



National Colloquium for Tutor and Learners

ODL Teaching and Learning in the 21st Century

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Student Engagement & Retention

@OUM

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Outline of Presentation

1. Introduction
2. Objective
3. Sharing of results
4. Moving Forward
5. Conclusions



Objectives Of Presentation

1. To share observations on learners' participation in learning activities as part of the engagement process
2. To obtain feedback on how OUM can further improve learners' engagement.



Introduction (1/3)

Student engagement refers to;

- the degree of attention, curiosity, interest, optimism, and passion that students show when they are learning or being taught, which extends to the level of motivation they have to learn and progress in their education.

Great School Partnership, 2014
The GLOSSARY OF EDUCATION REFORM

- **students' involvement with activities and conditions likely to generate high-quality learning**

Coates 2009, *Australian Student Engagement, Belonging, Retention and Success: A Synthesis of the Literature* by Kerri-Lee Krause and Lisa Armitage.
2010



Introduction (2/3)

Student retention is a key strategic issue for the University with students' engagement with their studies, and ultimately their success and completion of a course improving the student experience, enhancing the University's reputation and contributing to its long term financial security.

Retention and Success Strategy 2015 – 2017
University of Tasmania



Introduction (3/3)

Student engagement lies at the heart of retention and success and therefore offers institutions the answer to their improvement.

Liz Thomas and Helen May, *Engaging Students to Improve Student Retention And Success In Higher Education in Wales* Edited by Liz Thomas and Ceredig Jamieson-Ball



Scope

This presentation highlights engagement activities of the first semester undergraduate learners from September 2016 Semester to May Semester 2018



What have we done, what have we learned and moving forward

Profile of OUM Learners

New Intakes:

January, May & September 2018

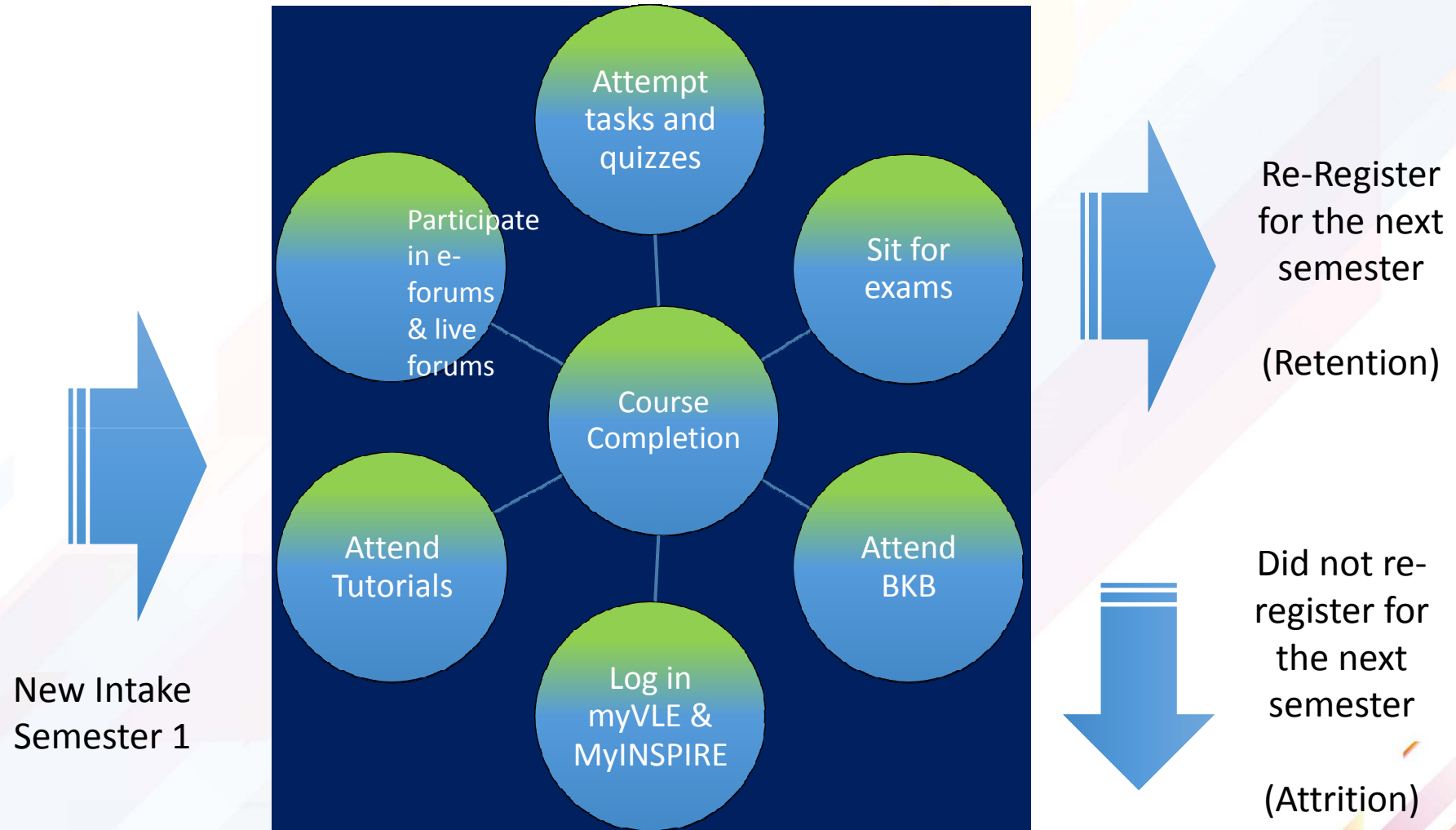
Items	UG	PG
Median Age	27	35
Largest Age Gp.	54% (20-30 yrs)	
Male	39%	43%
Married	39%	59%
Top 2 concentrated areas	1. Central 2. Southern	1. Central 2. Northern
Top 3 popular programmes	BIM DIS BOSHM	PGDT MEd MBA

