

## Siyaphumelela Conference

Wanderers Club Johannesburg

25-28 June 2024

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Data Scientist: Wits University

From Graduation to  
Enrolments: The  
Impact of Student  
Tracking on  
Academic Journeys

UNIVERSITY OF THE  
WITWATERSRAND,  
JOHANNESBURG



100  
1922  
2022



Siyaphumelela  
we succeed

Saide

Enabling successful  
open learning for all



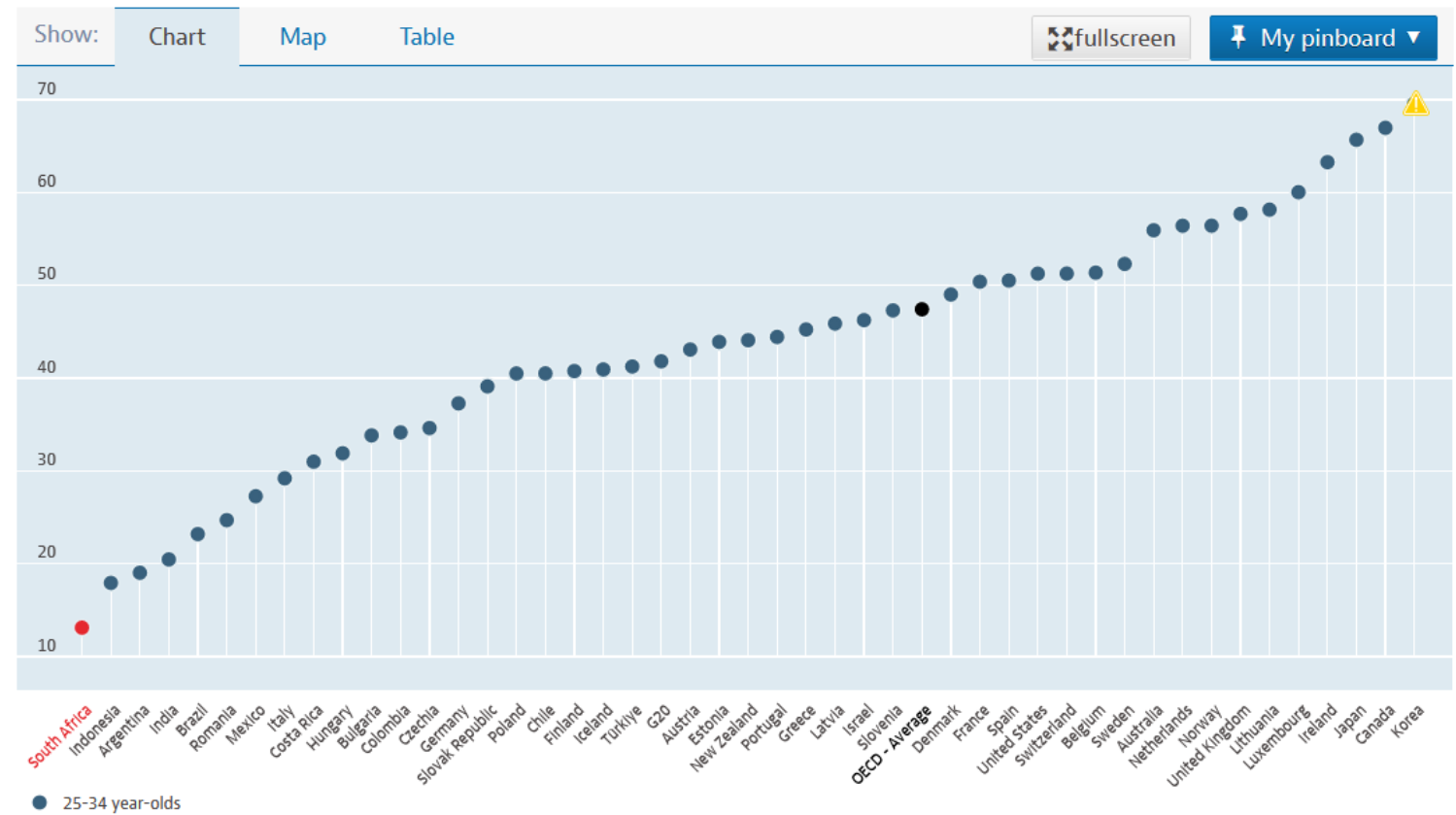
# Population with tertiary education 25-34-year-olds.

**Comparative Performance:** South Africa's tertiary education attainment is significantly lower than that of many other countries, highlighting a substantial gap in higher education enrollment and completion. For instance, the top-performing countries such as Canada and Korea have rates around 70%, indicating that these countries have managed to engage a much larger proportion of their young population in higher education.

