



**Onefile Engage**

# **NURTURE EVERY LEARNER**

**Transforming Learner Success Rates**





**NUTURE  
EVERY  
LEARNER**

## **INTRODUCTION**

Our ability to gather, prepare and analyse data gives us an opportunity to enhance experiences for apprentices and other learners.

Using software that harnesses artificial intelligence (AI), machine learning and the principles of data science, we are able to personalise their experience of education and training, predict their chances of success in tasks and improve overall outcomes. It is the future of apprenticeships.

In this paper, we explore the revolution in education technology, specifically software as a service (SaaS), through the ground-breaking new innovation from OneFile. It is called OneFile Engage and it demonstrates the limitless possibilities of AI, data science and advanced engagement strategies to nurture apprentices through their programmes to completion.

***Here, we will explain why this tech-driven advance in apprenticeship and learner management is needed and how OneFile Engage will become your go-to solution for keeping your learners on track.***

# THE CONTEXT

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Too many learners will not complete their apprenticeships.

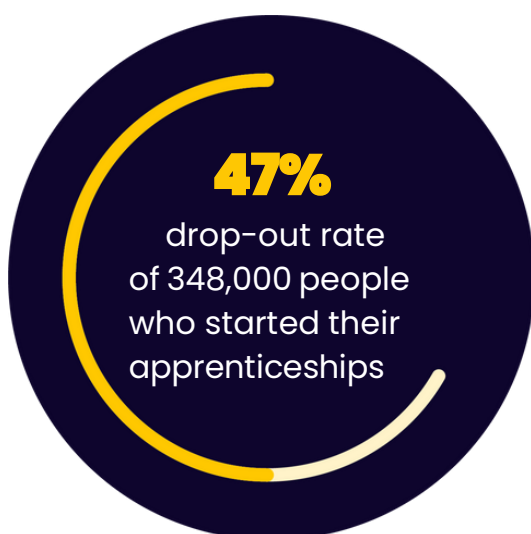
Broadly speaking, for every successful apprenticeship, there is another that will not make it.

In England, the proportion of apprentices who successfully completed their training and assessment grew marginally to **54.3%** in 2022/2023, **up from 51.4%** the year before. This is some way short of the previous Government's target of **67%** by 2025.

Applying the **47%** drop-out rate to the 348,000 people who started their apprenticeships in England in the 2021-2022 academic year, for example, the think tank EDSK estimated that this would equate to around **163,500 apprentices not completing their course**.

Note, it is important to recognise the positive outcomes that do come after some learners drop out of their apprenticeships – e.g. they are given a job by another employer.

Figures from the think tank St Martin's Group, however, also point statistically to the greater likelihood of employment for those who successfully complete their apprenticeship. Respondents who did not complete their apprenticeship were statistically less likely to secure either a permanent job (**8%, compared to 29% who completed**) or a promotion (**7%, compared to 18% who completed**) with the same employer.



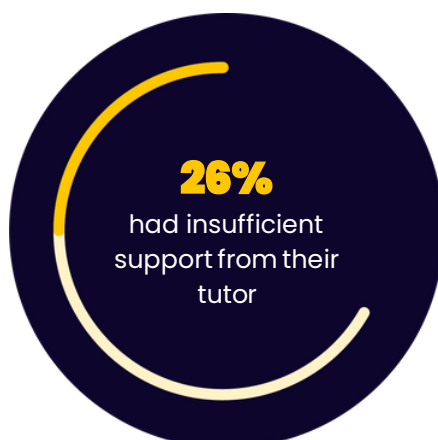
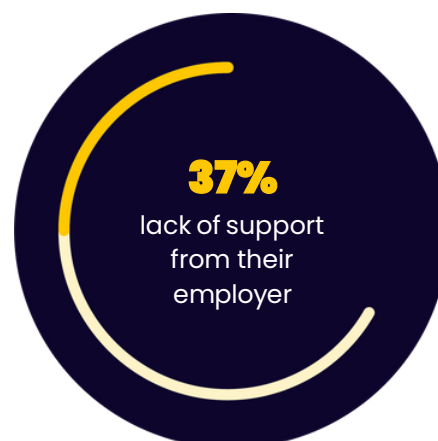
# NUTURE EVERY LEARNER

In other words, an apprentice who drops out is less likely to secure employment.

There are numerous factors behind the high drop-out rates. Lack of job satisfaction, poor training and not enough of support are often cited as some of the main reasons for dropping out.

In the [St Martin's Group survey](#) from October 2022, one in four apprentices (24%) cited poor teaching quality as the reason for quitting their apprenticeship, while 37% pointed to a lack of support from their employer. More than a quarter (26%) said they had had insufficient support from their tutor, while 32% said poor organisation was the cause.