Active:

September 2018 Semester

Items	UG	PG
Median Age	30	38
Largest Age Gp.	46% (20-30 yrs)	
Male	37%	45%
Married	44%	65%
Top 2 concentrated areas	1. Central 2. Southern	1. Central 2. Southern
Top 3 popular programmes	BIM BECHE BOSHM	MEd MIST MOSHRM

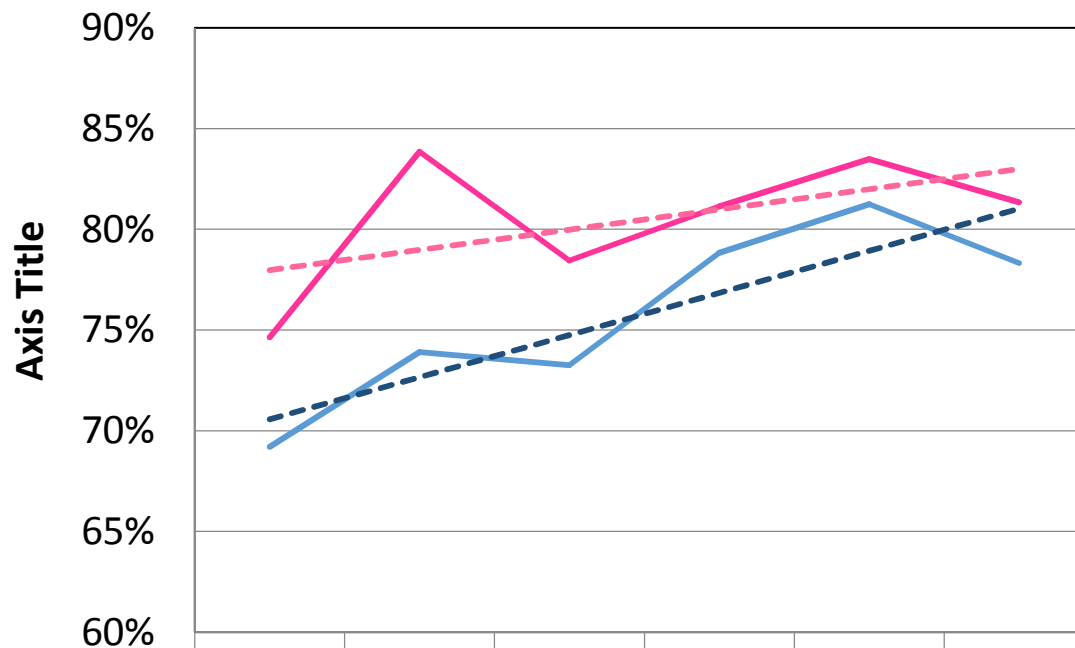
Learner Activities Towards Course C





Completion of Common Courses (January 2016 to May 2018 Semester)

