International Conference 2019
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Driving Change with Global Trends**
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Academic Leadership and Learning Analytics in Higher Education in Vietnam

John Andre, Le Trung Kien, and Ray Webster

Present by

Topics

- What is "learning analytics"
- Benefits to student
- Benefits to teacher
- Benefits to higher ed institutions
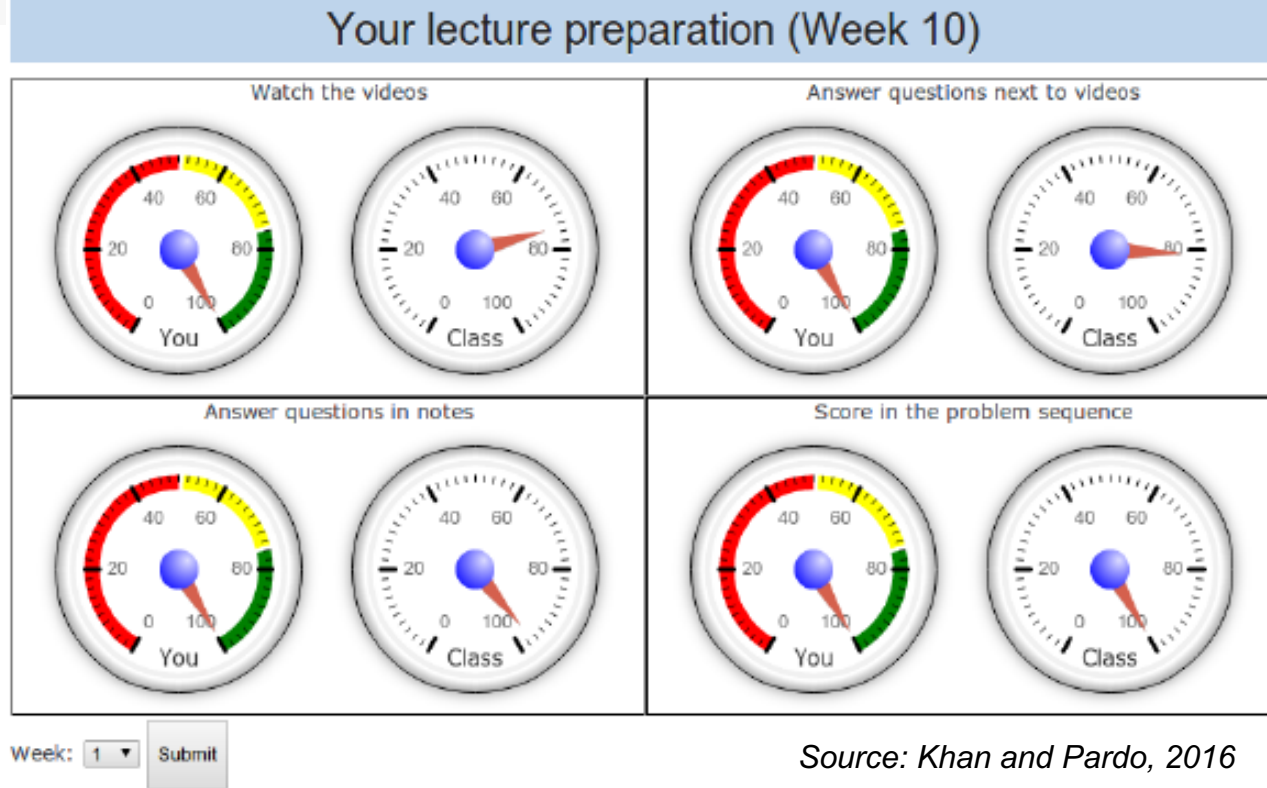- Issues specific to Vietnam
- Recommendations.

Learning analytics – what is it?

- Using learner data to improve student learning

  - Including learning environment

- LMS (Moodle, etc.), sentiment analysis, digital breadcrumbs

- Collecting, analyzing, finding patters

- Machine learning (auto-model generation)

- Personalized recommendations.

Student benefits (1)

- Improved learning

- Personalized advice

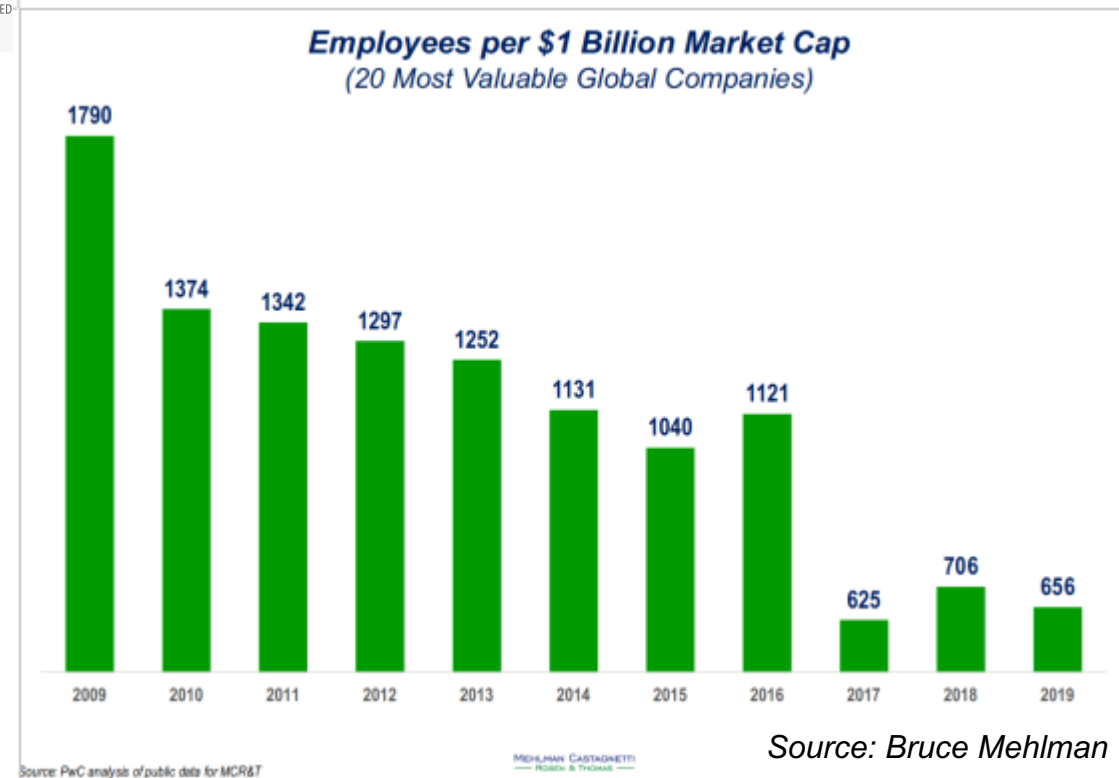- Comparing own performance to class averages

