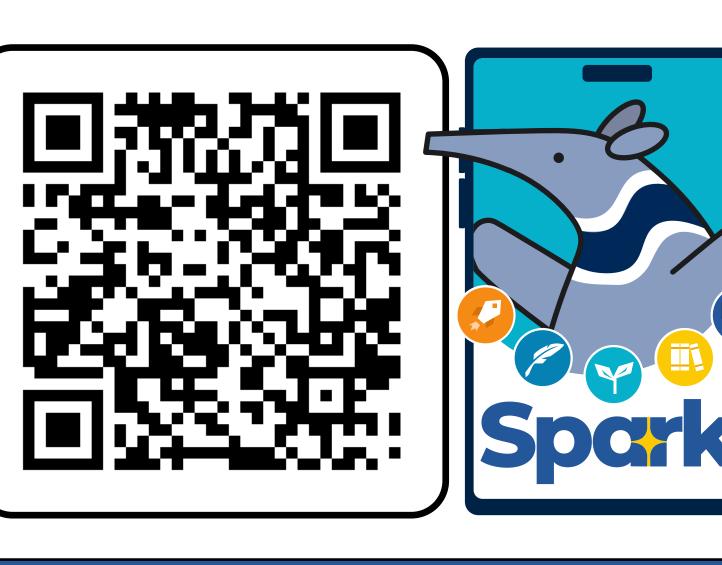# UC Irvine Spark

UCI Spark: Illuminating Student Success

Goals

Harness student data & analytics to:

1. Help students develop healthy learning habits
2. Drive student engagement with campus student success services
3. Support a broad and diverse student population
4. Partner with researchers to develop student success tech best practices
5. Bolster UCI's participation and leadership in the higher ed student success space

Challenges

- Diverse Student Body
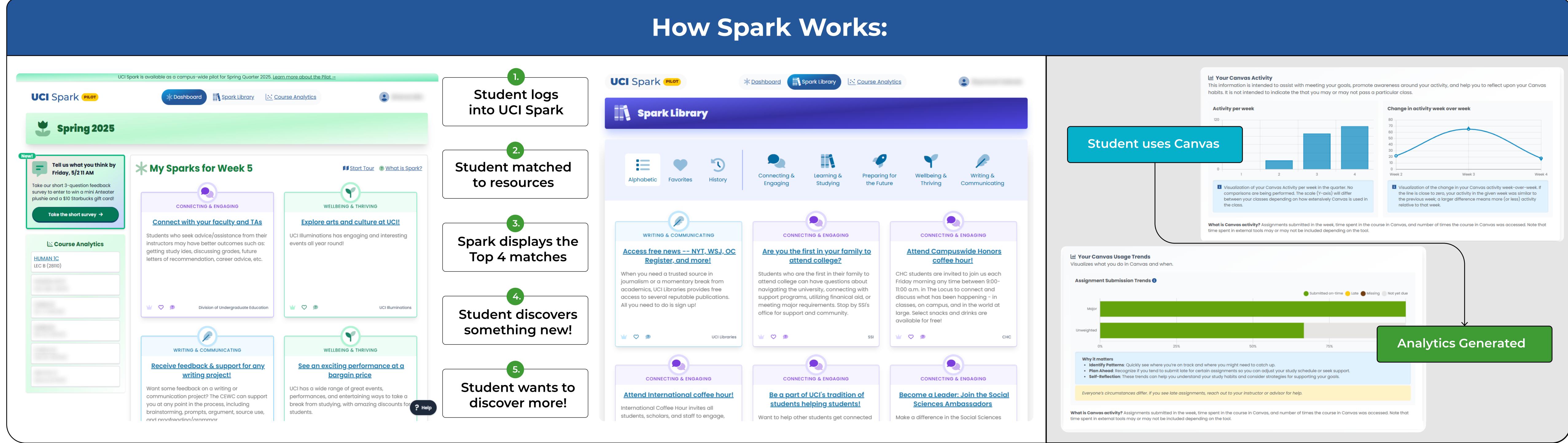- Student Support at Scale
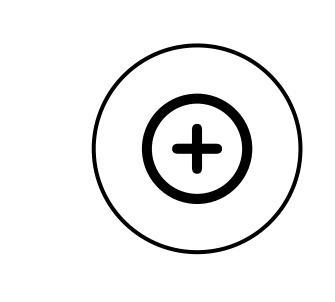- Siloed/Complicated Data
- Novelty

Collaborators

UC Irvine — Office of the Vice Provost for Teaching & Learning

UCI — Office of Information Technology

How Spark Works:

1. Student logs into UCI Spark
2. Student matched to resources
3. Spark displays the Top 4 matches
4. Student discovers something new!
5. Student wants to discover more!

Student uses Canvas → Analytics Generated

Results

UCI Spark KPI Progress

Impact
5% of students caused them to make a positive change in class participation

| 5% | 27% | 32% |

EOT survey question:
I made a positive change to my class participation based on my Canvas activity analytics.

