

NAVIGATING THE STORM:

VICTORIA UNIVERSITY'S PREDICTIVE ANALYTICS
JOURNEY

THE NEW WAY TO DO UNI



Victoria University

‘University of Opportunity and Success’



**VICTORIA
UNIVERSITY**

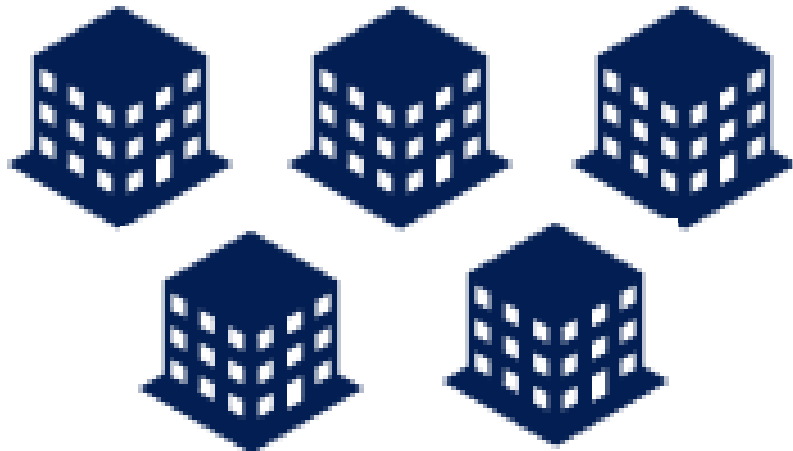
Who is VU?