It is clear that much more needs to be done to improve apprenticeship completion rates.



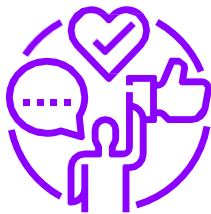
# THE IMPORTANCE OF ENGAGEMENT

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The evidence tells us that engagement is a vital factor in shaping positive learning outcomes. This [research](#), for example, finds that student engagement constitutes 'a crucial precondition for optimal and deep-level learning' (Barkoukis et al).

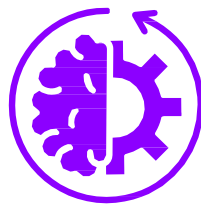
It is the same for learners in almost any setting, including apprenticeships: when they are more actively involved in the learning process, they are more likely to pay attention, stay motivated, process information and retain knowledge. You could say that learner engagement is the cornerstone of effective learning, and this is certainly the case with apprenticeships.

In common with other areas of education and training, there are three aspects to learner engagement in apprenticeships: behavioural, cognitive and emotional.



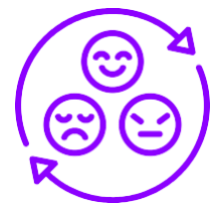
## Behavioural engagement

This is about those actions and behaviours that we can observe in our apprentices as they learn. How actively are they participating? Indicators might include their success in completing off-the-job learning assignments, or their interactions with tutors.



## Cognitive engagement

Focuses on the mental effort that apprentices invest in their apprenticeship. Consider, for example, their level of critical thinking, or their application of off-the-job learning to their on-the-job tasks. Here, you might measure the apprentice's engagement by how frequently they apply their learning with their tutor to solving problems at work.



## Emotional engagement

Involves things like motivation, curiosity, enjoyment of learning and that sense of achievement. This might be a little more difficult to measure but might include observations on their enthusiasm to learn new things and a positive attitude towards their off-the-job course work.

These three aspects of engagement are interconnected. We know that apprentices who are behaviourally engaged are more likely to be cognitively engaged, and feeling good emotionally can motivate them to participate more actively. It is why effective training providers will strive to create learning experiences that address all these three aspects, fostering a holistic and positive learning environment for all apprentices.

**Engagement, then, is central to improving those apprenticeship completion rates.**

# TECHNOLOGY'S POWER TO ENHANCE ENGAGEMENT

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We know that a successful apprentice is usually an engaged apprentice. In this busy, ever-changing world of work, how do we then ensure our apprentices are engaged? How do we know when an apprentice is losing enthusiasm and motivation, and edging ever closer to dropping out?

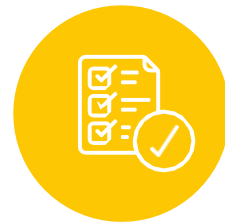
**Technology, or more specifically software powered by artificial intelligence (AI) and data science, now gives us the means to do three critical things to ensure our apprentices are engaged. It can:**



**1. give us warning when our apprentice is at risk at dropping out**



**2. keep the apprentice on track, with regular contact and opportunities to engage**



**3. thereby maintain higher levels of retention and funding**

OneFile Engage will firstly gather and analyse anonymised data gathered from the **outcomes of over 1.5 million apprenticeships**. Secondly, it will also gather your data, capturing the experiences of apprentices in your unique working environment.

By leveraging advanced statistical analysis, we then take this data and use machine learning (a sub-field of AI) to help us 'learn from experience'. That is, learn from the experiences of apprentices in your organisation and from other learners across the country.

By doing so, we can detect typical patterns of behaviour, for example a drop in the number of times a learner logs on leads to more time off work, leads to a drop-out. This is the solution acting as an early warning system.