Promotion
5% of students say Spark caused them to visit a partner unit

| 5% | 40% | 14% |

W25 EOT survey question:
Have you contacted at least one resource that you were referred to by Spark as a result of seeing it in Spark?

Reach
25% of students in Fall pilot courses with participating instructor visit Spark at least once
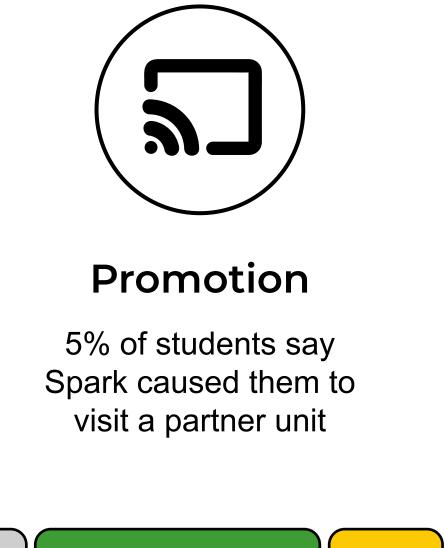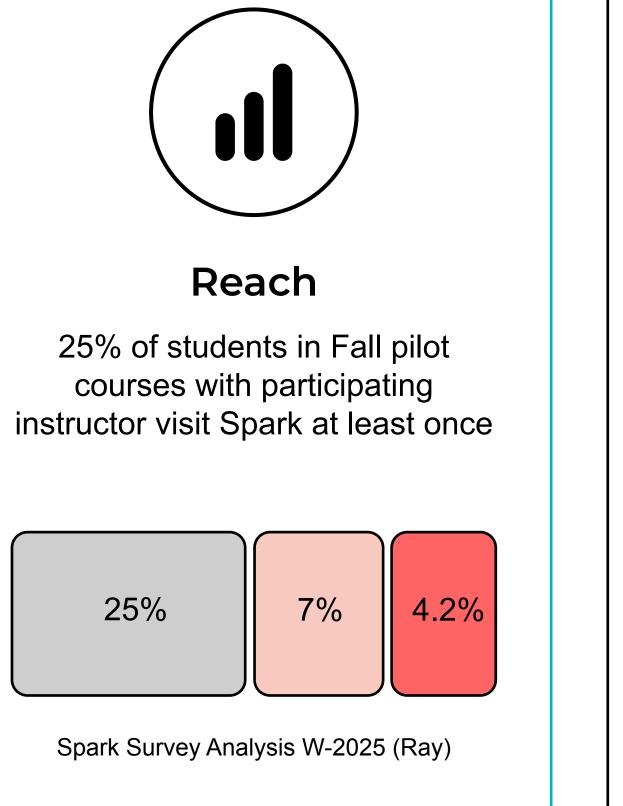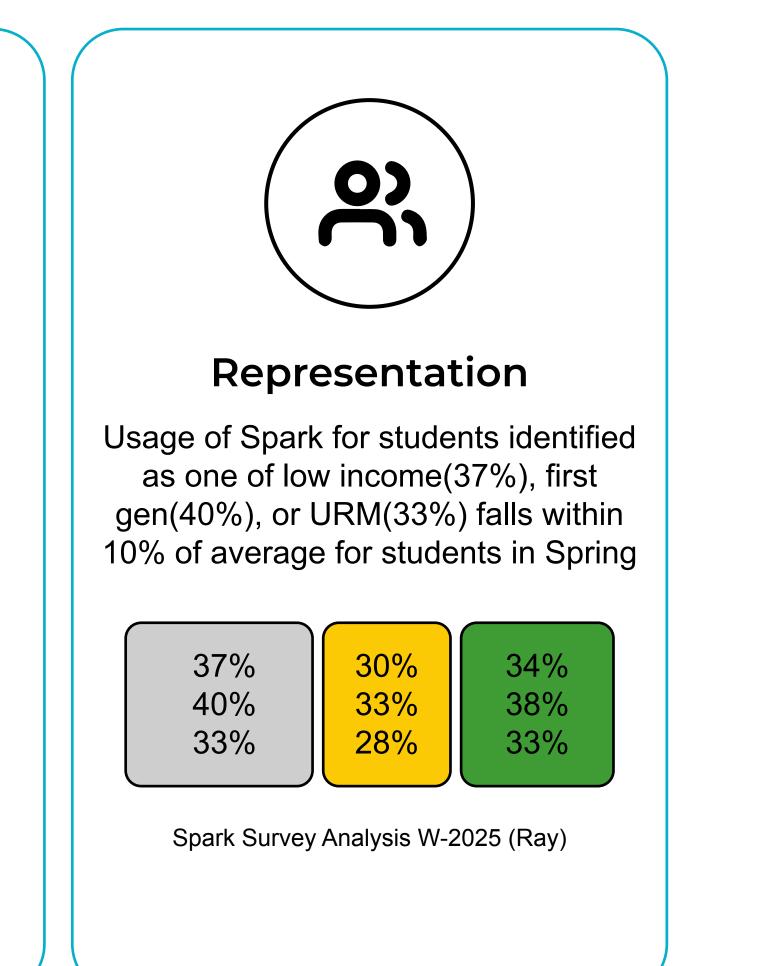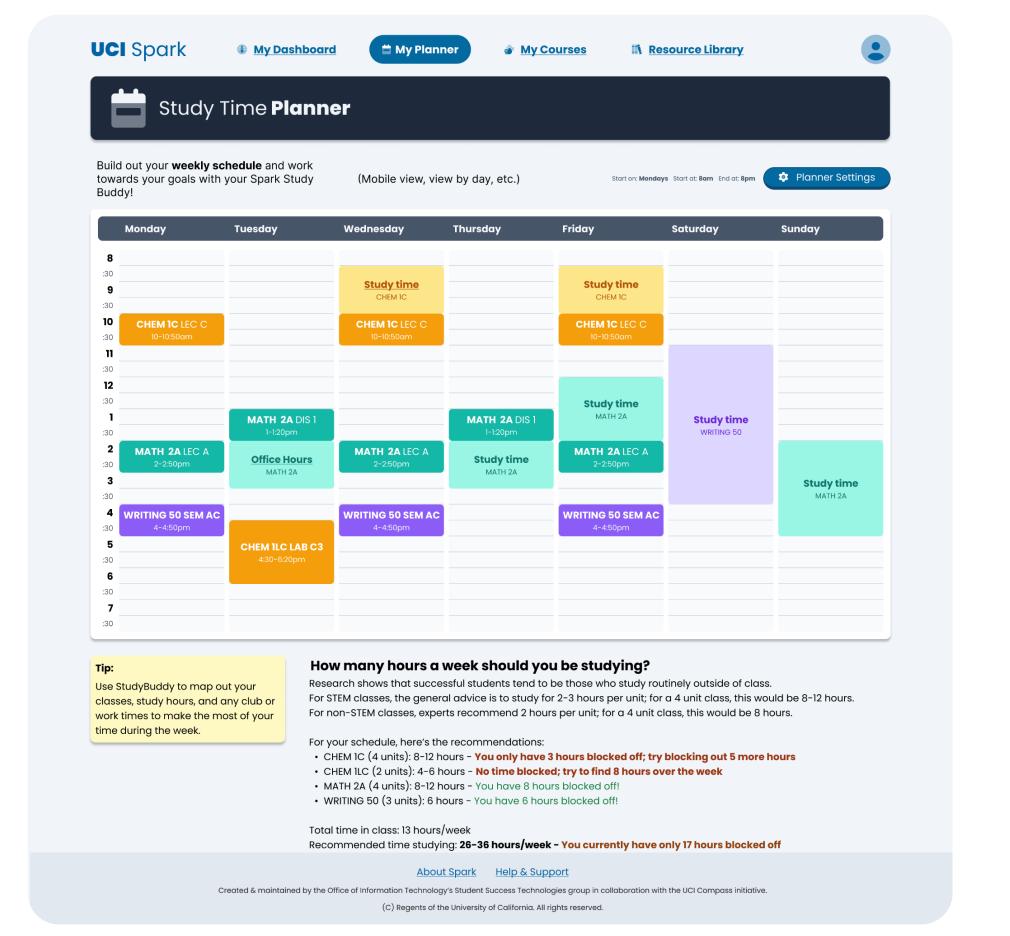
| 25% | 7% | 4.2% |