Dual Sector – 30% Vocational and 70% Higher Education

40,000 students



Many campuses – Melbourne, Sydney



Diverse students



24% Low SES

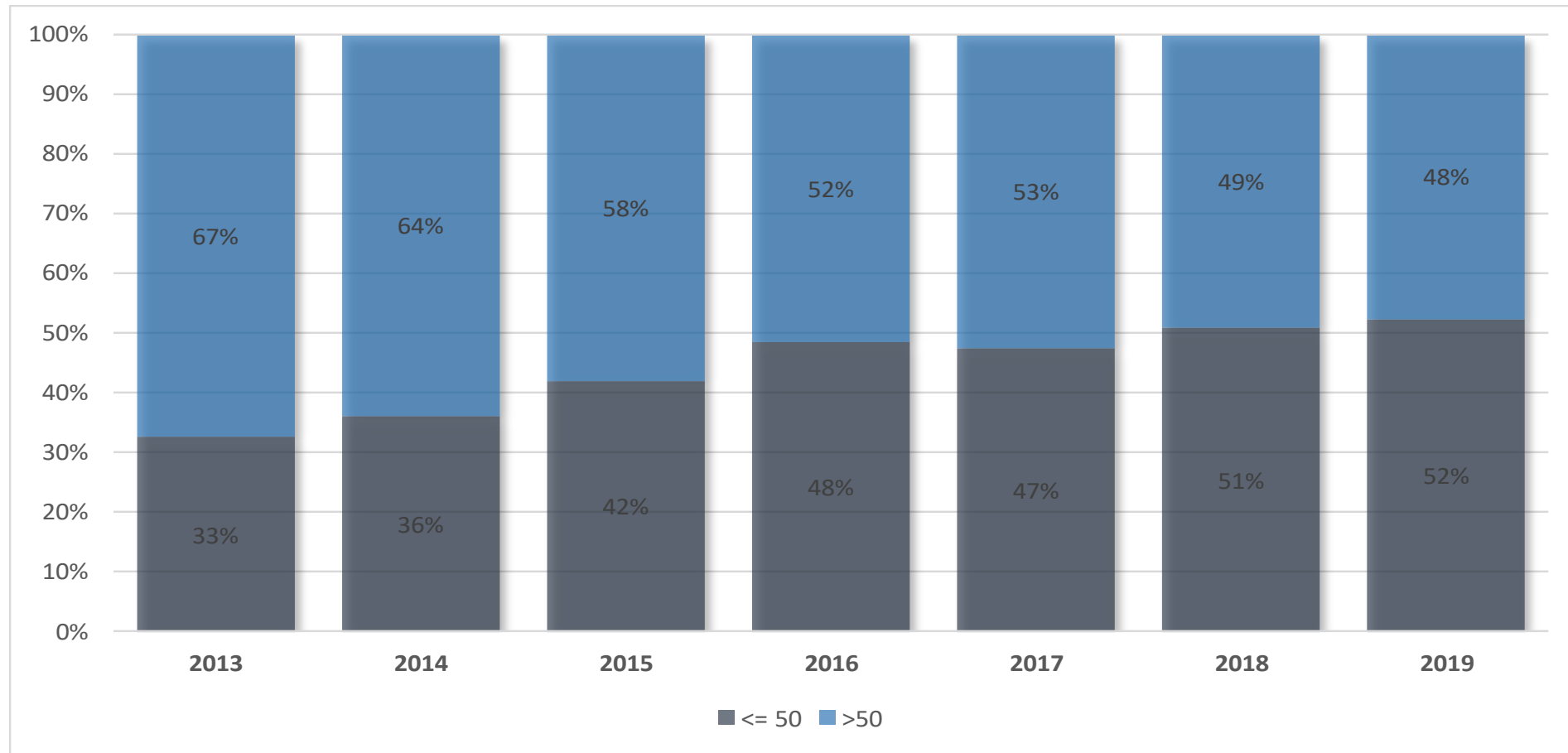
7.9% NESB

55% FiF

VU's journey - a few waves



VU has increased its proportion of Victorian students with <50 ATAR



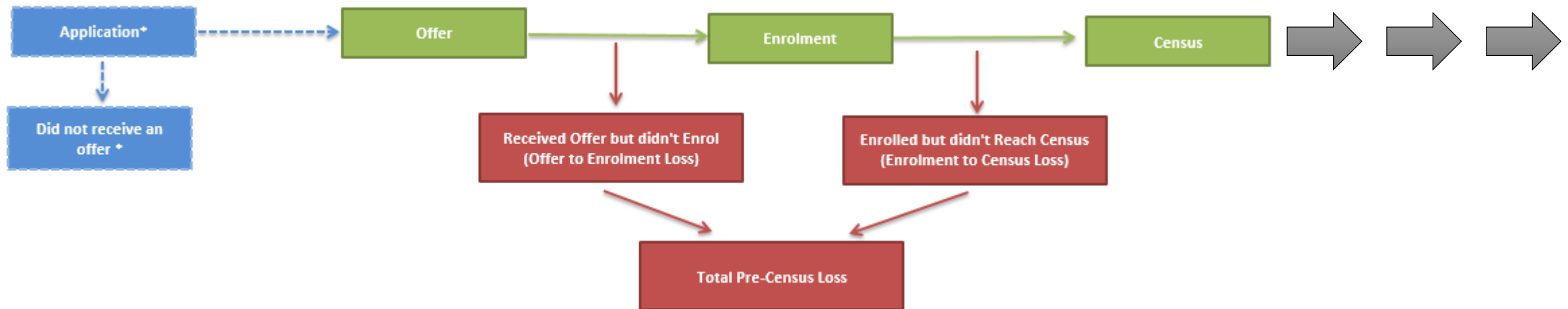
Source: Internal VU Data

Student Lifecycle Analytics

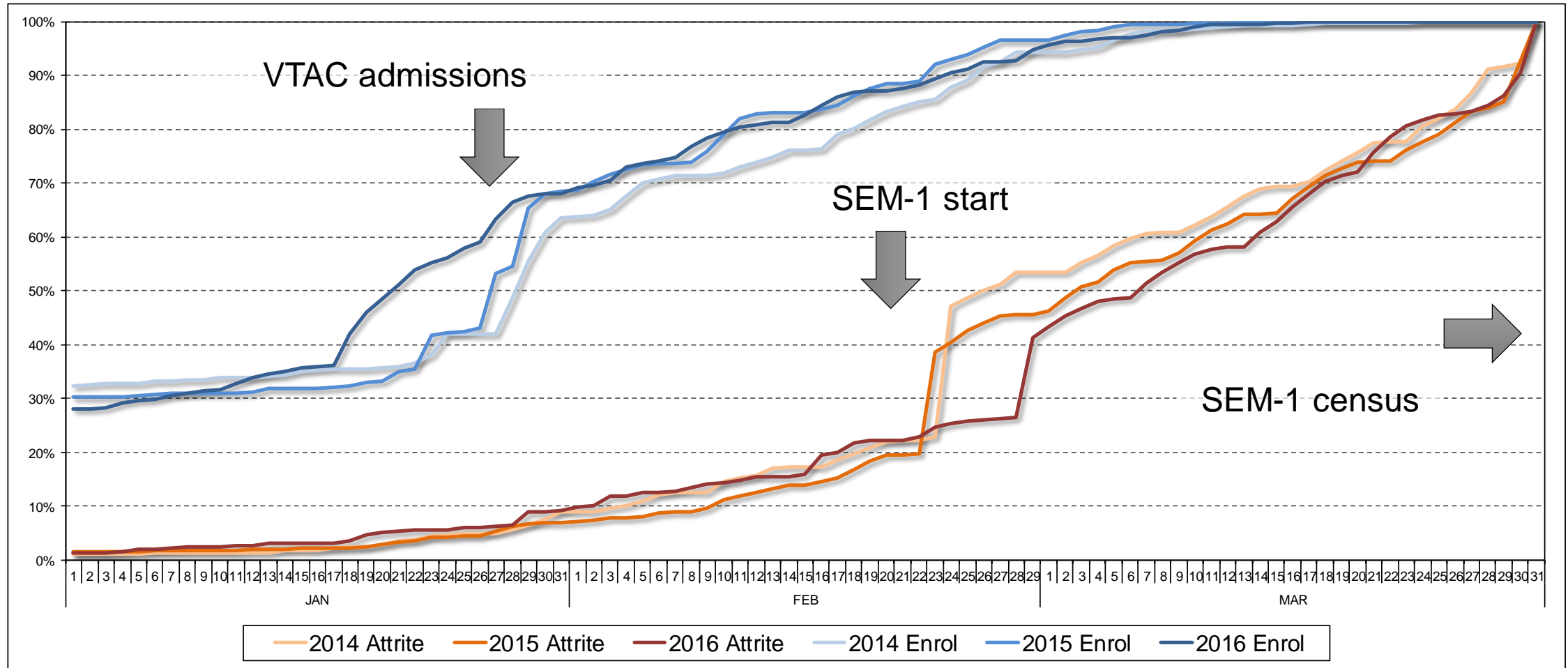
Getting our Toes Wet

What is attrition?