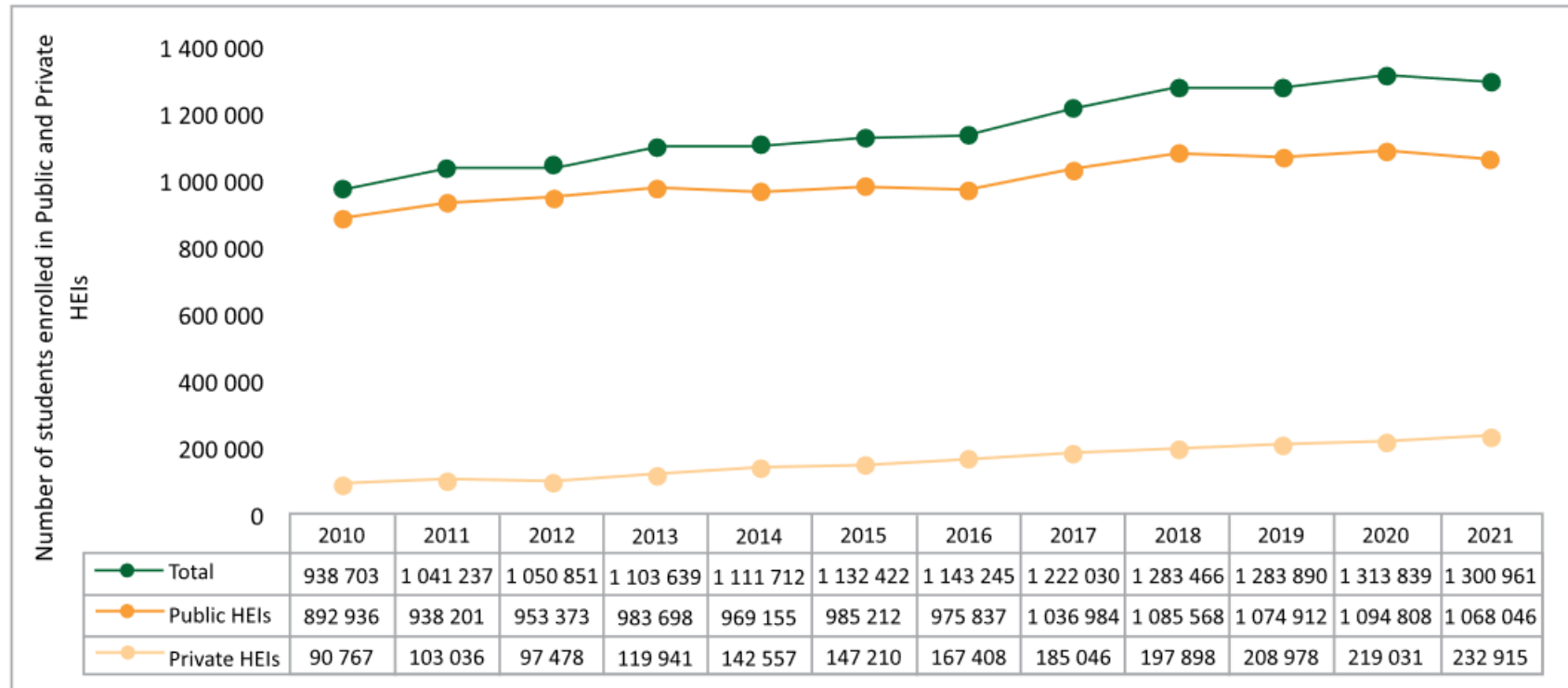
**Potential Implications:** The low rate of tertiary education attainment in South Africa could have several implications, including reduced competitiveness in the global job market, lower overall levels of economic development, and potential challenges in fostering innovation and technology growth within the country.

Population with tertiary education 25-34 year-olds, % in same age group, 2022 or latest available

Source: Education at a glance: Educational attainment and labour-force status



# Number of students enrolled in public and private HEIs, 2010 – 2021



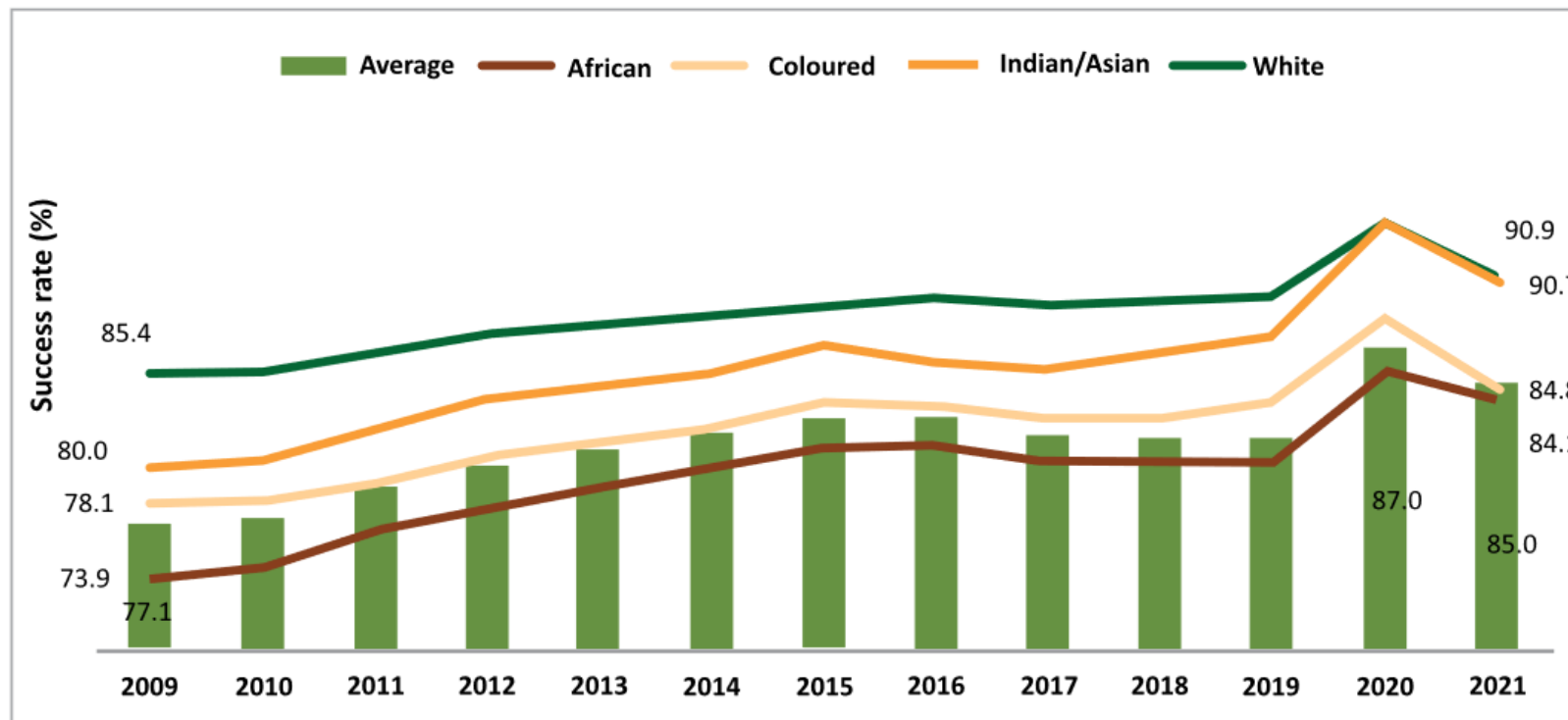
Sources: *Statistics on Post-School Education and Training in South Africa, 2020.*

*2021 HEMIS database, data extracted in November 2022.*

*Annual reports submitted by private HEIs to the DHET for the 2021 year of reporting.*

Note: Enrolment figures for private HEIs for 2010-2015 were unaudited.