Spark Survey Analysis W-2025 (Ray)

Stickiness
On average, students view their Spark dashboard in at least 2 different weeks in Fall, 2.5 in Winter, and 3 in Spring

| 2 2.5 3 | 1.3 | 1.15 |

Spark Survey Analysis W-2025 (Ray)

Representation
Usage of Spark for students identified as one of low income(37%), first gen(40%), or URM(33%) falls within 10% of average for students in Spring

| 37% 40% 33% | 30% 33% 28% | 34% 38% 33% |

Spark Survey Analysis W-2025 (Ray)

Next Steps

Study Time Advisor

Why it matters
- **Provides meaningful context** by comparing your engagement with that of students who previously met course expectations.
- **Supports self-assessment** by helping you gauge whether your level of activity aligns with successful academic habits.
- **Promotes transparency** so you can make informed decisions about how and when to engage with course materials.

Everyone's circumstances differ. Canvas activity is not a predictor of success, but rather provides context and can serve as a tool to help with time management and study techniques.

Comparative Analytics

Canvas Activity Over Time (You + Students who earned a B)

Canvas Feature Usage (You + Students who earned a B)

Why it matters
- **Promotes awareness** by comparing your activity to students who earned a B, helping you gauge whether your engagement aligns with successful patterns.
- **Encourages reflection** so that you can identify underused learning tools and adjust your strategies accordingly.
- **Supports self-regulated learning** by making your behavior visible in context, empowering you to take ownership of your academic progress.