Table of Contents

**Introducing Inspire for Faculty**
- Product Overview
- Key Functionality
- Page Navigation
- Creating Predictive Models
- How Engagement Signals Success

**Add Inspire to Your Toolkit**
- Schedule your use of Inspire for Faculty
- Compose effective student outreach messages
- Combine Inspire’s engagement data with your knowledge of student behavior

**Getting Started**
- Access the Application

**Understanding Features and Functionality**
- View your Section List
  - Select a course section
- Review the Engagement Overview
  - Sort the Engagement Overview
  - Identify outliers in the Engagement Overview
  - Understand student details
- Target your student outreach efforts
  - Recommended for Outreach
  - Sort and narrow down your student list
  - Narrow down the student list using filters
  - Send a bulk or individual email
- Evaluate section performance

**Receiving Support**
- Submit a help ticket
Introducing Inspire for Faculty

Product Overview

Inspire for Faculty empowers faculty to:

- Target outreach to the right students by viewing their online engagement relative to their peers
- Understanding the drivers of success and risk for your students through specific Top Engagement Factors
- Break down engagement behaviors and begin conversations about specific actions the student can take to improve his or her likelihood of success
- Send personalized messages to individual students or multiple students at once

Key Functionality

Within Inspire for Faculty, predictive models transform current term data into engagement scores showing each student’s online learning behaviors relative to the section. As a faculty member, you will be able to:

- See Learning Management System (LMS) data simplified into a single Student Engagement Score showing each student’s online engagement compared to the average for the section or course
- Review student engagement as a heat map on the main page, showing relative levels of engagement by color
- Sort by grade to see how student engagement compares to course grade
- View Recommended for Outreach groups of students with shared characteristics
- Target one student or multiple students with similar characteristics using the email functionality within Inspire
- Track outreach attempts via any medium (e.g. phone, email, face-to-face) through Log Outreach and review them at a later date by viewing a student’s Outreach History

Page Navigation

This section will assist you in navigating the main pages of Inspire for Faculty at a high level. Refer to later sections of this guide for additional details about specific product features.

There are four main pages within Inspire for Faculty.

1. Section List
2. Engagement Overview
3. Student List
4. Student Profile
1. **Section List**

The list of Active Sections includes all of the courses you are associated with as an instructor for the current term.

**Explore the Section List after logging in.**

**View Active Sections for the current term. Switch to Inactive Sections to view courses from a previous or upcoming term.**

Select one course to view to navigate to other pages.

2. **Engagement Overview**
3. **Student List**
Creating Predictive Models

Civitas Learning’s dedicated team of data scientists create predictive models to deliver powerful insights about your institution’s student data.

For Inspire for Faculty, the process is as follows:

1. **Historical data** specific to your institution is ingested by our systems and **institution-specific predictive models** are created.

2. All LMS data related to your course is fed into the model on a daily basis (unless your institution has opted for a different schedule). The screen’s upper right corner displays the last time data was refreshed from your institution’s systems.
3. The course-specific data generates engagement scores for each student relative to other students in the course. These scores are refreshed as the data updates.

4. Over time, as students’ LMS activity patterns change, they will spread across the engagement buckets from very low to very high.

How Engagement Signals Success

Inspire for Faculty uses a student engagement score to signal probable course completion for each student in the sections you teach. The engagement score is calculated using LMS data points that have historically led to success in this particular course. The score is relative to the course average and reflects a student’s online interaction with course material, other students, and the instructor. As a predictive indicator, engagement is highly correlated with course success at your institution. Course success is typically defined as completing the course with a grade of A, B, or C for undergraduate students and with an A or B for graduate students.

Online engagement is one indicator of probable course success, but there are a number of other factors only you can interpret. Pair Inspire’s engagement score with other data available to you, including grades and student-specific metrics, to help you target students and determine appropriate outreach strategies.

Add Inspire to Your Toolkit

Integrate Inspire for Faculty into your process as an instructor to better target outreach efforts towards the students most in need of assistance or encouragement.
In working with faculty at many institutions, we’ve learned that these best practices will maximize your time and ensure that the messages you send are impactful and encouraging.

Schedule your use of Inspire for Faculty

- **Access the tool twice a week**
  - At the beginning of the week, use Inspire’s email functionality to set goals with students with low engagement and encourage students with high engagement.
  - At the end of the week, review your sections’ average LMS activity trends and follow up on individual students.