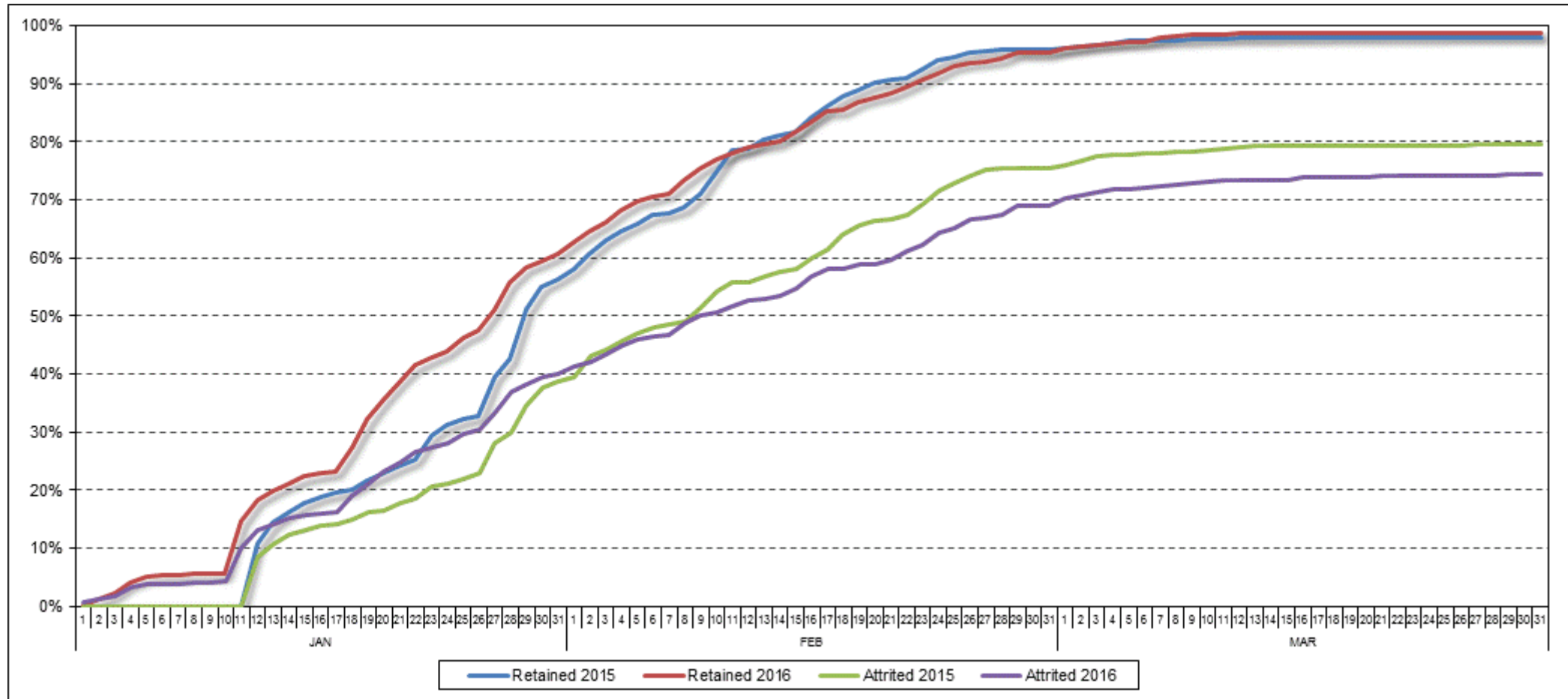
Predictors:
Timetable Access +
LMS Access =
Intervention



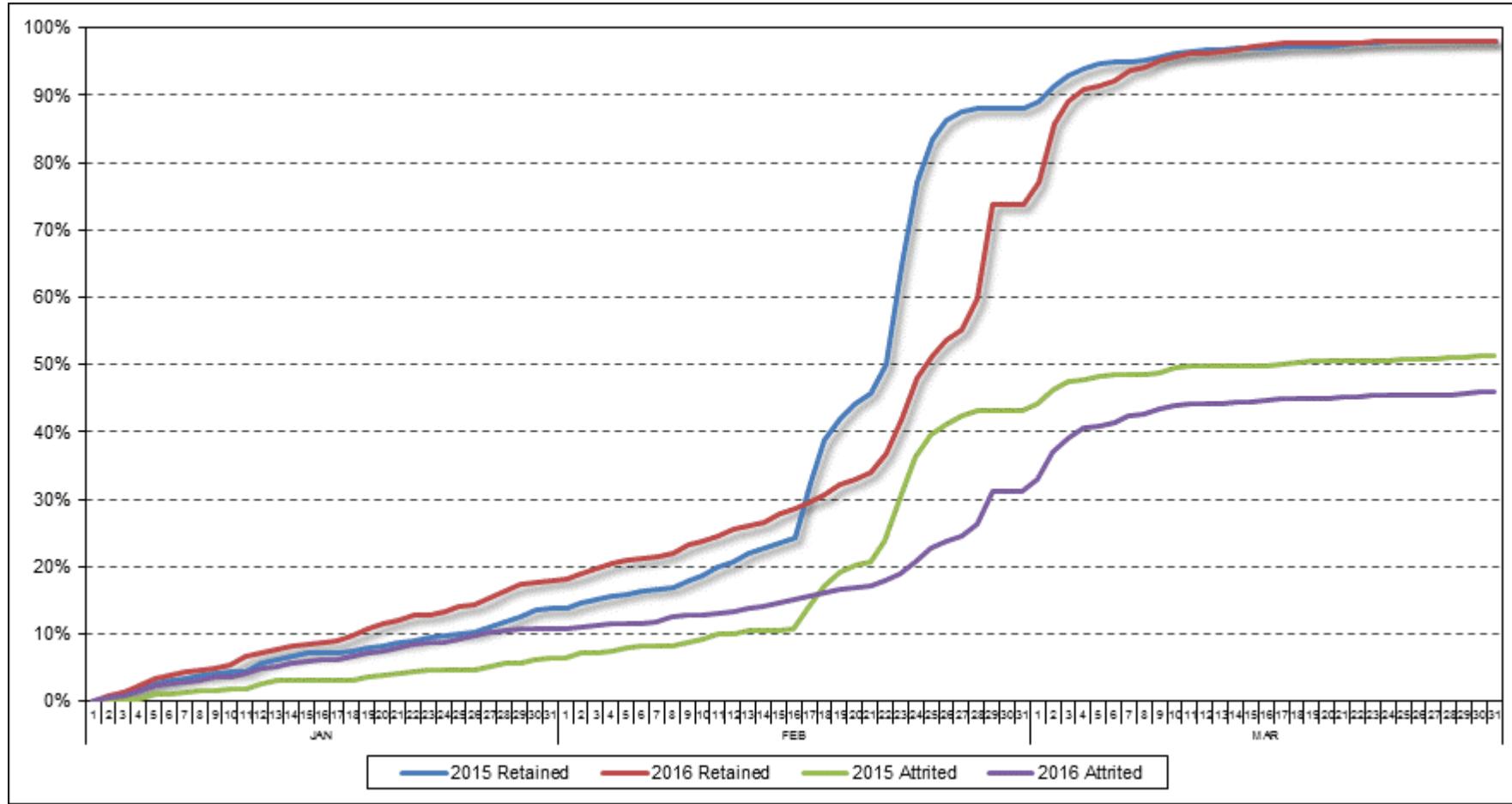
Importance of Timing Enrolment & Attrition



