



TEACHUP

Results of the Teach-UP policy experimentation

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TEACHUP

1 The problem and the tested solution



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The problem of retention in online courses



Enrol



Complete

Only a few complete

The problem of retention in online courses



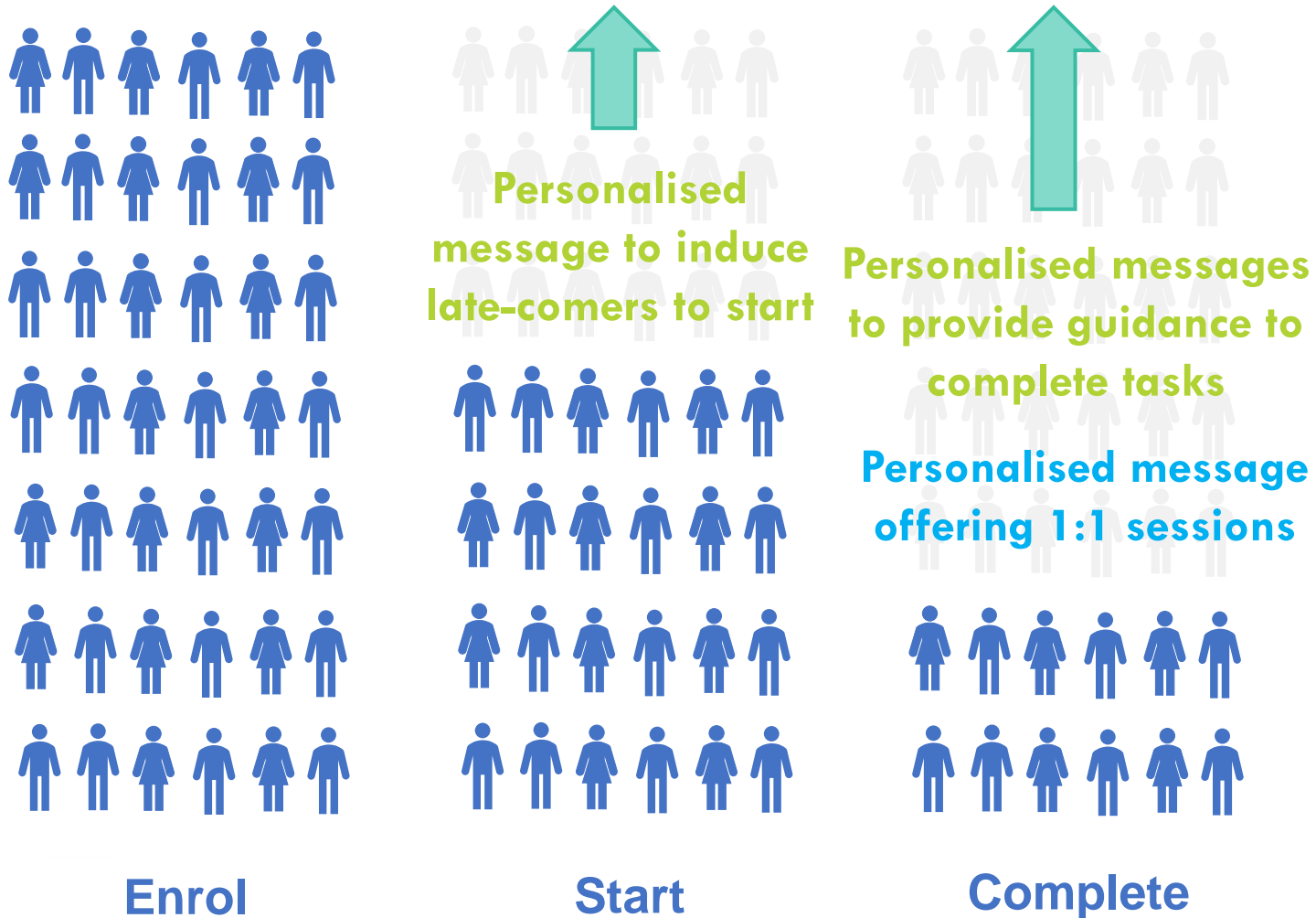
Enrol

Start

Complete

But this is also because many enroll, but do not start!