**% of Learners with Pass & Above:
OUMH1103 & BBPP1103**



	Int. 163	Int.171	Int.172	Int.173	Int.181	Int.182
BBPP1103	69%	74%	73%	79%	81%	78%
OUMH1103	75%	84%	78%	81%	83%	81%

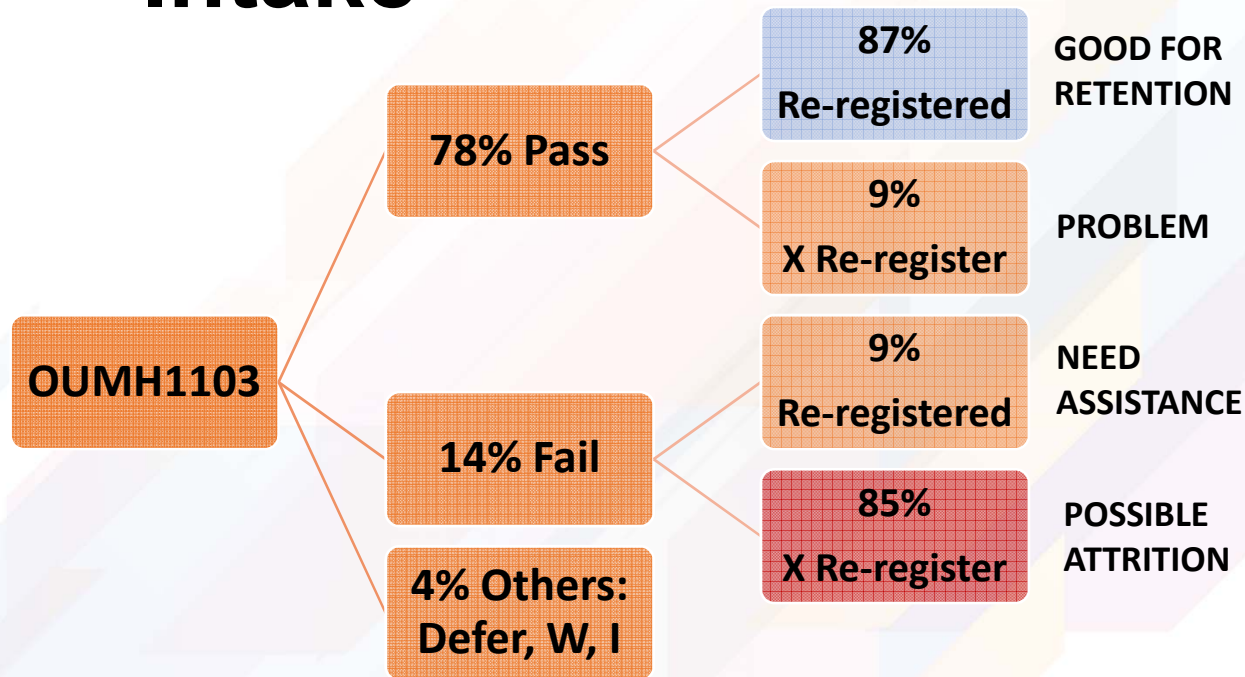
1. Both courses showed an upward trend which is promising. Important because OUMH1103 being the course to prepare learners for the mode of learning at the University.
2. BBPP1103 - A positive indicator as it is a core course.

