

USING AUTOMATION TO MAXIMISE RETENTION

RICHARD POYNDER
Chairman, Smartex Limited

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Higher Education Smart Card Association



SMARTEX

The Theory



KEEP STUDENT = SAVE MONEY

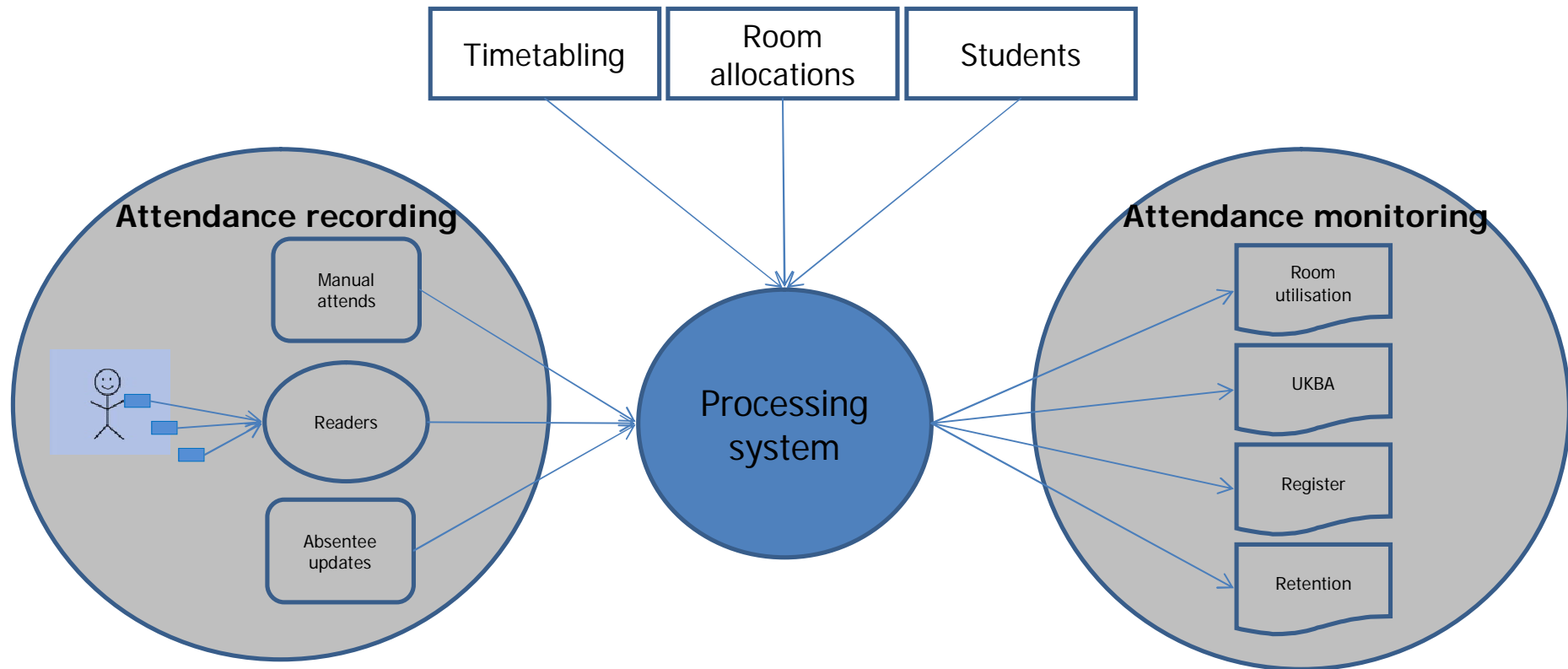
• Student drops out → EI loses out

• Early warning → action → retain

1. Attendance recording → early warning

2. Attendance monitoring → action → retain

The automation bit



KEY PROPHECY:
We'll be using NFC mobiles soon

Decisions, decisions...



What is attendance?