...and the proposed solution



The TeachUP mechanism provides **personalised support messages** based on:

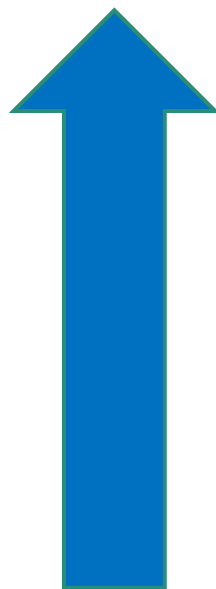
- **Teachers' profile**
- **Teachers' actions/inactions on the course platform**

Expectation

Personalised support

9 different messages based on:

- **teachers' profile**
- **teachers' actions/inactions**



Course retention

- Start rates
- Completion rates



TEACHUP

2 How did we test this hypothesis?



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The TeachUP Randomised Controlled Trial

4,090 professional and student teachers recruited from samples of schools and ITE organisations in 10 countries

The 10 TeachUP countries

- Austria
- Estonia
- Greece
- Hungary
- Lithuania
- Malta
- Portugal
- Slovakia
- Spain
- Turkey

The TeachUP Randomised Controlled Trial

4,090 professional and student teachers recruited from samples of schools and ITE organisations in 10 countries

2,132 assigned to the Treatment Group

1,958 assigned to the Control Group

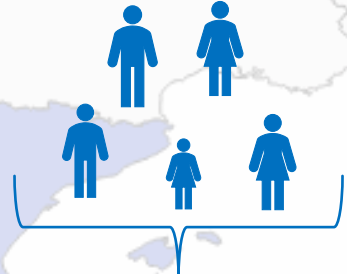
Thanks to randomisation, the two groups are comparable!

The TeachUP Randomised Controlled Trial

4,090 professional and student teachers recruited from samples of schools and ITE organisations in 10 countries

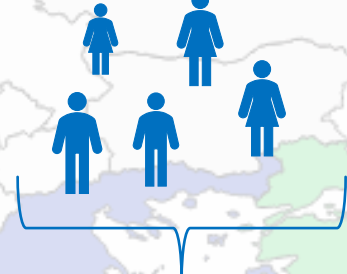


2,132 assigned to the Treatment Group



4 courses
+
Personalised Support

1,958 assigned to the Control Group



4 courses

Thanks to randomisation, the two groups are comparable!