- **Review student engagement at pivotal moments**
  - Check in on engagement before assignment deadlines to identify students who’ve fallen behind and after deadlines to quickly assess how the deadline affected engagement across the section.
  - Send a bulk email to students with reminders about upcoming exams.

Compose effective student outreach messages

- **Focus on the positive**
  - Make your messages personalized and positive.
  - Students react positively to nudges that encourage successful academic and learning behaviors, such as study tips and supplementary readings.

- **Tailor your message to term timeline**
  - Reinforce expectations and link to institution resources early in the term.
  - Apply your knowledge of students’ unique situations to tailor your support mid-term.
  - Remind students of available make-up opportunities late in the term.

Combine Inspire’s engagement data with your knowledge of student behavior

- **Consider student engagement in context**
  - Student engagement is a relative measure. A student may engage with online activities at a constant rate, but his or her engagement score may shift as the section or course’s average level of engagement shifts. This is expected behavior as the term progresses.
  - Pay attention to trends in LMS factors for each individual student and use those trends to guide the messaging you send.

- **Recommend successful learning habits outside of the LMS**
○ Only you know what resources are available beyond the online course material that have led to course success in the past.
○ Use your institution-specific insight and the Inspire messaging function to suggest tutoring or review opportunities.

Getting Started

Access the Application

Depending on your institution, you will either receive a unique link to access Inspire for Faculty or it will be integrated into your LMS. Whenever your implementation is completed, you will receive the necessary login information for your institution via email.

We are constantly making software improvements to deliver the best possible experience. Click the Help button in the lower righthand corner of any page in Inspire for Faculty to access the complete user guide. Refer to the Release Notes section to stay up to date on recent and upcoming changes. These are refreshed in coordination with our update releases.

Understanding Features and Functionality

View your Section List

After logging in to Inspire for Faculty, the first page you will see is a Section List displaying all of your Active Sections. This list includes all of the courses you are associated with as an instructor for the current term.

If there are multiple pages of results, you can go through them individually using the page numbers at the bottom of the Section List page or you can use the Search function above the list.
You can also view previous or upcoming courses by clicking Inactive Sections above the list.

For standardized institutions, the Section List will display the Section Engagement Average compared against the difference from the Course Average, indicating an upward or downward trend. Corresponding engagement score circles are displayed to the left of the course name with an identifying color for Very Low, Low, Average, High, and Very High engagement scores.

Select a course section

You can only view one course section of your students at a time. To select a course section, hover over the name and click. The rest of this guide assumes the selection of one course section to view engagement and manage student outreach.

After selecting one course section to view, you should see the course name on the left side of the page, along with a corresponding Engagement Overview and Recommended for Outreach preview.

Review the Engagement Overview

The Engagement Overview shows all of the students in one course section, with each colored circle representing one student. Students are grouped into engagement buckets based on their individual engagement scores. These buckets are Very Low, Low, Average, High, and Very High. The result is a heat map displaying your students’ range of relative engagement, with average engagement in the center, below average engagement to the left, and above average engagement to the right.

Sort the Engagement Overview
By default, the Engagement Overview is sorted by student engagement.

The student population is visually organized by engagement across the section. Beneath the heat map, you’ll find the number of students in each engagement bucket.

This view is useful for quickly identifying students with below average engagement habits.

To sort the Engagement Overview by cumulative course grade, click the light gray A+ icon above the heat map.

This view shows the student population visually organized by cumulative course grade. Beneath the heat map, you will see the number of students in each grade range (A, B, C, D or below).

This view is useful for seeing how grades align with engagement habits and which students are experiencing a misalignment.

Identify outliers in the Engagement Overview

Course success is typically defined as finishing the course with an A, B, or C for undergraduate students and an A or B for graduate students. Student engagement is usually highly correlated with successful course completion. In some instances, there is a misalignment between student engagement and course grade. These are considered to be outliers.

To identify outliers in your course section:

1. Sort the Engagement Overview by cumulative course grade by clicking the light gray A+ icon above the heat map.
2. Locate individual students where the relationship between engagement and course grade is misaligned. These are students with a low engagement score and a high course grade or those with a low course grade despite a high engagement score.

After identifying outliers, get a fuller picture of student behaviors by exploring student profiles (accessed by clicking on students’ icons in the heat map or their names in the Student List) in Inspire for Faculty, looking at your LMS data, and using your knowledge of the student’s behavior.
Ask yourself:

- What has the student’s engagement trend been?
- Could a downward trend be an indicator of future challenge?
- Is the student engaging with course material offline?
- Is the course material familiar or too easy for the student?
- Are the grades reflective of the student’s effort?

