8.1 Institutional Analytics Policy

8.1.1 Policy Statement

This Institutional Analytics Policy describes why and how the college collects and uses data, including personal data, and provides information about the rationale for providing learner and staff support structures, based in part on data analysis of digital activity. Core to this policy is an individual's rights, and access to their own data.

The policy applies to personal data provided to the college and within its stewardship in the secure systems of Griffith College's digital domain and any secure authentication services employed by the college.

8.1.2 Scope

This policy applies to all Griffith College employees, all registered learners of Griffith College, alumni, and other stakeholder groups.

Currently the college only uses personal data sources where there is a clear legal basis to do so. Please see Section 8.1.6 and 8.1.7 for an expanded list of data sources.

8.1.3 Introduction

The college is developing institutional analytics, which incorporates the collection of different datasets throughout a learner's time with the college, and on different operational aspects of the college that indirectly support the success of learners.

Learning analytics can be described as the logical classification of data derived from existing sources, generated by the activities of learners and staff. The collection of standard data, from admission to graduation, in an institution is not a new development. New and reliable technology simply makes it more effective to anticipate and identify learner support needs, and act far earlier, if required.

The college reviews institutional data analysis of learners and staff. Data sets can be based on individual activities or viewed in the context of aggregated group activity. Learning analytics are used to support the learner. Collections and reviews of data are also used to manage the college, and support management processes.

Any processing of Personal Identifiable Information (PII) is done in compliance with the GDPR and the college's Data Protection Policy.

8.1.4 Definitions

i. <u>Institutional Analytics</u> refers to the logical measurement and review of data points within the college systems.
ii. <u>Anonymisation</u> is a process that removes personally identifiable information from a collection of data.

iii. The <u>General Data Protection Regulation (GDPR)</u> is a European legal framework that sets guidelines for the processing, storage, and access to an individual's personal data.
iv. The term <u>data set</u> refers to a collection of data.
v. A <u>Learning Management System (LMS)</u> is software that provides the framework that handles all aspects of the learning journey (e.g., Moodle).

8.1.5 Purpose

i. We use collected data in many ways, with the principal goal of supporting and reporting on the success of our learners.
ii. From an academic review standpoint, the collected data is used to analyse trends to enhance the delivery of the college's programmes.
iii. Griffith College uses learner data to provide personalised feedback. This data is used to help us enhance the support that the college can offer to learners on an individual and class basis.
iv. Descriptive analytics are used to identify a better quality of educational experience for the learner, and therefore to enhance their success.
v. Data analytics are used by the college's service departments to review current practice and identify how they can enhance service provision.

8.1.6 Principles

8.1.6.1 To provide observable value to learner success

- The core rationale for analytical activities is to provide value to the learner's academic journey, from admission to graduation, with organisational supports gathered around learner success and welfare.

8.1.6.2 A transparent partnership with learners and staff

- The college is committed to the clear communication of types of data sources, within the bounds, and legitimate grounds, of the European GDPR.
- The college welcomes all stakeholder involvement and support for staff and learners with questions, and queries, regarding privacy and data protection. A key tenet of this policy is engagement in consultation between the college, learners and staff members, regarding the evolution of quality in the learning and institutional analysis.
- Training is offered to staff in the processing and transformation of data.

8.1.6.3 Responsible oversight of processes with appropriate staff access to data

- The college routinely monitors who has access to, and who approves access to, data sets.
- The college is committed to updating its privacy, data, and learning analytics policies, when change occurs, or the college's learning analytics strategy develops.

8.1.6.4   Balanced consideration of the data

- The college's duty of care is to use data to measure academic experience and gauge the need for additional learner support requirements and opportunities. The data sources and sets used are appropriate to the purpose.
- The college recognises that data alone cannot tell the full story of an individual or learner group's experience - learning analysis cannot describe the full experience of one individual, or simplistically imply or denote that there is a fixed cause for a range of behaviours.
- Any conclusions arrived at by looking at data points require an unbiased perspective from staff, free from false assumptions and balanced with a full picture of the individual, not just based on the stored information. A holistic view of a learner as a person is needed, rather than a view solely based on data.
- Learners are informed of the college's processes for evidence-based intervention, communication, and offers of support, from the outset of their academic journey.

8.1.6.5   Learner support provision as a result of the use of learning data analysis

- The learning analytics policy is directly informed by the college's Data Protection Policy. Interventions identified are in line with the processes identified in Section G: Support for Learners, of the college's QAE Manual.
- A range of supports are published in the college' Student Handbook, which is updated annually, and provided on the college website.

8.1.7   Application

8.1.7.1   What are datasets?
Datasets are connections to college databases, exports from the college student information system, logs from IT servers and IT Services applications such as active directory, Eduroam logs and exports from external sites such as LinkedIn Learning. Other datasets, such as SU clubs and societies membership, are also stored on college servers.

8.1.7.2   Datasets Used

For Academic Administration Purposes

- Applicant details (student number, nationality, age, gender, course selection, IELTS score, nationality, study mode, intake)
- Student details (student number, nationality, age, gender, course registered)
- Assessment details (student number, module details, module grades, awards, study mode, intake)
- Moodle feedback (Google sheets)

Section H: Information and Data Management

Learner Focused Datasets

- Applicant details (student number, nationality, age, gender, course selection, IELTS score, study mode, intake)
- Student details (student number, name, email, mobile, nationality, age, gender, course registered)
- Assessment details (student number, module details, module grades, awards, study mode, intake)
- LMS access and activity (content accessed, activity completion, logins, assignment uploads, Turnitin, quiz activity)
- Attendance (student number, attendance levels, module details)
- Wi-Fi access (student number, login date stamp, access point location information)
- Last access to college systems such as Papercut, PC access, etc. (student number, login date stamp)
- Student fees (student number, fees status)
- Ubicast online video lectures (student number, videos accessed, viewing times)
- LinkedIn Learning (email address, videos accessed, viewing times)
- Library access (student number, rentals)
- External database access where authentication occurs through the college's authentication and verifications systems (OAuth, Shibboleth, EZProxy, secure link, or IP access for example.)

Operations

- Ticketing System (tickets submitted to helpdesk, registration, maintenance and housekeeping, myGriffith, GC attendance platform, Themis, email addresses of senders, ticket information)

Marketing

- Applicant details (student number, nationality, age, gender, course selection, study mode, intake, admissions status)

Systems used to access and display datasets

- Power BI is used to display data in a single dashboard
- Griffith College Learning Management System (LMS)
- Griffith College attendance platform
- Griffith College lecture video capture platform
- Griffith College student PCs – active directory logs
- Griffith College Eduroam Wi-Fi – Eduroam logs
- LinkedIn Learning reports
- Griffith College Library Management System (Koha)

- Griffith College helpdesk
- Student information system

8.1.8 Responsibilities

College staff are required to use data responsibly, ethically and in compliance with the college's data protection policies.

User rights and permissions are provided to staff only where there is a demonstrable basis for their access to the data involved.

8.1.9 Monitoring Process
This policy is reviewed annually by the Data Sub-group.