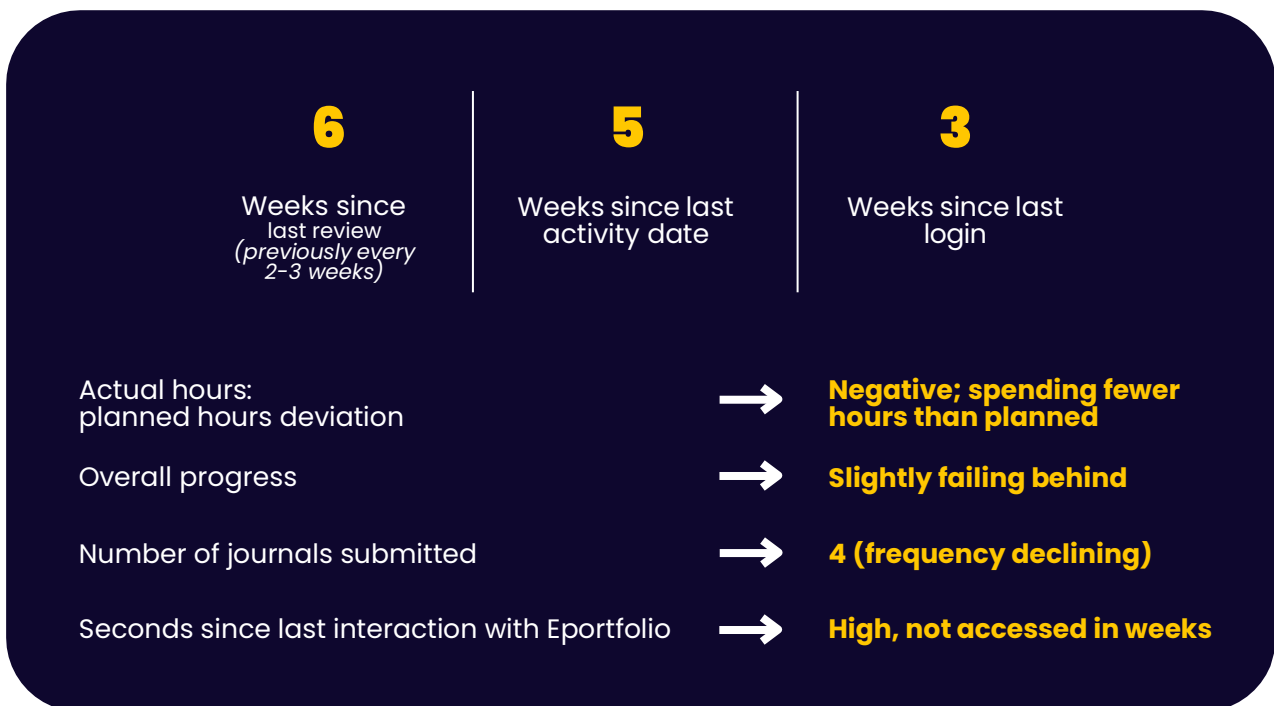
# TECHNOLOGY'S POWER TO ENHANCE ENGAGEMENT

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By feeding data insights into an AI system, a software solution such as OneFile Engage is able to make predictions and act quickly and decisively to get your learners back on track.

## Early Signs of Disengagement.

Learner A initially engaged well but recently shows a pattern of decreased activity:



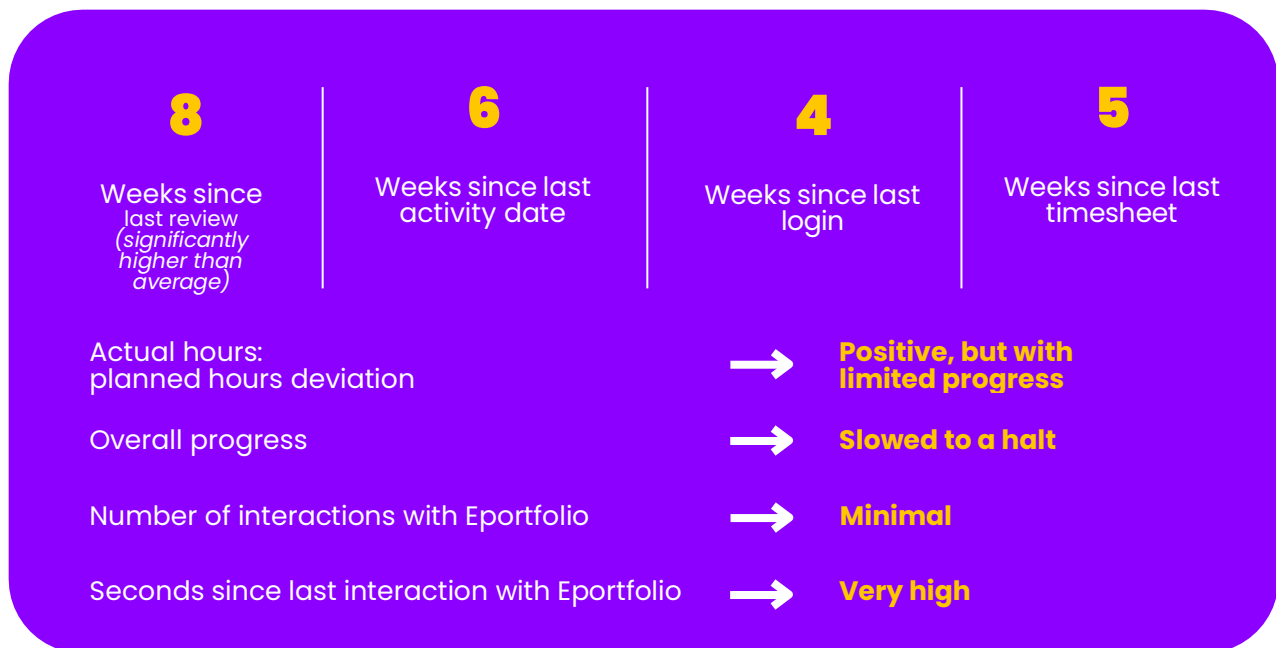
*Engage identifies Learner A as showing early warning signs of disengagement. With these indicators, Engage alerts administrators, recommending a tailored intervention to help re-engage the learner and address barriers to participation.*