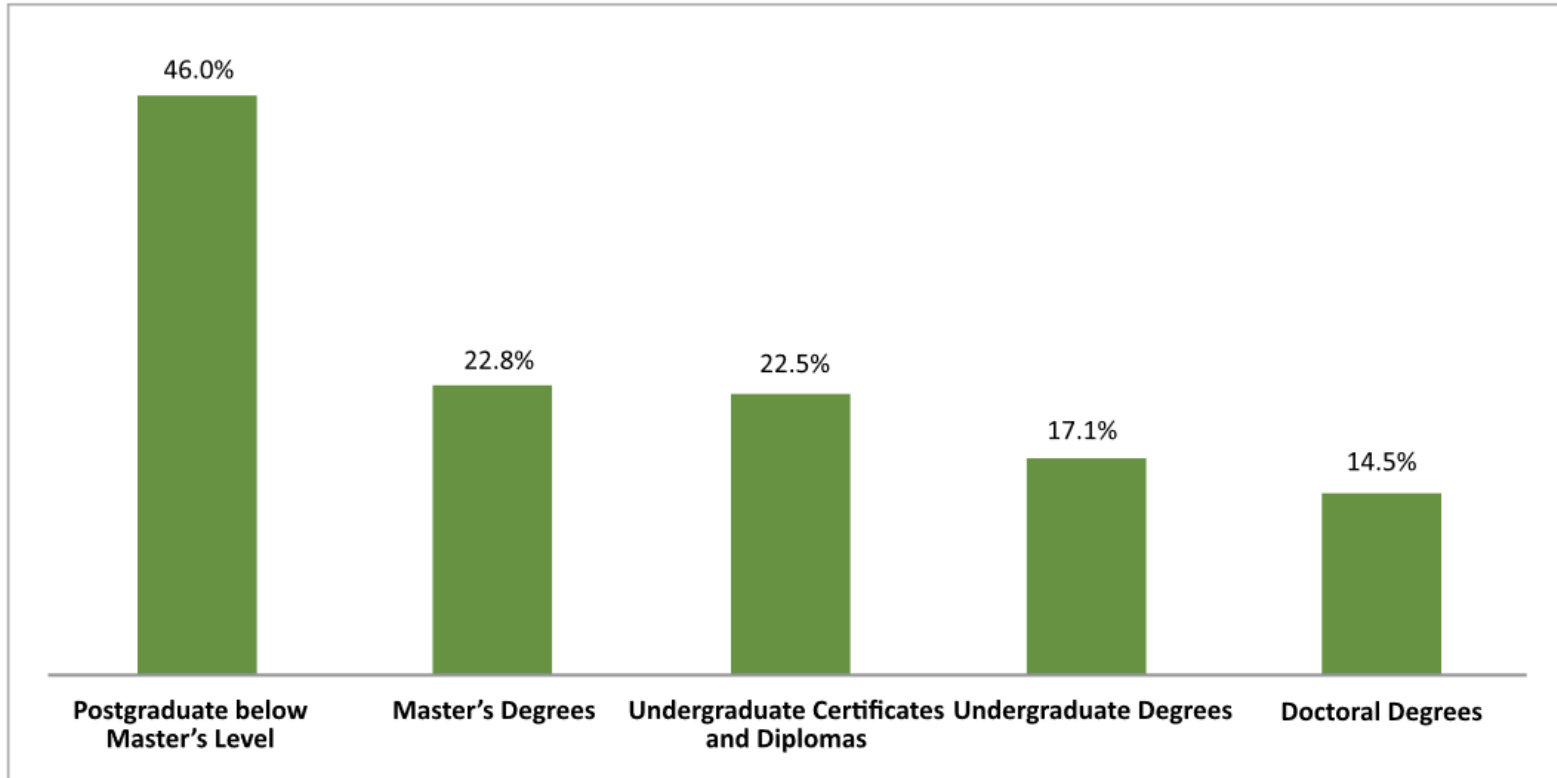
# Percentage distribution of average undergraduate success rates in public HEIs for contact education programmes by population group, 2009 – 2021



Source: 2021 HEMIS database, data extracted in November 2022.

Note: Success rates are determined as follows: a calculation is made of full-time equivalent (FTE) enrolled student totals for each category of courses. A further FTE calculation, using the same credit values, is made for each category of courses for those students who passed the courses. The success rates are then determined as: FTE passes divided by FTE enrolments. The success rates shown are, therefore, weighted averages for contact and distance courses for each population group.

# Average graduation rates in public HEIs by qualification type, 2021



**Source:** 2021 HEMIS database, data extracted in November 2022.

**Note:** These graduation rates serve as proxies for throughput rates of cohorts of students. A detailed account of benchmarks related to these graduation rates can be seen in The National Plan for Higher Education (Department of Education: 2001).

# What is a Student Tracking System?

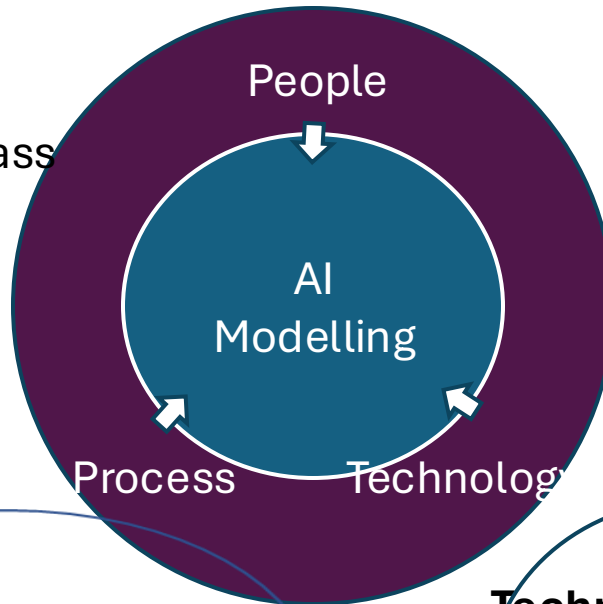
- Student Tracking Systems (STS) are integrated software solutions designed to monitor and enhance the academic journey of students within educational institutions. These systems collect, store, and analyze a wide range of data points related to student performance, behavior, and engagement. The primary goal of STS is to provide actionable insights that can help institutions improve student success rates, optimize resource allocation, and enhance overall educational outcomes.
- The integration of student tracking systems (STS) in higher education has significantly transformed the way educational institutions monitor and support students throughout their academic journey. These systems have evolved from merely storing data to becoming proactive engagement tools, utilizing data analytics, artificial intelligence, and machine learning to predict student performance and suggest timely interventions (Carbonaro, 2005).



