OSU Innovation Initiatives
Backgrounder Fall 2016

Oregon State University has a set of separate but synergistic innovation initiatives operating in parallel as we enter the fall of 2016.

They include:
- The University Innovation Alliance—UIA
- The Educational Advisory Board Student Success Collaborative—EAB SSC
- The Unizin Consortium—Unizin
- The Association for Land Grant and Public Universities Personal Learning Consortium—APLU PLC
- The OSU Adaptive and Personalized Learning initiative—OSU APL
  - The APLU PLC Adaptive Learning Scaling grant—under the auspices of the OSU APL
- The OSU Provost's Innovation Initiative

Each of these initiatives addresses an area of student success that we at OSU have identified as important and impactful. With all these efforts running simultaneously, there is significant opportunity for confusion, but with purposeful coordination, there is also significant opportunity for enhanced success and positive outcomes. This document provides a high level description of the initiatives. As the coordination effort continues, the goal will be to identify the interrelationships and the potential for improving learning success at OSU through greater alignment and integration among the initiatives.

The University Innovation Alliance

The 11 members of the UIA include:
- Arizona State University
- Ohio State University
- Georgia State University
- University of California, Riverside
- Iowa State University
- University of Central Florida
- Michigan State University
- University of Kansas
- Oregon State University
- University of Texas at Austin
- Purdue University

http://undergraduate.oregonstate.edu/university-innovation-alliance

In September 2014, Oregon State University joined with 10 other large public research universities to form the University Innovation Alliance, a consortium dedicated to improving educational outcomes and degree attainment for all students regardless of socioeconomic background. The UIA member universities have pledged to scale successful programs across their campuses to graduate an additional 68,000 students in the next decade.

Each year, the UIA initiates a collaborative project.

- Year 1 (2014-15): Predictive Analytics: OSU adopted the Student Success Collaborative, a predictive analytics tool to facilitate proactive advising interventions.

- Year 2 (2015-16): Monitoring Advising Analytics to Promote Success: OSU launched the MAAPS program, a proactive, intensive advising program for undergraduate students from first-generation and low-income backgrounds.

- Year 3 (2016-17): Financial Interventions to Support Completion: OSU is exploring and scaling up strategies to address financial barriers to student success such as emergency micro-grants, completion grants, and enhanced work-study programs.

The UIA member universities have pledged to scale successful programs across their campuses to graduate an additional 68,000 students by 2025 (at least half of whom will be low-income graduates). Two years in to the collaboration, an external evaluation confirmed that the UIA is on track to exceed this commitment and expect to produce 94,000 more college graduates.

- Ed Ray—Executive Representative
- Bridget Burns—UIA Executive Director
- Susana Rivera-Mills—Executive Liaison
- Alex Aljets—UIA Fellow

The Educational Advisory Board (EAB) Student Success Collaborative (predictive analytics for advising)

EAB's Student Success Collaborative (SSC) is a one-stop student success platform that combines predictive analytics with powerful communication and workflow tools to help institutions build a student-centric educational environment that supports, retains, and increases graduation rates.

The UIA Year 1 project challenged member institutions to utilize predictive analytics to enhance student success. At OSU, we adopted EAB's Student Success Collaborative (SSC) to provide our academic advisors and administrators with predictive analytics tools to facilitate more robust, proactive advising interventions. Utilizing 11 years of OSU enrollment data on over 80,000 students, EAB generated a custom predictive model to serve as the basis for the SSC advising platform. In addition, Institutional Reports provided by SSC contain a trove of historical student success data at the institution, college, and major level including graduation rates by grade earned in a specific course and a ranking of courses most predictive of graduation.

We piloted the SSC in Fall 2015 with three academic programs (Integrative Biology, Psychology & Exploratory Studies). We also worked with the eight primary undergraduate colleges to identify key courses for progression in each major at OSU and set up over 1,000 custom "success markers" as progress indicators in the SSC platform. For the full campus rollout in Spring 2016, we trained 156 advisors and other campus professionals on use of the tool and conducted follow-up discussions with advising teams to plan integration of SSC into current advising practice. Advisors across the Corvallis and Cascades campuses are now trained in the SSC and beginning to use it in advising activities starting Fall 2016. We've planned continued learning opportunities throughout the 2016-17 academic year to promote use of the SSC tool and share ideas and best practices between advisors.

