

From Analytics to Intervention: E²Coach at UCSB



BRET BRINKMAN, DIRECTOR OF
INSTRUCTIONAL TECHNOLOGY SERVICES

E²Coach: "Expert Electronic Coach"

- Timothy McKay, Professor of Physics, University of Michigan, Ann Arbor
- Tailored communication from the medical field using Michigan Tailoring System (MTS)
- UCSB adoption for Summer 2016 pilot in Introductory Biology

Motivating Students



*This is the old method:
general, impersonal, and
unmeasurable*

STATS250 End of Term Survey

Help make your ECoach experience your own by telling us a little bit about you.

Take »

Writing for Perspective

Research shows reflecting helps students have a more successful first semester.

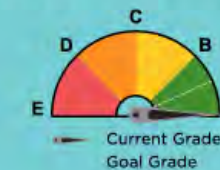
Take »

Exam 2: Let's get ready

Hi, Gregory -

If you haven't already, review [your personal plan on how to approach Exam 2](#). Here, we'll focus on review sessions and some details about the exam itself.

COURSE GRADE



Tiny changes to habits can make a big difference. Check out some ideas.

[Read More](#)

To-Do Items



WEEK OF OCT 30

- ☐ **Gear Up for Lab** 10/30
Complete the [One Mean Prelab Assignment](#) before Mon, Oct 31 at 8AM. Video shows how to generate a confidence interval or hypothesis test about a population mean using R. Bring your 250 coursepack or a printed copy of [Lab 6 pages](#) on One Population Mean, your iClicker, and the [Stats Help Card](#).
- ☐ **Halloween Statistics** 10/31
About **69.1% of Americans plan to celebrate Halloween** in 2016, 43% start shopping during the first two weeks of October, and the **annual Halloween expenditure** in the U.S. has grown from 5 billion in 2006 to an **estimated 8.4 billion in 2016**. Check out more [statistics](#) and data on [Halloween in the U.S.](#)
- ☒ **Polish-off HW 5** 11/1
- ☒ **Catch-Up on Messages** 11/2
- ☒ **Spend 20 min today** 11/3

Message Center

Grade Calculator

Exam Playbook

Journal

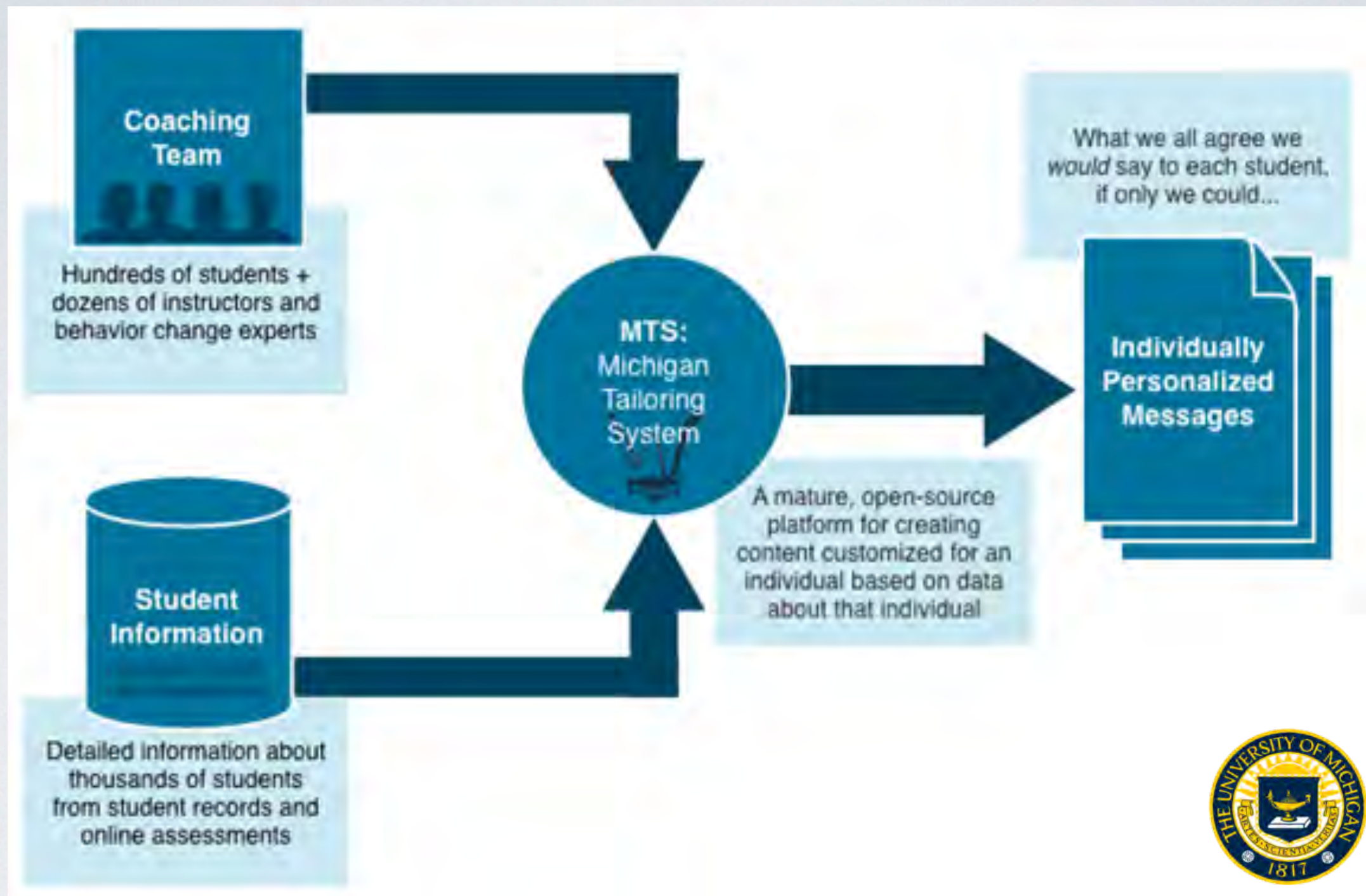
Name That Scenario

Canvas

Problem Roulette

Course.Work

This is the new method: personalized, data-driven, tailored messaging platform for a specific course and individual student



How E²Coach works

Exam 2: Your personal plan

Ok, Alexander... it's time to start thinking about Exam 2.

First, let's learn from Exam 1...

Exam 2 is a fresh start. You were disappointed about your Exam 1 score... but you also said you maybe could have studied a bit harder. Let's think of this exam as a fresh start. Together, Exam 2 and the Final are worth 60-70% of your whole grade!! You still have a lot of points left to earn. Working with someone in Office Hours to figure out some new approaches for this exam might help you bring up your score this time.

Identify where you need practice

Your Exam 1 story

- **Score:** 72.0%
- **Grade:** C+
- **You felt:** Disappointed
- **Your studying:** "I could have studied a bit harder"

Two personalized messages

Exam 2: Your personal plan

Ok, Emily... it's time to start thinking about Exam 2.

First, let's learn from Exam 1...

If you'd like to improve your score this time around, we recommend you try to **identify what you need to practice early**. You still have time to figure out what you need to learn (and then learn it) before Exam 2.

Your Exam 1 story

- **Score:** 84.0%
- **Grade:** B+