

# Operational Reporting

## The vision...

Giving customers the power to understand their current market & system position vs history and competitors. Enabling tracking of performance identify areas they need to focus their efforts.

### Accessible

Consumable through an interactive UI or/and a tailored download

### System reports

Understand where you need to focus to get specific task done

### Competitor insight

Allowing customers to compare how they are performing vs the competition

### Behaviour insight

Top level views of how learners are interacting with our services

### Enriched by Analytics

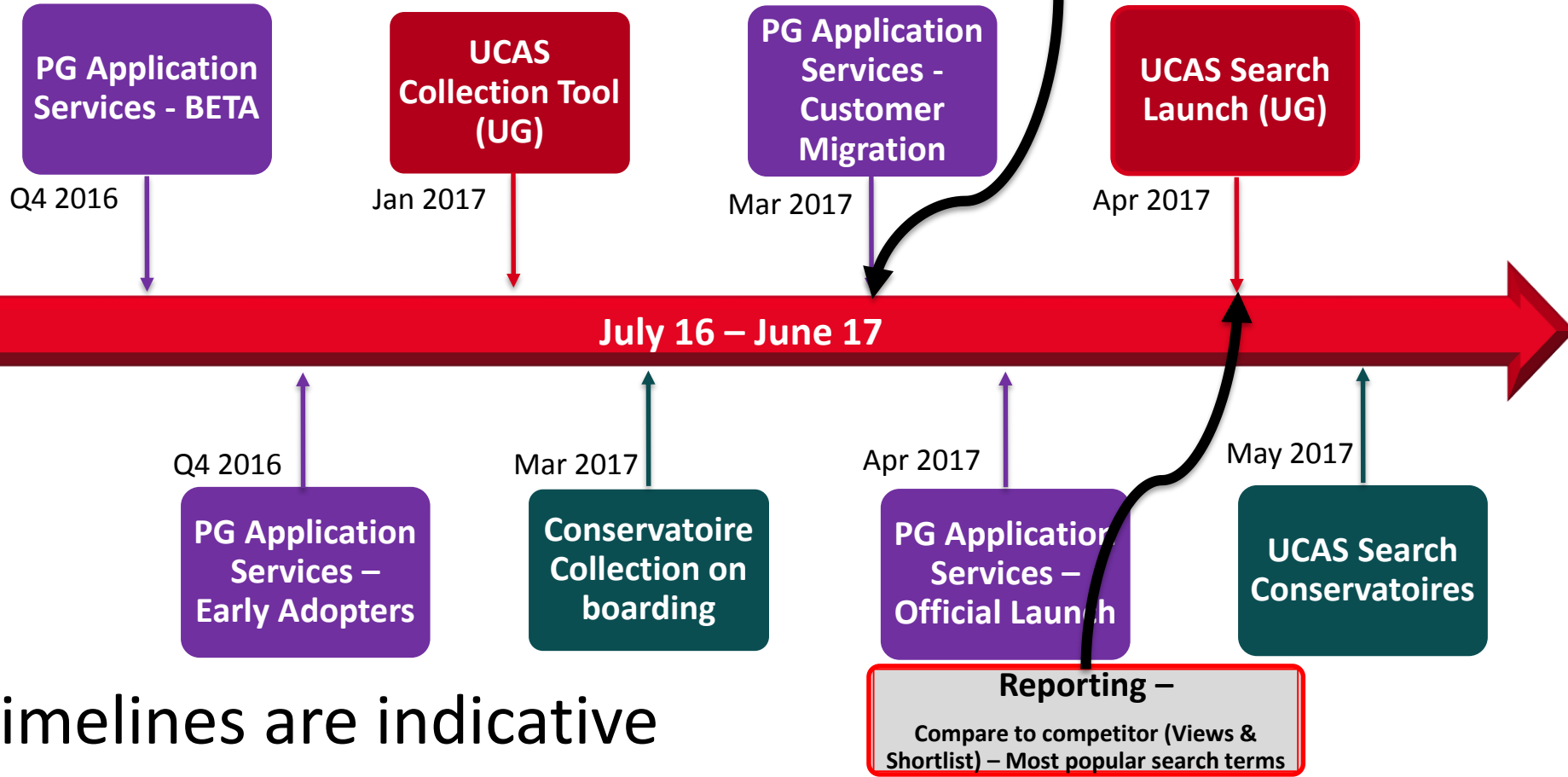
Using our in-house skills to enrich the operational data to deliver more value

Operational Reporting will act as a front door our data insights products, giving our customers enough insight to understand the question they want to answer.

It's important to remember whatever an external customer can do we need to be able to do internally

# Next 12 Months

UCAS



Timelines are indicative

# How might it look?

## Advanced and Specialist Healthcare (Applied Dental Professional Practice) (Medway campus)

Endorse writing

University of Kent

This programme is designed for dental professionals who wish to develop their academic skills alongside their professional role. Exploring a specific area of your profession you will consider the professional challenges associated with your practice and develop academic skills. You will gain the opportunities to analyse the current debates relating to key issues relevant to the professional dental context, in which you are working and develop academic and professional skills necessary to meet the evolving needs of patient care of contemporary practice.

