

## VitalSource Analytics

### Learning Impact Award Submission

Today's educators are faced with the challenge of reducing education costs while supporting students to ensure successful outcomes. For many, the transition to digital has helped to address this challenge by offering easy access to effective, affordable content on the first day of a course. Most importantly, the transition to digital materials has empowered educators with new analytical tools and insights.

Prior to the availability of digital learning materials, educators were unable to ascertain if the materials adopted for a class were even being used. This lack of information would manifest itself in students questioning or delaying the purchase of required materials. Identification of at-risk students was driven by the outcome of assignments and assessments, leading to latent, generalized intervention.

While some institutions already had the resources to invest in analytics, others lacked the funding to do so, creating an uneven field of play. At VitalSource, we understand the value analytics deliver to higher education, so we created VitalSource Analytics. This free offering for institutions ensures that all educators—regardless of funding or level of digital adoption—can put their student engagement data to use in order to improve outcomes.

VitalSource Analytics improves instructor efficiency by minimizing classroom management efforts. VitalSource leverages LTI for seamless access, ensuring students have materials and instructors have analytics on the first day of class. Targeted reporting allows instructors and administrators to identify at-risk students earlier in the semester, allowing for more timely, successful interventions. Instructors can also shape their lectures based on whether or not students engaged with the assigned readings.

Quantitative analysis is a key aspect of effective change. Administrators and deans can monitor performance at the course or instructor levels, leading to insights that inform policy change and continuous improvement. Course designers can use VitalSource Analytics as a feedback loop to understand how instructors have implemented their designs and can A:B test new approaches with various course sections.

VitalSource Analytics has supported Caliper since version 1.0 and was one of the first to certify against Caliper 1.1. VitalSource has contributed to the reading, annotation, and session metric profiles, and is featured in the Caliper 1.1 implementation guide. VitalSource data feeds are currently powering publisher-created adaptive courseware experiences and improving the accuracy and timeliness of institutional student outcome models.

Understanding how, when, what, and how often students study is fundamental to improving outcomes. Research has also shown that VitalSource has an overall positive impact to student success. In one study analyzing a three-year period, an institution's transition to the VitalSource platform reduced student withdrawal rates by 2.5% and increased pass rates by 2.5%. At scale, this improvement in student success translates to improved learner affordability.

As a leader in the education technology space, VitalSource has helped reshape the promise of learning analytics by empowering those best positioned to impact students: educators. VitalSource Analytics helps by optimizing long-understood, proven strategies while also positioning the institution for continued improvement through research and transparency. This ensures every institution, educator, and student can benefit from learning analytics today and contribute to the evolution of learning analytics for the future.