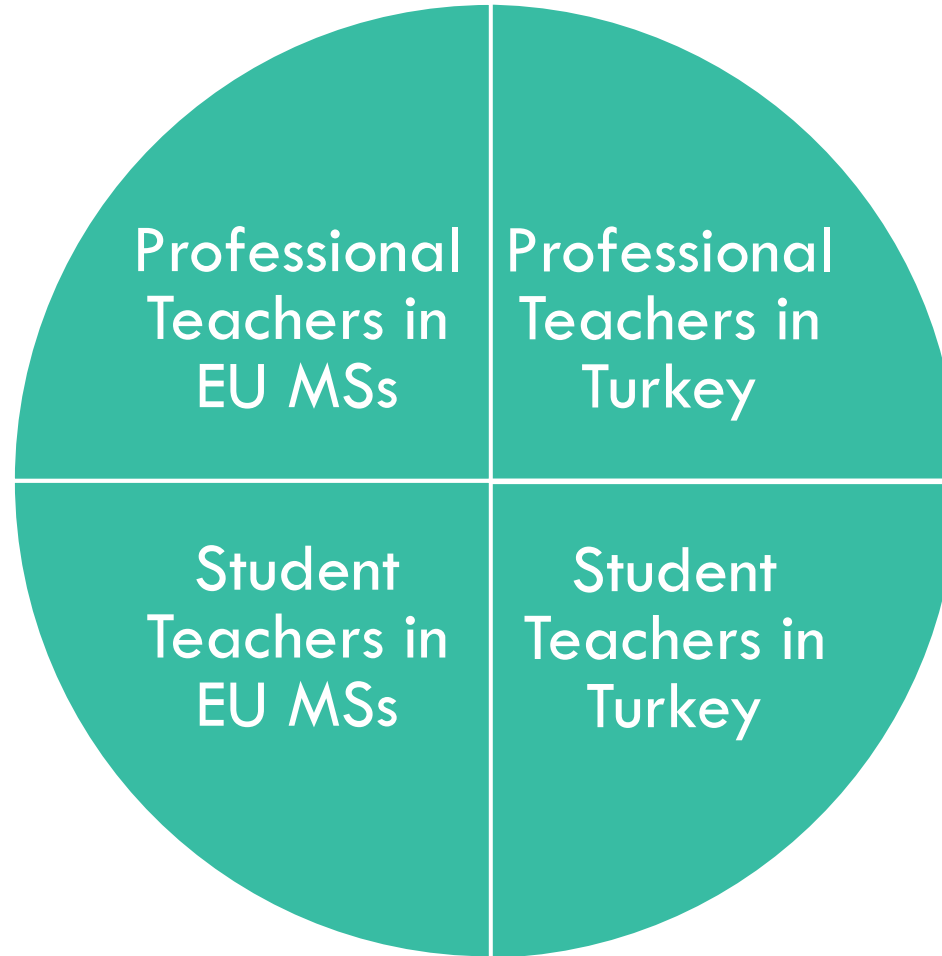
TEACH**UP**

3 What did we find?

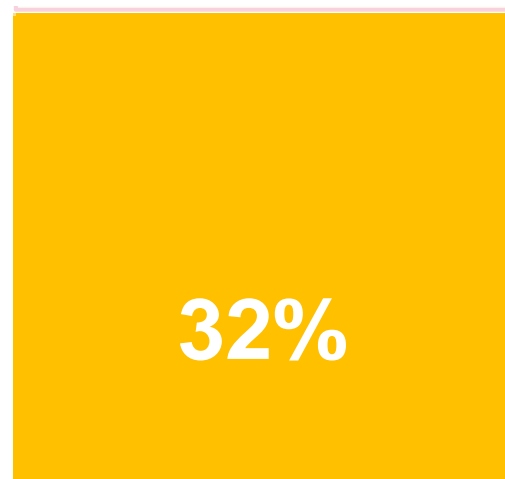


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The four groups

