Dear Tina,

Student ID: XXXX

Welcome to the School of XXXXX we are so pleased to have you studying with us.

We wanted to write to you about Learner Engagement Analytics (LEA). Learner Engagement Analytics is a term that is used to describe the data the University holds about your engagement with various services, as well as your demographic data. The University collects and analyses this data to better understand and support your journey through University.

We take handling your personal data very seriously, and we can assure you that your data will only be used to improve the student experience and provide tailored support to you when you need it. The engagement data from all the students in your cohort can help academic staff to improve their learning materials. If a lecturer can see that most students in your class aren’t opening the resources on QMPlus, it might be sign that they need to redesign the QMPlus page so it is easier for you to access the right resources at the right time.

Your data will never be used for assessment unless you have been explicitly told that this is the case (this is only the case for a small minority of courses that have relied on engagement data for assessment for a long time, so this isn’t a new feature of the LEA system). Similarly, if we can see that you have disengaged, the LEA system will never be used to make any automatic decisions about your progression. Finally, your data will never be used for the purpose of the Prevent scheme.

If an Advisor or Student Support Officer can see on the LEA system that you look to be disengaged, they may reach out to you to see how you are and if you need any support. We want to use this data to connect with you and any concerns you may have while you study at QM.

We want to be completely transparent about the way LEA works at Queen Mary, so don’t hesitate to get in touch if you have a concern or a question. In the first instance, please contact your Advisor.

Kind Regards