# Interacting Contextual Elements: Predictive Modelling for Student Success



UG throughput rate in minimum time for 2020 cohort: 35.4%



## People (5) \*\*\*

- Teaching and learning interaction in class
- Tutoring and mentoring
- Advisors arranging interventions
- Divisions offering student support

## Process (4)

- Capture of course structures in LMS
- Capture of Marks
- Capture of Interventions

## AI Models (3)

Enables faculties to proactively identify the students that will need Support before entering campus.  
Refined (BQ, LMS, marks etc.)

## Technology (2)

- Data Warehouse
  - Data Lake
- Store/QA the data that feeds the models

## Governance (1)

- Student Success Framework
- Data Governance Framework
- Monitoring & Evaluation Framework
- Student Success Committee



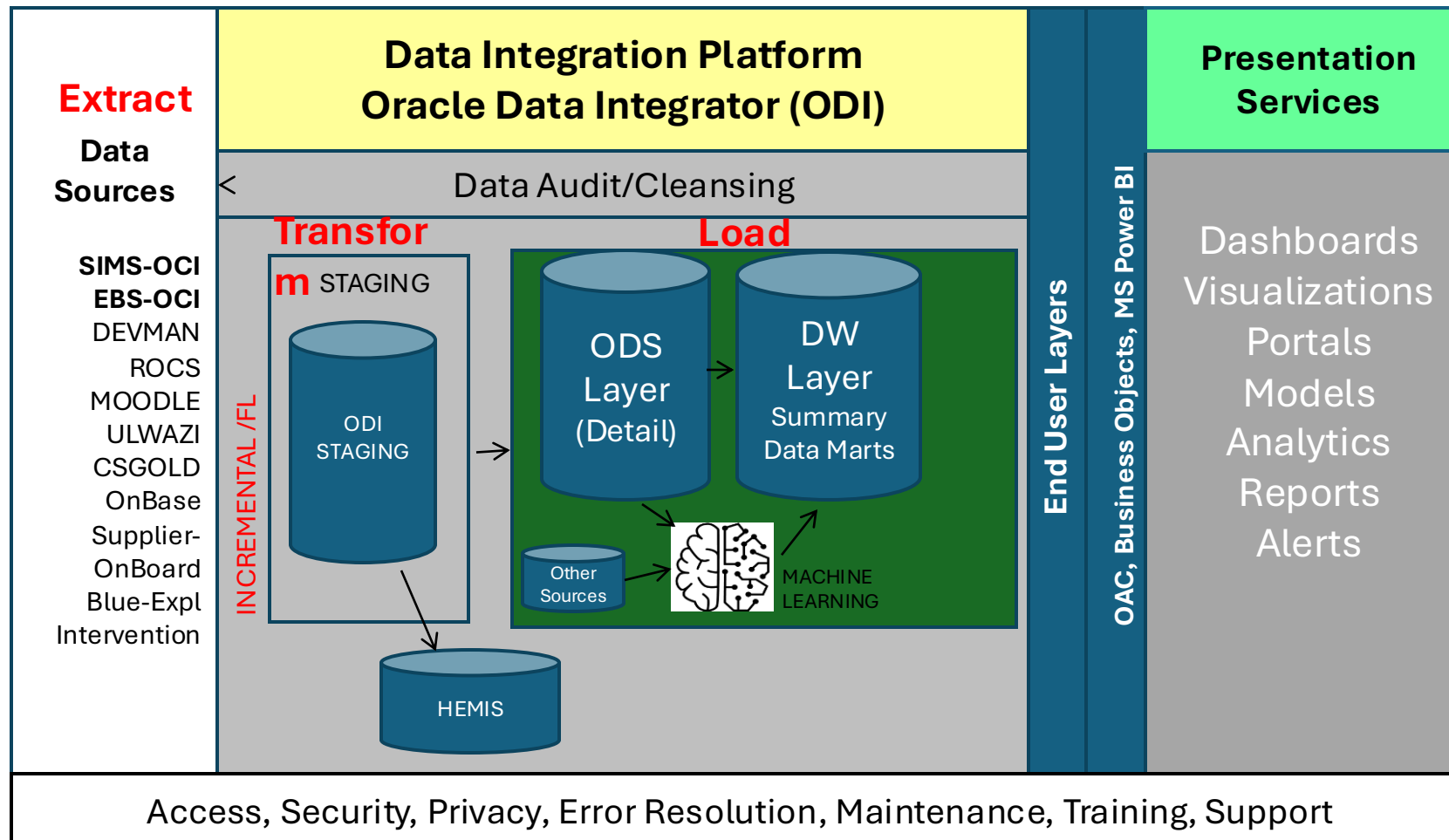
Leading and Lagging Indicators  
Course Pass Percentage Reports



Monitor progress and make Adjustments to max impact



# WITS Data Integration Framework



Blue-Expl= Blue Explorance (Lecturer Evaluation ), ODS=Operational Data Store, DW= Dimensional Modelling