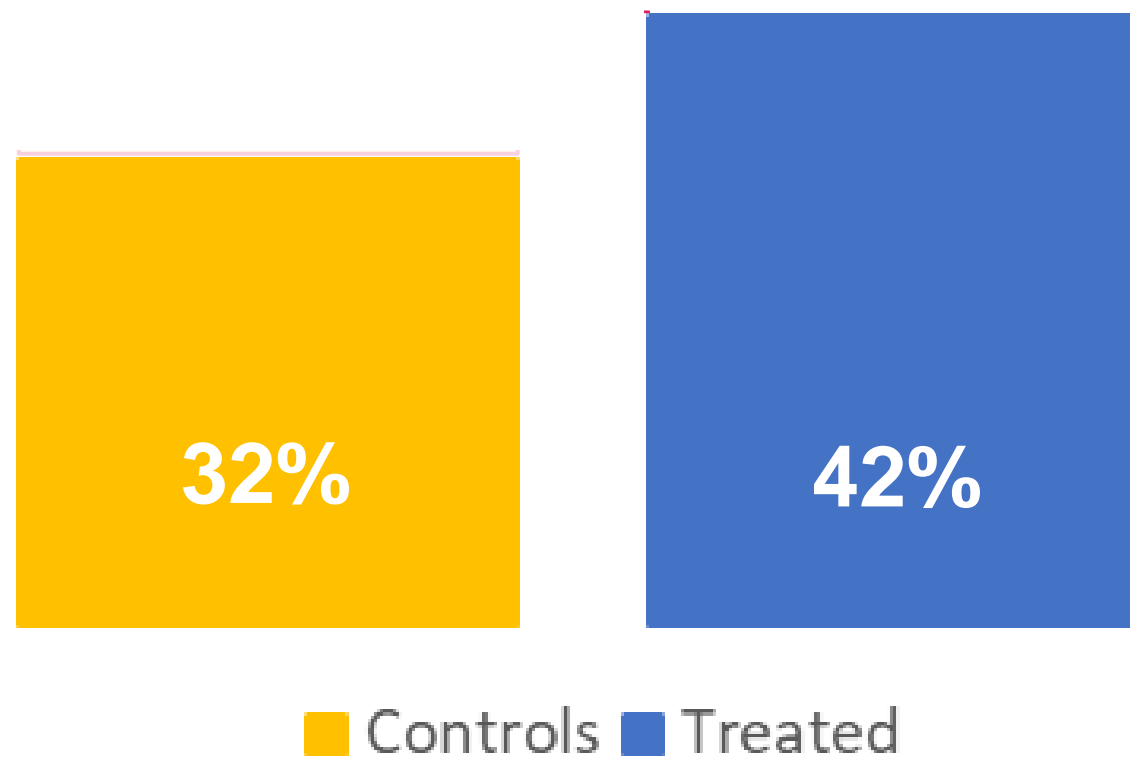


Course completion rate of Professional teachers in EU countries



■ Controls

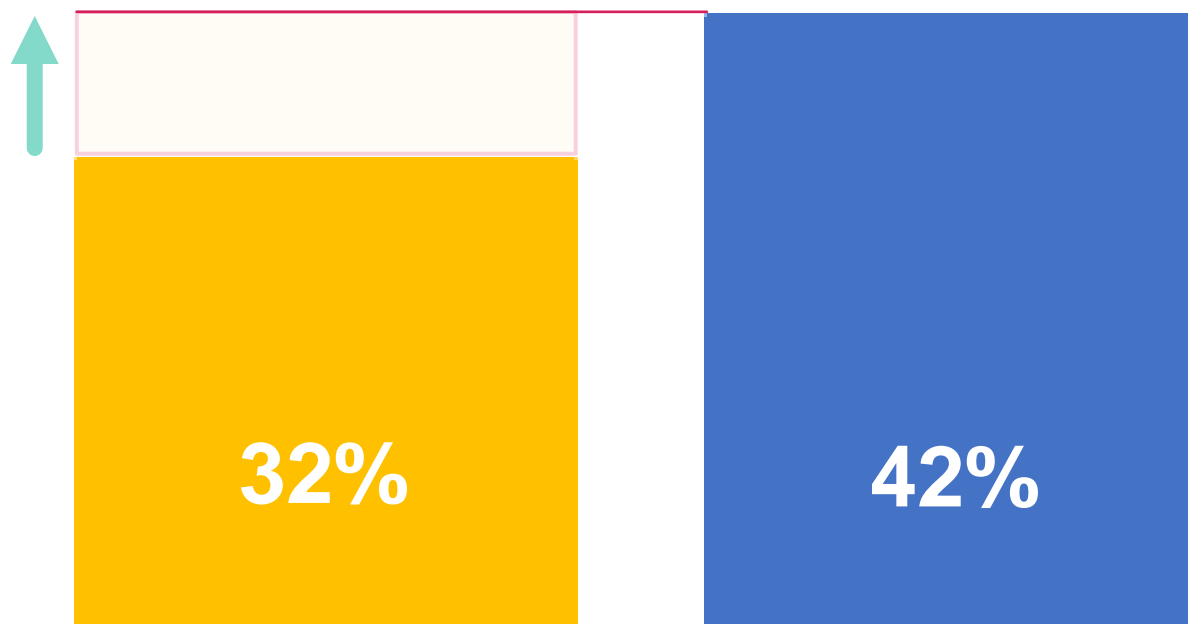
Course completion rate of Professional teachers in EU countries



