content Item, Emails, Grade Center, etc.) are most commonly used • Student by student information on which Blackboard Tools they are most commonly accessing • A chart that shows what date(s) have the most activity with Blackboard Tools • A chart that shows which hours of the day have the most activity with Blackboard Tools • A chart that shows which day of the week has the most activity with Blackboard Tools | Monthly |
| Single Course User Participation | Test Submissions Report | <ul style="list-style-type: none"> • Student by student information on most recent test submissions | As needed |
| Student Overview for Single Course | Student Report | <ul style="list-style-type: none"> • Report is run for a specific student • A chart that shows how much time they spent in the course, broken down by day of the week • Total time spent and number of times accessed for each Item | As needed |
| User Activity in Forums | Discussion Forums Report | <ul style="list-style-type: none"> • Pie chart: shows you the most popular discussion forum in your course (using hit counts) • Pie chart: shows you the most popular discussion forum in your course (using # of message count) • Student by student information on what discussion forums areas they clicked on • A chart that shows you which day of the week generated the most activity for discussion forums • Student by student information on what day of the month they accessed discussion forums | As needed |
| User Activity in Groups | Groups Report | <ul style="list-style-type: none"> • Pie chart: shows you the most active group in your course (using hit counts, by group) • Student by student information on which group they clicked on • A chart that shows what date(s) have the most activity for groups • Student by student information on what day of the month they accessed groups | As needed |