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
This is the new method: personalized, data-driven, tailored messaging platform for a specific course and individual student.
How $E^2$Coach works

MTS: Michigan Tailoring System

- Coaching Team: Hundreds of students + dozens of instructors and behavior change experts
- Student Information: Detailed information about thousands of students from student records and online assessments

Individually Personalized Messages

What we all agree we would say to each student, if only we could...

A mature, open-source platform for creating content customized for an individual based on data about that individual
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

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.