

Transforming Student Outcomes: How a data-driven approach using StREAM engagement analytics can maximise student success

Overview

- Keele University uses StREAM engagement analytics to enhance student success.
- Leverages real-time data for tailored support to individual students.
- Addresses cohort-level challenges promptly.
- This approach improves retention rates and overall student wellbeing.

The Challenge

- Higher education institutions struggle to identify and support at-risk students in real time.
- Traditional monitoring methods often fail to provide timely insights.
- This leads to higher rates of student non-continuation and withdrawal.
- The lasting effect is detrimental to institutions.

Keele Approach

- Keele University uses StREAM engagement analytics for tailored, real-time student support.
- Addresses both individual student needs and broader cohort-level challenges promptly.
- Fosters a supportive environment conducive to academic and wellbeing support.



Financial Savings: £100k positive difference.



Increase rate of students retention, estimated 30 more students retained.

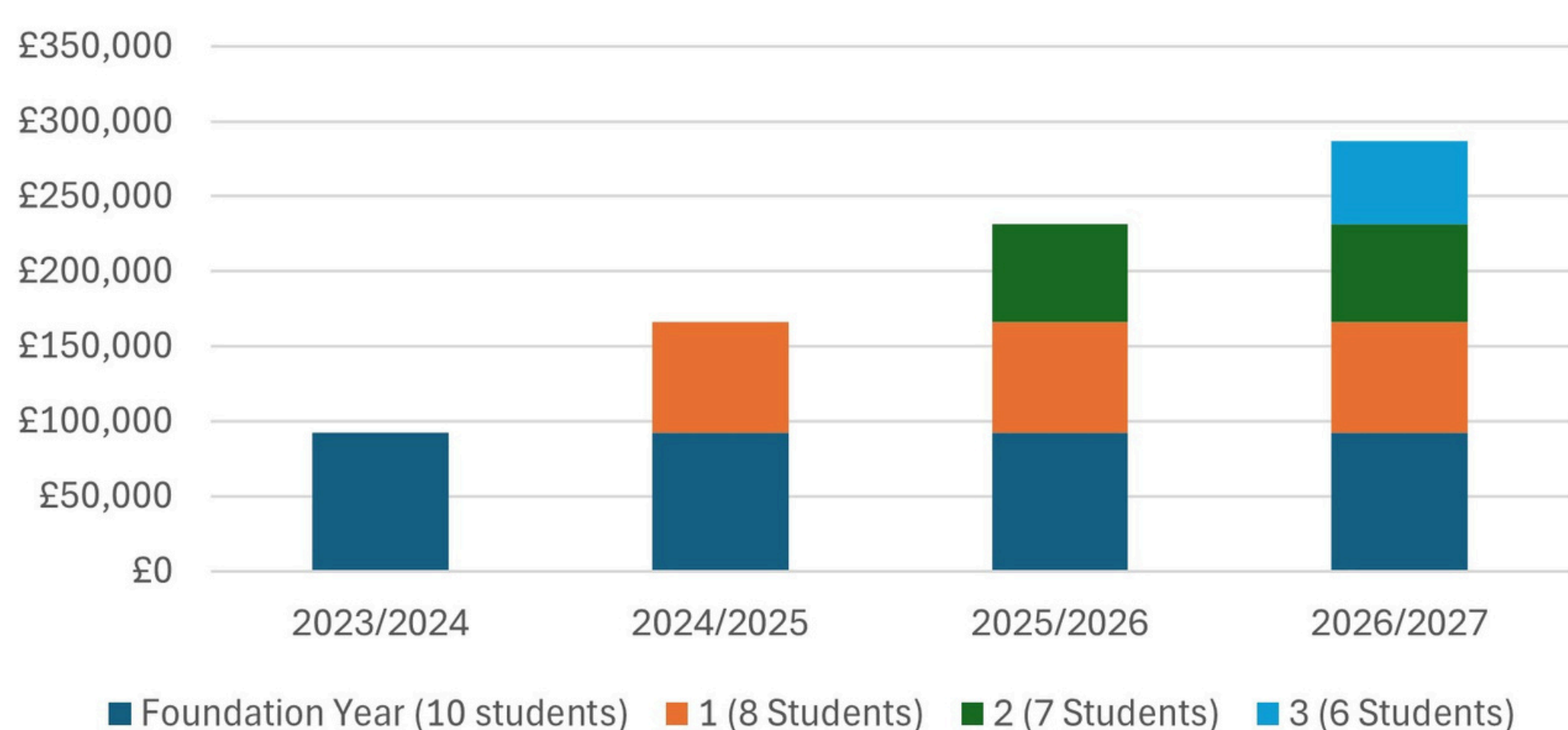


Student empowerment and engagement.

Students continuing at University

Example of every 10 students who retained year on year.

Numbers in brackets are an estimate of student progressing from one year to the next (Attrition)



The Impact

- Significant reduction in non-continuation rates: from 6.8% in the first semester of 2022/23 to 3.4% in the same period of 2023/24.
- Resulted in substantial financial savings.
- Savings allow reinvestment in student support services.
- In just its second year, StREAM has already shown a positive impact on student and retention.
- Robust methods for evaluating interventions that feedback into the data models, is effective.