NOTE:

OUMH1103 : Learning Skills for ODL Learners
BBPP1103 : Principles of Management



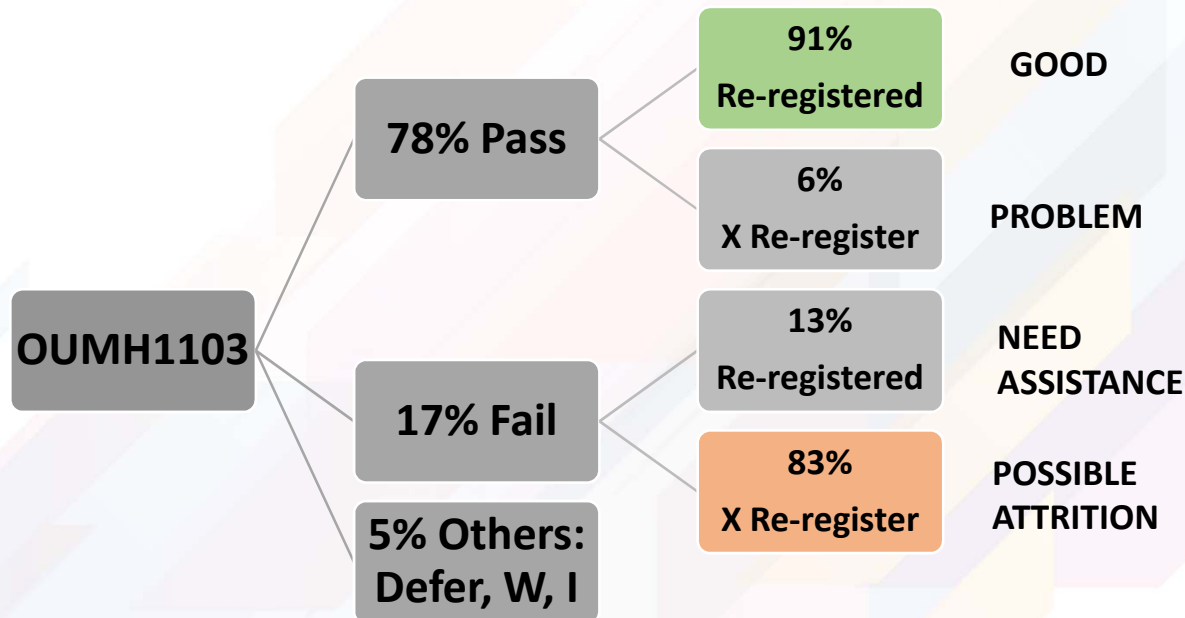
Course Completion & Re-registration: Eg: OUMH1103; May 2018 Intake



For the case of May 2018 Intake (OUMH1103);

- 78% of students passed the course. Out of this group, 87% re-registered.
- 85% who failed the course did not re-register for September 2018 Semester

