

# 5 Steps to Collecting Data to Drive Results for Your Learning Program



Data is imperative to understanding the efficacy of your digital learning program. Specifically, data can reveal the areas where your learners are succeeding, where they might be failing, what content they are engaging with, and what content isn't resonating well.

You can follow five steps to make sure you're collecting the data you need to make an impact on your learning business.

## Step #1. Determine learning program objectives

Align your team with a strong understanding of your core objectives, and be as specific as possible.

Examples:

1. Increase learner retention by 30% over multiple courses.
2. Increase learner pass rates on the certification exam to 70%.

## Step #2. Establish data collection logistics and processes

To meet your objectives, you need access to the data that will support them. All of these questions are helpful to figure out before you get started with an LMS:

- How will you collect the data?
- Where will it be stored?
- Who will manage it?
- Will there be a data back-end system with digital content?
- Is it easy to run data reports?

## Step #3. Use consistent common identifiers throughout your learning program

Set categorization or common identifiers up across your content so you are comparing like terms. The more granular the identifiers, the more granular your analysis can be.

For example, if you want to compare how a learner is doing on a set of practice questions in a particular topic area compared to how they are performing in a higher-stakes testing module on the same topics, you will need to have category alignment or you will be comparing unlike terms.

## Step# 4. Tell your learning program story using the data you collected

The story you tell should tie back to your objectives. Do you notice any patterns within the data? Are there certain behaviors that stand out? Is there any missing data?

You don't want to be overwhelmed, but you want enough data to provide valuable insights into your learning program. Here are some data points to help get you started:

- # new course enrollments
- # active learners
- % of user base utilizing each learning modality
- Avg. # lessons / flashcards completed per user
- Course reviews
- Net promoter score
- Lesson / flashcard confidence levels
- Practice question scores
- Mock exam scores
- Time on platform
- Avg. course progress 3/6/12 months from enrollment
- % of user base completing 30% of lessons, 1+ exam, etc.

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## Step #5. Take Action

Once you've collected your data, it's time to incorporate learning science and design principles to course-correct any issues you have uncovered in your learning program.

Examples:

- Pattern: Learners are not completing their study tasks.
- Solution: Incorporate microlearning strategies to help pare down the content into smaller chunks.



## 3 Tips to Keep in Mind...

### 1. Start early

Determine your objectives and the data you will need to support those objectives early on, and use this as you create your content.

### 2. Be Clear

The right LMS will provide you with an abundance of data analytics from your program. Being clear about the objectives you determined in step #1, program goals, and the data you need will help keep you on the right track.

### 3. Be curious

Don't shy away from asking hard questions once you have uncovered your learning program story. Approach reports with an openness to new or different trends you might not have expected to see.

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