# Key Components of STS:

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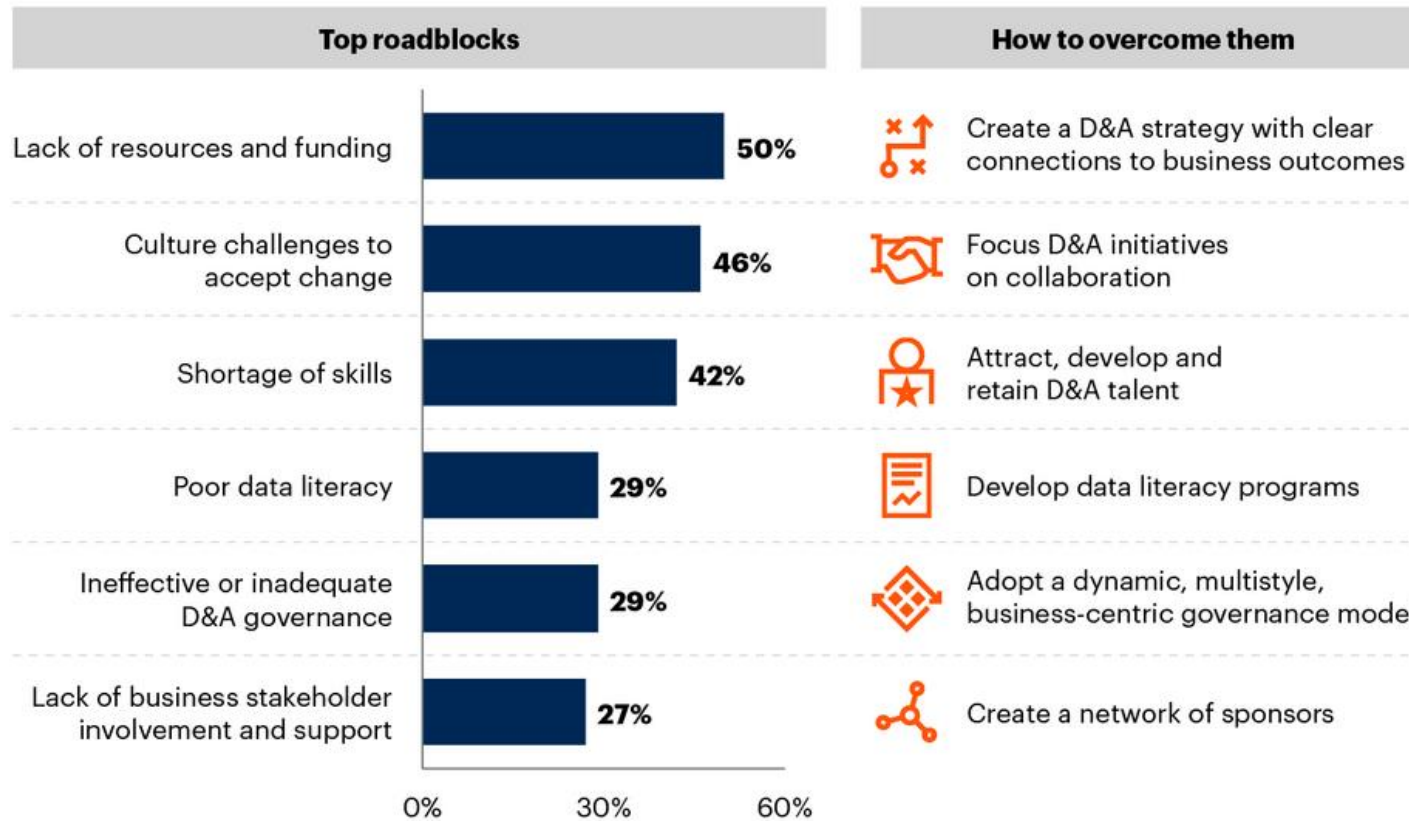
- **Data Collection and Storage:**
  - Academic records (grades, attendance, assignments)
  - Behavioral data (participation, disciplinary actions)
  - Engagement metrics (interaction with learning materials, extracurricular activities)
- **Progress Tracking:**
  - Monitoring academic performance over time
  - Identifying at-risk students early
  - Providing real-time updates on student progress

# Key Components of STS:

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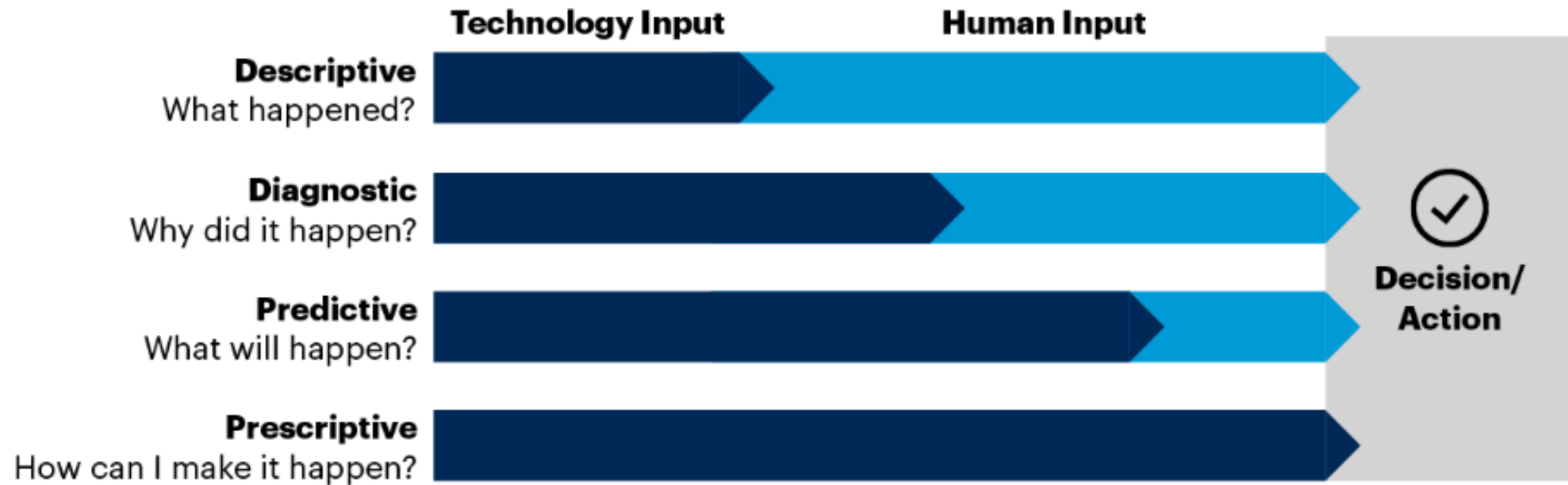
- **Predictive Analytics:**
  - Using historical and current data to predict future performance
  - Identifying patterns and trends that may affect student success
  - Suggesting timely interventions and support mechanisms
- **Personalized Learning Paths:**(Maaz et al., 2008).
  - Tailoring educational experiences to individual student needs
  - Recommending courses, resources, and activities based on student profiles
  - Enhancing student engagement through customized learning plans