Course Completion & Re-registration: Eg: BBPP1103; May 2018 Intake

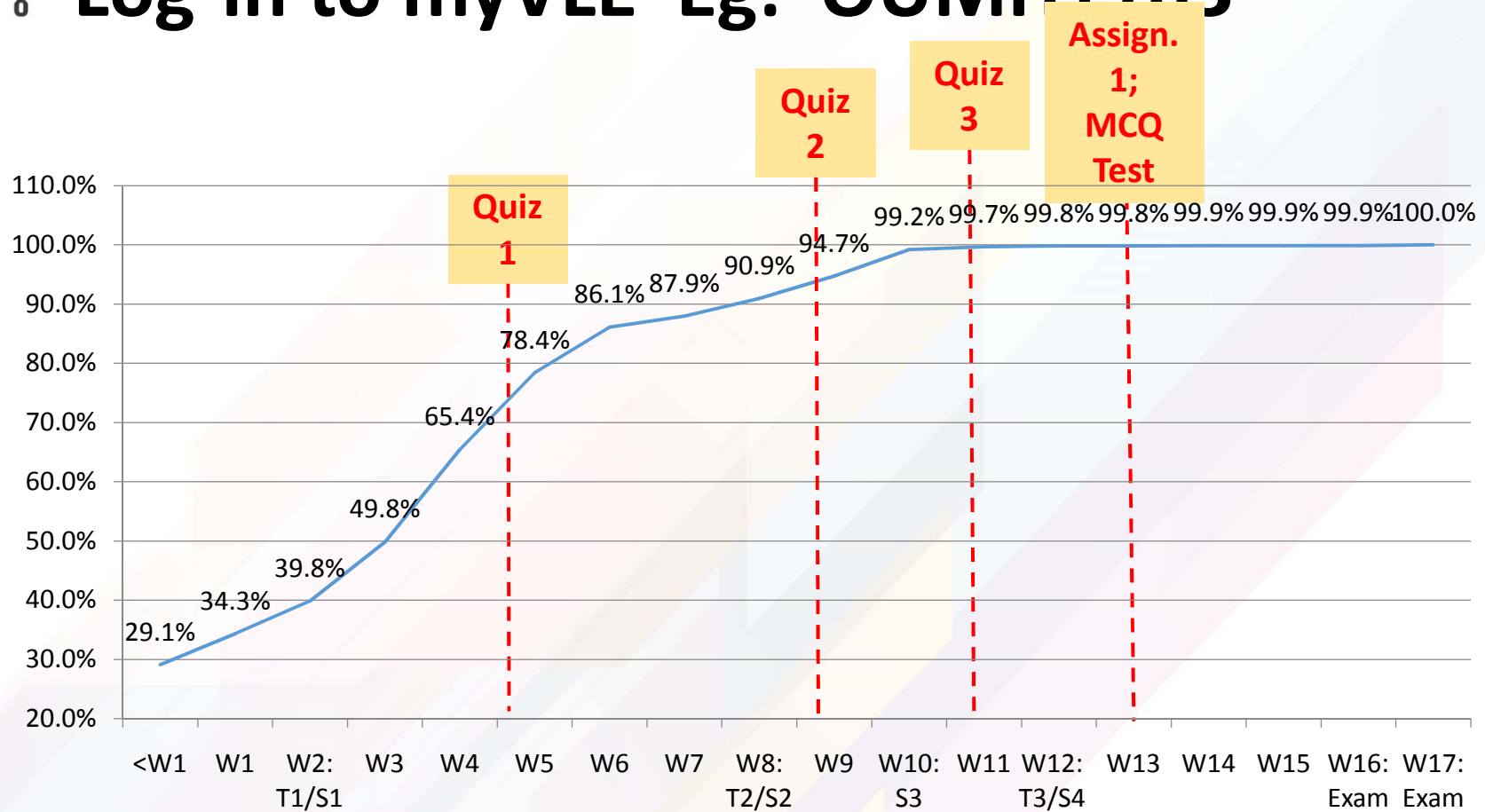


For the case of May 2018 Intake (BBPP1103);

- 76% of students passed the course. Out of this group, 91% re-registered.
- 83% who failed the course did not re-register for September 2018 Semester



Activities for Course Completion VS 1st Log-in to myVLE Eg: OUMH1103



Cumulative % of log-in by :

- Tutorial Day: Tutorial 1 (40%); Tutorial 2(91%); Tutorial 3 (99.8%)
- Closing Date of Online Activities: Q1 (94.7%); Q2 (99.7%); Q3/Test/Assign (99.8%)
- Before Final Examination (99.9%)



Participation in e-Forum VS Grade Achieved

Eg: BBPP1103

Total Posts	Outstanding	Good & Very Good	Conditional Pass & Pass	Fail
Ave/Student	88	92	88	23
Ave/Week	6	7	6	2
Ave/Day	1	1	1	0

Total Views	Outstanding	Good & Very Good	Conditional Pass & Pass	Fail
Ave/Student	399	345	303	90
Ave/Week	28	25	22	6
Ave/Day	4	4	3	1

Total Views & Posts	Outstanding	Good & Very Good	Conditional Pass & Pass	Fail
Ave/Student	487	437	391	113
Ave/Week	35	31	28	8
Ave/Day	5	4	4	1



Participation in e-Forum VS Grade Achieved

Eg: OUMH1103

Total Posts	Outstanding	Good & Very Good	Conditional Pass & Pass	Fail
Ave/Student	104	107	72	17
Ave/Week	7	8	5	1
Ave/Day	1	1	1	0

Total Views	Outstanding	Good & Very Good	Conditional Pass & Pass	Fail
Ave/Student	349	333	201	61
Ave/Week	25	24	14	4
Ave/Day	4	3	2	1

