IMS Europe Analytics & Assessment
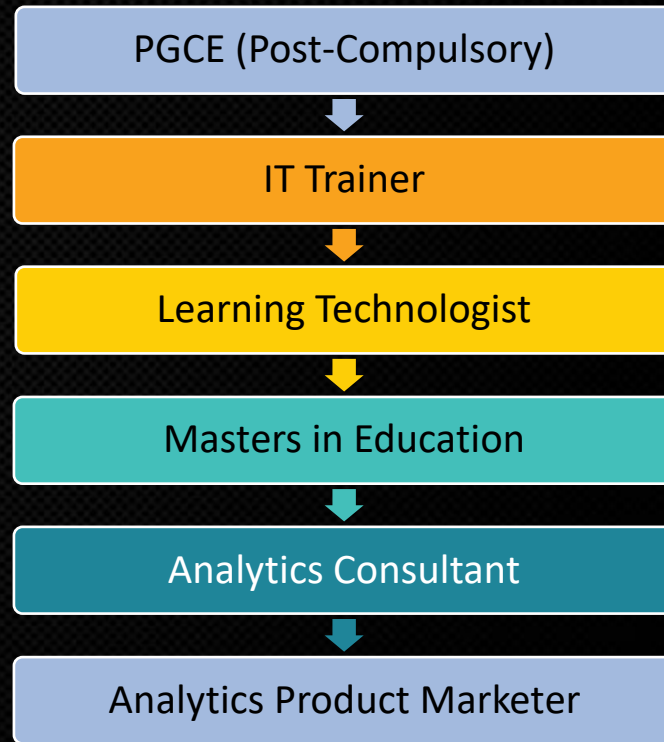Steve Bailey, Senior Product Marketing Manager (Data & Analytics), Blackboard

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My Journey

PGCE (Post-Compulsory)

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IT Trainer

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Learning Technologist

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Masters in Education
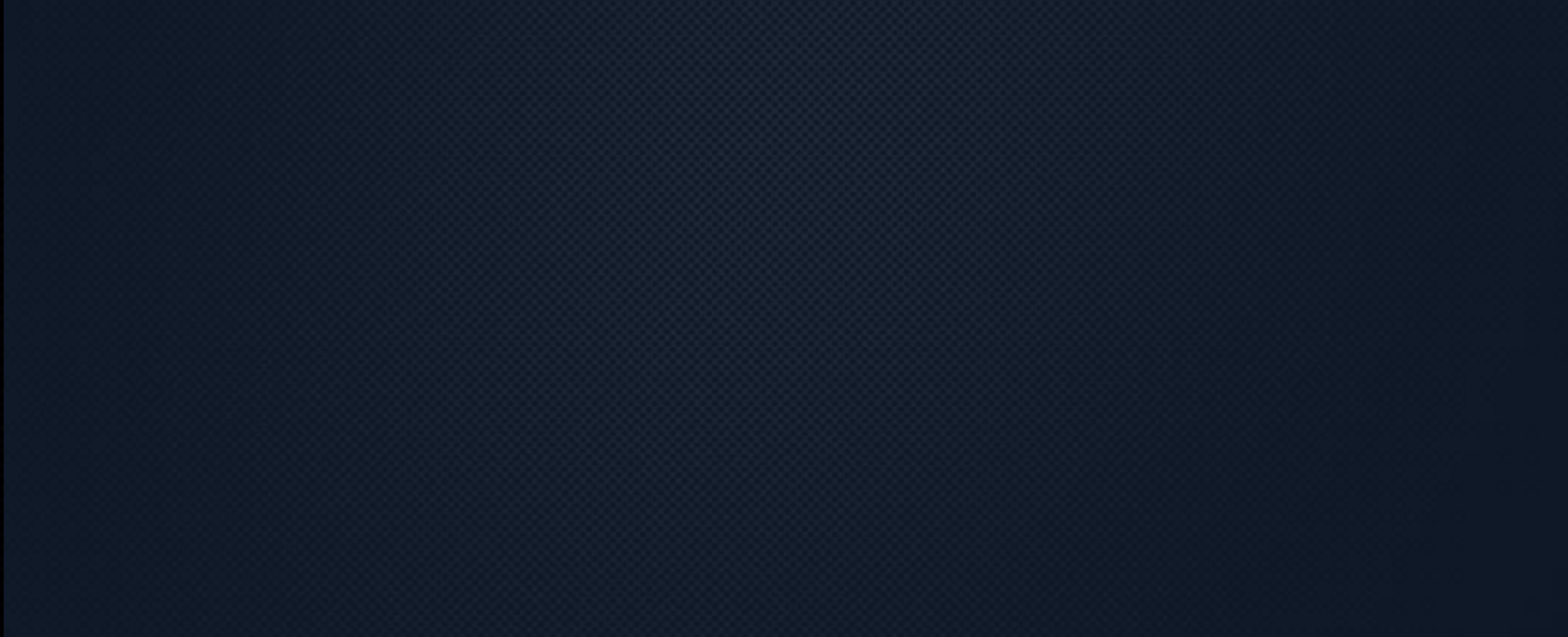
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Analytics Consultant

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Analytics Product Marketer

Assessment & Analytics – A Tale of Two Practices?

Assessment is how we measure understanding

Learning Analytics is how we measure the effectiveness of teaching and learning

Unpacking Assessment

Exam

Summative

Point-in-time

Assignment

Summative/Formative

Time-bound

Portfolio

Summative/Formative

Evolutionary

Forum

Formative

Time-bound

Unpacking Analytics

	Analytical	Strategic	Tactical	Operational
Descriptive				
Diagnostic				
Predictive				
Prescriptive				

Coming together

Assessment is valuable to learning analytics, as a source of both leading and lagging indicators at the micro level and time-bound

Analytics is valuable to assessment as a method for measuring the effectiveness of assessment practices and tools at the macro level

Granularity & Context

Question-level Data	Question Type
Rubrics	Alignment to Learning Outcomes

Practices Enabled by Combining Assessment & Analytics

Assessment for Analytics

Identification of students at academic risk

Identification of under-performing courses

Measurement of understanding across assessments and over time

Understanding the relationship between instructional design, learning behaviours and performance

Analytics of Assessment

Identification of under-performing assessments, methods and questions

Mapping of learning outcomes across a programme of study

Identification of plagiarism

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