# TECHNOLOGY'S POWER TO ENHANCE ENGAGEMENT

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## Consistent Drop in Progress with Growing Time Gaps.

Learner B has had fluctuating engagement but recently demonstrates a consistent decline:



Here, Engage detects compounding gaps between key engagement metrics, which suggest a high risk of dropout. It provides an alert to administrators with specific recommendations for proactive support, aiming to re-engage Learner B and prevent dropout.

This is software as an **engagement toolkit**. Risks are flagged and then addressed through timely and informed interactions.

We know that technology can play a key role in enhancing learner engagement and success in further education. Together, data science and machine learning equip us to better manage the risks of dropouts and to personalise learning. Through better engagement, we can reduce drop-out rates. Ultimately, this means the precious opportunity an apprenticeship represents is not lost. For the employer, their investment, and Government funding, are protected.



# INTRODUCING ONEFILE ENGAGE

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## **A great career often begins with an apprenticeship.**

OneFile Engage is a brand new solution, designed in collaboration with industry experts including OneFile clients, to help you nurture each apprenticeship and manage the risks of drop-outs. It uses data science with AI machine learning to delve deeper and wider into hundreds of thousands of apprenticeship journeys. OneFile Engage aggregates and analyses this data and turns this rich information into wisdom. With hindsight, we obtain foresight.

By leveraging advanced statistical analysis and machine learning, OneFile Engage will help you to discover patterns in apprenticeships to provide meaningful insights. This enables you to act quickly and decisively to get your learners back on track. This is AI that shapes a more engaging experience for your apprentice. Future plans include AI automations to drive personalised communications using the best approach and timing and helping the learner update data in an efficient way.

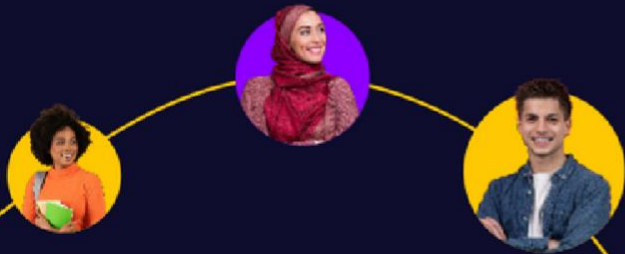
At your fingertips, OneFile Engage will give you a dashboard of data-driven insights that are your early warning system, flagging key indicators, such as session attendance and number of log-ins. You can then analyse the engagement of your learners to tailor your support and interventions.

## **In short, OneFile Engage intelligence works in four ways:**

- OneFile Engage leverages learnings from our existing dataset of hundreds of thousands of completed and uncompleted apprenticeships to drive the highest levels of engagement
- OneFile Engage learns from your data, every day you use it, getting better at knowing what is effective for each apprentice in your environment
- OneFile Engage will (in the future) blend automated interventions with proactive 'nudges' to you and your team, based on what the data says
- OneFile Engage lets you configure your own metrics which are important to you, in addition to the machine learning based risk. You customise the 'risk levels' across all metrics to suit your environment

OneFile Engage will become an indispensable tool that you can integrate with your OneFile Eportfolio and learning hub to keep your learners on track, and to achieve excellence as an apprenticeship provider.

OneFile Engage will cut your funding losses, increase completion rates and boost learner satisfaction. It is your new and brilliantly intelligent solution to enable you to nurture your apprenticeships and protect those precious opportunities.



# NURTURE **EVERY** APPRENTICE

Apprenticeships are precious opportunities.  
**Every one must be nurtured.**



Engage identifies both the factors that lead to **successful completion** and the **early warning signs** of potential risks that lead to dropouts.

Real time data empowers you with actionable intelligence, boosting the likelihood of learning completion and assisting you obtain both learners and funding.



[Find out more](#)

 **Onefile** Engage

# THANKS

To find out more about OneFile Engage please contact us

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