# The Top Roadblocks to D&A Success and How to Overcome Them



n = 478; all respondents, excluding no challenges

## Data and Analytics Capabilities

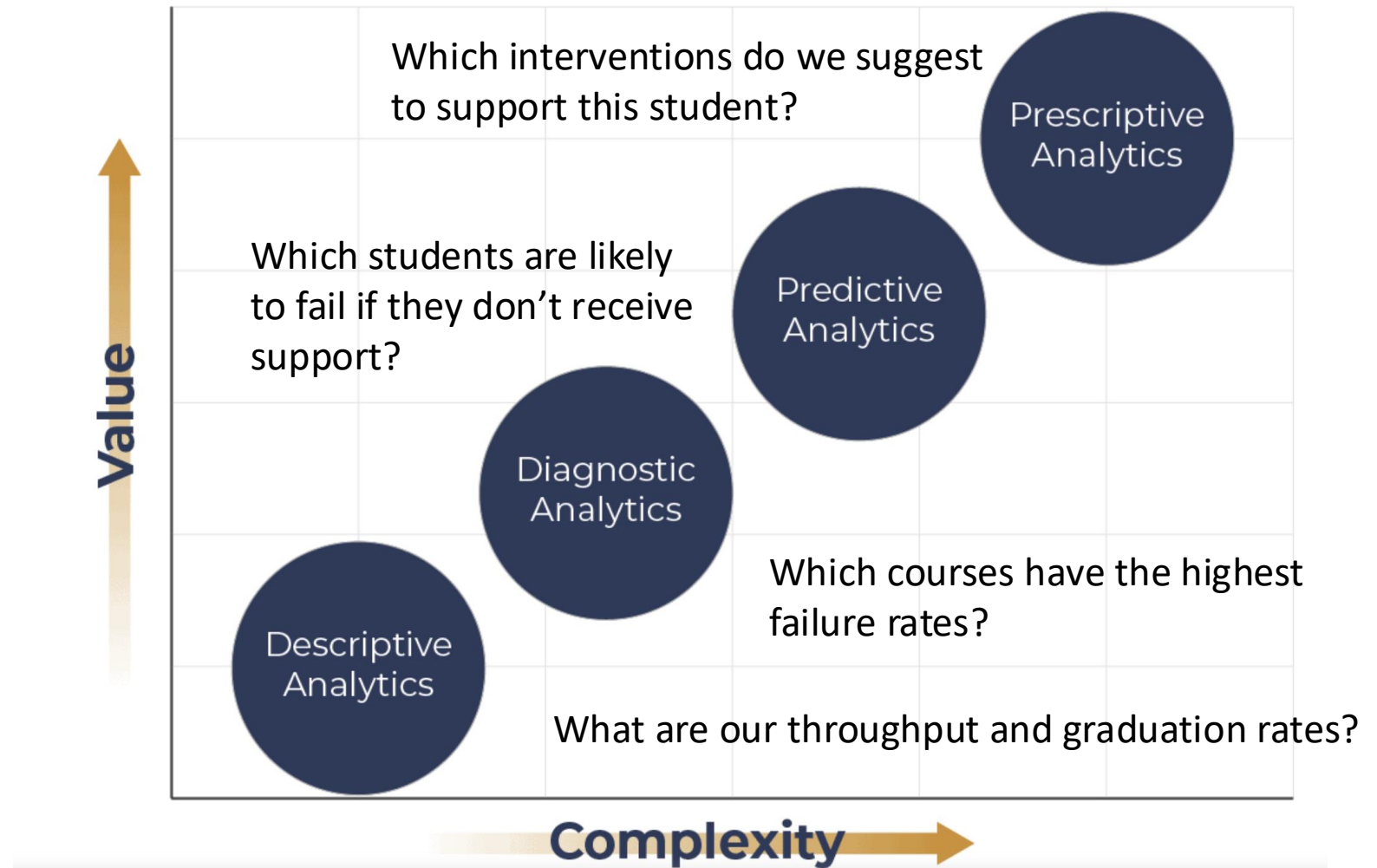


Source: Gartner

777287\_C

**Gartner.**

# Types of Reporting and Analytics




# Features and Functions of STS

- **Data Collection and Storage**
- **Comprehensive Data Capture:**
  - Academic records: grades, attendance, assignments
  - Behavioral data: participation, disciplinary actions
  - Engagement metrics: interaction with learning materials, extracurricular activities
- **Centralized Database:** Secure and organized storage of student information
- Easy access for authorized personnel




# Features and Functions of STS

- **Progress Tracking**
  - **Monitoring Academic Performance:**
    - Tracking grades, test scores, and assignment completions over time
    - Identifying trends in academic performance
  - **Early Identification of At-Risk Students:**
    - Highlighting students who may need additional support
    - Providing alerts for timely intervention
- 