Importance of Timing First Use of Timetable System

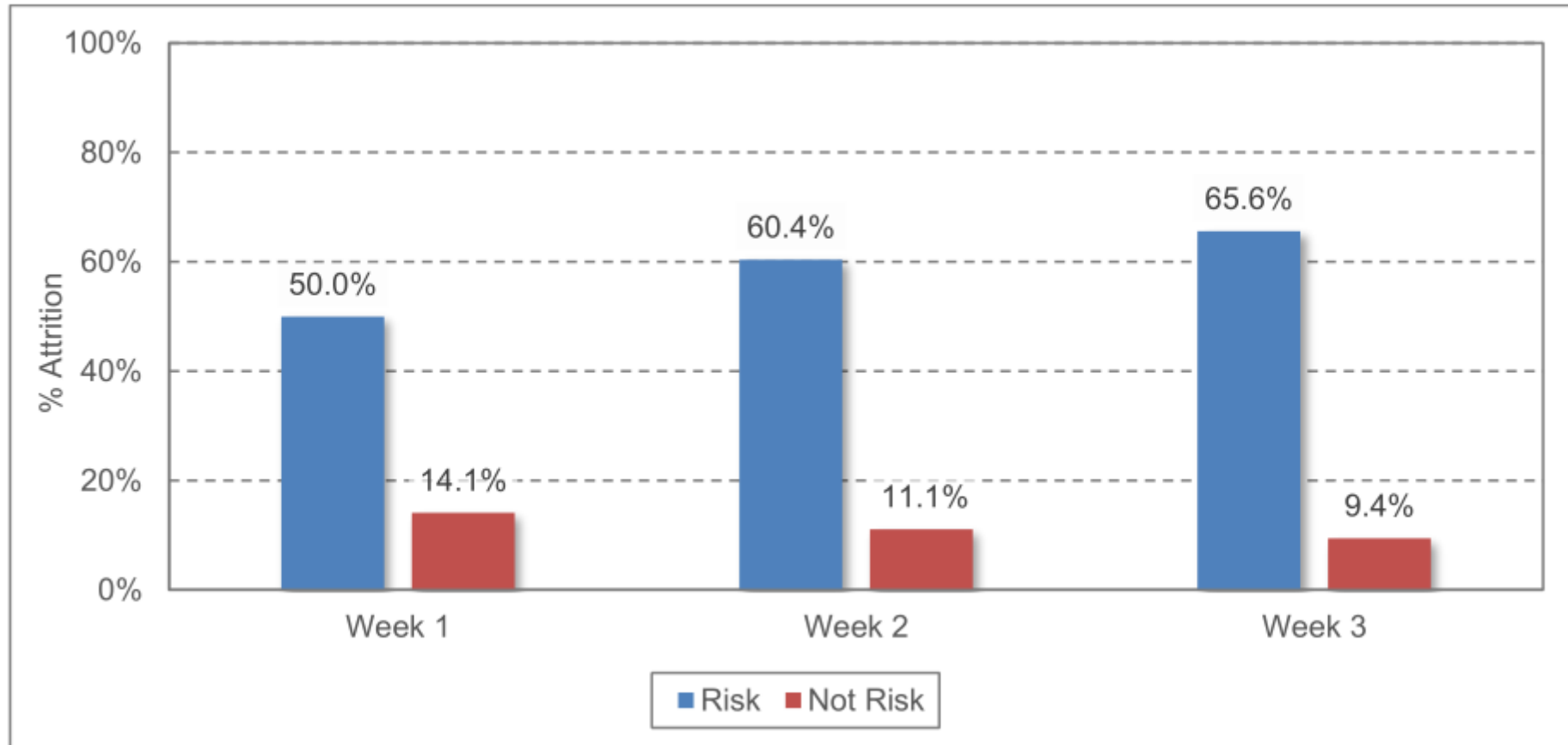


Importance of Timing First Use of LMS



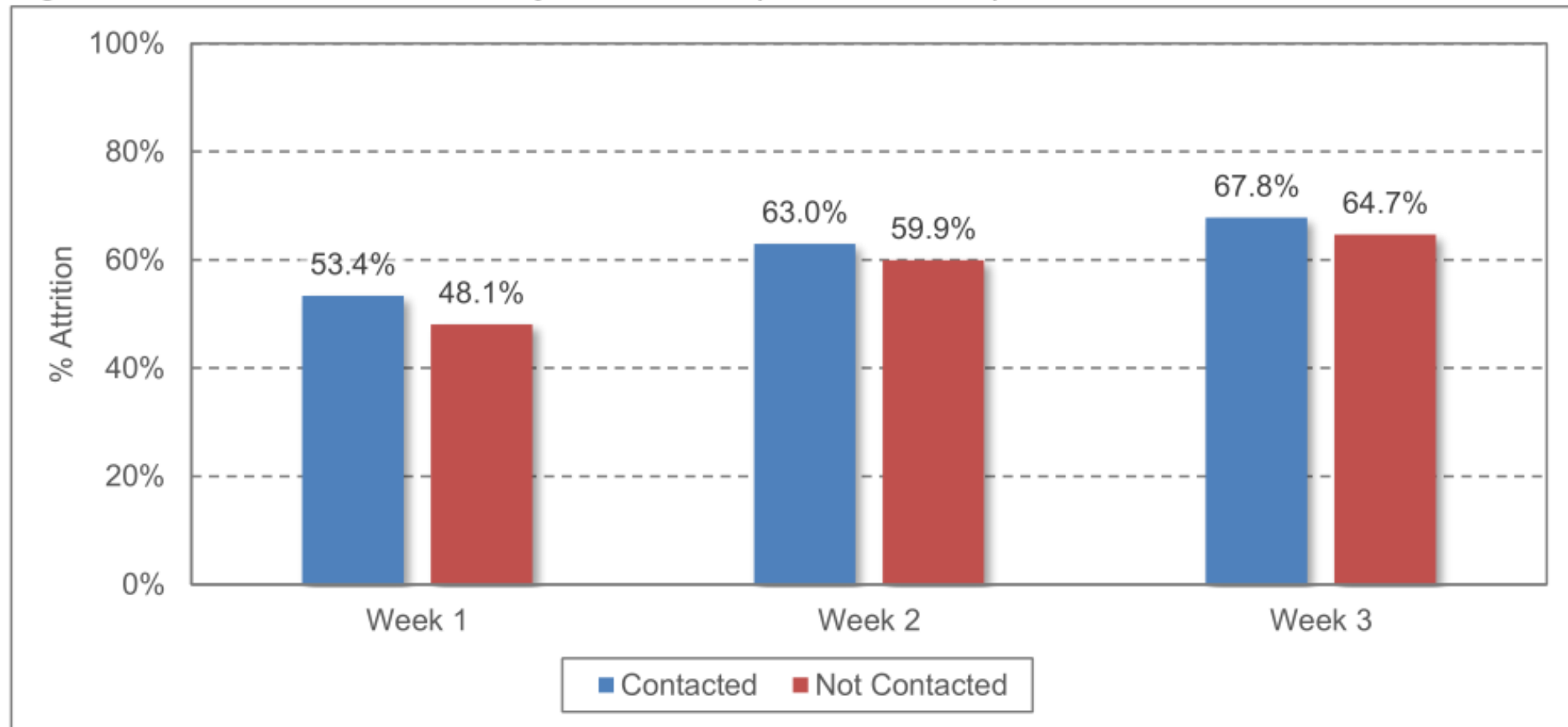
