



Blackboard Analytics Symposium

Analytics to Track Non-Attending Students

INSTITUTIONAL PROFILE

Enrollment	9,157
Undergraduate Retention	70%
Graduate Retention	87%

Demographics

- 4.9% Asian
- 8.7% African American
- 34.7% Hispanic
- 3.0% International
- Median age of 22
- 77.4% full-time
- 70% Commuter

DIVISION OF ONLINE AND PROFESSIONAL STUDIES PROFILE

Enrollment	2,195
Undergraduate Retention	70%
Graduate Retention	87%
Graduation Rate	66%

FOR MORE INFORMATION

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To comply with Title IV attendance tracking requirements, the Division of Online and Professional Studies at California Baptist University worked with the Blackboard Intelligence support team to create a custom report to track non-attending students in online classes. This report is used at the beginning of each eight-week session to assist in determining which students are not attending their courses based on activity and assignment submission data. It has vastly improved the efficiency and accuracy of the tracking process and eliminated several obstacles, including PDF sign-in sheets and poor faculty response.

Goal(s)

- Determine students not attending all courses in a given session for Title IV purposes
- Mitigate reliance on faculty interpretation of attendance
- Maximize use of data stored in Blackboard to determine attendance

Activity Summary

To track non-attending students, the Division of Online and Professional Studies at California Baptist University used the Analytics for Learn module for Blackboard Intelligence to create a single report that shows login, submission, and grade activity for all students. The report provides users with the ability to filter down to students with no submissions in their courses and to multi-select specific sessions.

Success Measures

Use of the “Attendance by Submission Activity” report for Analytics for Learn has significantly contributed to CBU/Online’s initiative to increase efficiency by decreasing paper-based activities. Through the use of this report, CBU expects to see a significant decrease in the amount of time that faculty spend tracking attendance and an increase in accuracy as determined by a decrease in the number of students self-reporting that they are attending classes. More than simply used for tracking, the report also functions as a kind of early-alert system allowing CBU to proactively reach out to non-attending students. As a consequence, CBU expects to see a decrease in the number of students dropped for non-attendance, and an increase in its undergraduate retention rate.