# Features and Functions of STS

- **Predictive Analytics**
  - **Data-Driven Predictions:**
    - Using historical and real-time data to forecast future performance
    - Identifying patterns and trends that may indicate potential issues
  - **Intervention Recommendations:**
    - Suggesting targeted support and resources based on predictive models
    - Helping educators tailor interventions to individual student needs
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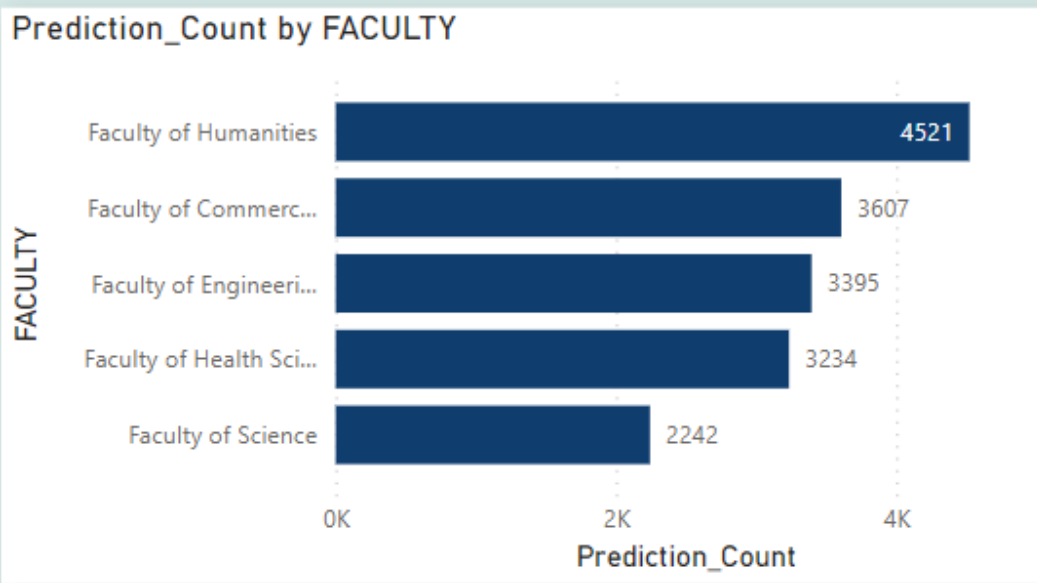
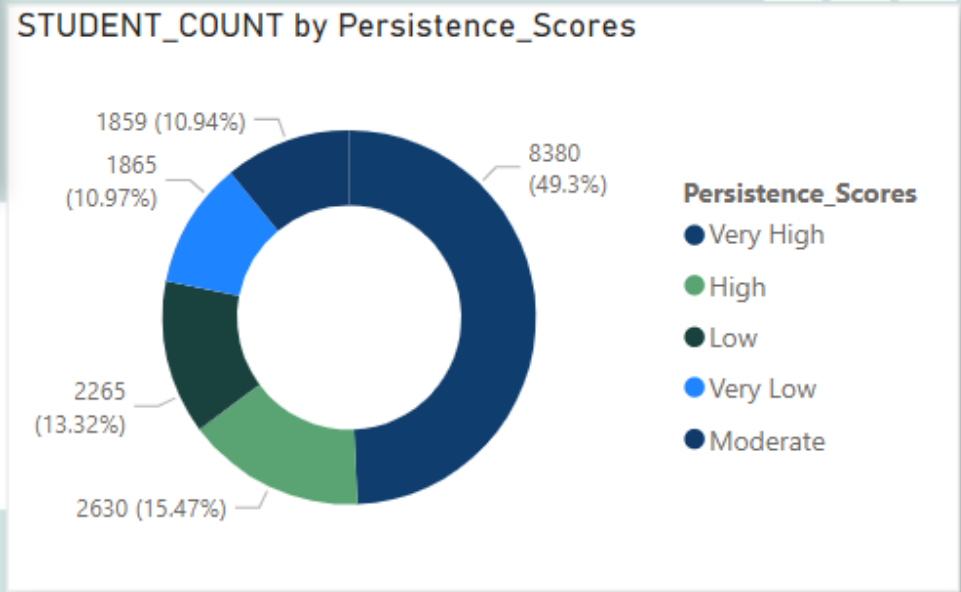
# WITS Student Persistence Dashboard

**Persistence** is defined as the continual pursuit of a student in a degree program leading toward the completion of the program and therefore being awarded a university degree in the student's field of study.

FACULTY

ALIGNED\_PROGRAM\_CODE

Persistence\_Scores



[Send Email](#)

STUDENT_NUMBER	Persistence_Scores	Probability	Actionable Insights	GENDER_CODE	RACE_PARENT	TOTAL_FIN_AID	END_FEE_BAL	PAYMENTS
[REDACTED]	Low	42.42	Consult with an advisor for personalized guidance and support.	F	WHITE	0.0	117 285.00	0.00
[REDACTED]	Low	40.15	Consult with an advisor for personalized guidance and support.	F	BLACK	0.0	46 203.90	0.00
[REDACTED]	High	72.75	Maintain your positive trajectory towards success.	F	BLACK	1.0	6 815.77	-64 180.00
[REDACTED]	Very High	92.00	Maintain your positive trajectory towards success.	F	BLACK	0.0	41 364.00	0.00
[REDACTED]	Low	44.91	Consult with an advisor for personalized guidance and support.	F	BLACK	0.0	69 661.78	-58 000.00
[REDACTED]	Moderate	56.71	Maintain your positive trajectory towards success.	F	BLACK	0.0	55 730.00	-9 640.00
[REDACTED]	Very Low	1.46	Join Academic Support programs.	M	BLACK	0.0	42 595.98	0.00
<b>Total</b>		<b>1 188 162.15</b>					<b>1 324 285 318.59</b>	<b>-378 263 706.85</b>

