1. DEFINE YOUR GOALS

- Increase student retention
- Increase graduation rates
- Identify at-risk students
- Increase student satisfaction & engagement
- Understand how tech is being used
- Analyze data for measurement & research purposes
- Prep students for further study or careers

2. DETERMINE WHERE YOUR DATA IS

- LMS: Activity
- Social Video Assessment Mobile Games
- Mobile applications
- Financial aid tracking systems
- SIS / ERP / HRIS
- Transcriptions systems
- Wearables, sensors, other third-party data
- Facilities or other campus resource systems
- Publisher and external content

3. DECIDE WHAT YOU NEED

- Student Retention & Completion: Predict student success before first test, identify more students faster
- Student engagement: Design your learning experiences and interventions for each student that scales
- Learner outcomes & efficiency: Measure learner outcomes and content effectiveness in traditional & CBE programs
- Real-time insights & open data: Understand trends, analyze and extract data

4. PREPARE FOR SUCCESS

- Measure Results: Know your goal, what to measure, and create your continuous improvement plan.
- Drive Action: Get leadership buy-in, put data in the hands of learners, instructors, and advisors
- Decide where you do this yourself and where you use experts

5. BUILD YOUR SOLUTION

- D2L is the right partner for Learning Analytics:
  - Experts in learning data and how to use it
  - Complete suite of integrated learning analytics
  - Design smart interventions that scale
  - Access to data scientists and change management experts in learning

What is Analytics?

Data is not analytics. Learning Analytics are about using data to create knowledge that you can Act on to drive desired Results. For learning analytics to have an impact, the insights they provide must be closely tied to the ability to take action at scale.