

## PERCEIVANT: CASE STUDY

# ENGAGING STUDENTS, BUILDING LIFE SKILLS, & MEASURING SUCCESS



INCREASED  
STUDENT ENGAGEMENT



PERSONAL  
APPLICATION



FACILITATE  
CONVERSATION

### Our Client:

**Kennesaw State University**, located just north of Atlanta, is the third largest public university in the state of Georgia and offers over 150 undergraduate and graduate degree programs. KSU's Department of Health Promotion and Physical Education provides Foundations for Healthy Living (WELL 1000), a required course for all first-year students to teach and motivate healthy lifestyle behaviors.



### Problem Addressed:

The faculty at Kennesaw State University were faced with challenges that most college faculty face: How can we make textbook concepts more relevant and meaningful to today's student? How can we collect formative and summative course assessments data more efficiently, without soaking up limited faculty time or scarce department resources? How can we demonstrate how the course outcomes align with the university's general education goals and mission?

In addition, KSU faculty wanted to write and develop course materials that is tailored to the needs of KSU students specifically, including information and statistics about environment in which KSU student live: Kennesaw State University, the Atlanta metropolitan area, and the state of Georgia. So the faculty needed a partner with the academic publishing experience, cloud-based learning and analytics expertise, and a mission aligned with KSU faculty's goals.

"After evaluating proposals from 10 different companies, we found Perceivant to be the right fit for us. It offered the editorial experience, the technology expertise, and a vision for the future of health and wellness education that was aligned with ours," said Amy Howton, course coordinator.

## **Solution Provided:**

### **Core Product**

*21st Century Wellness* interactive book/course. Custom Build.

### **Strategy**

Perceivant uses evidenced-based assessments and analytics to create a personalized online learning experience for students. Working as an editorial partner with KSU faculty, Perceivant used its *21st Century Wellness* product to develop an online assignment in which students learn to self-assess, analyze and reflect on what they learn about themselves and the science, and then create long- and short-term goals and action plans. The product was customized to meet the content needs and course objectives of Foundations of Healthy Living course. Perceivant also provided training and other support resources to twenty-five instructors who would teach nearly 50 sections of the course. After the first semester, Perceivant worked with the faculty to review the course, collect feedback, and enhance the course for improved user experience based on the student and faculty needs.

## **Results Experienced:**

In fall 2015, faculty in Kennesaw State University's Department of Health Promotion and Physical Education worked with education technology start-up, Perceivant, LLC, to launch a new course that combines learning theory with digital technologies in a way that can measure and track students' ability to communicate, solve problems, and adapt.

The new course, titled Foundations of Healthy Living, uses an innovative instructional framework in which KSU students personalize scientific concepts through self-assessment, reflection, goal-setting, and planning. Instead of taking tests to prove comprehension of textbook theory, students demonstrate how to use the theory to solve problems that they will face in their personal and professional lives.

In many ways, this new approach departs from the traditional textbook and lecture-hall model that dominates most college classrooms today.

### *Increased Engagement, Retention, and Student Satisfaction*

Now after a full academic year in which nearly 6,000 students enrolled in the course, the results are positive. Student engagement in the material increased, student retention is up, and the feedback from students is enthusiastic.

A 2015-2016 KSU Student echoed what many students have said about their experience using Perceivant's learning systems: "When I first entered this course, I was completely resistant to it. I thought,

'This is a class entirely centered around trying to change me,' and as someone who has long struggled with depression and low self-esteem, this was just another confirmation that to the world, I wasn't good enough. Now that I have taken the course, I see that this was never the case. If anything, this class has taught me that I am good



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enough; I am worthy of love, happiness, and the highest standard of well-being possible, and that is exactly why I should take care of myself. This course was not, as I expected, an attempt to shame me into exercising, eating right, and (somehow) not being stressed, but a gentle attempt to equip me with the knowledge and tools I need to treat myself the way I deserve to be treated.”

And KSU faculty are pleased with the results, not only because the new course is proving a new instructional model, but also because they are finding that the new approach benefits them. “We are finding that the classroom dynamic has changed. Because students are engaged with the material online and in a personal way, they are more prepared to discuss when they are in class with me and their peers. I’d much rather facilitate a conversation than lecture about science that is already explained in the textbook.

### *Analytics Measure Development of Learning Abilities*

In addition to the instructional technologies, Perceivant’s analytics enable instructors to see how students are developing these important workplace skills in real-time, while instruction is happening. Perceivant learning systems include assessments that enable faculty to measure course in terms of how students’ attitudes, perceptions, and behaviors change, not just what they memorize in the textbook.

The KSU project shows how real-time data analytics can be used to address problems seen on college campuses across the country. In the course, KSU students complete a health risk intervention that gauges their risk to depression, alcohol and drug abuse, disease, or injury. Students receive secure online feedback that raised awareness of risk and how they can mitigate those risks.

**“This course was not as I expected... but a gentle attempt to equip me with the knowledge and tools I need to treat myself the way I deserve to be treated.”**

*— 2015-16 KSU Student*

***We engage your students by making concepts timely and relevant. Using our online tools, learners self-assess, analyze, reflect and create strategies for change.***

***Visit [www.perceivant.com](http://www.perceivant.com) for more information.***