- Susana Rivera-Mills— SSC Program Sponsor
- Kerry Kincanon – SSC Program Owner

The Unizin Consortium

Founded in 2014, the 11-member consortium includes:
- Colorado State University
- Indiana University
- University of Michigan
- University of Florida
- Oregon State University
- Pennsylvania State University
- Ohio State University
- University of Iowa
- University of Minnesota
- University of Wisconsin
- University of Nebraska

- State University System of Florida
  (system member)

The Unizin consortium purpose is to collaboratively develop and provide digital teaching and learning resources that improve access, affordability, and learner success. The consortium is committed to providing the tools and services that allow member universities to build open and scalable learning ecosystems through collaboration, interoperable standards, and data analysis. The Unizin consortium is unique in that as a developer and provider of digital tools and services, it is wholly owned and operated by the member universities. These tools and services, therefore, are directly responsive to the needs of the member universities as opposed to the perceived needs of our institutions as interpreted by third-party digital technology vendors and publishers.

Unizin digital education tools and services scheduled for release and deployment to member institutions include:
- Engage—digital e-reader
- Data Services—real-time data from Canvas and Engage in the Caliper standard format
- Unizin Data Warehouse— standards-based centralized storage for institutional learning data
- Pressbooks Hosting—open source tool for content publishing
- Snapshot—data dashboard
- Unizin Content Studio—including three applications for 1) contributing and managing content, 2) discovering content, and 3) sorting content into collections. These are tools for faculty, instructional designers, and library staff to support the development and tagging for course materials.

- Ron Adams—Unizin Provost Council
- Lois Brooks—Unizin Board member
- Dave King—Unizin Board member

The OSU Adaptive and Personalized Learning initiative—OSU APL

The OSU APL initiative was founded by a set of senior University leaders in the wake of the successful deployment of the Canvas Learning Management system in 2014-15. Not wanting to waste the momentum developed by the effectiveness, collaboration, and involvement of the University learning community—including faculty, students, instructional designers and staff—in the new LMS deployment process, the University leadership group identified adaptive personalized learning as the next logical step to explore and test.

The APL project included a showcase event that vetted and brought to campus 11 adaptive learning platform providers for a two-day, side-by-side review of their products. The project also sponsored a half-day work shop for faculty and staff on Adaptive Learning tools and techniques by a national expert from Arizona State.

Part of the APL project currently includes OSU's successful grant application for funds from the APLU PLC to test the process of deploying and scaling the use of adaptive learning platforms. OSU is one of seven institutions nationwide funded to participate in this effort. (See below.)

The Association for Land Grant and Public Universities Personal Learning Consortium

APLU is one of the primary associations of the public universities in the US and parts of the world. The association is made up of the presidents of the nearly 500 public university member institutions.

The PLC offers participating institutions a strategy for understanding and experimenting with personalized learning. Members cooperate to share experiences and expertise, identify promising and trustworthy vendors, influence data practices, and organize multi-institutional projects.

Institutions in the PLC serve more than 470,000 students annually. The PLC serves as a coordinating body to foster cooperation and collaboration that will advance the use of information technology to improve learning, retention, and graduation. PLC membership positions universities to better capture the economies of scale inherent in information technology.

- Ron Adams—Senior Executive Leader
- Lisa Templeton—PLC Oversight Board

The APLU PLC Adaptive Learning Scaling grant

APLU PLC received funding from a major educational foundation to identify the most effective methods of deploying adaptive learning platforms. OSU's proposal was chosen as one of seven universities nationwide to test our three-year effort to use adaptive platforms to increase learner success in undergraduate courses.

- Julie Greenwood—Project manager
- Robin Pappas—project team
- Cub Kahn—project team
- Katie Linder—grant proposal author
- Lois Brooks—adm leadership
- Susana Rivera-Mills—adm leadership
- Dave King—adm leadership

OSU Provost's Learning Innovation Initiative

Oregon State University is in the first phase of a year-long initiative to identify innovative ideas that will have a positive impact on learner success and future revenue generation for the institution. We have assembled a six-person innovation team with the charge to identify and explore under-served and unserved learner audiences that could generate new revenue for the University in the order of magnitude of $25 million, if we are able identify and satisfy long-term learning needs.

The Innovation Team expects to deliver up to three investment grade proposals by June 2017. These proposals will include a review of the market potential—including size and depth of the target audiences, analysis of prototype testing and retesting, the value proposition the University provides these target audiences and it's link to the University's competitive advantages—meaning what is it we do best for these new audiences, the timeline to potential fruition, and the investment required along with the potential return on that investment. In addition, the team expects to have a pipeline of potential ideas that can be brought to reality over time and the factors associated with the timing of their potential success.

The innovation team includes:
- Dave King, Special Assistant to the Provost for Innovation, team leader
- Nargas Oskui, Information Services
- Rob Stone, College of Engineering
- Jeff Sherman, Oregon Open Campus
- Alan Dennis, OSU Extension
- Carlea Freeman, Extended Campus

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