

B4 – Take-up & completion rates

Estimate of completion rates for online courses in general vary between 5-15%

- <http://www.katyjordan.com/MOOCproject.html>
- <https://www.edsurge.com/news/2018-11-28-stop-asking-about-completion-rates-better-questions-to-ask-about-moocs-in-2019>
- https://docs.wixstatic.com/ugd/cc7beb_5803e625ebee463ebc6f4796027366f1.pdf
- <https://www.futurelearn.com/info/blog/completion-rates>

Completion rates :

We are very cautious about over-valuing completion rates, hence developing in-course 'friends and family' surveys to capture the experience of learners who do not complete the course for various reasons.

Our data are live i.e. include recently registered learners (i.e. not yet or actively working through courses) as well as those who have 'finished' their learning experience. However these were the completion rates calculated in May 2020.

- Antenatal: 26%
- Postnatal: 29%
- 0-19 years (main course): 32%
- Teenage brain: 58%

Some reasons for non-completion

1. right learner, wrong time,
2. right learner, right time, but then realised that the content was not great
3. wrong learner. full stop. everyone loves something for free?
4. right learner, right time, but didn't complete (persistence)
5. right learner, right time, got what they wanted, left
6. right learner, right time, wrong User Interface to encourage starting

The in-course survey data suggest that we don't suffer too much from attrition due to number 2. We continue to work on improving the experience to reduce attrition for reasons due to 4 and 6.

You can view your Friends and family survey data in the sponsor admin account in > Visual Reports.