

Case study – Learner attrition

Problem

A number of learners were enrolling in programs but not completing. From the learners' perspective, this was a poor outcome. From a business perspective, this drove down the lifetime value of the learner. The task was to examine 'inactivity' to categorise, explain and address the issues throughout the learner journey.

Approach

A mixed methods approach was used.

Three key categories emerged from preliminary enrolment data analysis; those who had enrolled but never commenced, those who commenced but did not continue beyond one or two subjects and those who enrolled, commenced, took leave from their studies but did not return. Quantitative data showed the size and cost of the problem and the programs most impacted.

A list of 'inactive' learners was developed, these learners were contacted and invited to participate in an interview. A small team of contractors were engaged and trained to conduct and record phone interviews. Research team members reviewed recordings and conducted thematic analysis. Themes were collated, sorted and aligned with identified 'inactive learner' groups.

Impact

Outcomes of the study were shared with stakeholder groups including digital marketing, learner acquisition, student success and training teams. The outputs were used to develop training materials, adjust processes and identify learners at-risk. This was subsequently built into Salesforce as reportable 'flags' to implement an early intervention process and added to the learner personas.