For these outliers, you will want to consider all of the factors that affect the student’s experience at your institution. Monitor student progress over the next few weeks and send a positive reinforcement email as activity trends change.

**Understand student details**

The student profile provides personalized information about each student to increase faculty understanding of his or her level of engagement and outreach history.

To access the student profile:

1. Click any circle icon to open a student preview box with quick facts about the student, including contact information, course grade, and engagement score.
2. To see more individualized and detailed student information, click View Student Details beneath the information in the dialog box. This will take you to the student profile.

The student profile includes:

1. at-a-glance student characteristics
2. institution enrollment and contact information
3. Top Engagement Factors
4. grade and engagement performance over time
5. Log Outreach
6. Outreach History

**1. At-a-Glance Student Characteristics**

The top of the student profile provides a high-level view of student details, including LMS engagement and course grade.
### Engagement Score
The student’s current engagement score and his or her corresponding engagement bucket (Very High, High, Average, Low, Very Low)

### Engagement Change
Shows a change in engagement and how long ago the change occurred

### Current Grade
The student’s current cumulative grade in the course (pulled from LMS if available)

2. **Student Information**

Contact information and institution enrollment information is located on the left sidebar of the student profile.

<table>
<thead>
<tr>
<th>[Student Name]</th>
<th>The student’s full name</th>
</tr>
</thead>
<tbody>
<tr>
<td>ID</td>
<td>The student’s institution-specific ID number</td>
</tr>
<tr>
<td>Phone Number</td>
<td>The student’s phone number on file with the institution</td>
</tr>
<tr>
<td>E-mail Address</td>
<td>The student’s email address on file with the institution</td>
</tr>
<tr>
<td>Major</td>
<td>The student’s chosen major</td>
</tr>
</tbody>
</table>
### Student Type
Whether the student is New or Continuing (New indicates a student’s first term of enrollment at the institution and Continuing indicates previous terms of enrollment)

### 3. Student’s Top Engagement Factors

Immediately beneath the at-a-glance information, you will see the student’s Top Engagement Factors. These represent the most predictive LMS behaviors for this individual student.

![Scarlett's Top Engagement Factors](image)

The most predictive behaviors are determined by identifying which online activities are contributing most to this individual student’s engagement score. These are determined on an individual basis and will be a set of factors unique from the rest of the students in the course.

In this example of Scarlett’s Top Engagement Factors, she’s been steadily trending away from the class average for time spent on email through the LMS. This could be an indicator that she’s disengaged from the course material and would be a good talking point to start a conversation.

<table>
<thead>
<tr>
<th>Activity</th>
<th>The top five LMS data points that are most predictive of the individual student’s success in the course.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trend</td>
<td>The student’s deviation from the Activity average over a one week period. The average may be a personal average or section average depending on the activity.</td>
</tr>
</tbody>
</table>

Read a definition for each LMS engagement factor by clicking the factor name.

*Is in the 54th percentile for total LMS activity count*

This feature calculates how much a student’s total LMS activity count differs from the course average by measuring its z-score (distance from the mean in standard deviations). Positive values are above average, while negative values are below. For standardized curriculum, the average is calculated across all sections of the course.
4. **Performance**

Following the list of Top Engagement Factors, there is a Performance graph for the student. This graph can be toggled to show the student’s Engagement Performance or Grade Performance against the course average over time.

The image on the left shows the student’s engagement trend and the image on the right shows the grade trend. For institutions with standardized curriculum, the trend line for your section may fluctuate based on the trends in performance across other sections of the course.

<table>
<thead>
<tr>
<th>Performance: Engagement</th>
<th>Student’s engagement trend against average section engagement trend week over week in the term. <em>Hover over any week in the term to see the student’s engagement score and the section’s engagement average for that week.</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance: Grade</td>
<td>Student’s course grade trend against average course grade trend week over week in the term. <em>Hover over any week in the term to see the student’s course grade and the section average grade for that week.</em></td>
</tr>
</tbody>
</table>

5. **Log Outreach**

You can use the student profile’s Log Outreach function to easily record all conversations you have attempted with a student, whether or not they occurred through Inspire for Faculty.