Total Views & Posts	Outstanding	Good & Very Good	Conditional Pass & Pass	Fail
Ave/Student	454	440	273	78
Ave/Week	32	31	19	6
Ave/Day	5	4	3	1

Issues Raised by Learners

Sembang Teh Tarik	eCRM
<ul style="list-style-type: none"> ❖ Need more time to answer quizzes ❖ Need more tutorial sessions ❖ Internet/WiFi problem ❖ Lack of assistance from e-forum tutors ❖ Difficulty following the live forum 	<ul style="list-style-type: none"> ❖ Delay in getting examination results ❖ Online submission of assignments ❖ Missed deadlines for quizzes, unfamiliarity



Why Learners Leave

214 learners left the university while in Semester 1 (Intakes January and May 2018) for the following reasons:

Category	Notes
Personal	Social integration, programme not relevant, work commitment, health
Joining other institution	Wanted fulltime, IPTA, other programme, study abroad
Financial	Supporting family, lost job
Multiple reasons	* More than 1 category: Eg. Financial & work commitment
Institutional	Location of LC, cannot adapt to system, transfer of credits not approved
Others	Employer –related issues, registered wrong programme, refuse to disclose reason

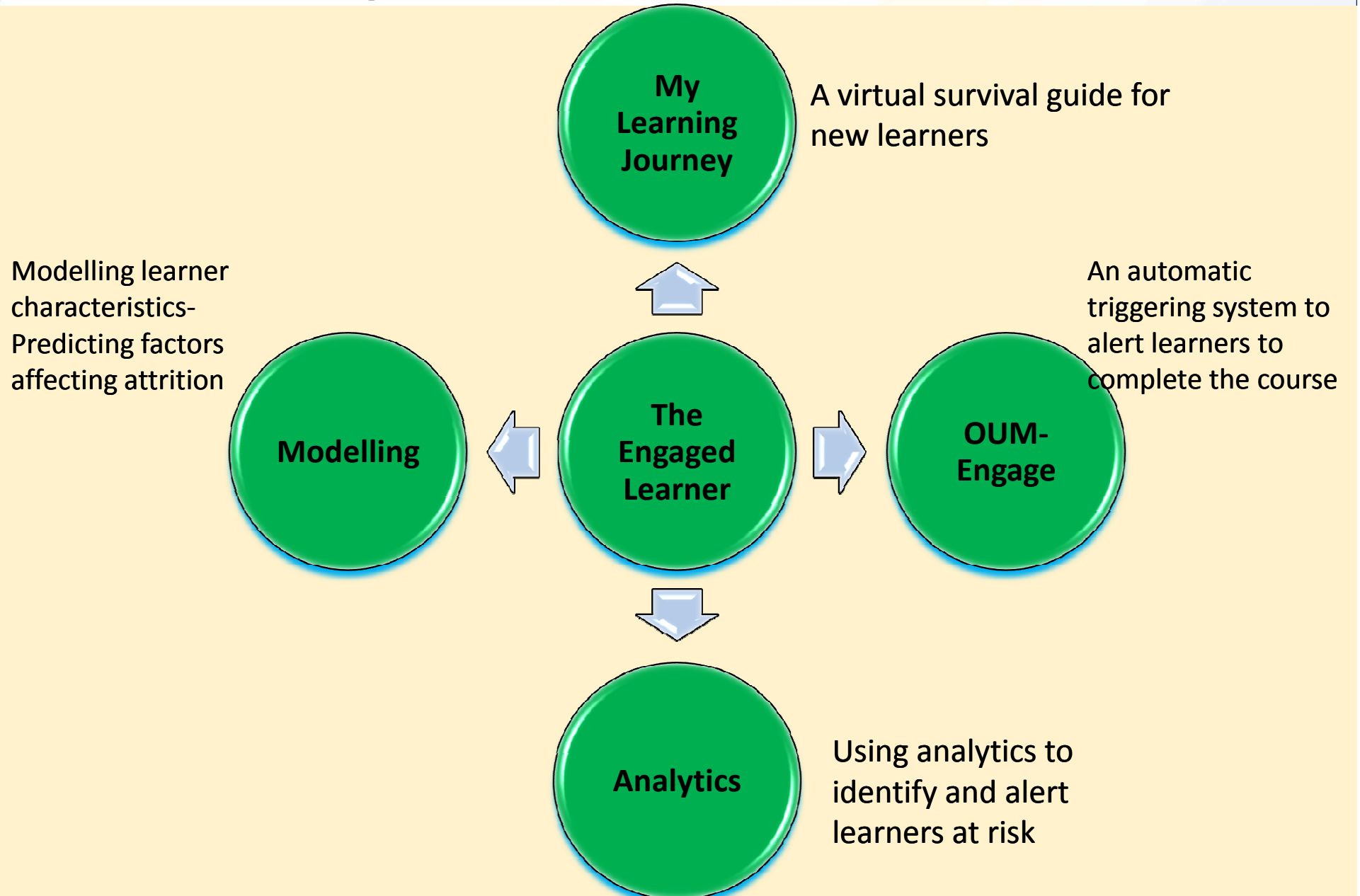
There is rarely a single reason why students leave. In most cases, the picture is complex and students leave as a result of a combination of interrelated factors. The HEA retention research synthesis identified the following categories of reasons why students withdraw:

1. poor preparation for higher education;
2. weak institutional and/or course match, resulting in poor fit/lack of commitment;
3. unsatisfactory academic experience;
4. lack of social integration;
5. financial issues;
6. personal circumstances

Liz Thomas and Helen May, *Engaging Students to Improve Student Retention And Success In Higher Education in Wales* Edited by Liz Thomas and Ceredig Jamieson-Ball



Moving Forward Requires a Multi-prong Initiative





Conclusions

- A programme of study comprises of individual courses. In order to graduate, the learner has to fulfill the requirements of each course.
- Each course has assessment components which need to be completed.
- Our observations thus far showed the following:
 - Active participation in e-Forum can contribute towards enhancement of grades
 - Course completion will lead to re-registration in the subsequent semester
 - 87% of learners who completed OUMH1103 course, re-registered for the following semester. 85% who failed the course did not re-register for September 2018 Semester
 - 91% of students who completed BBPP1103 re-registered. 83% who failed the course did not re-register.
 - Good grades leads to higher motivation for learners to continue their studies



*Thank
You*



List of Learning Centres by Region

CENTRAL

BANGI LEARNING CENTRE
BANTING LEARNING CENTRE
KUALA SELANGOR LEARNING CENTRE
ONLINE LEARNING
OUM GRADUATE CENTRE
PETALING JAYA LEARNING CENTRE

SHAH ALAM LEARNING CENTRE
SRI RAMPAI LEARNING CENTRE

EAST

KOTA BHARU LEARNING CENTRE
KUANTAN LEARNING CENTRE
TEMERLOH LEARNING CENTRE
TERENGGANU LEARNING CENTRE

KELANTAN/TGANU/PAHANG

NORTH

ALOR SETAR LEARNING CENTRE
GREENHILL LEARNING CENTRE
IPOH LEARNING CENTRE
MANJUNG LEARNING CENTRE
SEBERANG JAYA LEARNING CENTRE
SUNGAI PETANI LEARNING CENTRE
TANJONG MALIM LEARNING CENTRE

KEDAH/PERAK/PENANG

SOUTH

BATU PAHAT LEARNING CENTRE
JOHOR BAHRU LEARNING CENTRE
MELAKA LEARNING CENTRE
PONTIAN LEARNING CENTRE
SEREMBAN LEARNING CENTRE

NEGRI SEMBILAN/MELAKA/JOHORE

SABAH

KENINGAU LEARNING CENTRE
KOTA KINABALU LEARNING CENTRE
KOTA MARUDU LEARNING CENTRE
LAHAD DATU LEARNING CENTRE
SANDAKAN LEARNING CENTRE
TAWAU LEARNING CENTRE

SARAWAK

BINTULU LEARNING CENTRE
KUCHING LEARNING CENTRE
MIRI LEARNING CENTRE
SIBU LEARNING CENTRE