Did the Models Predict Attrition?

Figure 1 2017 Semester One Pre-Census Attrition by Week and Risk Category

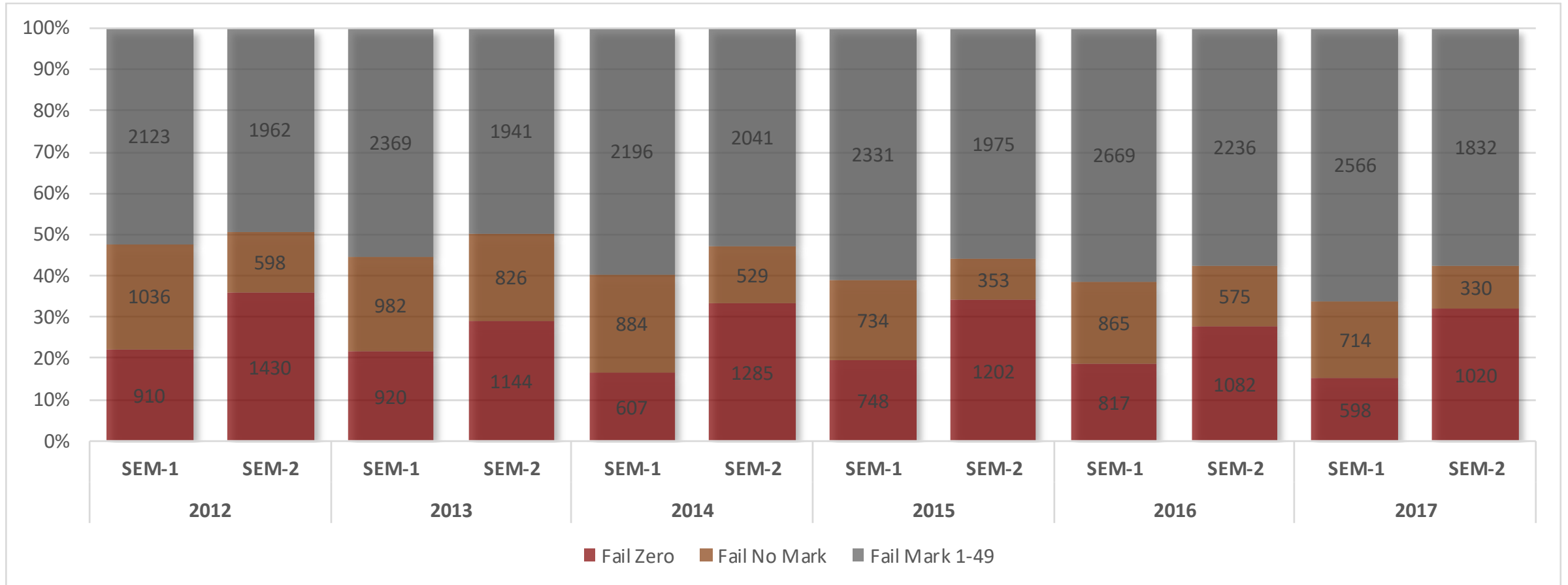


Did the Interventions Reduce Attrition?