To record an outreach attempt:

1. Click the Log Outreach button beneath a student’s contact information. This will open a dialog box where you can select options describing the interaction.
2. Select all of the relevant options and record any additional comments. This submission will be recorded on the student profile in the Outreach History section.
<table>
<thead>
<tr>
<th><strong>Outreach Initiator</strong></th>
<th>The person who initiated the conversation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outreach Type</strong></td>
<td>The medium of the conversation (e.g. Phone, In Person)</td>
</tr>
<tr>
<td><strong>Outreach Result</strong></td>
<td><em>This option will only appear if certain Outreach Types are selected</em>&lt;br&gt;The result of the conversation (e.g. Spoke to Student, Left Voicemail)</td>
</tr>
<tr>
<td><strong>Outreach Length</strong></td>
<td><em>This option will only appear if certain Outreach Types are selected</em>&lt;br&gt;The length of the conversation in minutes</td>
</tr>
<tr>
<td><strong>Reason for Outreach</strong></td>
<td>The motivation for reaching out to the student (e.g. Engagement Shift, Course Grade, First Online Course)</td>
</tr>
<tr>
<td><strong>Topic Discussed</strong></td>
<td>The topics that were discussed during the conversation (e.g. Course Content, Financial, Personal)</td>
</tr>
<tr>
<td><strong>Recommendation or Referral Made</strong></td>
<td>The recommended action suggested during the conversation (e.g. Referred to Advisor, Referred to Tutoring)</td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td>A free form field to add any additional information about the conversation</td>
</tr>
</tbody>
</table>

6. **Outreach History**
Outreach entries are listed with the faculty member name, date, outreach type, and reason(s) for outreach visible.

To view additional context for an outreach attempt:
1. Click the gray arrow to the left of the name of the instance you’d like to examine further.
2. The content will expand to show all of the details entered in the Log Outreach entry. If email was the medium, there will also be an option to View Email Content.
3. Click View Email Content to see the text of the email.

**Target your student outreach efforts**

**Recommended for Outreach**

While the Engagement Overview makes clear students who need immediate attention, Recommended for Outreach groups help you quickly identify other students to consider contacting. You will find the Recommended for Outreach section beneath the engagement heat map.

**Recommended for Outreach**

- **10 students** have low engagement and have never been contacted
- **9 students** have low engagement and low grade average
- **1 student** has high engagement and low grade average

Recommended for Outreach groups students by shared characteristics related to engagement and outreach history. If you would like to see a list of the students within one of these groups, hover over the summary and click.
This will bring you to a filtered Student List containing only students in that particular Recommended for Outreach group.

When you return to the Recommended for Outreach list, the groups you have viewed will be indicated by a checkmark next to the group summary.

Sort and narrow down your student list
You can also access your complete student list without going through the Recommended for Outreach groups.

When you choose a section from the Section List page, you will see the Engagement Overview page by default. You can quickly switch to a Student List view by clicking the Student List button in the navigation bar.
The Student List gives you a quick view of important student characteristics. These include student name, engagement score, date and direction of change in engagement, cumulative course grade, advisor assignments, and date of last outreach.

**Note:** Civitas must have information on student/advisor assignments for advisor assignments to show up in Inspire for Faculty.

To view characteristics across the entire course section, sort the list. To view only those students meeting certain criteria of interest, narrow down the list using filters.

To sort your entire student list, click one of the characteristics above the student list. The list will refresh with that characteristic determining the list's organization.

To filter your Student List by engagement score bucket:
1. Click the checkbox to the left of the engagement score bucket you’d like to review. You can select as few or as many as you would like.
2. The Student List will refresh to display only students in those engagement score buckets.
3. You can click specific student names for more targeted review or you can continue to narrow down the student list using additional filters.
Narrow down the student list using filters

You are able to further narrow down your student population by applying filters from the Groups drop down.

The filter categories are:

1. **Status**
   - 1st Term: Students who are enrolled in this course during their first term of enrollment at the institution
   - Continuing: Students who are enrolled in this course following previous terms of enrollment at the institution
   - Retaking Course: Students who are enrolled in this course following previous enrollment in this course at the institution
   - 1st Online Course: Students who are enrolled in this course as their first online course at the institution

2. **Grade**
   - Below 70: Students who are currently failing the course
   - 70 - 79: Students who are maintaining an average in the course between 70 and 79%
   - 80 - 89: Students who are maintaining an average in the course between 80 and 89%
   - 90 - 100: Students who are maintaining an average in the course between 90 and 100%

3. **Change**
<table>
<thead>
<tr>
<th>Above Avg to Below Avg</th>
<th>Students who have changed engagement buckets over the past week from Very High or High to Very Low or Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg to Below Avg</td>
<td>Students who have changed engagement buckets over the past week from Average to Very Low or Low</td>
</tr>
<tr>
<td>Avg to Above Avg</td>
<td>Students who have changed engagement buckets over the past week from Average to Very High or High</td>
</tr>
<tr>
<td>Below Avg to Above Avg</td>
<td>Students who have changed engagement buckets over the past week from Very Low or Low to Very High or High</td>
</tr>
</tbody>
</table>

To narrow down your student list using filters:

1. Click the checkbox to the left of your chosen filter (or filters).
2. The student list will refresh to include only those students who meet the criteria of the chosen filter.