Course completion rate of Professional teachers in EU countries

Personalised support increased completion rate by **10 percentage points**

+10 pp impact of personalised support

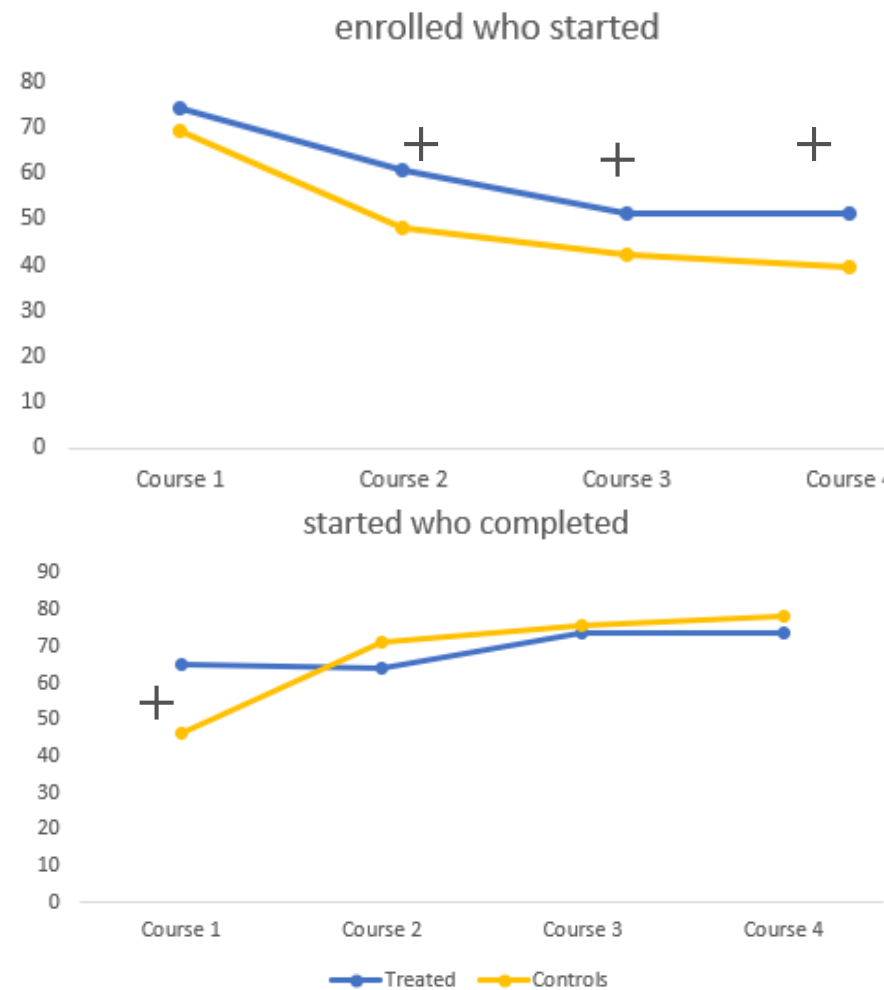


■ Controls ■ Treated

Why did the support work? ... 2 channels

↓ Increasing the proportion of enrolled teachers **starting** the courses

↓ Increasing the proportion of teachers **completing** the course once started



Why did the support work? ... 3 mechanisms

personalised messages made a difference

But how?

Messages entailing a mix of.....

Prompting



Observation

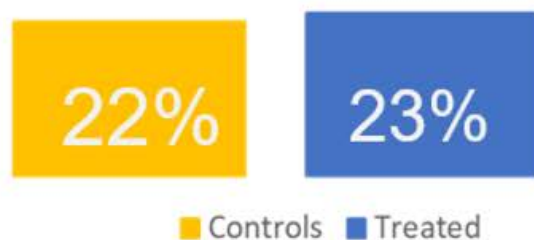


Guidance



No effects were found in the other groups

Student teachers from EU countries



Professional teachers from Turkey



Student teachers from Turkey



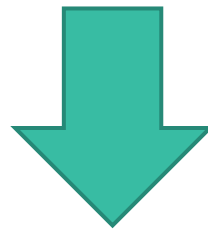
Why it did not work for all?

Student teachers

- ↳ need less technical guidance?
- ↳ less sensible to “observation”?

Turkey

- ↳ high completion rates among the very few who start?
- ↳ Implementation peculiarities role of the moderator and the higher number of participants



More research is needed



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