- Was in college sometime that day
- Using the library, café, etc.
- Attended at least one class
- Attended every class that day
- Arrived in class on time
- Stayed throughout the class period
- Recording absence

How does a student record attendance?

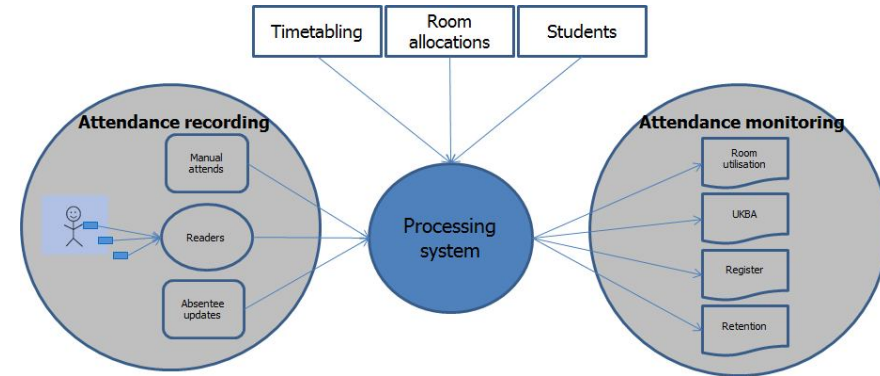
- Taps a smart card against a reader on the wall – or passed round class – or by PC
- Uses a biometric by engagement with a reader – static or portable
- Prevent buddy tapping: (location, audio, visual, dwell time)

How does the system handle recorded attendances?

- 'Ticked off' against register?
- No register at time of class: all done by the system later?
- Shown on class PC?
- Networked to centre?
- Carried by teacher?

Why monitor attendance?

- To increase student retention
- To keep the UKBA happy
- To satisfy course requirements
- To improve room utilisation



KEY TIP:

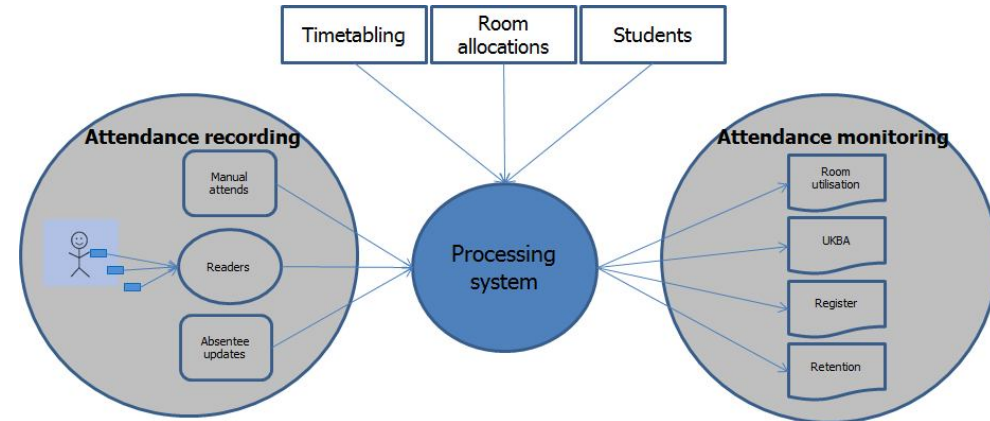
Write the business and operational rules first

Effective attendance monitoring



So the student didn't turn up...

Who's responsible for action?



Purpose of action

- Find real reason for absence
- Demonstrate to the student the absence was noted immediately
- Show the student you care
- Help the student to resolve the underlying problem

Examples of actions

- Automated SMS
- Automated email
- Telephone call
- Letter
- Report to UKBA

About Smartex



Higher Education Smart Card Association

HESCA is a membership-based forum dedicated to helping educational institutions use smart cards effectively. It has 45 members.



Smartex provides INDEPENDENT consultancy services to educational institutions, to save them **TIME**, **MONEY** and **PAIN**.

Richard Poynder 01440 712610 richard@smartex.com