# WITS Student Persistence Dashboard

▶ Send Email

Persistence\_Scores

Very High

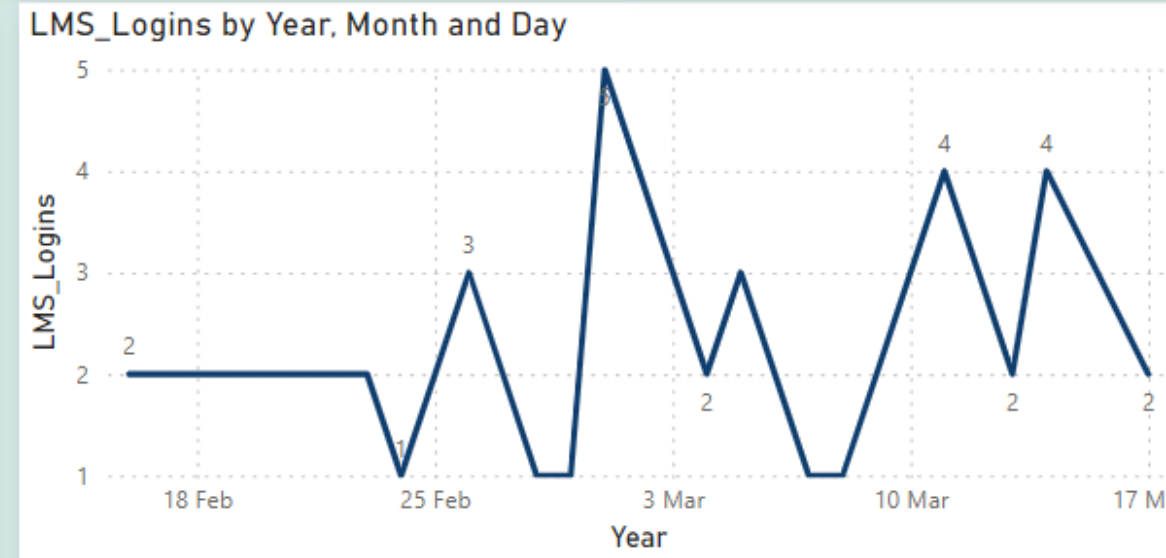
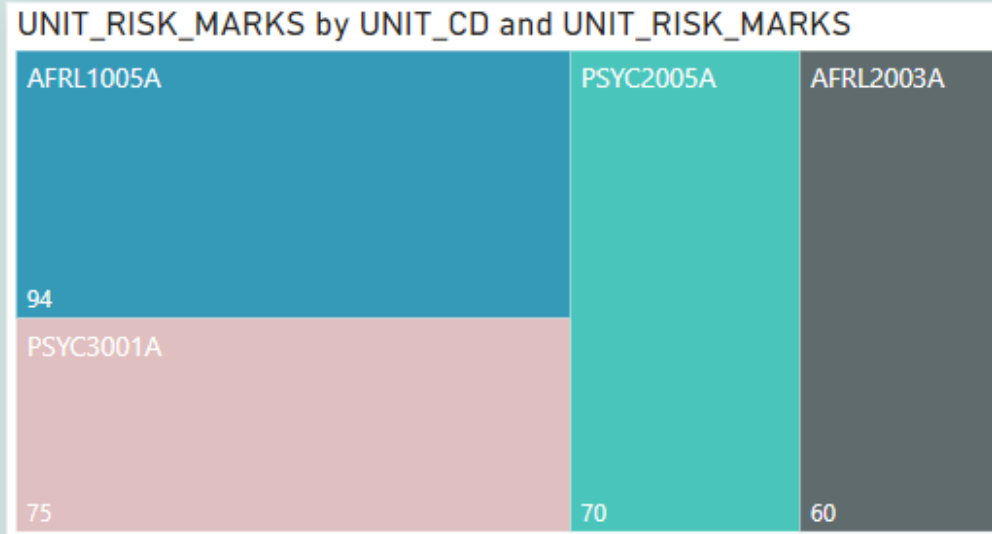
Probability

91,08

4  
Enrolled Courses

STUDENT\_N...  
Search

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STUDENT_NUMBER	FACULTY	ALIGNED_PROGRAM_CODE	GENDER_CODE	RACE_PARENT	Actionable Insights	COURSES_ENROLLED	PRE
[REDACTED]	Faculty of Humanities	ABA00	F	BLACK	Maintain your positive trajectory towards success.	4	
<b>Total</b>						<b>4</b>	

# Lagging Indicators



## ▪ Key Performance Indicators (KPIs) for Student Success ¶

To enable governance to focus on achieving specific institutional outcomes, the Student Success Committee has adopted the following metrics to enable the monitoring progress towards achieving student success: ¶

## ▪ Lagging Indicators (output measures): ¶

- - Indicator 1: Increased completion rate ¶
  - - Number and percentage of students from each cohort who complete in  $N$ ,  $N+1$ ,  $N+2$  years (where  $N$  is the minimum time) ¶
- - Indicator 2: Decreased time to completion ¶
  - - Comparative number and percentage of students from each cohort who complete in  $N$  years ¶
- - Indicator 3: Decreased disparities in completion rate by race and gender ¶
  - - Percentage completion rates per cohort by race and gender ¶

# Leading Indicators



## ▪ **Leading Indicators** (predictive measures which anticipate the output measures):¶

¶

- - Indicator 4: Increased retention¶
  - - Number and percentage of students by cohort who remain registered from semester to semester, year to year¶
- ¶
- - Indicator 5: Increased progression¶
  - - Number and percentage of students by cohort who progress from one YOS to the next one¶
- ¶
- - Indicator 6: Sufficient Credit Points¶
  - - Number and percentage of students by cohort who have achieved the required number of credits per YOS¶
- ¶
- - Indicator 7: Decreased bottlenecks¶
  - - Number of courses with high number or percentage of students who fail¶

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- - Indicator 8: Uptake of advising¶
  - - Number of students identified as at risk by BQ and/or BIS “at-risk” reports who consult an advisor¶

# Impact of STS

- **Improved Retention Rates**
- **Early Identification of At-Risk Students:**
  - STS helps identify students who are struggling early on, allowing for timely intervention.
- **Targeted Support:**
  - Providing personalized resources and support based on individual student needs.
- **Example:**
  - A university implementing STS saw a 15% increase in first-year retention rates after identifying and supporting at-risk students.

# Impact of STS

- **Enhanced Graduation Timelines**
- **Personalized Learning Paths:**
  - Tailoring academic plans to ensure students stay on track for graduation.
- **Proactive Advising:**
  - Academic advisors use STS data to provide timely guidance, helping students navigate their academic journeys efficiently.
- **Example:**
  - A college reported a 10% decrease in average time to graduation after using STS to monitor student progress and adjust course loads accordingly.

# Challenges and Considerations:

- **Data Privacy and Security:** Ensuring that student data is protected and used ethically is paramount.
- **Equity and Access:** Addressing potential biases and ensuring that all students benefit from STS equally.
- **Implementation and Integration:** Integrating STS with existing institutional systems and processes can be complex and resource-intensive.





# Ethical Considerations

## Data Privacy

### Confidentiality:

- Ensuring that student data is kept secure and confidential.
- Protecting personal and academic information from unauthorized access.

### Compliance:

- Adhering to data protection laws and regulations (e.g., POPI).
- Regular audits and compliance checks to maintain data integrity.

# Ethical Considerations

## Responsible Use of Analytics

### Bias and Fairness:

- Ensuring algorithms and predictive models do not perpetuate bias.
- Regularly reviewing and updating models to promote fairness and equity.

### Transparency:

- Being transparent about how data is collected, stored, and used.
- Providing clear information to students and stakeholders about the purpose and scope of analytics.

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