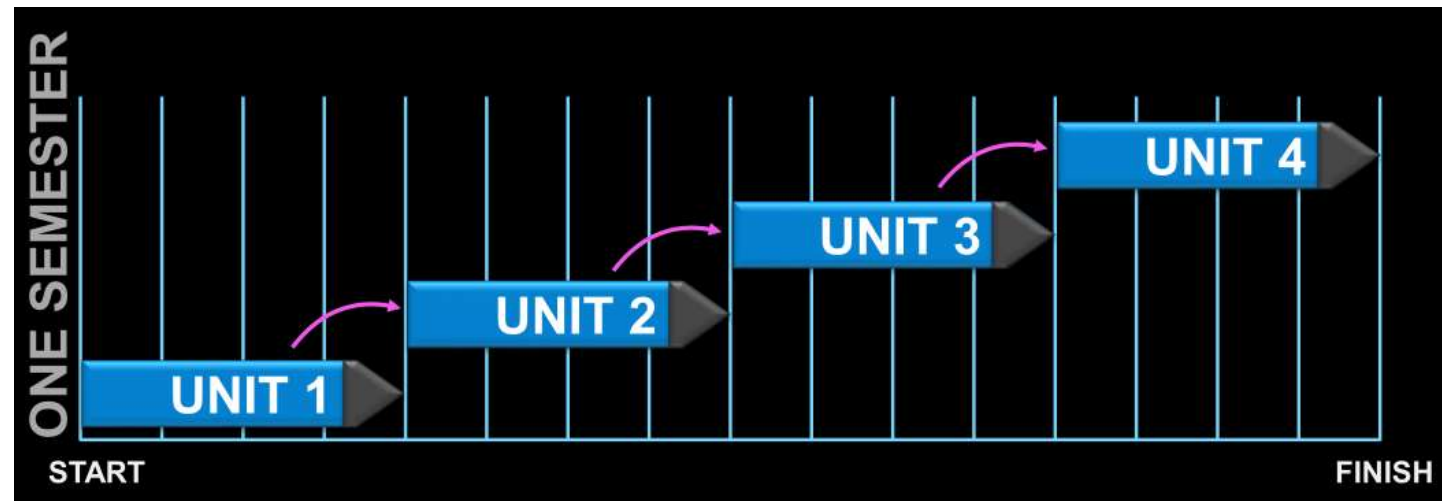
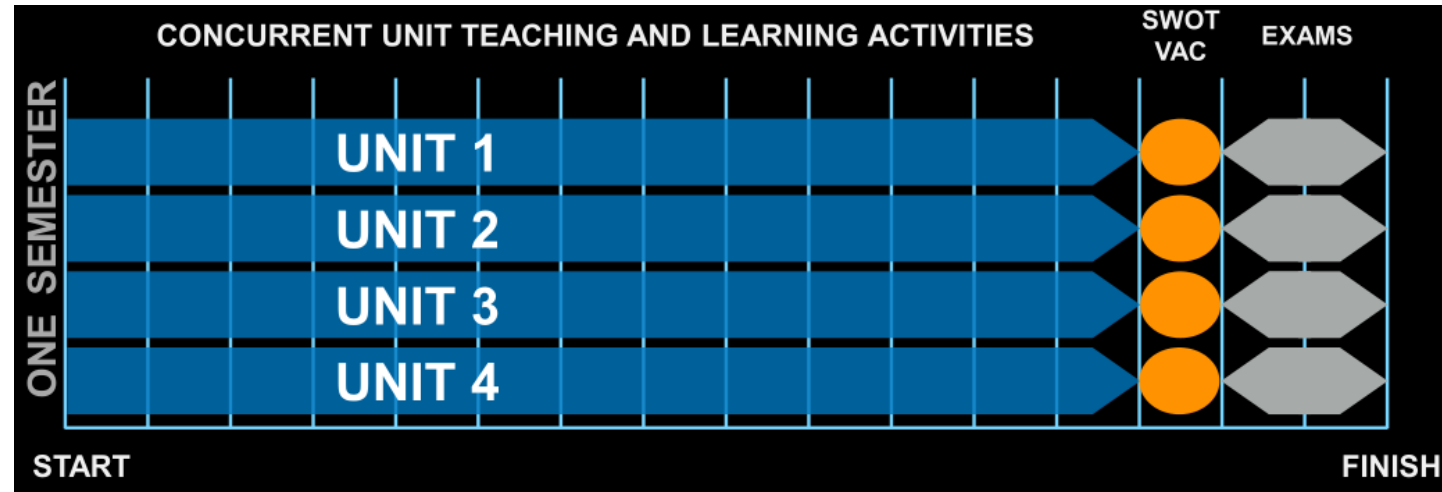
Figure 2 Pre-Census Student Loss by STM Contact (at-risk Students)