Your lecture preparation (Week 10)

Watch the videos — You / Class

Answer questions next to videos — You / Class

Answer questions in notes — You / Class

Score in the problem sequence — You / Class

Week: 1 ▾ Submit

Source: Khan and Pardo, 2016

Student benefits (2)

- Technology more important

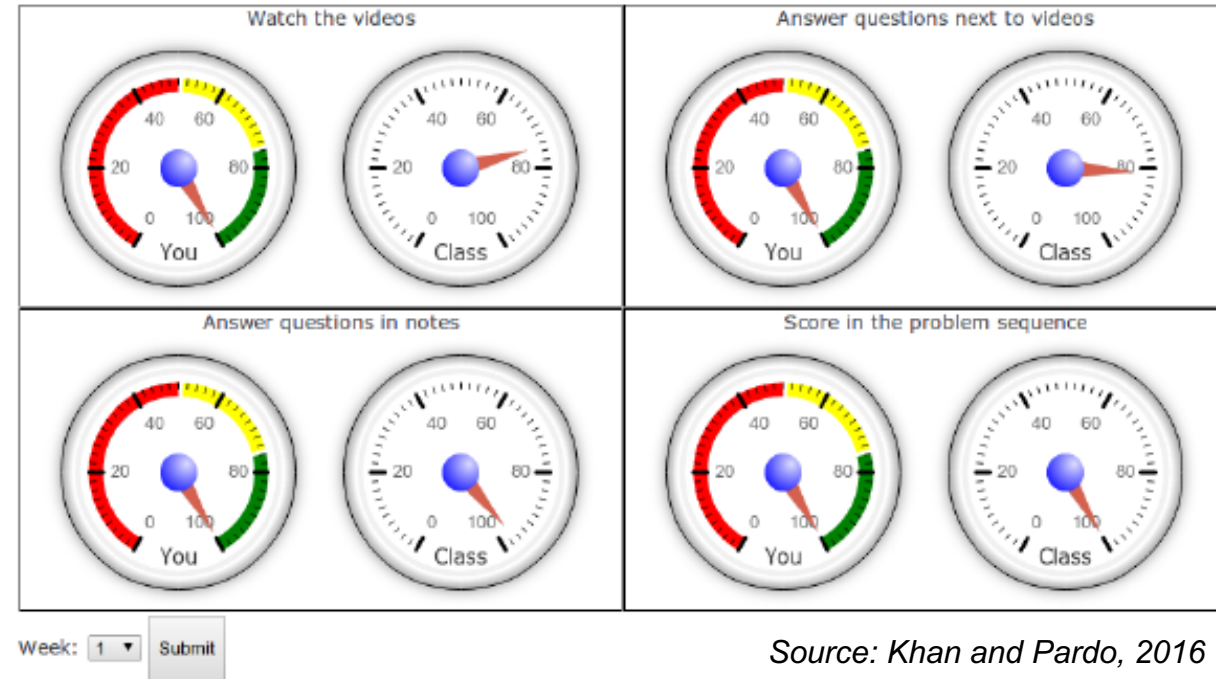- Analytics big in business
  - Growing in Vietnam

Knowing LA ->

- More able to manage department with analytics

- Understand data being tracked, why, rights.

Employees per $1 Billion Market Cap
(20 Most Valuable Global Companies)

Year	Value
2009	1790
2010	1374
2011	1342
2012	1297
2013	1252
2014	1131
2015	1040
2016	1121
2017	625
2018	706
2019	656

Source: PwC analysis of public data for MCR&T

Source: Bruce Mehlman

Benefits to educators

- Data-based decisions
  - Better than instinct
- Who needs help?
- Help with which topic?
- Change lecture based on student preparation
  - Well prepared: Deeper on one topic
  - Less prepared: Keep is shallow, more description
- More feedback without burdening lecturer.

Source: Khan and Pardo, 2016

Benefits to Higher Ed Institutions

- Identifying at-risk students

- Not engaging in forums? Not downloading slides?

- Too much time playing games online?

- Approach before its too late

- Retain before they drop out.

Issues and challenges for Vietnam

- LA Awareness

- Data availability

- Educator acceptance of change

- Learner passivity

- Learner focus on short-term

- Legal and ethical support for data management.

Recommendations

1) Promote awareness of LA across Vietnam

2) Develop data-driven decision-making culture

3) Consistent LMS (Moodle) across all HEIs in Vietnam

- Let HEIs collaborate & compete in LA

4) Fully engage teachers in implementation

5) Leaders of HEIs need to understand LA, and to lead

6) Start with small, low risk projects, then expand

7) Be patient: Data -> Insights -> Interventions.

Thank You