### Course code

No data provided

### Department

No data provided

### Contacts

#### Main Contact

01227 822272  
information@kent.ac.uk

### Add outcome qualification

#### MSc (Taught)

#### Qualification level

Level 8

#### Entry requirements

An existing professional qualification. You will have a relevant professional qualification, and be registered with the General Dental Council and a minimum of two years in post registration practice within the relevant dental profession or, A professional qualification in a relevant field (e.g. Dental Practice Management, Dental Public Health or Dental Health Promotion studies) with a minimum of two years post qualification experience within the relevant area of practice. You must be able to demonstrate personal suitability and be within a dental workplace setting.

#### Assessment methods

Assessment: It is by a dissertation of between 10-12,000 words.

#### Modules

Modules include: Evidence based practice, professional standard, setting in dental professional practice, dentistry in a contemporary context, research skills, inter-professional working.

#### Course options

##### Add course option

Course code	Study mode	Start date	Location	Duration	Fee
No data provided	part-time	10/2016	No data provided	3 Years	£0.00

#### Course performance

Last 30 days

#### Views

15895

#### Short lists

366

#### Applications

182

Reopening

Before diving into any detail  
we need to present very top  
level

Clicking  
Report  
would go  
into  
MI/BI

# Next Steps

We know the information needed at a high level

## Reporting –

How many views - How Many  
Shortlisted - How Many Applications

## Reporting –

Compare to competitor (Views &  
Shortlist) – Most popular search terms

Next level of enquiry needs to look at the layer beneath this for example demographic breakdown.

We can do this via usual engagement routes including Webinars, Internal Workshops, Groups & Forums etc...



Data reporting received the lowest satisfaction score on the recent provider survey, Providers suggested that the data was not easy to format or interpret and that they would want to be able to run their own tailored reports, so the question was.....

### What do you need to know?

What % of schools have applied by UP?

Student preference data is very important, but not used. We need to understand what preference the student has applied to their application

Where learners have ended up (destination data)  
➤ Where have they enrolled (in addition to offers)  
➤ What level course have they done?

### What Challenges will this address?

This will give me a better sense of which schools and providers to target

We will be better informed on which co-hort to target (students can't currently set the Preference of their application)

If there was a report/system that could tell me this It would save me a great deal of time and make me better informed

### Is there a way we can address this for you ?

Give us one big report that has everything in it and Equally give us the ability to select, filter and Manipulate the data ourselves

Give us daily real-time application data rather than weekly , that we can download and plug into our own MI system and bulk upload (for cost and time efficiencies)

A notifications system/report to establish what Students withdraw from a course and when and where they end up

## Search

- Click through to link/HEP site
- Overall visits to search (unique views) filter
- How many shortlisted at a subject level
- Behavioural
- Where d

## AMS

- Filter on
- Filter by
- Report
- Report
- Perform
- Are le

## Collect

- Filter
- Auc

## Trend

- Where learners who didn't select me go and why (Shortlisted through to enrol)
- Understanding a learner journey from original search e
- at...
- Who are my real competitors
- Where are my applicants
- Which School

## Functionality

- Notifications to customisable (eg. Notify me when course not updated for 3 months)
- Create my own report via filters & extract
- Download
- Should always be able to see from provider down to faculty down to course option
- Filter by geolocation
- Segmentation of learner type vs course/subject
- Weekly tracking vs last year – (Needs A&R insight)
  - Filter by time frames
- Give overview of entire institution down to College Down to person
- Be able to filter year on year/region on region/gender

## Other

- Ability to contact learners who have shortlisted – Mailings
- Track through from Open Day to course view/Shortlist – Strobe but for course views
- Why learner put me as insurance not firm (or not at all) – A&R JIT Survey?

# Principles

User should be able to filter from top level down to individual

- Provider → Faculty/Dept. → Subject Level → Course → Option

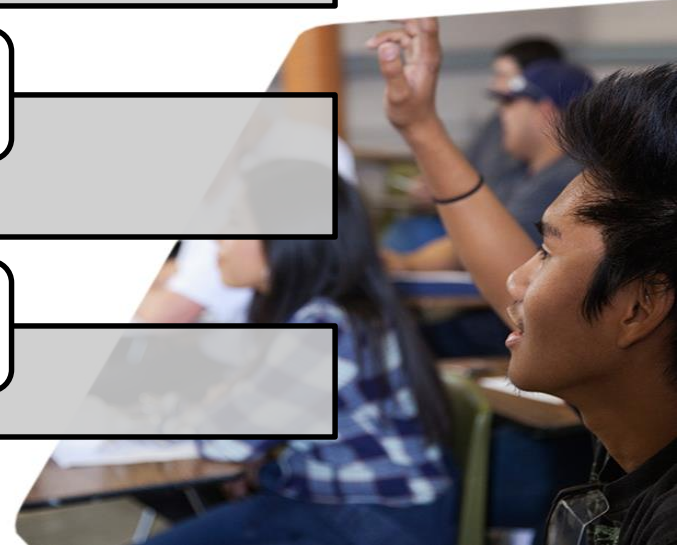
Behaviour should be tracked to help inform areas learners get most value and therefore how to best create listings

- What items do learners spend most time looking at/no time looking at
- How far do they scroll

Users should be able to create their own report using filters and download

- Complete list → Add Filters → Filtered list (View &/or download)

Notifications should be customisable to enable efficiency



# Next Proposed Delivery

Ability to select time period for information needed

Understanding traffic

- Demographic eg. Region/Sex/Age
- Unique Views

Expansion of Shortlist tracking

- View from Provider level down to Course Option
- Understanding of demographic

Tracking of click through rates to designated links from search

Behavioural reporting, showing trends in the way learners look at course information at provider level