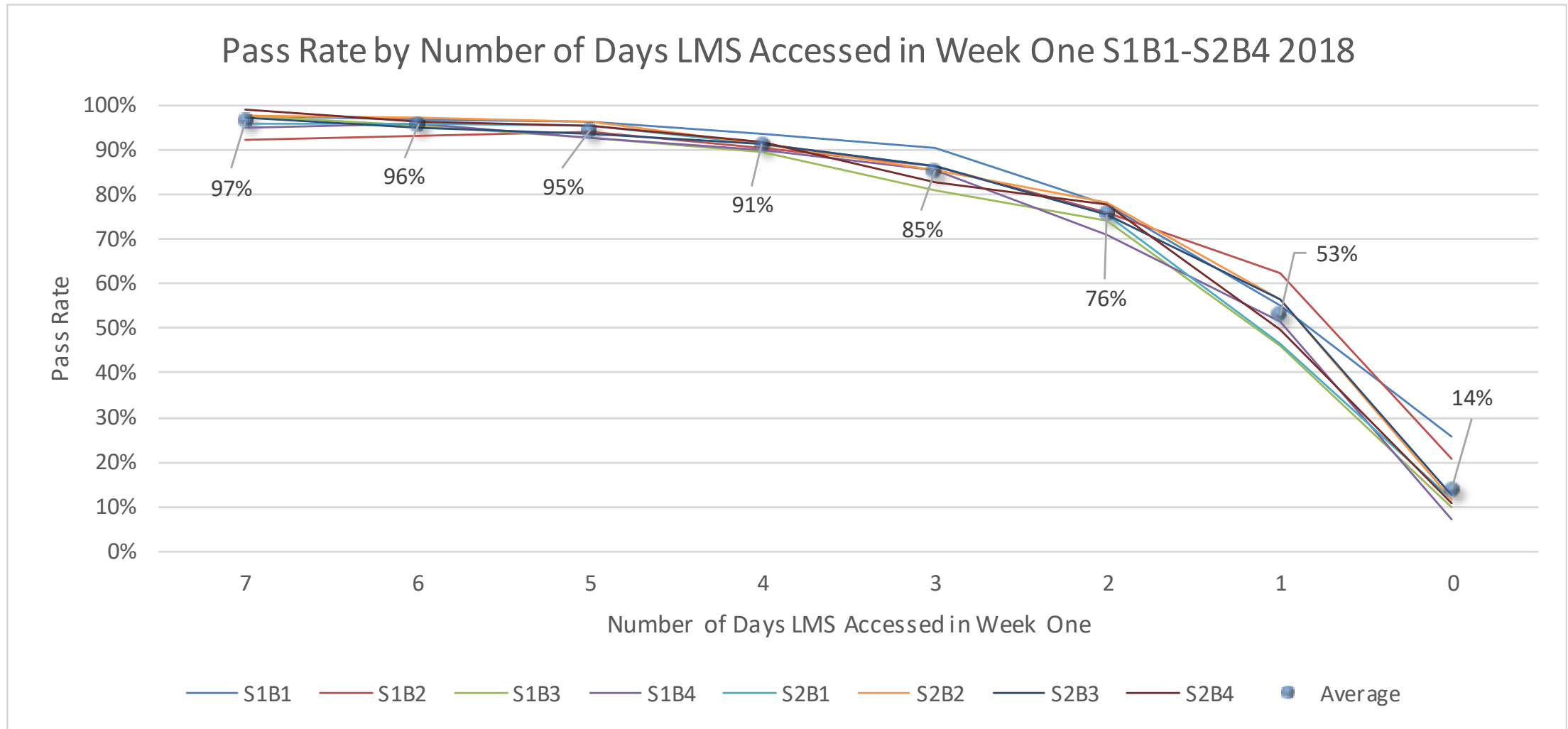
Failure Without Assessment is not “Retention”



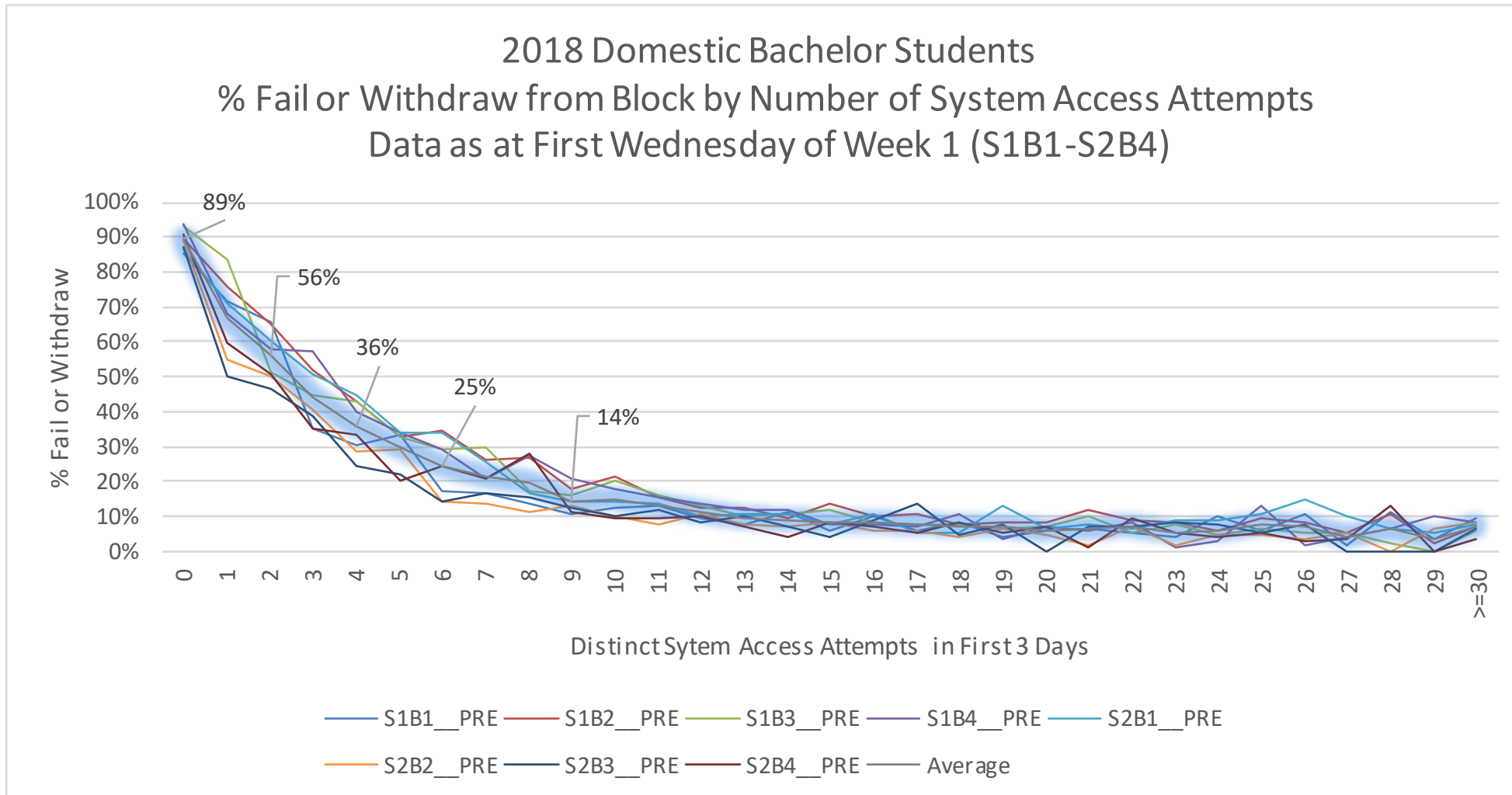
Block Model and Retention Strategy 2018-2020