You can click specific student names for more targeted review of their individual student profiles, or you can continue to narrow down the student list by adding additional filters.

**Send a bulk or individual email**

After reviewing an individual student’s profile or identifying a smaller group of students using Recommended for Outreach groups or filters, you can easily send a message to a group or individual through Inspire for Faculty. You are able to send personalized emails to one student or bulk emails to multiple students.

**Individual Email**

In the left sidebar of the student profile, there is a Send Email button that will allow you to contact the student.

To send an email from the student profile:

1. Click the Send Email button beneath the student’s contact information to open the email tool.
2. Compose your email to the individual student. Use the HTML options to change the text formatting (e.g. bold, italic) or to add a hyperlink (e.g. civitaslearning.com) to your email content.
3. If necessary, attach a file to the email by clicking Choose File next to the Attachments option.
4. Click the checkbox next to Copy Me if you would like to receive a copy of the email for your records.
5. Click the checkbox next to CC Student’s Assigned Advisor if you would like their advisor to receive a copy of the email. The advisor will be included in the CC line of the email sent to the student.
6. Click Send Email when the message is ready. The recipient will see your institution email address as the sender.

If you select Copy Me, the copy will appear in your email client and should look like this:

![Example email send](image)

The student will receive the same email content without the delivery information. If a student responds to your email, his or her reply will only appear as an incoming message in your email client. It will not be received or stored within Inspire for Faculty.

You can record the details of this email interaction using the Log Outreach function. The Log Outreach options will pop up as soon as you send the email. **Note that if you complete and submit the Log Outreach options before sending your email, the draft email content will be lost.**

![Log Outreach options](image)

**Email Selected Students**

You can also email multiple students without going through the student profiles.
To send an email from the Student List or Recommended for Outreach groups:

1. To select all of the active students, click the checkbox above the student list. To select only some of the active students, click the checkbox to the left of each student’s name.

2. After selecting students to include, click Email Selected Students (found next to the checkbox above the student list). This will launch the email tool.

3. Beneath the student names, there is a checkbox to indicate whether you would like to include students who have been contacted within the last 48 hours. Click the checkbox to select or deselect this option.

4. Compose your email, keeping in mind that the same message will be sent to all of the selected students. Use the HTML options to change the text formatting (e.g. bold, italic) or to add a hyperlink (e.g. civitaslearning.com) to your email content. **Each student will see only his or her name and email address and will not see the identifying information of any other students.**

5. Click the checkbox next to Copy Me if you would like to receive a copy of the email for your records. If you select Copy Me, your copy will include the salutation “Dear Student Firstname,” but it will populate the student’s name in the email they receive.

6. Click the checkbox next to CC Student’s Assigned Advisor if you would like their advisor to receive a copy of the email. The advisor will be included in the CC line of the email sent to the student.

7. Click Submit when the message is ready for distribution.

If you select Copy Me, the copy will appear in your email client and should look something like this:
You can easily record the details of this email interaction. The Log Outreach options will pop up as soon as you send the email. The selections you make will appear on each of the included student’s profiles. You cannot record different details for individual students included in the bulk email. **Note that if you complete and submit the Log Outreach options before sending your email, the draft email content will be lost.**

**Evaluate section performance**

For standardized courses, engagement is calculated across all sections of the course. If you are an administrator level user, access the Class Performance tab to see metrics of one section’s performance against other sections of the same course.

The Engagement Score Distribution allows you to view how a section’s engagement distribution compares to the engagement distribution across all sections of the course.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Metric Definition</th>
</tr>
</thead>
</table>
The Grade Distribution allows you to view how a section’s grade distribution compares to the grade distribution across all sections of the course.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Metric Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section %</td>
<td>The percentage of your section that falls into each grade range</td>
</tr>
<tr>
<td>Course %</td>
<td>The percentage of the entire course that falls into each grade range</td>
</tr>
<tr>
<td>% Difference</td>
<td>The difference in percentages between the individual section and the entire course</td>
</tr>
</tbody>
</table>

The percentages are displayed visually in the bar graph below each table of data.