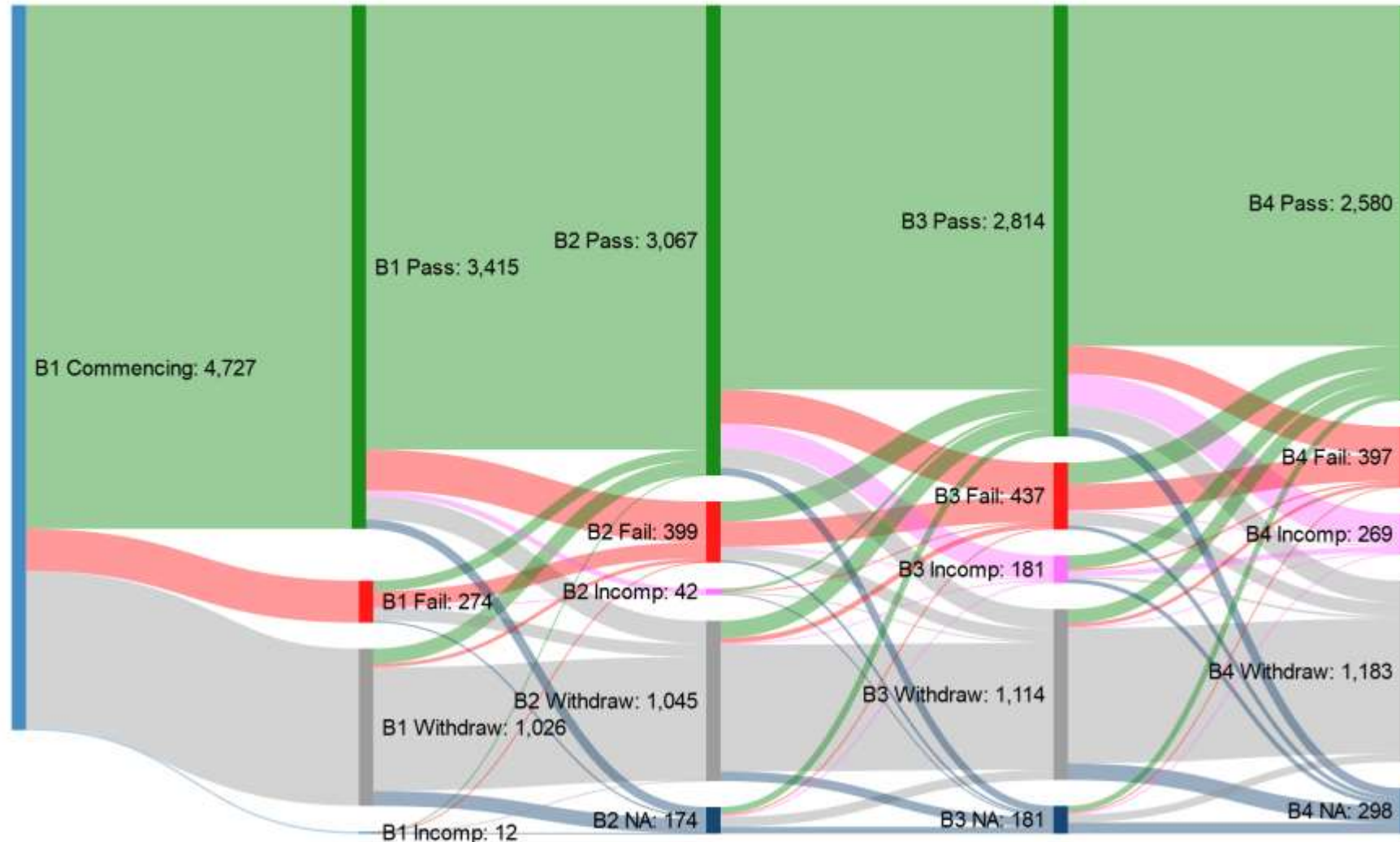
Block Model Retention Strategy 2019



Block Model Retention Strategy 2019



Student retention and success in Block Model is complex.



What we learned



Happy to be contacted if you want to know more